



Impact Report 2022



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Letter from Franziska Staubli, Chair of the FairWild Board of Trustees

In 2008, the FairWild Foundation was founded to promote the equitable and sustainable use of wild plants. It brought together two separate initiatives working on wild plants trade – one focused on social and economic aspects (FairWild) and the other on ecological considerations (ISSC MAP). In 2010 the Foundation combined these tools in the FairWild Standard (v2.0) as a holistic framework to support legal, ethical and sustainable trade in wild plant products.

Over the last 15 years, thousands of wild collectors were certified by international certification bodies against our Standard. As a consequence, habitats across the planet could be conserved and many certified wild plant ingredients sold on the global markets. Our Standard, certification system, and supporting tools enable the application of best practice in the wild plant sector and provide assurance to stakeholders across global value chains. Our guidance on resource assessment and harvest management plans are widely adopted and have helped to enable increased sustainability in value chains across the globe.

As we celebrate our 15th anniversary, we are delighted to have been honoured with the 2023 ABC Steven Foster Botanical Conservation and Sustainability Award, presented by the American Botanical Council. This recognition underscores our increasing influence within the botanicals

industry and our success in raising awareness about the importance of sustainable use of wild harvested ingredients. It inspires us as we continue our focus on best practice for the industry. In 2023 we will revise our Standard to modernize procedures and enhance accessibility and assurance.

In December 2022, the Parties of the Convention on Biological Diversity called for “the mainstreaming of the sustainable use of biodiversity, in particular that of wild species, into all relevant sectors.” With a growing team and the hiring of a CEO, the FairWild Foundation is well positioned to play a major role in this global commitment and help industry and wild collection operations to find an answer to the big questions of loss of biodiversity and livelihood.

Franziska Staubli
Chair of the FairWild Board of Trustees



Letter from Deborah Vorhies, Chief Executive Officer

As we emerged out of the pandemic in 2022, as a global society we faced a concentration of global stresses – geopolitical instability in Africa and Europe, rising economic uncertainty, and increasing recognition of the dual biodiversity and climate crises. Our need for effective action and building resilience has never been greater. It has become evident that our strength lies in working together as a community, nurturing our socio-economic bonds, and embracing our role as guardians of our planet. At FairWild, we firmly believe that enabling ethical and sustainable wild harvesting is the pathway to collective prosperity and to a resilient society - one that harmonises the relationship between communities, enterprise, and our living natural planet.

Over the past year, we embarked on an ambitious programme to expand our role as a leader in responsible wild harvesting. Building on our strong existing partnerships, we launched an active communications programme to increase visibility for the enormous potential of wild harvested plant ingredients, and we developed new business partnerships enabling a dramatic increase of the plants, landscapes, and communities benefiting from the FairWild approach.

We take pride in being a pioneer in the growing rewilding movement through setting the standard for wild plant harvesting and we look forward to the launch of a revised Standard and certification system later in 2023.

We also look forward to, new and renewed partnerships for growing out impact to expanding our network of committed, successful and responsible actors. Looking ahead, our primary focus this coming year is to revise and relaunch our Standard. We aim to modernise it in response to evolving global policy, to facilitate accessibility and flexibility, and to enhance assurance to players across value chain, empowering consumers to make responsible choices.

We are excited to finish 2022 with the launch of our very first Impact Report. It provides evidence that the Fair Wild Foundation is making a positive contribution to sustainable development and, hopefully, it also provides inspiration not only to people within the wild plants industry but to all sectors engaged in wild harvesting, as well as consumers, that planet, people and business can indeed thrive together.

Deborah Vorhies
CEO of FairWild



About FairWild

Founded in 2008, the FairWild Foundation is a non-profit organization that is dedicated to enhancing the sustainability of trade in wild harvested plants and improving the wellbeing of harvester communities. FairWild accomplishes this by providing and promoting the FairWild Standard, which is widely recognized as the best practice for wild plant sourcing from ecological, social, and business perspectives, and the FairWild certification scheme.

Wild harvesting supplies the majority of plant species in trade (60-90 percent)*. As demand for wild plant ingredients in international trade has increased, thousands of harvested species face risks from overharvesting and habitat loss. This endangers both the livelihoods of communities dependent on this trade and the cultural significance of these plants.

However, when wild plant harvesting is done right, it has the power to foster a positive relationship between nature and people. It preserves unique cultures and promotes the sustainable use of distinctive landscapes, all while ensuring dignity and empowerment for those who rely on them.

FairWild advocates for a new approach to trade, one that empowers people and safeguards the remaining pristine landscapes on Earth. Our mission is to establish sustainable practices throughout the supply chains of every wild-harvested ingredient. By doing so, we aim to promote the well-being of rural communities intricately connected to the preservation of nature. This new way of conducting business prioritizes the harmonious coexistence of nature, humanity, and trade

avoiding any compromises that could harm either the planet or its people. We embrace a holistic approach that values the intricate web of life, fostering a sustainable future for generations to come. It is a world where the well-being of the planet and its inhabitants go hand in hand, creating a harmonious and prosperous future for all.

