



FairWild Foundation

FAIRWILD FOUNDATION

Increasing your product appeal with FairWild:
A webinar for wild collection operations

WE WILL COVER:

- Why care about wild?
- What is FairWild?
- What FairWild certification has meant for our company: the B' Ayoba / Nelixia story
- How to certify: applying for certification
- How to certify: preparing for audit
- Your questions!



WHY CARE ABOUT WILD?

Emily King, Business Engagement Officer
FairWild Foundation

WILD PLANTS IN USE & TRADE

a resource under pressure

~**28,000** have well-documented medicinal and aromatic uses

~**3,000 species** traded internationally

~ **majority** sourced through wild-harvest



INCREASING TRADE

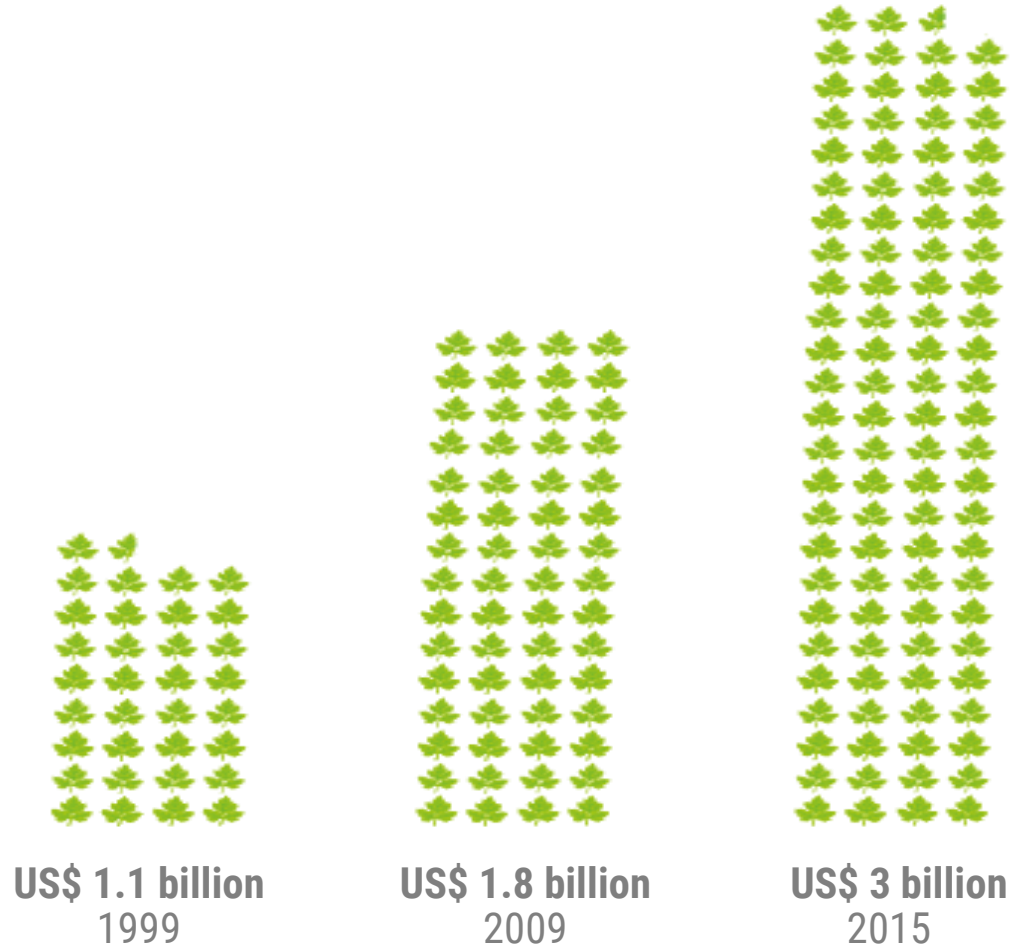
international trade in medicinal and aromatic plants

Top importers

Hong Kong SAR
USA
Germany
Japan
China

Top exporters

China
India
Canada
Germany
USA



THE WILD DOZEN

Species important in trade that act as flagships of the opportunities and challenges of wild-sourcing.

Frankincense

Pygeum

Shea butter

Argan oil

Jatamansi

Baobab

Gum Arabic

Devil's claw

Goldenseal

Liquorice

Candelilla

Juniper

Wild at Home, TRAFFIC, 2018



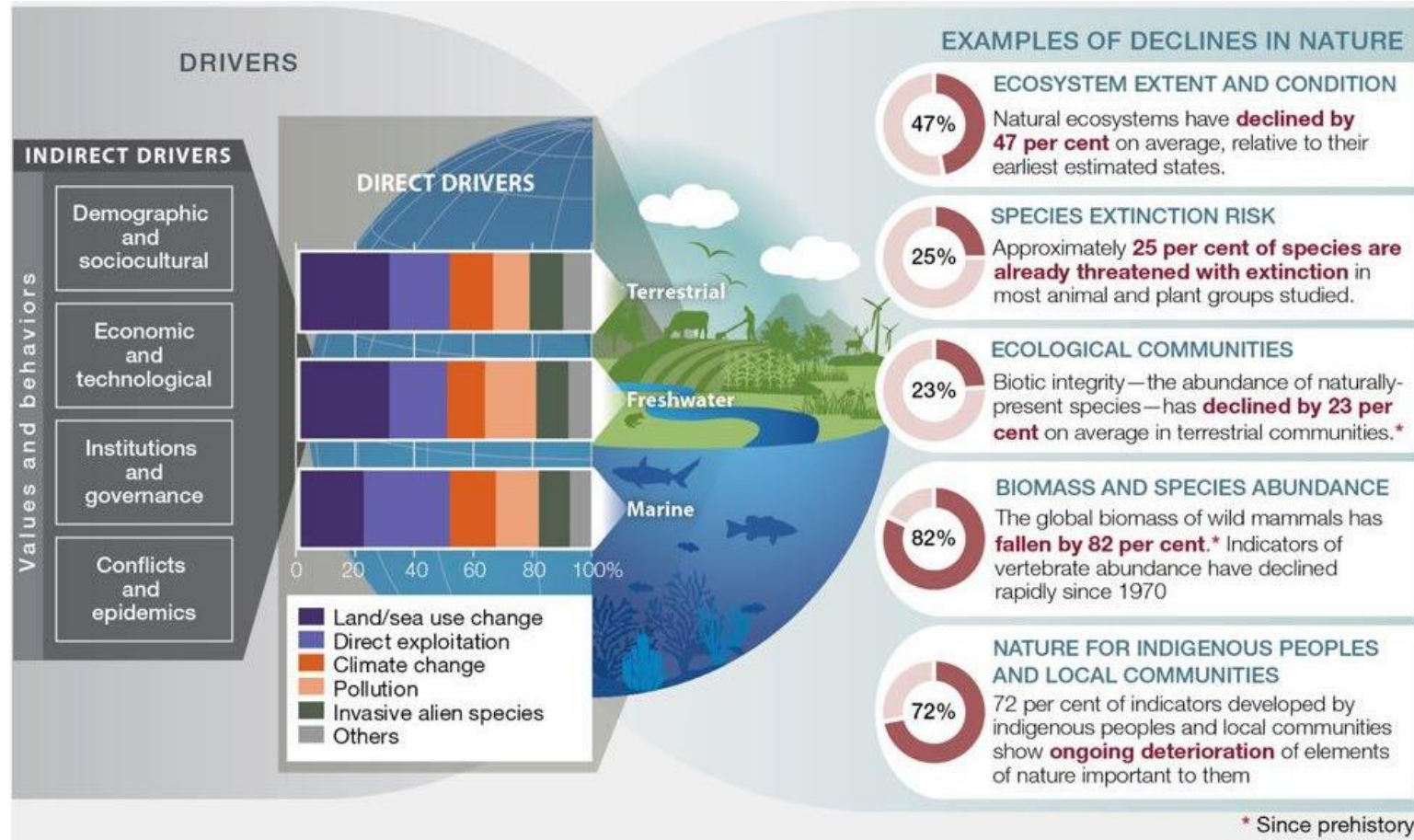
WILD PLANT TRADE

people

- Millions of wild-harvesters, often in low income 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



