



FairWild Foundation

FAIRWILD FOUNDATION

Boosting your business with FairWild:
A webinar for brands

WE WILL COVER:

- Why care about wild?
- What is FairWild?
- FairWild: boosting your bottom line
- FairWild and our brand: the Pukka Herbs and Traditional Medicinals stories
- How you can get involved with FairWild



The background of the slide shows shelves filled with various 'SUPERFOOD' products. On the top shelf, there are boxes of 'SUPERFOOD CAMU CAMU POWDER' and 'CHIA SEEDS'. The middle shelf features several jars: 'SUPERFOOD MATCHA GREEN TEA POWDER', 'SUPERFOOD MULBERRIES', 'SUPERFOOD LIVE LEAF', and 'SUPERFOOD POWDER'. The bottom shelf shows more jars, including one labeled 'HERBS'. A large blue diagonal shape is overlaid on the right side of the image.

Why care about wild?

Anastasiya Timoshyna

Senior Programme Coordinator – Sustainable Trade

TRAFFIC

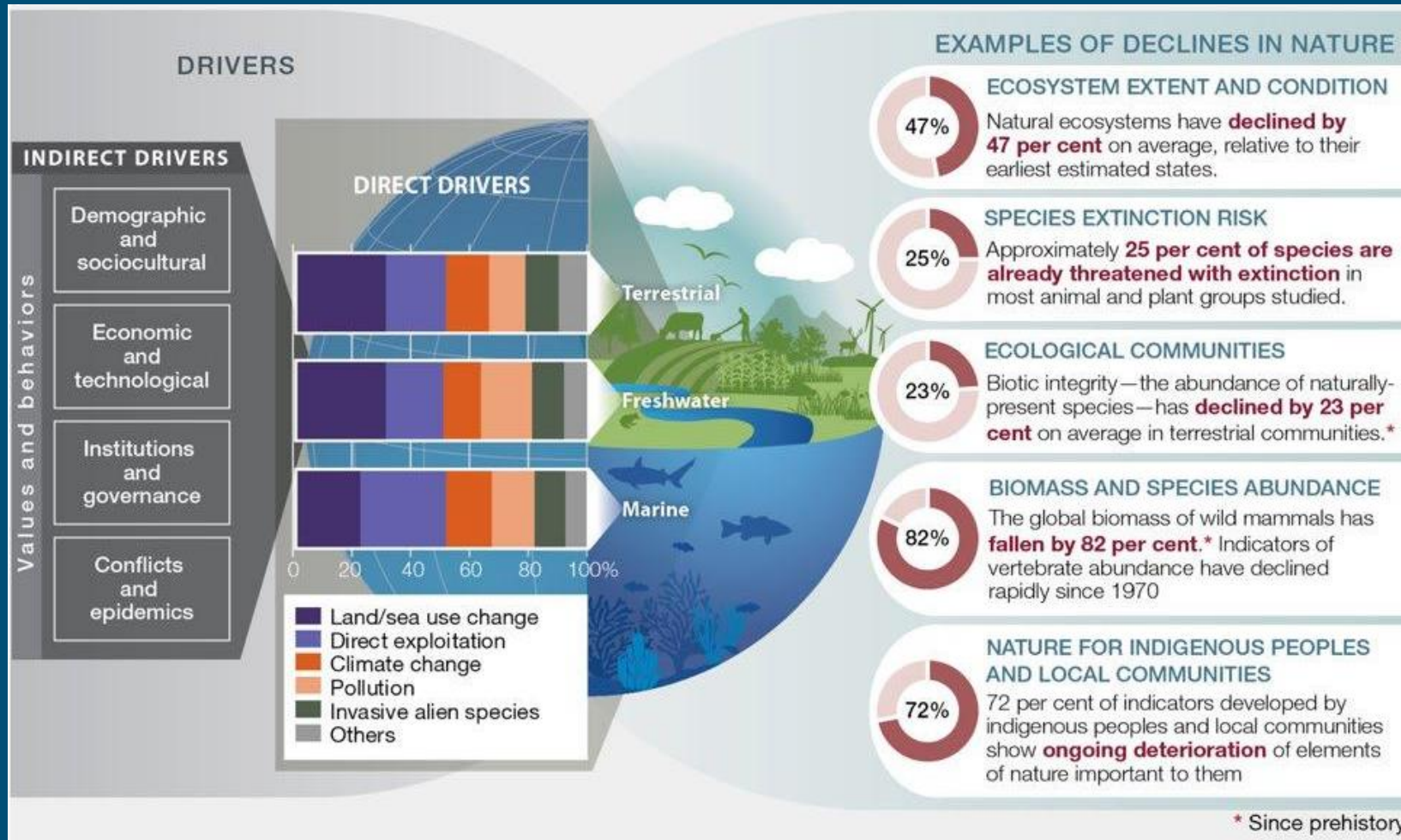


What is TRAFFIC?