FairWild is fully aligned with the newly launched Global Biodiversity Framework and is well positioned to be a measure for its implementation. Adopted at the conclusion of the [15th Conference of Parties to the UN Convention on Biological Diversity](#), the GBF aims to halt and reverse nature loss. The framework consists of global targets to be achieved by 2030 and beyond to safeguard and sustainably use biodiversity.



*[Wild check - assessing risks and opportunities of trade in wild plant ingredients \(2022\)](#).

Standard Principles

1 Maintaining Wild Plant Resources

Wild collection of plant resources shall be conducted at a scale and rate and in a manner that maintains populations and species over the long term.

2 Preventing Negative Environmental Impacts

Negative impacts caused by collection activities on other wild species, the collection area and neighbouring areas shall be prevented.

3 Complying with Laws, Regulations and Agreements

Collection and management activities shall be carried out under legitimate tenure arrangements and comply with relevant laws, regulations and agreements.

4 Respecting Customary Rights and Benefit-Sharing

Local communities' and indigenous peoples' customary rights to use and manage collection areas and wild-collected target resources shall be recognised, respected and protected.

5 Promoting Fair Contractual Relationships between Operators and Collectors

Collectors have the structures and access to information needed to represent their interests and participate in FairWild Premium decisions.

6 Limiting Participation of Children in Wild Collection Activities

Collection and processing by collectors is done without substantial work contribution of children.

7 Ensuring benefits for Collectors and Communities

Trade intermediaries are minimised, collectors are ensured a fair price for the collected goods, and community social development is supported through means of a FairWild fund.

8 Ensuring Fair Working Conditions for all Workers of Wild Collection Operations

The collection operation ensures good working conditions for all workers of the wild-collection operation.

9 Applying Responsible Management Practices

Wild collection of target species shall be based on adaptive, practical, participatory and transparent management practices.

10 Applying Responsible Business Practices

Collection of wild resources shall be undertaken to support quality, financial and traceability requirements of the market.

11 Promoting Buyer Commitment

The buyer of wild collected products strives for mutually beneficial long-term trade relations with the wild-collection operation.

Strategic areas & vision

**A world where
biodiversity, people,
and businesses thrive
in harmony.**



NATURE

**Biodiversity
conservation through
sustainable use**



PEOPLE

**Respect and fair treatment
of everyone to empower
communities and allow
dignified livelihoods**



BUSINESS

**Transparent, traceable
and sustainably
managed supply chains**

Nature: Conserving landscapes through wild harvesting

FairWild connects markets for wild plant products directly to landscape and species conservation. By ensuring the sustainability of wild harvesting practices, the wildness of habitats and broader landscapes are conserved. For degraded areas, certified wildlife harvesting can support habitat restoration and landscape rewilding.

FairWild measures that enhance landscape conservation include sustainable harvest quotas, supporting community-based conservation initiatives, respecting the rights and traditional knowledge of indigenous peoples, and the promotion of habitat restoration.

The impact of these measures at the landscape level is evidenced by the hectares maintained for wild harvesting – **currently estimated at 1.7 million hectares, up from 264k in 2021**. Further evidence of this impact is the growth in the **number of certified species, now 45 and almost double the number in 2021**. By increasing both the number of species certified and the geographic spread of sustainable wild harvesting, FairWild is making a systemic contribution to conservation at the landscape level.

Highlights of 2022



1 New certification landscape: Albania (13k hectares)

In Albania, wild harvesting holds significant importance due to the country's rich biodiversity and traditional practices deeply rooted in its culture. By implementing sustainable wild harvesting practices, Albania can harness the economic potential of these resources while ensuring their long-term conservation.

2 Certification of *Pelargonium sidoides*, the first species sourced from South Africa's Eastern Cape

The Eastern Cape is recognized as a biodiversity hotspot, housing a wide range of plant and animal species. Within this diverse ecosystem, *Pelargonium sidoides* thrives, contributing to the overall richness of the area.

3 Certification of two new Frankincense and Myrrh species from dryland landscapes in Kenya

The dry landscapes of Kenya host a diverse array of biodiversity, adapted to survive in harsh and arid conditions. These ecosystems are often fragile and vulnerable to environmental changes. The presence of frankincense and myrrh trees contributes to the overall biodiversity of these landscapes.

4 26 countries with FairWild certified companies, 9 more than in 2021

In 2022, FairWild certified ingredients were collected from landscapes in 9 new countries, on 3 different continents: Chile, Kenya, Kosovo, Kyrgyzstan, Lesotho, Paraguay, South Africa and Turkey.