ENVIRONMENTAL CONTEXT



IPBES 'Global Assessment Report on Biodiversity and Ecosystem Services', 2019

CHANGING CONSUMERS

- [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
- [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



CHANGING CONSUMERS

MARKET REPORT

US Sales of Herbal Supplements Increase by 8.6% in 2019 *CBD, mushroom, and elderberry supplements continue to drive sales*

By Tyler Smith,^a Georgia May,^b Veronica Eckl,^b and Claire Morton Reynolds^c

^a American Botanical Council; Austin, Texas

^b SPINS; Chicago, Illinois

^c *Nutrition Business Journal*; Boulder, Colorado

Introduction

Herbal dietary supplements continued to experience strong sales growth in the United States in 2019, with total sales increasing by an estimated 8.6% from 2018, according to the *Nutrition Business Journal* (NBJ). Consumers spent approximately \$9.602 billion on herbal supplements across all market channels in 2019 — more than three-quarters of a billion dollars more than was spent in 2018. Herbal supplement sales have increased each year since 2004 (Table 1), and the near-record sales growth from 2018 to 2019 is the second-highest percentage increase since 1998.

Sales also continued to climb in the first half of 2020 during the initial stages of the COVID-19 pandemic, stimulated by consumer demand for herbal and nutritional supplements with potential immune-enhancing effects. (See article beginning on page 68.)

SPINS, a market research firm based in Chicago, Illinois, and NBJ, a natural products industry publication of Informa's New Hope Springs, based in Boulder, Colorado, provided the US retail sales

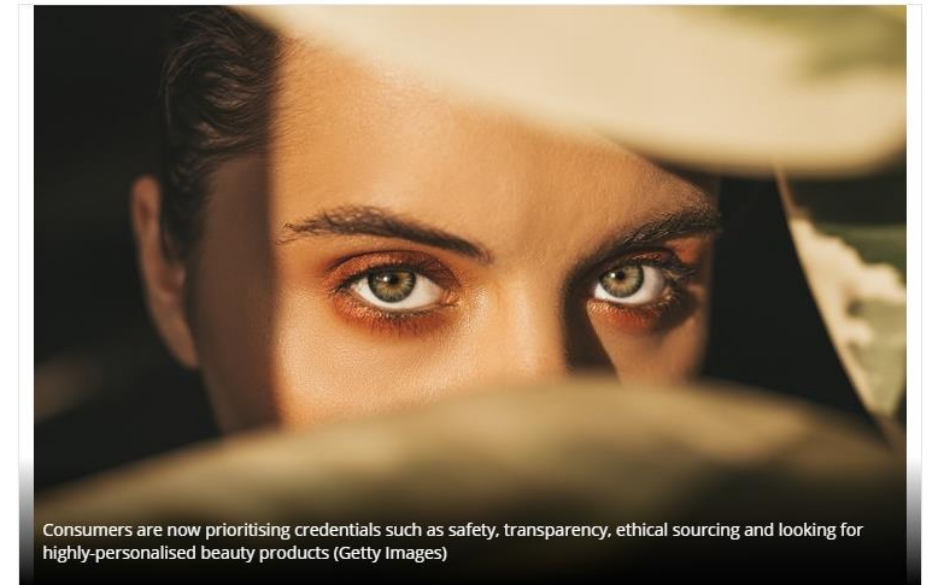
Year	Total Sales	% Change
2019	\$9.602 billion	8.6%
2018	\$8.842 billion	9.4%
2017	\$8.085 billion	8.5%
2016	\$7.452 billion	7.7%
2015	\$6.922 billion	7.5%
2014	\$6.441 billion	6.8%
2013	\$6.033 billion	7.9%
2012	\$5.593 billion	5.5%



Euromonitor: Natural beauty claims 'might not be quite enough' in 2020

By Kacey Culliney

02-Sep-2020 - Last updated on 02-Sep-2020 at 12:08 GMT



Consumers are now prioritising credentials such as safety, transparency, ethical sourcing and looking for highly-personalised beauty products (Getty Images)

RELATED TAGS: natural beauty, Natural ingredients, beauty claims, conscious beauty, clean beauty, green beauty, Euromonitor international

'Natural' will continue to be a popular product claim across beauty and personal care this year, but as consumer education deepens and concerns broaden, industry will have to be smarter about what attributes it spotlights, says a beauty expert.

HOW ARE BRANDS RESPONDING?

Natural Products Insider



Register

Log In

Ingredients

Product Development

Regulatory

Business Operations

Healthy Living

Media Assets

Programs

Finding success in the RTD beverage aisle

SEP 17, 2020

Inflammation management market trends show opportunities for supplements

SEP 17, 2020

Probiotics & the COVID-19 market transformation – webinar

SEP 16, 2020

Immune health: Empowering resistance – deep dive

SEP 16, 2020

RECENT

Frontiers of CBD research point to cannabinoid medicine – podcast

SEP 16, 2020

The science behind curcumin



Botanical companies shine a light on sustainable sourcing

Supply chain scrutiny is made even more difficult when ingredient buyers are looking to diversify, a prospect that's more top of mind today with the onset of the global pandemic. But efforts are being devoted to bring a new level of clarity to the ingredient supply, where ethical business practices and community building are part of the solution along with profit motive.

Duffy Hayes | Aug 03, 2020



Natural Products Insider



Register

Log In

Ingredients

Product Development

Regulatory

Business Operations

Healthy Living

Media Assets

Programs

HAPPENING NOW

Finding success in the RTD beverage aisle

SEP 17, 2020

Inflammation management market trends show opportunities for supplements

SEP 17, 2020

Probiotics & the COVID-19 market transformation – webinar

SEP 16, 2020

Immune health: Empowering resistance – deep dive

SEP 16, 2020



Sustainability in the herb trade

Sourcing herbs directly from growers and wildcrafters requires a partnership that is based on responsible stewardship to both prevent over-harvesting and ensure quality. The FairWild Standard and certification system in China is an effort in that vein.