the wildlife trade monitoring network

we work to ensure that trade in wild plants and animals is not a threat to the conservation of nature

biodiversity loss and drivers



Wild plants in use and trade a resource under pressure

- ~28,000 have well-documented medicinal and aromatic uses
- ~3,000 species traded internationally
- ~ majority sourced through wild-harvest





How threatened are medicinal plants globally?



only 7%

are assessed against
extinction threat
criteria



for 93%

of these species, the
conservation status
is unknown



1 in 5

of the 7% assessed
are threatened with
extinction in the wild

Increasing trade international trade in medicinal and aromatic plants

Top importers

Hong Kong SAR
USA
Germany
Japan
China

Top exporters

China
India
Canada
Germany
USA



Trade in wild plants people

- Millions of wild-harvesters, often in poor, marginalised communities
- Reliance on wild plants for health and income
- Much of trade informal, under-reported
- Complex regulations
- Decline in collectors' numbers and the loss of traditional knowledge and practices
- Consumers in ignorance about wild plant ingredients (or their sustainability)



The wild dozen

species important in trade, wild-harvested, susceptible to harvesting pressure and/or that are in supply chains problematic for social inequality of trading practices

Frankincense

Pygeum

Shea butter

Argan oil

Jatamansi

Baobab

Gum Arabic

Devil's claw

Goldenseal

Liquorice

Candelilla

Juniper



Wild plants trade: why act now?

- Increased use of herbal remedies for treatments around the world (COVID-19), but how sustainable?
- Disruptions in trade chains and concerns around long-term supply stability
- Increasing consumer interest in products origin, impacts on health, and sustainability
- 'Biodiversity momentum' as governments negotiate post-2020 Global Biodiversity Framework



Convention on
Biological Diversity



What is the role of companies in meeting biodiversity conservation ambition?

- Commitment to reducing threats to species and landscapes: through **sustainable wild plant sourcing**
- Commitment to **ensure equitable benefit-sharing** from sustainable wild sourcing
- Developing and linking wild sourcing **targets at company level** to global biodiversity targets



WHAT IS FAIRWILD?

Bryony Morgan, Executive Officer
FairWild Foundation

FAIRWILD

- Sustainability standard with **3rd party audited certification** for wild harvested plant ingredients
- Combines **fair trade** principles with **ecological sustainability**



OUR MISSION

“ to enable the **transformation of resource management and business practices** to be ecologically, socially and economically **sustainable throughout the supply chain** of wild-collected products ”



OUR WORK

- Manage the **FairWild Standard**
- Oversee **certification of wild plant ingredients** against the FairWild Standard
- Regulate use of the **FairWild label** on finished products
- **Connect** current and potential FairWild participating businesses



FAIRWILD CERTIFICATION: the main features

- Based on compliance of wild collection operations with FairWild performance indicators
- Requires annual on-site audit by third-party control body
- Continuous improvement approach
- Minimum criteria and increasing total score over five years
- Distinction between low, medium and high risk species



FAIRWILD PRINCIPLES

for wild collection operations and buyers

Wild collection and conservation

- Maintaining wild plant resources
- Preventing negative environmental impacts

Social and fair trade requirements

- Promoting fair contractual relationships between operators and collectors
- Limiting participation of children in wild collection activities
- Ensuring benefits for collectors and their communities
- Ensuring fair working conditions for all workers of FairWild operations

Legal and ethical requirements

- Complying with laws, regulations, and agreements
- Respecting customary rights and benefit sharing