Protecting 2000 hectares of forest in the North Western Ghats



Source: Nature Connect

FairWild participant: Nature Connect

Certified species: Bibhitaki (*Terminalia bellirica*) and Haritaki (*Terminalia chebula*)

Nature Connect, a FairWild-certified company since 2015, is a venture established and owned by the Applied Environmental Research Foundation (AERF) of India, a non-governmental organization that actively supports forest-based enterprises through the FairWild certification of wild medicinal plants. As part of their sustainable use initiative, they have focused on conserving two key ingredients of Triphala, an important medicine in the Indian traditional system of Ayurveda: the fruits of Bibhitaki (*Terminalia bellirica*) and Haritaki (*Terminalia chebula*), which come from old-growth trees found in the North Western Ghats.

The North Western Ghats is globally recognized as a biodiversity hotspot; however, its protected area network is relatively limited due to the majority of forest landscapes being privately owned. A study conducted by the Pune based NGO WRCS in 2013 revealed that out of the total forest area of 17,699 km² in the five districts of the northern Western Ghats, nearly 70% (12,043 km²) is privately owned and managed (Kulkarni & Mehta, 2013). The absence of a comprehensive policy for sustainable biodiversity management on these private lands, combined with subsidy-driven monoculture plantations and a lack of knowledge on economically viable sustainable alternatives, has led to extensive deforestation and degradation.

AERF, as the implementing partner in a FairWild project focused on protecting and sustainably utilizing medicinal plant resources in the North Western Ghats, has taken innovative measures to address these challenges. One such approach is offering financial incentives to marginalized

and economically disadvantaged farmers who rely on gathering firewood and timber, encouraging them not to engage in logging activities. Initially, the progress of this approach was slow as it represented a novel way of approaching forest management, causing some confusion among the farmers. However, as they began to understand the holistic and long-term benefits, more and more farmers joined this initiative. As a result, AERF has successfully secured long-term protection for 2,000 hectares of forests. Recognizing the importance of the FairWild certification program in addressing crucial sustainability issues related to biodiversity conservation, AERF began with an initial feasibility study for a FairWild project. They identified that obtaining FairWild certification for the haritaki fruits could provide collectors with an increased price for their harvest. This incentivizes the conservation of this valuable resource, primarily comprised of large groves of *T. chebula* with a richly diverse understory.

Today, Nature Connect has a thriving business based on successful implementation of FairWild certification. The FairWild premium is returned to the community for their own development purposes. This funding can be utilized for various projects, such as the construction of a bio-gas plant or improving sanitation facilities. The growing income generated from the collection and sale of certified *T. chebula* fruits has also started to attract local unemployed youth, offering potential employment opportunities through this initiative.

Sustainable harvesting of Styrax in Sierra de Agalta, Honduras



Source: Nelixia

FairWild participant: Nelixia

Certified species: Styrax (*Liquidambar styraciflua*)

Styrax, sourced exclusively through wild collection in Honduras from the Olancho region, is a testament to the dedication of its collectors who serve as guardians of the forest. These collectors play a crucial role in preserving the region's remarkable biodiversity, water-rich areas, and the pioneer trees of Styrax. Passed down from their parents and grandparents, the knowledge of protecting and safeguarding styrax trees is ingrained in the younger generation of collectors.

The process of producing Styrax involves carefully making superficial cuts on the trunks of the trees using an axe. After 40 days, the liquid secreted by the tree through the cut is collected. The collected liquid undergoes filtration to remove any impurities from water and leaves, resulting in pure Styrax ready for export.

Nelixia, committed to upholding FairWild standards, has georeferenced all the Styrax trees harvested. The company has invested in research and development to explore sustainable harvesting techniques. They have developed a comprehensive protocol that establishes guidelines for the depth and alignment of the cuts, as well as the minimum age of the trees for harvesting. These harvesting protocols have been disseminated to provide guidance and ensure responsible practices.

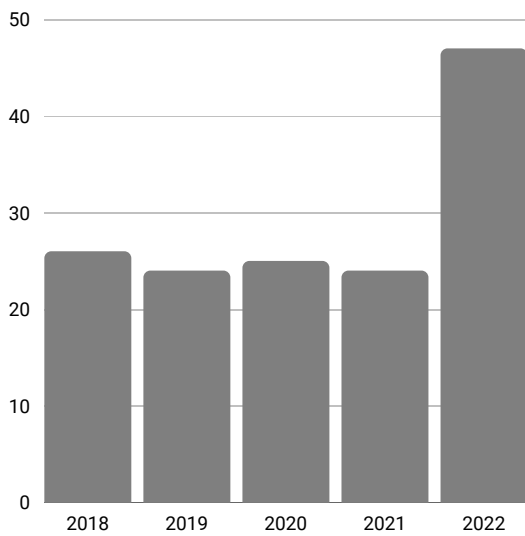
In addition, Nelixia has collaborated in co-funding the cooperative forest management plan known as "PEBAL," with an approximate cost of \$40,000. This investment specifically focuses on technical forestry aspects, as well as communication and coordination with relevant government authorities.