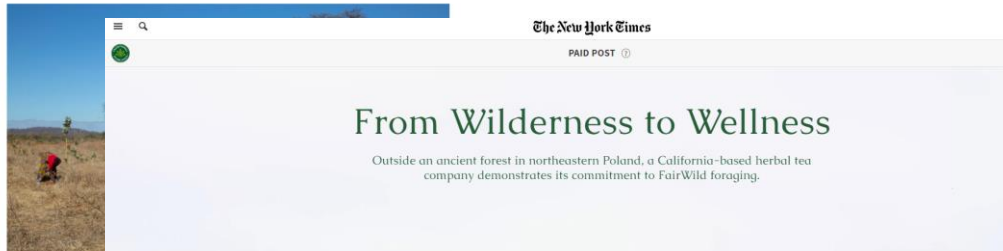
Wilson Lau | Jul 24, 2020



WHAT CERTIFICATION OFFERS

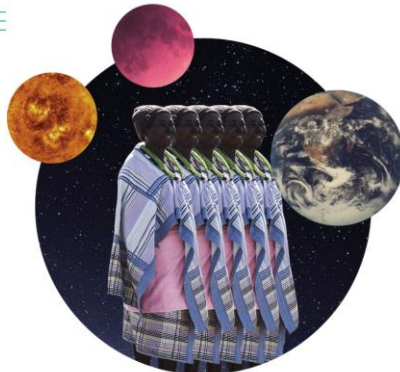
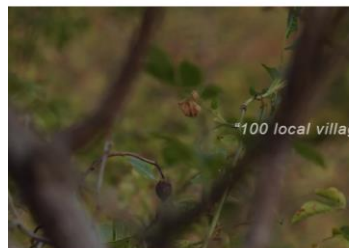
1 COMMENT - DEC 03, 2019

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



Grow wild

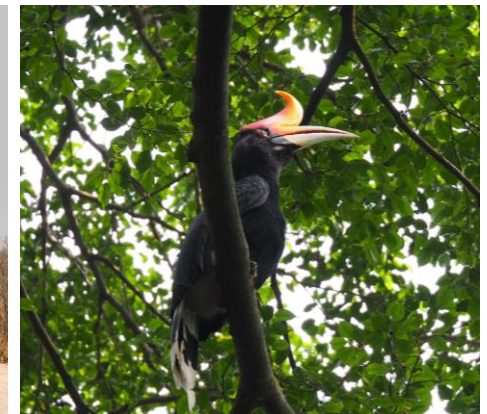
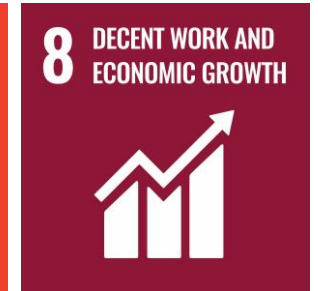
In Svrjig, our partners operate a family run business, who help us wild-harvest our rosehips amongst the 120 different herbs that they collect across south eastern Serbia. Around 100 local villagers handpick the rosehips during peak harvesting season and for many local families, this work provides invaluable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



AT THE HEART OF LA POTION, OUR COMMUNITY

The fruits of the wild baobabs 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.



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
- Provide **capacity building** and support



THE FAIRWILD STANDARD: verifying sustainable and fair sourcing



- Fills in gaps in existing frameworks for verification of sustainable wild collection
- Offers a set of comprehensive social, ecological and quality requirements
- A universal instrument, globally applicable in different scenarios
- Scope includes products collected from the wild – from raw materials to finished products

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

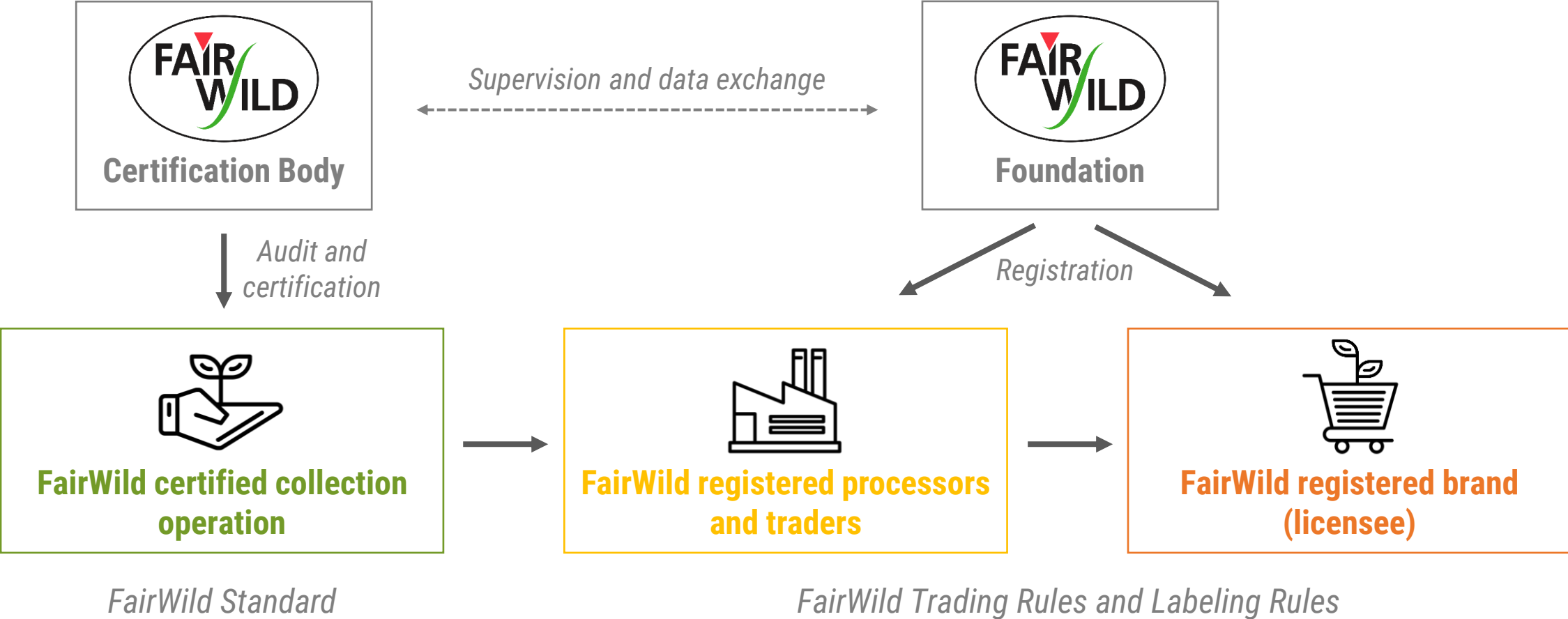
- Applying responsible management practices
- Applying responsible business practices

For buyers of wild collected products

- Promoting FairWild buyer commitment

HOW TO JOIN FAIRWILD

a FairWild trade chain



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



LABELLING

- Brands can use the FairWild label on their products and in marketing materials
- Certified ingredients used in a range of products
- Labelled products available globally



FAIRWILD

in the international context

- The FairWild Standard is recognised as a tool to support delivery of the CBD's Global Strategy on Plant Conservation
- The FairWild Standard and certification scheme can support implementation of CITES regulations on international trade in endangered species
- Industry action on sustainable sourcing according to FairWild principles contributes to the achievement of the Sustainable Development Goals



Convention on
Biological Diversity



THE FAIRWILD DIFFERENCE

- Most comprehensive and rigorous certification for wild plants
- Different to organic and other fair trade certifications - **but** complementary to them
- Open to strategic recognitions and collaborations
- Recognition under Fair for Life
- Collaboration with Wildlife Friendly Enterprise Network (WFEN)