Management, traceability, business

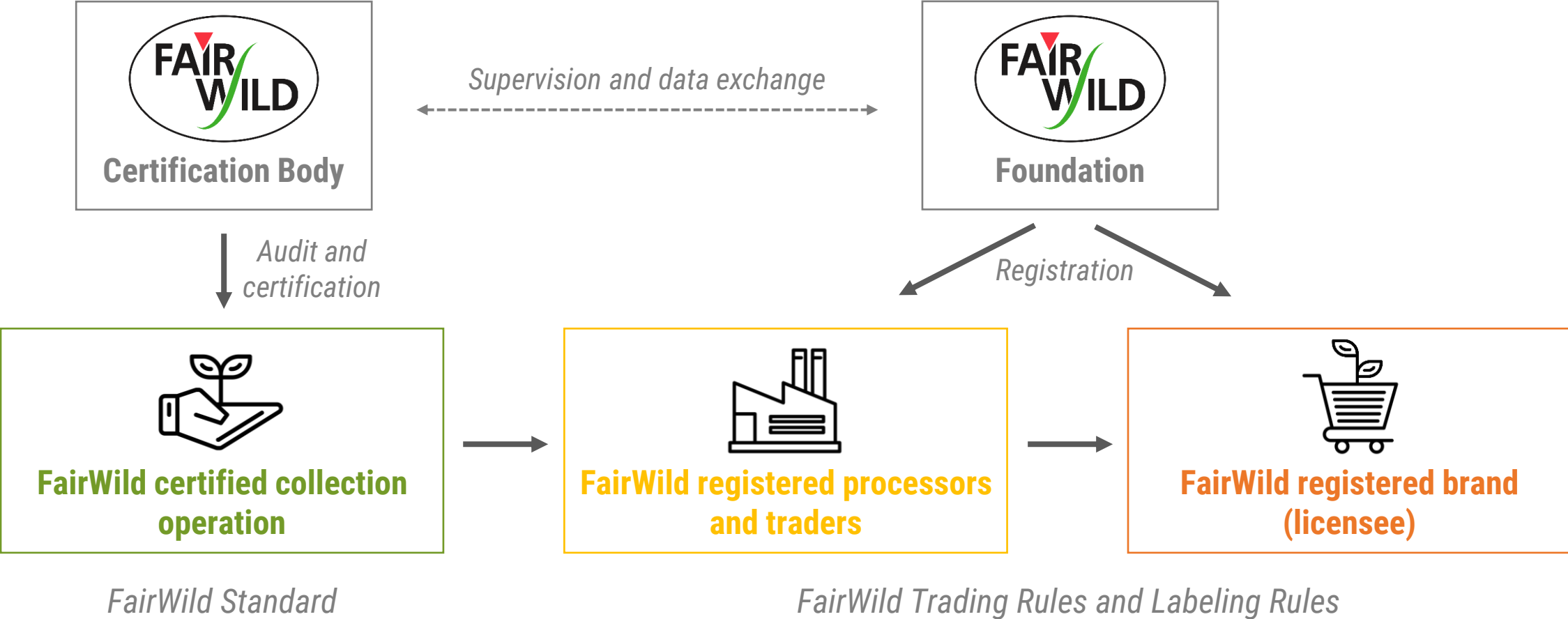
- Applying responsible management practices
- Applying responsible business practices

For buyers of wild collected products

- Promoting FairWild buyer commitment

HOW BRANDS USE FAIRWILD

a FairWild trade chain



FAIRWILD: BOOSTING YOUR BOTTOM LINE

Emily King, Business Engagement Officer
FairWild Foundation

FAIRWILD & YOUR BUSINESS

- Legal harvesting
- SDGs
- Business certification, e.g. B Corp
- A future ready supply chain
- Tap into a growing market
- Unique communications potential



LEGAL HARVESTING

- Demonstrated compliance with **national and local laws**
- Helps to demonstrate compliance with:
 - **CITES**
 - **Nagoya Protocol**
- Management, harvested and exported in accordance with **traditional/customary use rights**



SDGs



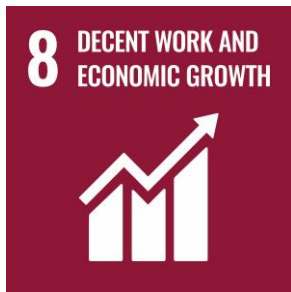
SDGs



- Equal rights to economic resources
- Access to natural resources



- Women's full participation and equal opportunities for leadership



- Safe and secure working environments
- Address child labour



- Empower and promote economic inclusion of all
- Income growth of lowest earners



- Sustainable management of natural resources
- Encourage companies to adopt sustainable practices



- Sustainable use
- Protection of habitats
- Promotes fair and equitable benefit sharing

WHOLE BUSINESS CERTIFICATION

B CORP

Demonstrates social and environmental performance

Questions

- Social or environmental screening of suppliers
- Third party certifications related to social and environmental performance



FUTURE READY SUPPLY CHAIN

- Potential for **deep relationship with suppliers** and collection operations
- Scope to influence **quality of product**
- Plan for the future:
 - **Long term management plans**
 - **Sustainable harvesting**
 - **Open communication**



TAP INTO A GROWING MARKET

- [2017 survey](#) by Unilever:
 - 33% of consumers buy from brands they believe are doing social/environmental good
 - 21% would actively choose brands if sustainability credentials were clearer on packaging
- [2019 survey](#) by GlobeScan:
 - 67% of respondents said their brand loyalty was motivated by desire to see some form of positive impact in the world



TAP INTO A GROWING MARKET

- [2020 survey](#) by Accenture:
 - 45% of consumers said they are making more sustainable choices when shopping since Covid-19 and will likely continue to do so

FairWild labelling = **clear demonstration** of **sustainability commitments** to consumers