Under the FairWild Standard, an impressive 2482 hectares of the "Sierra de Agalta" protected area are now safeguarded. This includes 5244 traceable producing trees that yield 8 tons of resin annually. This demonstrates the tangible impact of implementing sustainable practices and maintaining transparent supply chains.

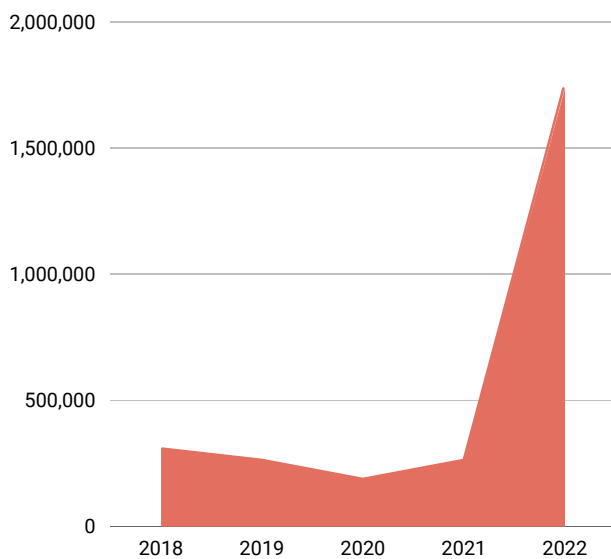
Through these collective efforts, the wild collection of Styrax in Honduras not only provides a valuable resource but also contributes to the conservation of natural habitats and the empowerment of local communities.



By the numbers: FairWild's nature impact in 2022



Number of certified species



Hectares of FairWild collection areas

47
Certified species

1.7M
Hectares of FairWild collection sites

6k
tonnes of FairWild ingredients collected

Source: Biobes



People: Enabling rural communities to thrive

FairWild connects the markets for wild plant products to harvesters and their communities. By ensuring the equity and fairness of wild harvesting practices, harvester livelihoods and community well-being are enhanced. For marginalised communities, certified wild harvesting empowers these communities to benefit from the sustainable use and management of their wild resources.

Measure in the FairWild Standard that empower harvesters and their communities include provision of a fair and dignified income through wild collection, decent working conditions that foster inclusivity and equality, FairWild premiums to support those communities, and respect for the resilience and wisdom of rural and often marginalised groups.

These conditions provide an enabling environment for communities to thrive. In 2022, FairWild certification supported **15,560 wild collectors**, approximately three times as many as in 2021. The **FairWild premium benefited up to 26,709 people**, a 30% increase from the previous year. Several **rural communities in 26 countries** are now connected through FairWild to the sustainable and equitable production and consumption of wild plant products.

Highlights of the year



1

Expansion of certified collection activities in Somalia: 1800 collectors and approximately 6300 people benefitting from the FairWild Premium

Kobac GTC, a FairWild certified business since 2021, specialises in the production and trading of organic Frankincense, Myrrh and Gum from Somalia. In 2022, the company registered 1800 FairWild collectors: a very important achievement for a landscape known for gender inequality, child labour and the marginalisation of rural communities.

2

Women empowerment activities in Kenya

Through the FairWild premium payment system, Arbor Oils of Africa has made significant investments in promoting economic independence among pastoral women who participate in Frankincense collection activities. Through these efforts, Arbor Oils are working towards creating a more inclusive and equitable business model, where the economic empowerment of pastoral women is prioritized in a landscape known for gender inequality.

Empowering pastoralist women in Northern Kenya through Frankincense

FairWild participant: Arbor Oils of Africa

Certified species: Frankincense (*Boswellia neglecta* and *Commiphora myrrha*)

Arbor Oils of Africa specialises in distilling frankincense and myrrh essential oils from wild-harvested resins from the semi-desert areas of northern Kenya. The Kenyan Black Frankincense comes from *Boswellia neglecta* and *Commiphora confusa*.

Frankincense gum is produced after the rains and exudes naturally from the tree bark, due to the stimulus of insect larvae eating along the surface of the bark. In the dry season after the larvae pupate, the gum dries out and the collectors scrape off the lumps from the bark surface. As the trees are not tapped, harvesting of gum does not have a negative impact on the trees. Because there are no tapping cycles and consequently no repeated



Source: Arbor Oils of Africa



trips to the trees to obtain the Frankincense gum, harvesting of the *Boswellia neglecta* gum is much easier compared to gum harvesting of other frankincense species.

Gum harvesting compliments the pastoralist lifestyle as livestock may be herded amongst the Frankincense woodlands, and they can opportunistically harvest gum at the same time. The dry season can be a stress period, if there has not been enough rain and livestock may succumb to drought. The collection of gum is therefore a lifeline, providing some income during this period. With more trade, the positive impacts of an alternative source of income will be greater.