JOIN A GROWING NETWORK

certified wild collection



Eco Products
100% Baobab

IFF



WORLÉE
seit 1851



the nature network®

Martin Bauer Group

OrganicHerb
Trading Co



PUREGROUND
INGREDIENTS

arxfarm
ESSENTIALLY OILS ESSENTIALLY YOURS

AZILE

phaladaall
ఫలద

agrimed

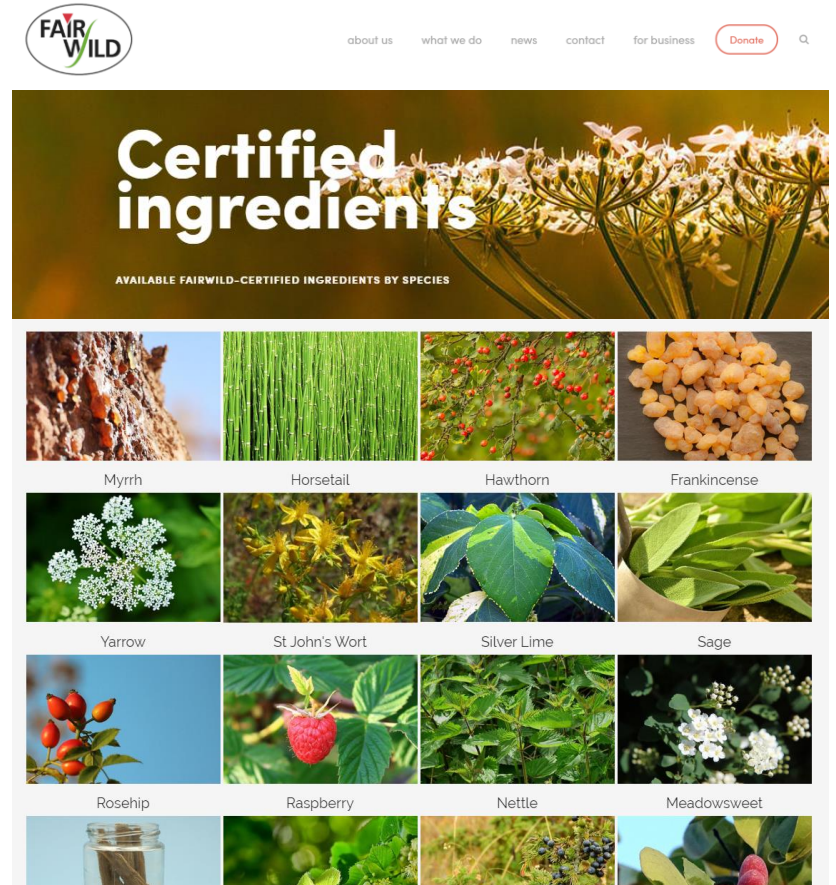


NELIXIA



FAIRWILD MATCHMAKING: Forging new certification scheme connections

- New tools on our website to help find FairWild certified and potential ingredients
- Pro-active support to making new connections
- Organisation of industry events and outreach
- Applicants can be listed on the website



DON'T TAKE OUR WORD FOR IT!

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

Mark Blumenthal, American Botanical Council



WHAT FAIRWILD CERTIFICATION HAS MEANT FOR OUR COMPANY: THE B'AYOBA STORY

Gus Le Breton, Co-founder & CEO
B' Ayoba



BAOBAB FROM AFRICA
BAYOBA

B' Ayoba

Processing baobab fruit from Zimbabwe into
food and cosmetic ingredients



Baobab - The Tree Of Life

- Africa's most iconic tree; also known as the the Tree Of Life, the Monkey Bread Tree and the Upside-Down Tree.
- Grows in abundance in hot, dry lowland areas. Its grey trunk can be over 25m in circumference.
- Carbon dating of a Zimbabwean tree put age at over 2,400 years.
- Baobab fruits are yellow-green, ovoid in shape, with a hard, woody shell and contain oil-rich seeds, fruit powder & fibres.





BAOBAB FROM AFRICA
BAYOBA

Business model

1. Harvesters collect fruit (only from pre-contracted and organically certified harvesters)
2. First stage processing conducted at source
3. Second stage processing at our factory
4. Final products (powder, oil, cake and compost) sold on to local and export markets





BAOBAB FROM AFRICA
BAYOBA

Products

- Baobab fruit powder as a food ingredient
- Baobab seed oil as a cosmetic ingredient



BAOBAB FROM AFRICA
B'AYOBA

Why Certify?

- Our core objective for setting up B' Ayoba was to develop a business that actively promotes better management of biodiversity through sustainable use
- In the age of “radical transparency”, we want to differentiate ourselves from our competitors
- We know we’re following ethical and sustainable practices, but how do our customers know?



Why FairWild?

- We already certify as organic, but we wanted something that reflected both biodiversity and fair trade
- FairWild is the only scheme that does that
- FairWild is a credible and fully independent certification scheme
- The main challenge for us was the limited brand recognition



Preparing for our first audit

- Before any audit on a new species, the FairWild Foundation commissions a desktop review of the risk factors around sustainability for the species
- Baobab review was conducted by IUCN-Medicinal Plant Specialist Group
- This review guides the subsequent audits



Sustainability preparations

- Conduct baseline resource assessment
- Calculate sustainable harvest levels
- Identify measures to ensure sustainable harvesting
- Set up resource monitoring system



BAOBAB FROM AFRICA
BAYOBA

Fair trade preparations

- Establish the fair trade mechanisms that would allow for efficient management of premiums from customers
- Facilitate establishment of legally-recognised fair trade producer group
- Facilitate setting of key development priorities by the group



BAOBAB FROM AFRICA
BAYOBA

Our first audit

- Our first auditor was a professor of botany. Very thorough!
- Audit was expensive, time consuming and labour intensive
- Useful thought-guiding process to help us identify the key areas for improvement
- After audit we committed to a process of continuous improvement



BAOBAB FROM AFRICA
BAYOBA

Since then

- 2020 will be our fifth audit
- Although subsequent audits were not as demanding as the first one, every audit is a major exercise (7 to 10 days in the field)
- Audit requirements have helped make us more rigorous our process and more efficient in documentation



BAOBAB FROM AFRICA
BAYOBA

Challenges

- Brand recognition is still building
- Many customers like the fact that we are certified, but don't want to pay the premium
- Field audits are expensive
- Crisis of expectations amongst harvesters



Why we persevere

- There are many baobab suppliers, but we're the only ones FairWild certified
- We believe in the post-COVID era more buyers will want assurances around sustainability
- FairWild is the only standard that specifically monitors biodiversity impact of wild-harvested species
- Ultimately it will pay off for us



BAOBAB FROM AFRICA

BAYOBA

WHAT FAIRWILD CERTIFICATION HAS MEANT FOR OUR COMPANY: THE NELIXIA STORY

Elisa Aragon, Co-founder & CEO
Nelixia



NELIXIA

CORPORATE PRESENTATION

September 29, 2020

Purpose starts at the source - Video





WHAT Producers of natural ingredients.

HOW Challenging the way the industry works to generate impact through empowering and elevating communities.