UNIQUE COMMUNICATIONS

FairWild ingredients come from certification operations with **human stories to tell** and about the **wild places they originate from**

1 COMMENT · DEC 03, 2019

Baobab is here to save the world (and your skin): an interview with Gus Le Breton



The New York Times

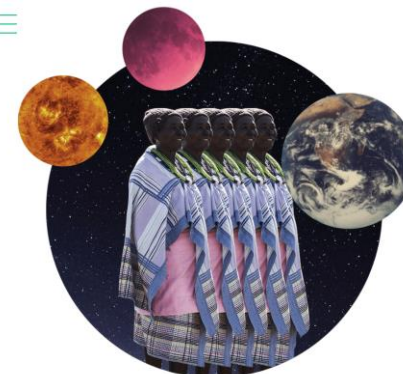
PAID POST

From Wilderness to Wellness

Outside an ancient forest in northeastern Poland, a California-based herbal tea company demonstrates its commitment to FairWild foraging.

Grow wild

In Svrlij, our partners operate a family run business, who help us wild-harvest our rosehips amongst the 120 different herbs that they collect across south eastern Serbia. Around 100 local villagers handpick the rosehips during peak harvesting season and for many local families, this work provides invaluable income. Most harvesting in remote villages where unemployment is extremely high. The rosehips grow in remote v... each fruit only contains between 10-15 seeds.



AT THE HEART OF LA POTION, OUR COMMUNITY

The fruits of the wild baobab are harvested by a community of women from the Limpopo province of South Africa. Without them, nothing would be possible. Fully integrated into the project, it is important to us to develop alongside them, to build a long-term relationship together.

Aware of our responsibility within this ecosystem, La Potion donates 1% of its turnover to contribute to the financing of development projects in the fields of education, biodiversity and the environment.

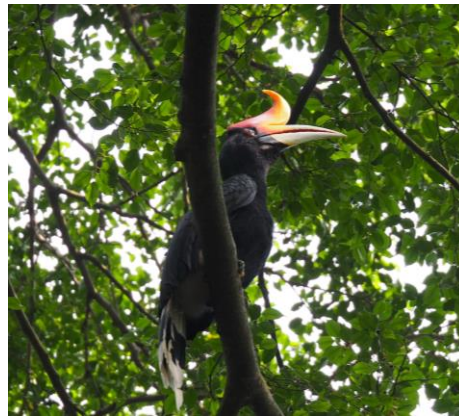
UNIQUE COMMUNICATIONS



FairWild certification can also confer benefits on animal species as well. Talk about how your products **help to protect megafauna**



Currently certified ingredients



Potentially certified ingredients



DON'T TAKE OUR WORD FOR IT!

“FairWild certification is not a fad; it is a trend.”

Mark Blumenthal, American Botanical Council

DON'T TAKE OUR WORD FOR IT!

*“With FairWild, the wildcrafters we work with in India are able to **harvest sustainably without compromising their livelihood.**”*

Kevin Casey, CEO, Banyan Botanicals



*“FairWild certification gives us **assurance** that **both sustainability and social needs have been taken into account** when selecting wild plant materials for use in our organic health and beauty products. **Displaying the FairWild logo** on pack and in communications **demonstrates our commitment to ethical sourcing**, and highlights to citizens that wild materials are used, driving awareness of this important sustainability issue.”*

Lou Green, Head of Ethics & Sustainability, Neal's Yard Remedies



NEAL'S YARD REMEDIES



DON'T TAKE OUR WORD FOR IT!

*"Thanks to FairWild's high ethical standards, we commit to a healthier and better planet, a **"must" for consumers** (and for us as entrepreneurs and global citizens!), now more than ever. **We are proud to participate** in FairWild actions for sustainable wild-plant collection, hand in hand with our remarkable baobab fruit supplier and her local communities of harvesters."*

Audrey Dauvet, Co-founder, Baobabes SAS

*"We can be sure that this ingredient is harvested in an **ecologically responsible and sustainable manner**. Just as important, we also like that it offers important and **steady fair-wage employment** for the rural harvesters, three quarters of whom are women, who use the income to feed and support their households and which **helps to preserve wealth locally**."*

Sylvie Chantecaille, Founder, Chantecaille



CHANTECAILLE

FAIRWILD AND OUR BRAND: THE PUKKA HERBS STORY

Sebastian Pole, Co-founder & Master Herbsmith
Pukka Herbs



PUKKA

Puk.ka / puk'ə / पक्का

Origin: from Hindi pakka
meaning authentic.

Adjective: excellent, proper,
genuine or delicious.

