



FAIRWILD AND YOU

WHAT DOES IT OFFER YOUR BUSINESS?

FairWild strives to ensure a sustainable future for wild plant resources and people.

The use of wild plant ingredients often passes under the radar yet shows a 3x increasing in volume over the last decade. Leading botanical companies are already recognising the importance of sustainable and transparent supply chains, especially in the face of increased demand and supply chain disruption from Covid-19. With FairWild, businesses can robustly demonstrate their ecologically, socially and economically sustainable practices for their wild plant products.



4,000

THE NUMBER OF COLLECTORS WHO BENEFIT ANNUALLY FROM FAIRWILD

BENEFITS OF FAIRWILD



TRACEABILITY

FairWild certified operations have full and clear traceability back to the area of collection and separation from products of non-FairWild quality. This traceability is applied at all stages of the supply chain.



LEGALITY

Brands can be assured that FairWild ingredients they use have been legally harvested, exported and managed in accordance with traditional and customary use rights.



CONSUMER CONFIDENCE

Consumers look to brands to demonstrate how they are creating positive change in the world. FairWild labelling shows that ethical claims are backed up by third party audits and certification.



ATTRACTING INVESTORS

Responsible investors demand reliable standards and metrics to secure their investments. FairWild can help to mitigate reputational and sustainability risks, backed by clear reporting.



COMPELLING STORIES

Showcasing traditional harvesting methods, the societal benefits of the FairWild Premium Fund, celebration of wild landscapes or the co-protection of charismatic animals: FairWild ingredients have unique stories.



FUTURE-READY

Long term relationships with suppliers and management plans for FairWild certified ingredients mean that brands can plan for the future, knowing that their supply is being managed sustainably.

FairWild ingredients are the best solution to a reliable, sustainable and ethical herbal supply and the reason they are featured in three-quarters of our herbal teas.

– Sebastian Pole, Co-Founder of Pukka Herbs

FAIRWILD CERTIFICATION CAN HELP TO REDUCE CONVERSION OF WILD LAND BY INCENTIVISING SUSTAINABLE USE, WHICH HELPS MEET GLOBAL GOALS FOR REDUCING CARBON EMISSIONS

FAIRWILD AND THE SUSTAINABLE DEVELOPMENT GOALS

FairWild certification supports 7 of the 15 Sustainable Development Goals, allowing brands that use FairWild ingredients to demonstrate their support of the global goals to their shareholders, board and consumers.



USE FAIRWILD IN 5 STEPS

1 SOURCE FAIRWILD

All currently certified ingredients and companies are detailed on our website. Purchase from them, or work with your current suppliers to achieve certification!

2 REVIEW FAIRWILD RULES

FairWild trading rules and labelling rules set out requirements for registered businesses. Both are available on the FairWild website for your review.

3 FILL IN A REGISTRATION FORM

This includes information on FairWild ingredients you intend to purchase, the products they will go into and information on your traceability systems.

4 SIGN A LICENSE AGREEMENT & PAY FEES

The license agreement governs use of the FairWild label and word mark, and is signed upon registering. Fees are due annually, based on annual sales of FairWild products.

5 GET YOUR LABEL DESIGN APPROVED

Once you've designed your labels, send to FairWild for approval. This is granted based on evaluation against the FairWild labelling rules.

MORE INFORMATION AND CONTACT

fairwild.org

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