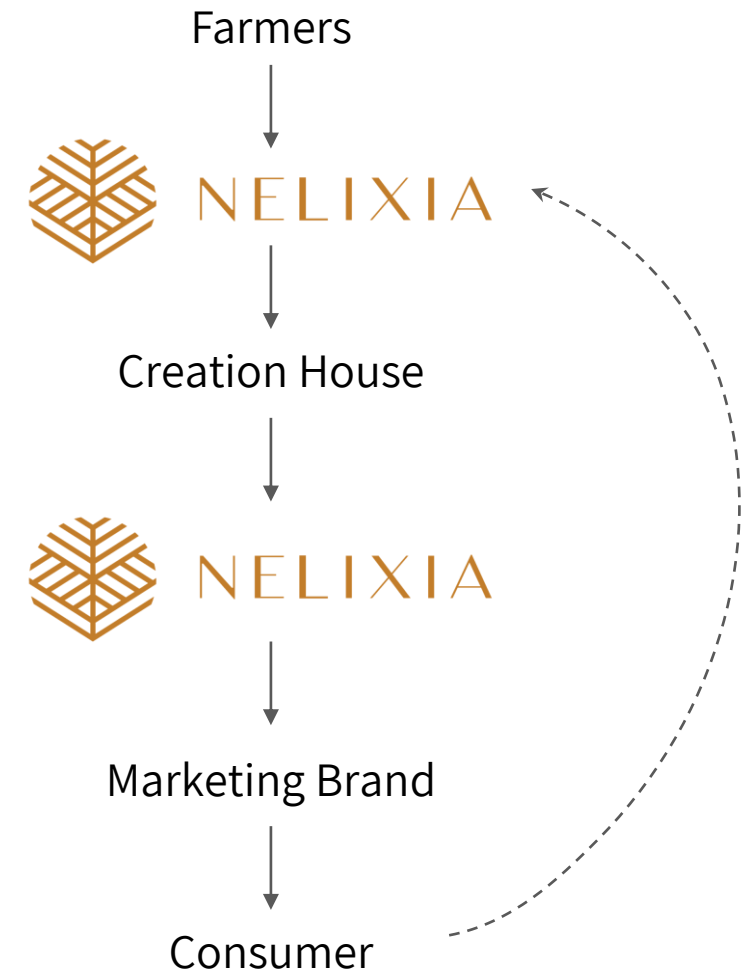
WHY Bringing the truth of nature to the world in the purest form providing Natural Ingredients.



MISSION Be the global reference in sustainable sourcing with authenticity, to be the truest form of natural ingredients.

NEW WORD Improving – generating the new standard, not just sustaining the old one.

We want to improve upon the definition of “sustainability” in our language.



Nelixia's Fundamentals



100% NATURAL
INGREDIENTS

- Knowing the absolute % of natural and pure ingredient in all that we export
- Hard stop is having the knowledge and not working towards a greater % of purity



COMMITMENT TO ETHICS

- Building a foundation with integrity

SOURCE



KNOWING THE SOURCE

- Number of producers
- Localization (GPS)
- Production volumes
- Income of the producers



INVOLVE & RESPECT

- Fair business negotiations
- Long term contracts
- Pre-financing
- Technical support



EMPOWER
COMMUNITIES

- Implementing certifications
- Enhancing supplier capacities
- Diversifying income
- Implementing Stoplight



PRESERVE, PROTECT
& PROMOTE
BIODIVERSITY

- Preserving soil regeneration
- Reforestation programs
- Conservation program
- R&D to avoid monocultures



PRIORITIZE
GREEN ENERGY

- All plants, factories, etc. working with the best-in-class and most efficient green technology to support our overall future.
- Use of waste whenever possible
- Use of alternative energy whenever possible



TRANSPARENCY &
TRACEABILITY

- Transparent communication with the clients & market
- Creating full traceable value chains

HOW TO CERTIFY: APPLYING FOR CERTIFICATION

Emily King, Business Engagement Officer
FairWild Foundation

STEPS TO APPLY

1. Determine eligibility
2. Determine audit readiness
3. Risk assessment
4. Contact accredited Control Bodies
5. Arrange audit
6. Audit carried out



DETERMINE ELIGIBILITY

- Wild plants and products derived from them
- No intensive management of the population
- Not invasive (i.e. with eradication plan)
- Reintroduced and naturalised on a case by case basis



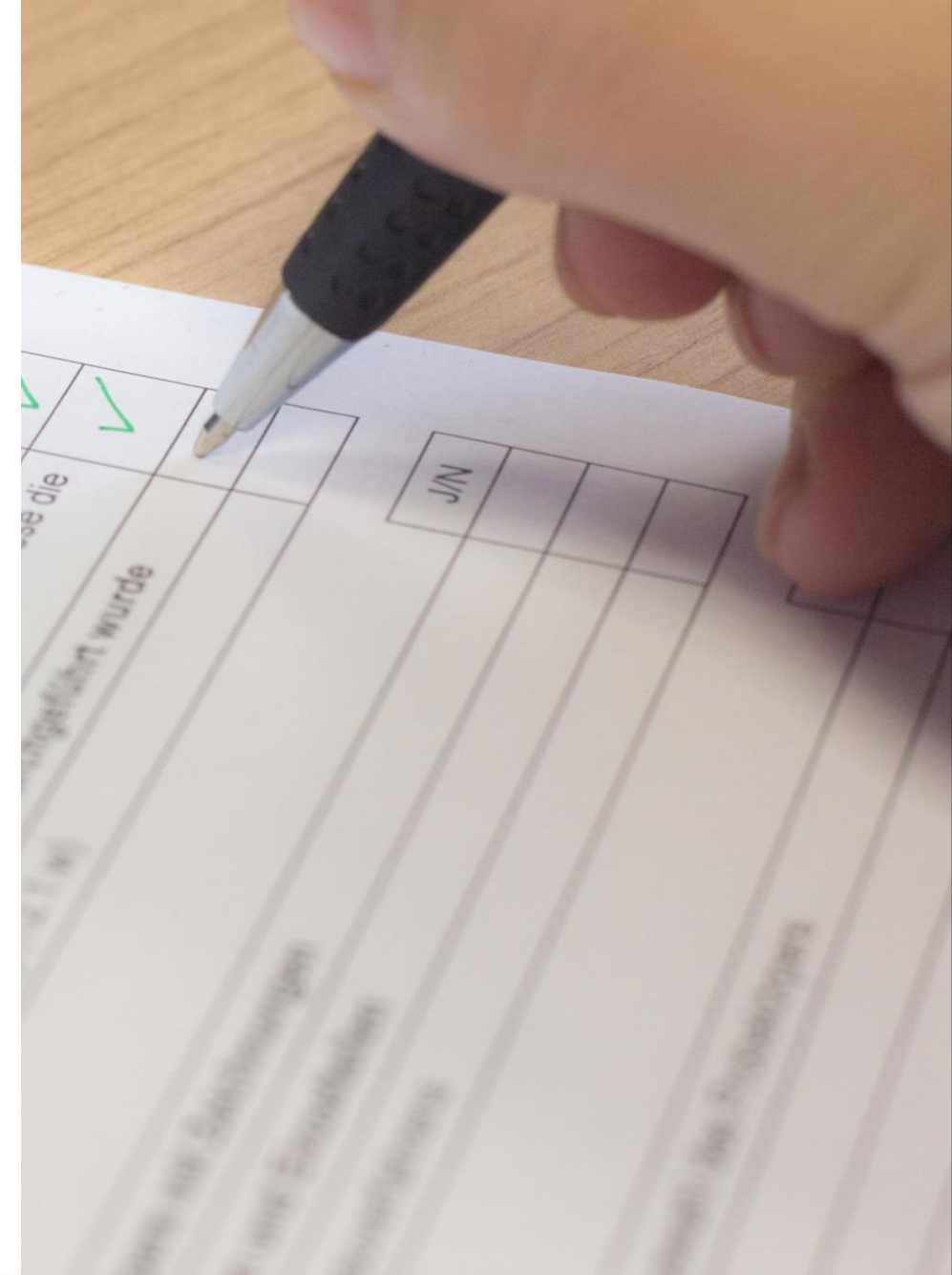
CERTIFYING FUNGI

- The FairWild Standard also covers wild collected fungi (and lichen)
- Some certification tools need adapting to fungi specific criteria
- E.g. risk analysis factors, sustainable harvest management indicators
- Pilot projects underway in 2020 - 2021