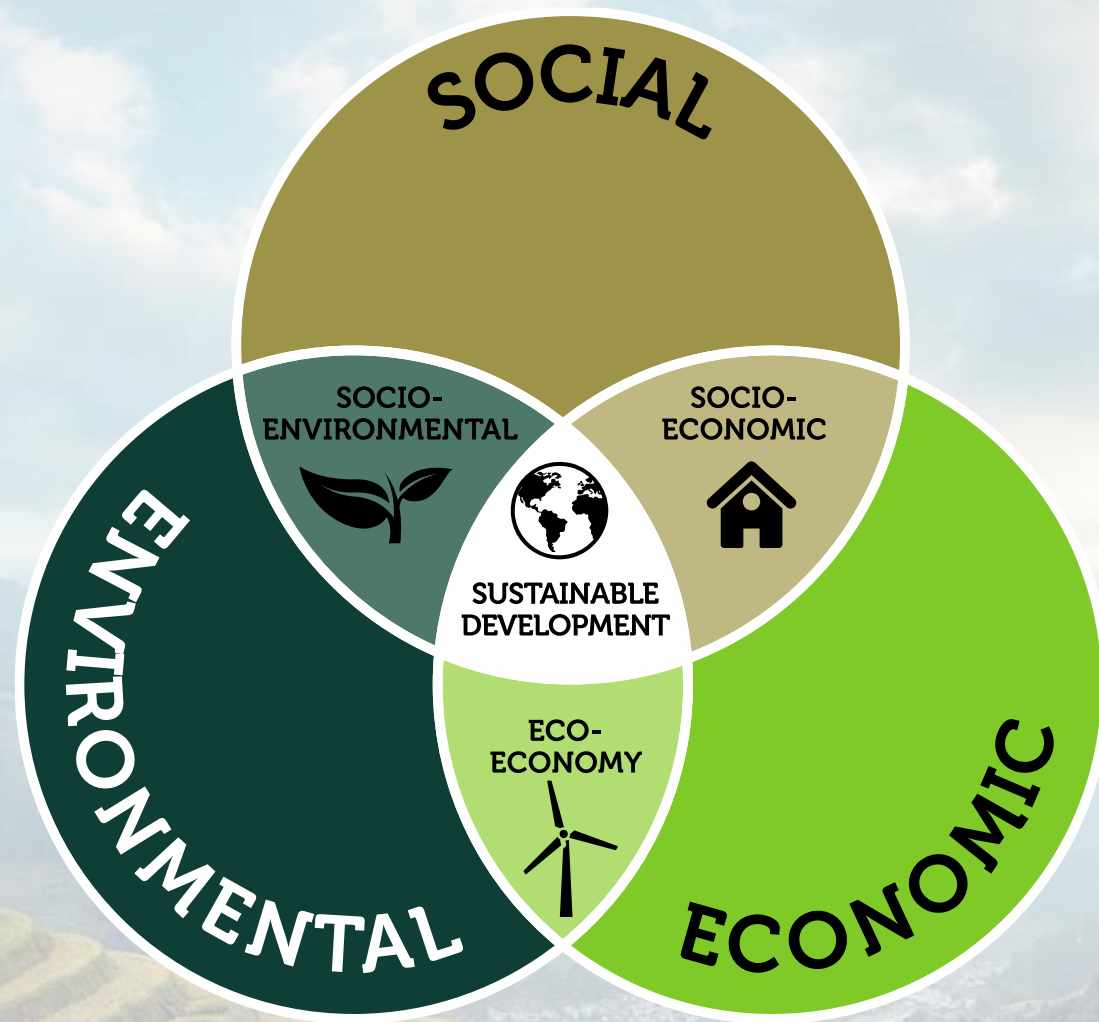




Plants are the source of all life, health & wealth

A photograph of four men standing on a grassy mountain ridge, looking out over a vast, forested valley. The men are dressed in casual outdoor attire, including hats and backpacks. The background shows rolling hills and mountains under a clear sky, with a tree branch visible in the upper left corner. The text 'conservation through commerce?' is overlaid on the right side of the image.

conservation
through
commerce?