In the pastoralists' communities, the men own livestock and earn money from buying and selling livestock. The collection of Frankincense gums offers an opportunity for women to earn an income and over 90% of the collectors are women. As it's becoming an attractive source of income, some men are also beginning to collect. Arbor Oils' next premium fund will go towards buying goats, which will be owned by the collector groups. As pastoralist women are traditionally not allowed to own livestock, this community project will empower the women to manage livestock communally, for the benefit of the individual members.



Source: Arbor Oils of Africa

Baobab that pays schools fees in Zimbabwe



FairWild participant: B'Ayoba

Certified species: Baobab (*Adansonia digitata*)

B'Ayoba is a leading producer of Baobab products, ethically and sustainably harvested in partnership with rural producer communities around Zimbabwe. The company has been FairWild certified since 2016.

B'Ayoba's social impact includes paying school fees for pupils whose parents would otherwise not be able to afford to send them to school. 41 school children from extremely impoverished families are being sponsored by one of B'Ayoba's customers: 20 from the North Eastern region and 21 from the South Eastern Region of Zimbabwe. The project has gone so well that the aim is to pay for the school fees and the examination fees of up to 1000 children by the end of 2023.

B'Ayoba has also planted out 250 saplings to date. They are planning to hand over more

Baobab trees to schools in the areas where the wild harvesters live, so that each pupil can become the custodian of a Baobab tree. B'Ayoba frequently holds workshops discouraging the debarking of Baobab trees and the cutting down of Baobab trees. Each cluster or group of wild harvesters has an Environment Focal Person who monitors the area with the help of the community and the Headman. The collectors are trained to never harvest fruit from the trees but rather to pick up the fruit from the ground, because the trees are not mature yet. The harvesting rules also specify no climbing of the trees, that there should be no cutting down of trees and no stripping of the bark. The fact that the communities can benefit both financially and socially from these sustainable practices means that they are now eager to look after the trees.

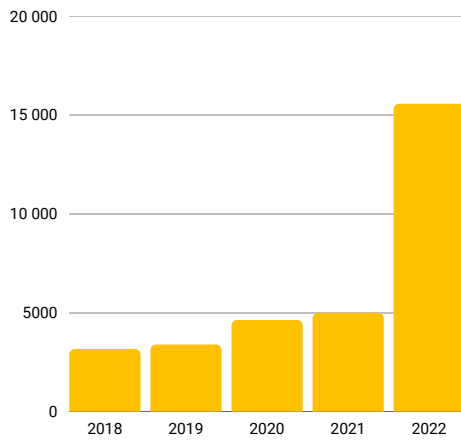


Source: B'Ayoba

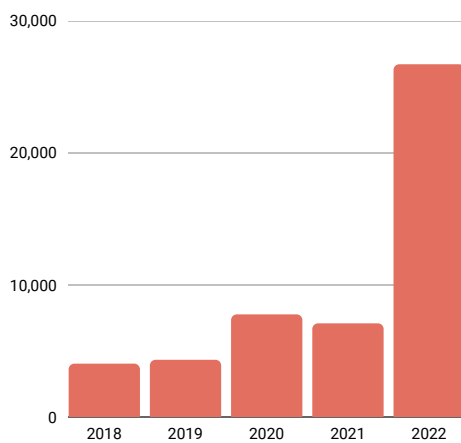
"We are planting baobab trees for future generations to also enjoy. In our cluster we have 2 kids who through B'Ayoba's wild collection activities have had their school fees paid for. Finally, we received a wheelchair that was donated to one of our children who is crippled. All this is through the benefits of Baobab fruit collection."

Jane Sanzvenga, cluster leader

By the numbers: FairWild's social impact in 2022



Number of registered FairWild collectors



Number of people benefitting from FairWild Premium payments

15.5k

Registered FairWild collectors

26.7k

People benefitting from FairWild Premium payments



Source: B'AYOBA

Business: Sustainable consumption meets sustainable production

In 2022, we celebrated the growing momentum of consumers who are reshaping the market through their conscious choices. With a discerning eye for greenwashing practices, they are driving a positive shift towards responsible business conduct. This is where FairWild certification becomes so relevant from a consumers' point of view, encouraging companies to embrace ethical sourcing, environmental stewardship, and community well-being.

Embracing the FairWild standard demonstrates a company's holistic dedication to these values. It fosters long-term relationships, transparency, and sustainability throughout the entire supply chain.

Last year marked a significant milestone for FairWild, as we witnessed the largest growth in participants since our inception. **We proudly welcomed 25 newly certified collection operations, 8 traders, and 2 licensees into the FairWild family.** FairWild now enables **78 companies to work in partnership** to support sustainable wild plants trade, including for the first time members of an innovative group certification system, based on recognition of internal company standards and control systems.