DETERMINE AUDIT READINESS

- Social criteria
- Environmental criteria
- Self-assessment against the FairWild Standard
- Pre-audit / consultancy
- Guidance documents
- Training
- Securing commitments from buyers



RISK ANALYSIS

- Additional audit criteria for “high risk” species
- Desk-based risk analysis determines risk category
- Submit 3 months prior to audit
- 180 EUR fee per species+country, 25 EUR admin fee
- Submit form to FairWild Foundation

Intrinsic or Extrinsic	Condition / factor	LOW RISK (Lower requirements of information, expertise, time and cost)	MEDIUM RISK (Moderate requirements of information, expertise, time and cost)	HIGH RISK (Higher requirements of information, expertise, time and cost)
Intrinsic & Extrinsic	Conservation status (local, national, global)	Not threatened (assessed) Populations and resource quality stable (not declining)	Unknown (not assessed) Populations and resource quality not known to be declining	Threatened (assessed) Populations, resource quality declining
Intrinsic & Extrinsic	Plant part collected	Leaves, flowers, fruit of perennials	Exudates (sap, resin)	Plant destroyed through collection; bulb, bark, root, apical meristem
Intrinsic	Geographic distribution	Internationally widespread	Regionally restricted	Locally restricted
Intrinsic	Local population size	Often large, spread homogeneously	Medium to large	Everywhere small, scattered thinly
Intrinsic	Habitat specificity	Adapted to various habitat types	Adapted to few habitat types	Specific to one habitat type
Intrinsic	Regeneration	Fast growing, easily resprouting	Species growing at medium rate, partly resprouting	Slow growing, not resprouting
Intrinsic	Reproduction	Asexual; wind pollinated; many viable seeds; abiotic dispersal	Sexual; pollinators common; seed dispersers common	Dioecious; monocarpic; specific disperser; few viable seeds
Intrinsic & Extrinsic	Threat causes	None known or likely to exist	Single threat	Multiple threats or severe habitat loss; destructive collection practice
Extrinsic	Scale and trend of use and trade	Single use; trade low or decreasing; no shortage	Several uses; trade medium or slowly increasing	Several conflicting uses; trade high or increasing; shortages

CONTACT CONTROL BODIES

- Currently four accredited Control Bodies
- Will advise on feasibility, timing and costs
- Contact at least 4 months before collection season
- Will have their own application forms



AUDIT

- Contract signed once offer accepted
- Length of audit will depend on collection operation
- Inspector will:
 - Visit the collection sites
 - Interview management and processors
 - Tour processing, storage and purchasing units
 - Review documentation
- Remote audits being trialled in 2020



CERTIFICATION!

- Audit reports are evaluated by the Control Body
- Conditions for continued certification may be imposed
- There may be an opportunity for corrective measures
- Positive decision = certification!
- Certified ingredients can now be sold as FairWild

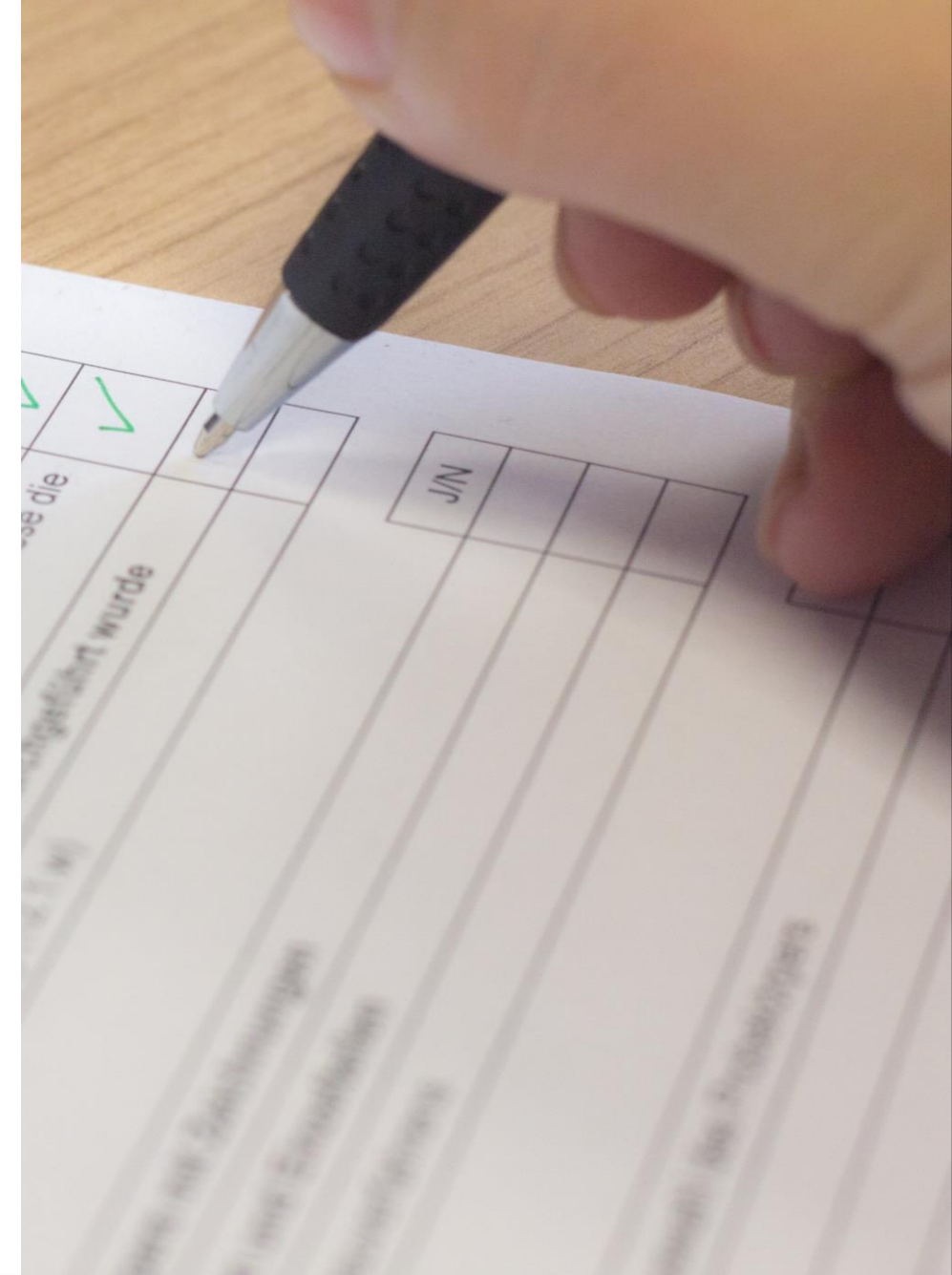


HOW TO CERTIFY: PREPARING FOR AUDIT

Bryony Morgan, Executive Officer
FairWild Foundation

GETTING AUDIT READY

- Self-assessment against the FairWild Standard
- Environmental criteria
- Social criteria
- Business criteria
- Pre-audit / consultancy
- Guidance documents
- Training
- Securing commitments from buyers



SELF ASSESS AUDIT READINESS

- Audit assesses compliance with FairWild Standard Performance Indicators
- Minimum score is required for certification
- Increasing requirements each year up to Y5
- Freely available online

FairWild Standard

Version 2.0

Performance Indicators

Approved by the FairWild Board on 26th August 2010

Self-audit *verifiers* and *control points* for FairWild Certification.
Document to be used in conjunction with the FairWild Standard: Version 2.0.