Licorice



Elderflower



Bibhitaki



Elderflower

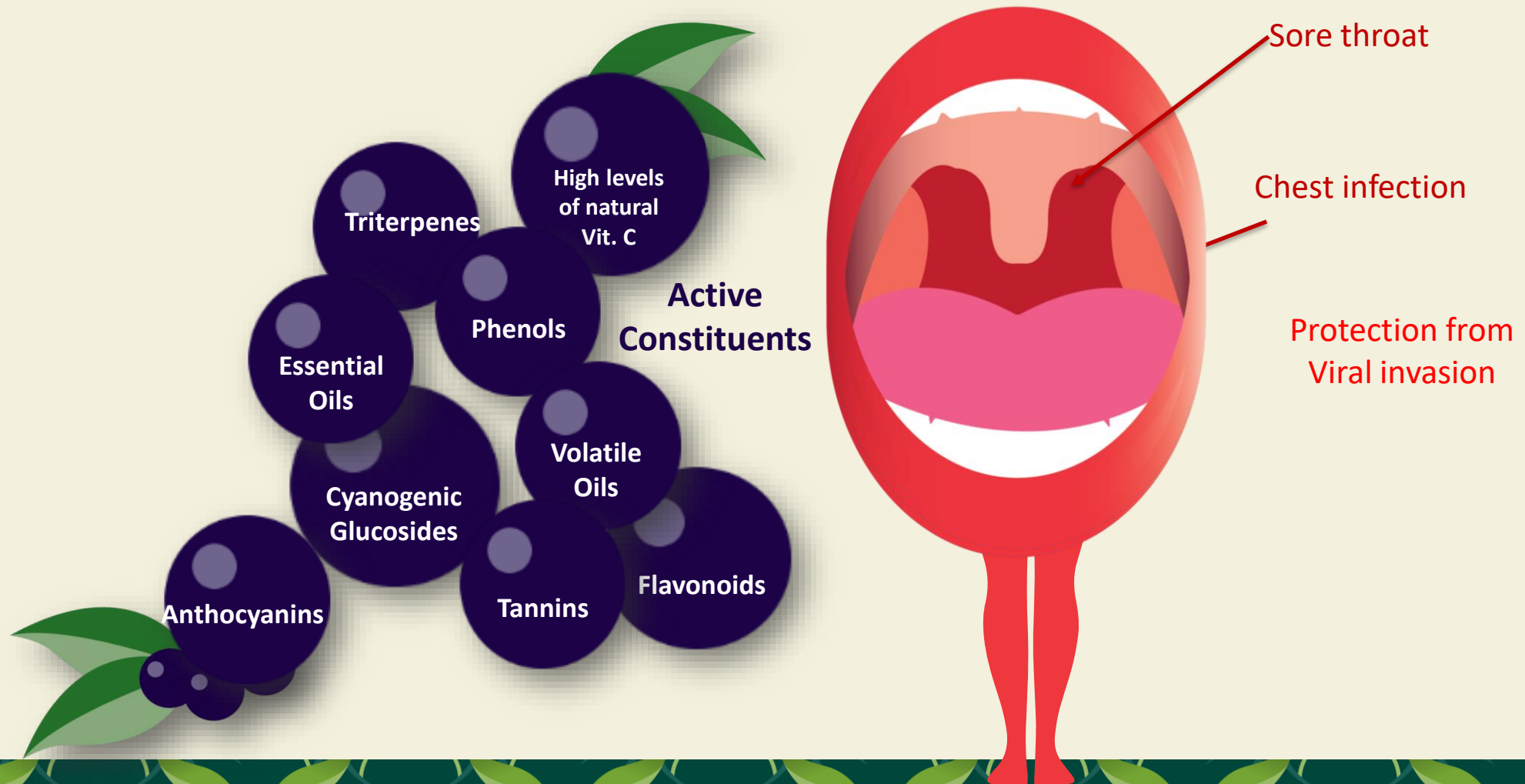
Sambucus nigra





Elderberry & flower

Inhibition of virus replication of 12 flu viruses



Konjic: a FairWild collection area in Bosnia



Elder: pioneer species reclaiming land abandoned in the war



Elderflower...



FairWild collectors harvesting elderflower



The FairWild team



“In the end we will conserve only what we love.
We will love only what we understand.
We will understand only what we are taught.”

Baba Dioum





Can we make it our business
to be part of the solution?

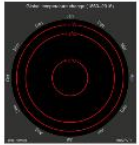


Overview: setting and achieving our Science Based carbon targets

2030 ambition: to be carbon positive from crop to cup + build climate change resilience across our value chain

Articulate the business case

Key business issue: security of supply
We can't make healing herbs on a sick planet.



2017 was the hottest year for thousands of years. Even climate scientists are shocked.

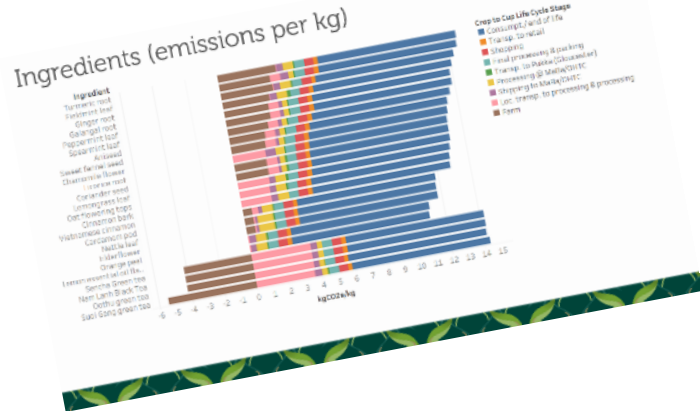


For agriculture this will mean: more flooding, more drought, more pests & wild weather. All this could mean our suppliers find it difficult to grow enough quality herbs, on time and risks of price increases.
Eg Vanilla: 2 years of hurricane damage to global price rises