Highlights of the year

1

Increased industry participation in a key global market (USA), expanding responsible consumption opportunities

Gaia Herbs and Herb Pharm, two renowned companies in the herbal supplement industry, registered as FairWild brands. Gaia Herbs is now sourcing FairWild certified Liquorice root and Herb Pharm is now sourcing FairWild certified Elderberry.

3

2M people reached in global awareness campaigns

2022 saw the 6th FairWild Week, FairWild's annual campaign to raise consumer awareness about the significance of sustainable wild harvesting. This marks a crucial milestone in engaging individuals in the supply chains of the wild ingredients they consume, empowering them to make well-informed decisions and vote with their wallet.

2

Greater number of companies supplying MAPs from key sourcing region (Eastern Europe)



In 2022, there has been a notable increase in the number of companies sourcing medicinal plants from Eastern Europe, a region renowned for its rich tradition of using botanicals in traditional medicine practices. The involvement of these companies in sourcing from Eastern Europe has brought about a more stable supply base of FairWild ingredients. This development fosters long-term partnerships and resilient FairWild certified supply chains, ensuring the availability of high-quality botanical resources for sustainable and responsible use.

Creating awareness about wild harvesting in Kosovo



FairWild participant: AgroProduct

Certified species: Blackberry Leaf (*Rubus fruticosus*), Elder Flower (*Sambucus nigra*), Lime Flower (*Tilia cordata*), Marshmallow Leaf (*Althaea officinalis*), Raspberry Leaf (*Rubus ideaus*), Stinging Nettle Leaf (*Urtica dioica*)

Certified since 2022 and with 34 collectors registered, Agroproduct sh.p.k is a large-scale producer of cultivated and wild-collected organic products in Kosovo. The company currently has 30 collection centres and operate over five certified zones across Kosovo for wild collected products.

"Through the FairWild Foundation we must do something that helps our supply chain or even nature itself, and I think this is what makes the FairWild standard more special than others."

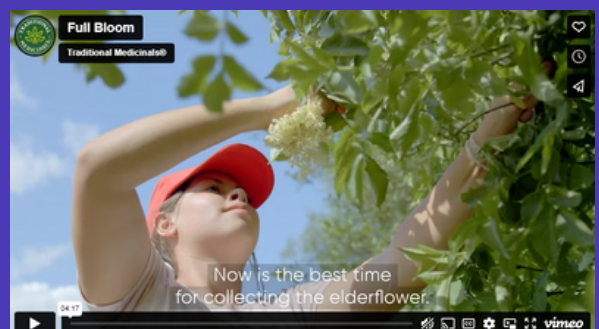
Bardha Avdijaj, AgroProduct

AgroProduct organizes meetings with high school students to inform them as much as possible about medicinal plants and the preservation of biodiversity in order to increase knowledge about these plants, and to ensure that the tradition of collecting medicinal plants does not end in Kosovo.

In 2022, AgroProduct's customer Traditional Medicinals worked with the company and BBC StoryWorks Commercial Productions to create a short film on the FairWild collection and production process for Elderflower and other ingredients they supply for Traditional Medicinals' herbal teas, creating awareness to their sustainability commitment and positive impact behind their supplier's FairWild certification.



Source: AgroProduct



Source: Traditional Medicinals

Long-term supply chain contracts for Peru Balsam



FairWild participant: Nelixia

Certified species: Peru Balsam (*Myroxylon balsamum* var. *pereirae*)

Only produced in El Salvador and harvested by small-scale collectors called “balsameros”, Peru Balsam is derived from the *Myroxylon balsamum* tree. Its highly sophisticated extraction is the result of ancestral know-how. The Peru Balsam forest is now the major income-generating activity in the “Costa Balsamera” region.

To produce Peru Balsam, collectors climb trees to remove part of the bark, heat up a small piece of wood and place a piece of fabric on the wound. 20 to 40 days later, they collect the fabric and part of the bark, both soaked in a liquid named crude balsam. After twisting and purifying, the Peru Balsam is exported.

There are four main challenges in the Peru Balsam supply chain: the loss of highly complex collection techniques and know-how which has a direct impact on the trees' endangerment, climbing activities with safety risks, the price variability of the Peru Balsam causing young collectors' disinterest and putting the value chain existence at risk and the lack of reliable technical information on the species to define its protection level and regeneration status.

Through long-term supply contracts with Nelixia, collectors are now guaranteed a market. In addition, Nelixia provided more than 20 different training topics such as harvesting techniques, tools maintenance, traceability, contracts, workers' rights. The company developed a collector booklet outlining costs, activities and tools used to track production costs.

To reduce safety risks, Nelixia provides life insurance and new equipment like climbing shoes, eye protection glasses and first-aid kits. Indicators and a safety improvement action plan were established, and since 2019, 0 major accidents have been registered.