ENVIRONMENTAL CRITERIA

- **Knowledge of species and parts harvested**
 - Mapping of harvest areas
 - Species identification
 - Collection instructions
 - Resource inventory and monitoring
- **Collection does not impact the landscape**
 - Species-area management plan
 - Proof that no prohibited chemicals used



SOCIAL CRITERIA

- **Legal compliance**
 - Collection/trade permits
 - Proof of tenure/access rights
- **Maintenance of traditional use and access**
 - Stakeholder identification
 - Documentation on customary rights and traditional use
 - Benefit sharing agreements (if relevant)



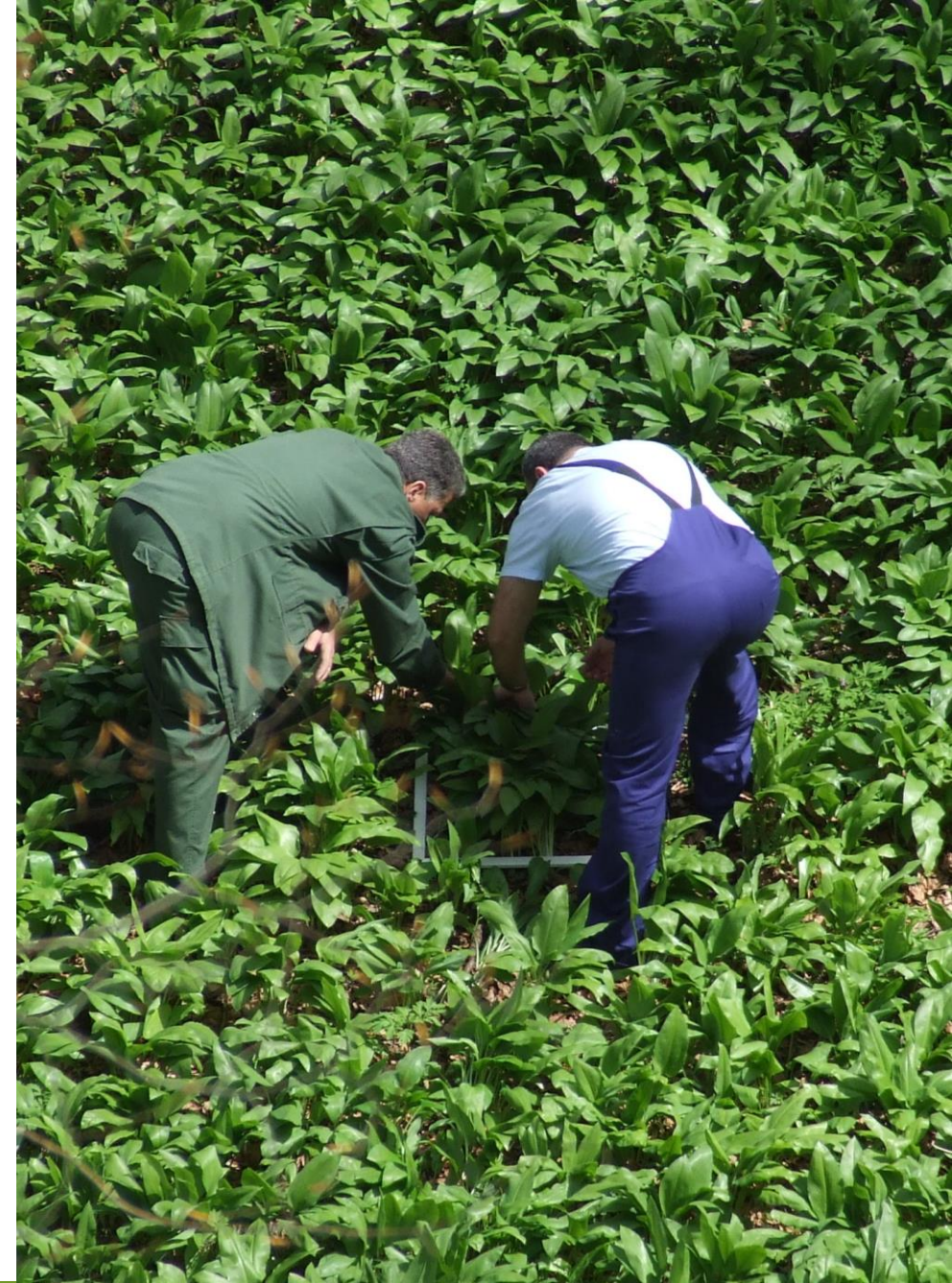
SOCIAL CRITERIA

- **Fair treatment of collectors**
 - Lists of registered collectors
 - Payment records
 - Written contracts/agreements
- **Involvement of children**
 - Age verification of collectors
 - Training on prohibited forms of child labour



SOCIAL CRITERIA

- **Fair price setting**
 - Pricelist of collected goods
 - Documentation of payment
- **Representation of collectors**
 - Support collector representation
 - Premium fund concept
 - Documentation of meetings and Premium fund expenditure



SOCIAL CRITERIA

- **Labour rights**
 - Contracts and payment records
 - Disciplinary code of company
- **Safe working environment**
 - Health and safety officer and records
 - PPE and safety equipment



BUSINESS CRITERIA

- **Traceability**
 - Records of harvest, processing, sales
 - Traceability back to origin
- **Fair trading**
 - Cost calculation and price setting
 - Contracts with first buyers



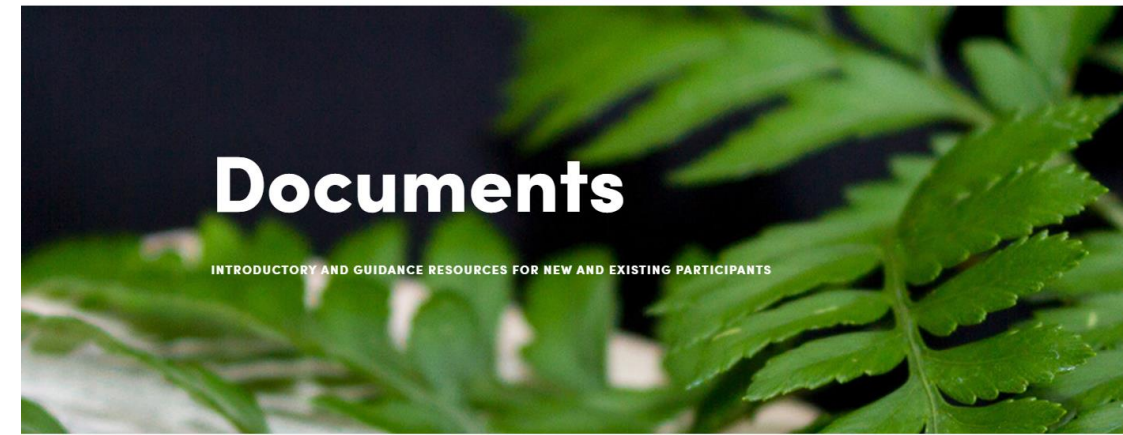
PRE-AUDITS / CONSULTANTS

- Can help if:
 - Have complex sourcing
 - High risk species
 - No capacity to carry out self-assessment
- Pre-audits offered by Certification Bodies
- Consultants can offer longer-term and more guided process