Measure baseline & identify material issues

Crop to cup carbon analysis



Set targets & build capacity / awareness



SCIENCE BASED TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION



Pilot projects, review impact & scale



Take the smart boil challenge
In FY17, over 500 million cups of Pukka tea were boiled across the world. On average, people boil twice as much water as they need. This adds up to over 7800 tonnes of carbon, the equivalent of 2,200 car journeys around the world!

Three steps to a smart boil

1. boil only what you need - make a Do Nation pledge
2. switch to renewable energy - green your power supply
3. use an eco kettle - designed to help you save energy!

6 cups uses the equivalent of driving 16 miles in a Toyota Prius

5 cups is like ironing 4 t-shirts

4 cups is the same as sending 20 emails

3 cups is the same as 5 hours on a laptop

2 cups is like watching tv for a 1/2 hour

1 cup all you need to brew the perfect cup of tea

Net positive impact by 2030

Offset remaining carbon +

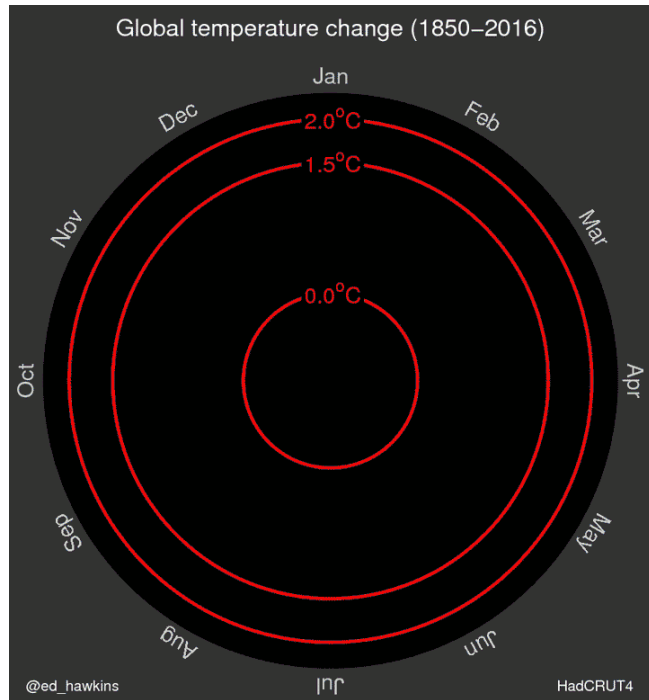
Partnerships & collaboration will be key

1%

FOR THE PLANET

Key business issue: security of supply

We can't make healing herbs on a sick planet.



2017/2018&2019 were the [hottest year for thousands of years](#). [Even climate scientists are shocked](#).



For agriculture this will mean: more flooding, more drought, more pests & wild weather. All this could mean our suppliers find it difficult to grow enough quality herbs, on time and risks of price increases. Eg Vanilla: 2 years of hurricane damage & global price rises



FairWild ensures you are protecting biodiversity and social equality with every wild ingredient you sell.

FAIRWILD AND OUR BRAND: THE TRADITIONAL MEDICINALS STORY

Katie Huggins, Vice President of Technical Services
Traditional Medicinals



A Botanical Wellness Company



Tea



Tinctures



Capsules



Lozenges



Founded In 1974 To Change Lives With
The Power Of Plants



Drake Sadler
Community Organizer



Rosemary Gladstar
4th Generation
Herbalist

Traditional Medicinals and FairWild

50+% of the botanicals we use are wild collected

TM is dedicated to being a brand that is good for people and planet

We conducted a joint test implementation in 2007 Fair Wild and ISSC-MAP at two sites, Kazakhstan and the Russian Federation

Ongoing partnership in multiple collection communities



Quality Assurance - Supporting Pharmacopoeial Quality

- ❖ Confirmation of identity: Starting with the resource assessment – what species are there?
- ❖ Documented implementation of Good Agricultural and Collection Practices
- ❖ Documented procedures and processes support the requirements of current Good Manufacturing Practices.