Prices variations are directly impacting forest conservation: when prices plunged in 2014-2016, the Peru Balsam forest biomass dropped by 3.1%. Upon Nelixia's arrival (2016), a minimum price was set, which has been maintained since. FairWild certification also guarantees a higher price for collectors (+5%), together with an additional community premium (+10%). Last year, it helped invest in life insurance, school supplies, harvesting tools equipment and twisting machine improvements. In total, FairWild premiums payments amounted to 68,300 US\$ over the last 5 years. Transparency along the value chain is granted through Nelixia's open doors; regular on-site visits and local para-technicians presence; collectors' group support on internal organization; implementation of a code of ethics; etc. As a result, our Peru Balsam can be traced with data all the way back to the plot.



Source: Nelixia

Consumer awareness campaigns



The 6th annual FairWild week took place in 2022, with the highest number of industry and partner organisations participating in the week since it started in 2017. Participants came together around the theme "Wild plants are our business", which was developed in partnership with TRAFFIC's "Wild at Home" project.

Companies also contributed to a video highlighting the critical role of wild plants in their supply chains, generously funded by the Swedish Postcode Foundation and Friends of FairWild donors.

Through partnerships during the FairWild week, thousands more consumers are informed about the role of wild plants in the products that they use and how they can use their purchasing power to support businesses carrying out wild sourcing responsibly and sustainably. These campaigns have also shown to be a great opportunity for certified businesses to prove their impact and engage with their audiences. A great way to build brand loyalty and develop storytelling focused on impact-proofing.



Partnerships for expanded impact & business resilience

During 2022, FairWild concluded a new collaboration agreement with Martin Bauer GmbH & Co. KG, a longstanding participant in the FairWild certification scheme.

As part of FairWild's ongoing efforts to expand supply of certified material for brands and to streamline auditing requirements for collection operations, we partnered with Martin Bauer to recognise their mabagrown® standard, following a benchmarking and equivalency exercise between mabagrown® (v. 2.0) and the FairWild Standard (v. 2.0) and incorporation of a number of revisions into version 3.0 of the mabagrown® standard.

By working together to align the mabagrown® requirements with those of the FairWild Standard, we are combining the knowledge and expertise of both organisations to ensure that wild harvesting communities and plant populations will benefit.



Source: Martin Bauer. Photographer: Mike Meyer.

FairWild as a commercial tool for brand building



"The FairWild certification supports in building traceable supply chain links and relationships between collectors, operators and component users such as Pukka. The close collaboration and regular engagement help each party understand better each other's needs, including the requirement of collection and supply of components of particular grade or quality. These engagements also facilitate effective trainings on product quality, collection practices, sustainable resource management and to ensure the collection in the defined areas. Based on this, product risks such as pesticide, microbiology or heavy metals can be minimised. An example is the first FW certified Triphala from India."

- Marin Anastasov, Head of Procurement Pukka Herbs

The FairWild logo features on all Pukka products that contain FairWild certified ingredients. Pukka Herbs is proud to help more consumers identify when they are drinking wild ingredients.

Pukka has also been actively using its relationship FairWild to prove its impact at the collection areas where their herbs have sourced from.



Source: @pukkaherbs

supporting the people who grow and harvest our herbs

Pukka wouldn't exist without the incredible network of farmers and collectors around the world who grow and gather the herbs we use in our blends. We want to make sure they're paid fairly for all their hard work. We source ingredients that are certified Fair for Life and FairWild – two of the most robust fair-trade certifications available. It means we pay farmers a fair price for their herbs, and we pay an extra premium directly to local communities who decide how to spend it themselves.

In 2022, Pukka paid €281,558 in fair premiums to our farming and wild collecting communities. This is less than we anticipated for the year, which was due to significant supply and demand challenges across the herbal tea industry. The proportion of Fair for Life or FairWild certified ingredients we purchased increased to 49% in 2022, up from 46% last year. Our goal is to reach 60% by 2025.

How did communities spend their fair premiums in 2022?

This year our farming communities chose to spend Pukka's Fair for Life and FairWild premiums on:

- ◆ Farming equipment such as irrigation systems and rainwater harvesting.
- ◆ Installing solar panels.
- ◆ Planting trees in the local area.
- ◆ Purchasing vehicles to help herb collectors move around more easily.
- ◆ Funding community transport such as ambulances and school buses.
- ◆ Providing education and training.
- ◆ Building local infrastructure, including community halls, roads and bridges.
- ◆ Providing items such as warm clothes, kitchen utensils and reusable menstrual pads to lower-income families.