GUIDANCE DOCUMENTS

- Available on FairWild website
 - Resource assessment
 - Management planning
 - Sustainable wild collection
 - Internal Control systems
 - Quality assurance
 - Social and fair trade



Documents

INTRODUCTORY AND GUIDANCE RESOURCES FOR NEW AND EXISTING PARTICIPANTS

FAIRWILD STANDARD PRINCIPLES AND IMPLEMENTATION GUIDANCE

The FairWild Standard has 11 Principles and 29 Criteria addressing ecological, social and economic requirements for sustainable wild collection. The following guidance documents help understand the features and requirements for certification and Standard implementation.

- [The FairWild Standard Principles: Overview](#)

Guidance documents for implementation:

- [Resource Assessment \(ISSC-MAP\)](#) (Principles 1 & 2)
- [Management Planning \(ISSC-MAP\)](#) (Principles 1, 2, 3, 4, 5, 6, 7 & 9)
- [Management Plans for Low Risk Species](#) (Principles 1, 2 & 9)
- [Sustainable Wild Collection Practices \(IMO\)](#) (Principles 1 & 2)
- [Internal Control System \(IMO\)](#) (Principles 9, 10 & 11)
- [Quality Assurance \(IMO\)](#) (Principles 9, 10 & 11)
- [Social and Fair Trade Aspects](#) (Principles 4, 5, 6, 7 & 8)

PowerPoint Presentations

- [Presentation: Ecological Principles](#) (Principles 1 & 2)
- [Presentation: Legal, Ethical, Social and Fair Trade Principles](#) (Principles 3, 4, 5, 6 & 7)
- [Presentation: Business Principles](#) (Principles 8 & 9)

TRAINING

- Training presentations available on the FairWild website
 - Ecological principles
 - Business principles
 - Legal, ethical, social and fair trade principles
- Contact us if you would like to arrange in-person training
- Online options also under development



Photo credit: ANSAB

SECURING BUYER COMMITMENTS

- FairWild is a partnership approach!
- Principle 11: Buyer Commitment
 - Mutually beneficial trade relations
 - FairWild prices and FairWild Premium
- Ask your trading partners if they can support your journey with FairWild
- Contact FairWild Foundation if you would like us to present FairWild to your customers



NEXT STEPS

- **Share** the webinar recording
- **Talk to your customers** about FairWild
- **Get in touch** to arrange a risk assessment!
- Find out more on the FairWild website
 - fairwild.org



FAIRWILD FORUM:

Spring 2021

In-depth discussion of topics related to **sustainable wild collection** and the **implementation and auditing** of the FairWild Standard

OBJECTIVES

- ▲ Build capacity on sustainable wild harvesting according to FairWild principles
- ▲ International training and networking event
- ▲ Experience exchange platform for sustainability professionals
- ▲ Identify and resolve implementation issues, feed into standard revision plans



FAIRWILD WEEK:

June 2021

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





THANK YOU TO OUR FRIENDS

We thank those that provided financial support to the FairWild Foundation in 2019-2020

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)

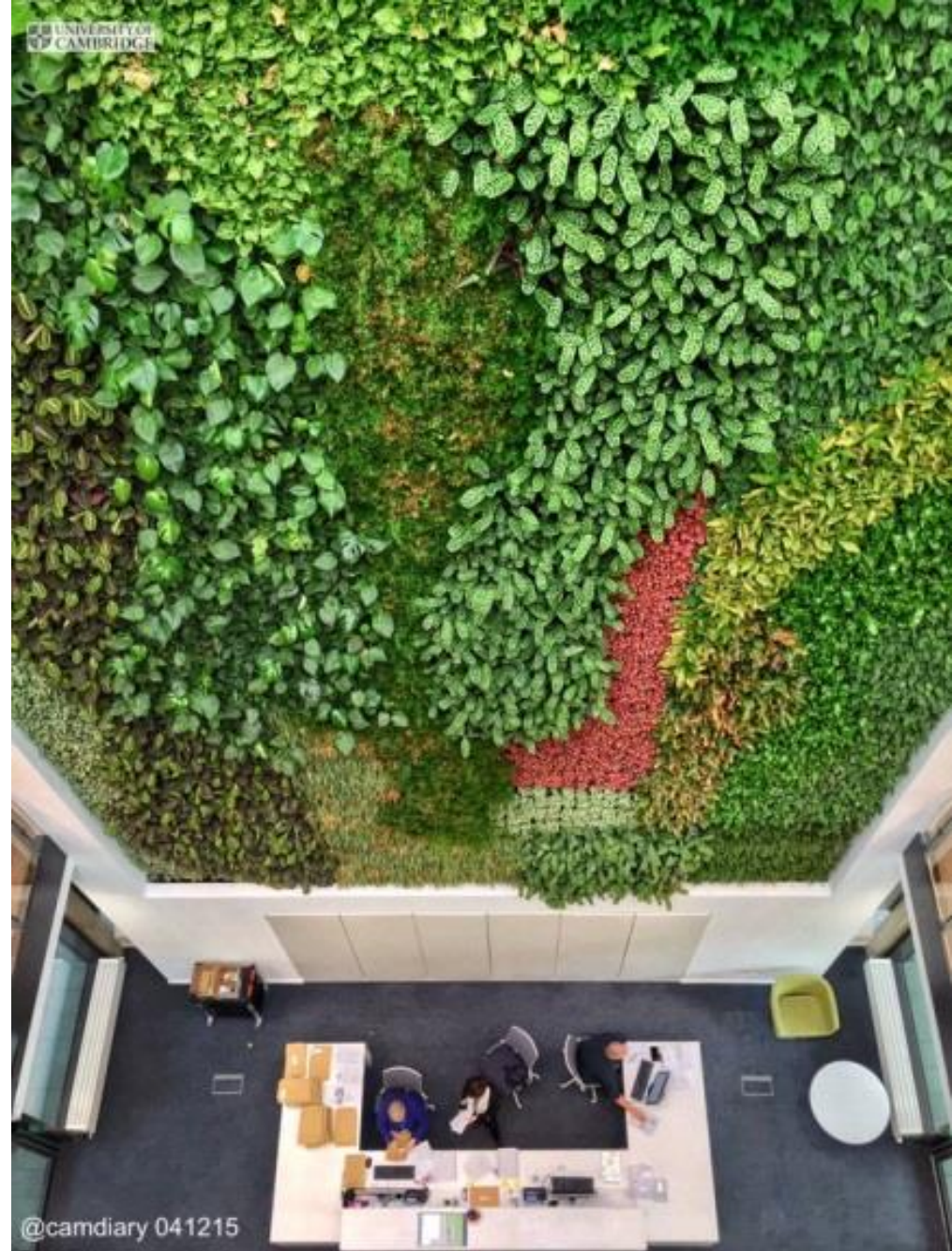
Poethique, USA

Grow Fragrance, USA

Bronze (EUR 100 – 500)

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.