Supplement Facts		
Serving Size 1 tea bag (makes 8 fl. oz.)	Servings Per Container 16	
	Amount Per Serving	% DV
Calories		
0		
All Herbal Ingredients:		
Organic licorice root [†]	760 mg	†
Organic slippery elm bark	80 mg	†
Organic licorice root dry aqueous extract 6:1	60 mg	†
Organic marshmallow root	60 mg	†
Proprietary Blend:	1040 mg	†
Organic wild cherry bark (<i>Prunus serotina</i>)	†	†
Organic fennel fruit	†	†
Organic cinnamon bark	†	†
Organic orange peel	†	†

† Daily Value (DV) not established.

Made By TRADITIONAL MEDICINALS
4515 Ross Road, Sebastopol, CA 95472 USA
Certified organic by CCOF
All Ingredients Certified Organic
*38% FairWild® Certified ingredients by dry weight. www.fairwild.org

Consult your healthcare practitioner prior to use if you have low potassium levels; if you are taking diuretics, corticosteroids, cardiac glycosides such as digoxin, potassium depleting medications or if you are pregnant or breastfeeding. Do not use this product if you have high blood pressure, heart disease, or impaired kidney or liver function; or if you are allergic to plants in the parsley (Apiaceae) family. Not recommended for use with children under 12 years of age.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



Supply Chain – Assurance of Stable Supply

- ❖ Established Partnerships from producer to first buyer and beyond.
- ❖ Early knowledge of supply issues and an opportunity for collaborative problem solving.
- ❖ Development of a supply network, with the ability to leverage known, capable producers to spread risk.



Sustainability Reporting

B CORP certification is growing in consumer recognition and acceptance

According to B Corp:

- ✿ 66% of consumers will pay more for sustainable brands
- ✿ 86% of employees believe it is important to work for a responsible
- ✿ Sourcing FairWild certified ingredients has a positive impact on sustainability scores.
- ✿ Annual sustainability reporting is becoming more of a requirement for responsible businesses, FairWild adds to the story.



Marketing - Consumer Communications

From Wilderness to Wellness appeared on NYTimes.com

- ✿ Access: Quick access to a compelling story and location, access to the actual people who collect the herbs
- ✿ Origin stories: Consumers want to know where their food, medicine, cosmetics come from
- ✿ Transparency -- Radical transparency, all the way to the source



Thinking Ahead

Innovation: We are relying on our best suppliers for innovative ingredients

- ❖ Adding additional FairWild certified ingredients is relatively easy for established suppliers.
- ❖ Established suppliers understand how to work with the supply chain.
- ❖ Transparency and traceability will only become more important



GETTING INVOLVED

USE FAIRWILD INGREDIENTS

Currently have **25 different FairWild certified ingredients**

fairwild.org/certified-ingredients

Including:

- Frankincense and Myrrh
- Rosehip
- Baobab
- Liquorice
- Balsam of Peru
- Elderflower
- Juniper
- Haritaki and Bibhitaki
- St. John's Wort
- Hawthorn



CERTIFY YOUR SUPPLY CHAIN

Work with your current suppliers towards implementing the **FairWild Standard** and achieving **certification**

- **Review** which ingredients are wild sourced
- **Pick** a key ingredient or supplier
- **Get in touch** to discuss applying for an audit!



FAIRWILD WEEK:

22-26 June 2020

A campaign to promote **FairWild** and the **responsible use of wild ingredients** to **consumers** (and companies)

OBJECTIVES

- **Raise awareness of wild plants and their use amongst consumers**
- Promote FairWild certification as a conservation standard
- Encourage other organisations to join the Standard
- Engage media in discussing sustainability for wild plant ingredients



BECOME A FRIEND OF FAIRWILD

Support the work of the **FairWild Foundation** and our mission of fair and sustainable wild collection and trade.

fairwild.org/donate



REFER A (BUSINESS) FRIEND

Tell a colleague or someone in your network about **FairWild** and start a conversation!



NEXT STEPS

- Ingredients and **supply chain review**
- **Share** the webinar recording
- **Get in touch** to register or certify!
- Find out more on the FairWild website
 - [fairwild.org](https://www.fairwild.org)





THANK YOU TO OUR FRIENDS

We thank those that provided financial support to the FairWild Foundation in 2019

Platinum (EUR 5,000 +)

Martin Bauer GmbH & Co. KG, Germany

Pukka Herbs Ltd., UK

Nuherbs Co., USA

AHPA Foundation for Education and Research on Botanicals (the AHPA-ERB Foundation)

Gold (EUR 2,500 - 5,000)

Traditional Medicinals Inc., USA

IUCN-US

Neal's Yard Remedies

Silver (EUR 500 – 2,500)

Poethique, USA

Bronze (EUR 100 – 500)

Grow Fragrance, USA

Kündig Group, Switzerland



THANK YOU!

A **fair deal** for **people** and wild collected **plants** involves us all!

www.fairwild.org

secretariat@fairwild.org

c/o TRAFFIC, David Attenborough Building
Cambridge, U.K.