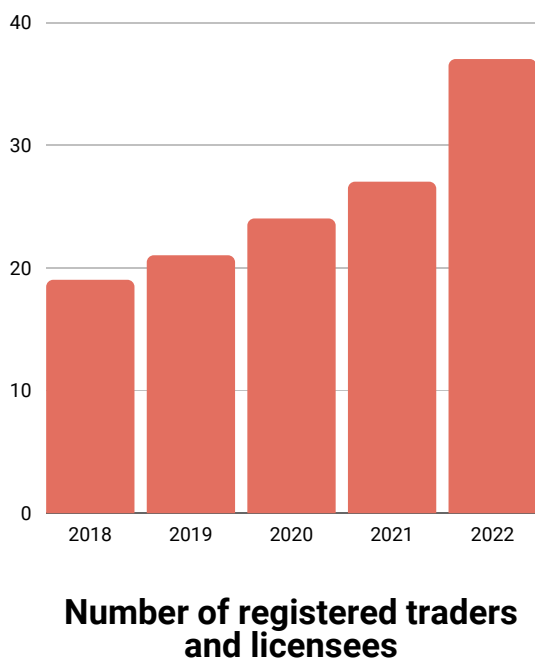
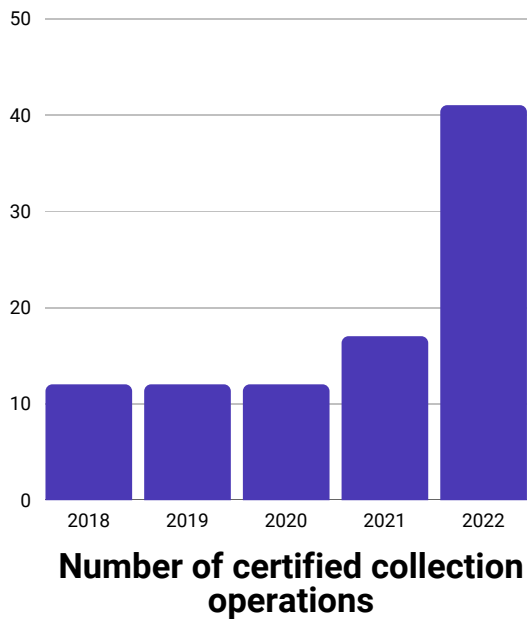


How FairWild certification helps licorice growers

The root of the flowering licorice plant has been used in traditional medicine for thousands of years, with its incredible anti-inflammatory and antibacterial properties.

We only source FairWild certified licorice, which guarantees collectors have a higher and more stable income. Most licorice is collected by hand in remote regions, and it can take 3-5 years for the roots to regenerate after harvesting. It's important that collectors receive a fair income from harvesting licorice at a sustainable rate, keeping soils healthy and yields high. By sourcing FairWild, growers are also compensated for the additional work that sustainable harvesting entails.

By the numbers: FairWild's business impact in 2022



41

Certified collection operations in 2022

37

Registered traders and licenses in 2022

2M

People reached through FairWild Campaigns



Looking ahead: modernization, growth & partnerships

As we step into 2023, our key focus is on expanding to new wild ingredients and bringing more companies into the FairWild family. Central to this is the revision of the FairWild Standard (v2.0) and its accompanying tools. This initiative is essential to ensure that our framework remains relevant and adaptable to the evolving needs of the industry and the current biodiversity and climate crisis. We are also excited to announce that this will include an expansion of certification to include fungi and seaweed. These two products are experiencing a rapidly growing demand, making it crucial to protect the resource base and their ecosystems.

Another key focus of the year is on strengthening connections in the FairWild network, especially between collectors, traders, and licensees that are working with the same wild collected ingredients. To further enhance this process, we are currently revamping our website to provide a more user-friendly and efficient matchmaking experience.

Moreover, we are excited about our efforts to raise awareness and promote the demand for sustainable wild harvesting among consumers. Collaborating with various organizations and partners, we aim to reach a

broad audience and empower individuals to make conscious choices when it comes to the products they purchase. By educating and engaging consumers, we believe we can encourage more businesses to follow the FairWild Standard and commit to the best wild harvesting practices.

Last, but not least, the FairWild Foundation will further develop its efforts to increase supply of FairWild certified product, working directly and indirectly with partners on the ground. We do this through our Operator Support Fund and in partnership with various funding and implementation agencies. For example, we will continue our implementation of projects in Uzbekistan, in partnership with Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ), focused on liquorice supply; piloting of sustainable fungi harvesting in Malawi with Botanic Gardens Conservation International (BGCI), and engaging the essential oil and herbal product industry in Nepal through our partnership with TRAFFIC.

2023 needs to be another year of progress for sustainable wild harvesting. The FairWild team and our participants will be here, and we hope you join us on our continuing journey.



Partners & Supporters

Just as it occurs in nature, the current environmental and economic crisis has taught us that the key to innovation, prosperity, and resilience lies in enhancing collaborations and partnerships. In 2022, we express our gratitude to a number of like-minded partners and supporters who have greatly contributed to our success and enabled us to pursue our mission. Their invaluable contributions have propelled us forward on our journey toward a better future.





"If you protect a species, you protect 100 other species."

Josef Brinckmann



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