

**TRAFFIC**  
the wildlife trade monitoring network



# FairWild

**Best Practice for Wild Plant Ingredients**

Kirsten Palme, TRAFFIC



**TRAFFIC**  
wildlife trade specialists

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



# FAIRWILD's 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



# the FairWild Standard

## verifying sustainable and fair sourcing



### FairWild Standard

Version 2.0

Approved by the FairWild Board on 26<sup>th</sup> August 2010

Unifies the International Standard for Sustainable Wild Collection of Medicinal and Aromatic Plants (ISSC-MAP) Version 1.0, 2007 and the FairWild Standards Version 1, 2006



- Fills 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

# the FairWild Standard

verifying sustainable and fair sourcing



## implemented based on:

- Risk analysis
- Resource assessment
- Species-area management plan
- Sustainable collection practices
- Cost calculation along the supply chain
- Traceability of goods and finances
- Documented fair trading practices

## applied through:

- Certification
- Corporate policies
- Legal and policy frameworks
- Community resource management

# FairWild Principles

- Maintaining wild plant resources
- Preventing negative environmental impacts
- Complying with laws, regulations, and agreements
- Respecting customary rights and benefit sharing
- 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
- Applying responsible management practices
- Applying responsible business practices
- Promoting FairWild buyer commitment



Wild collection and  
conservation



Legal and ethical  
requirements



Social and fair  
trade requirements



Management,  
traceability, business

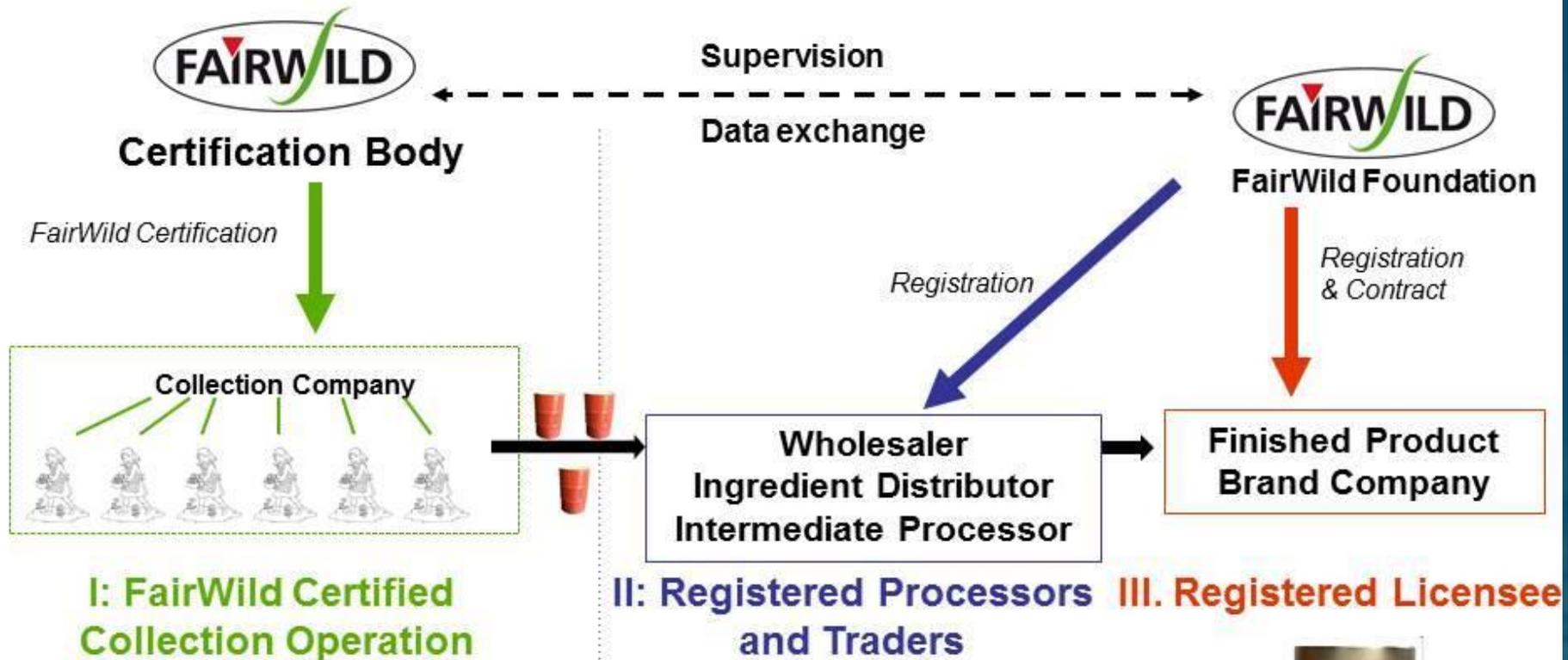
# FairWild Certification

## how it works

- Based on compliance of collection operations with FairWild Standard performance indicators
- Annual audit by FairWild certification body
- Implementation over five year period – continuous improvement
- Distinction made between high and low risk species



# Chain of Custody Overview FairWild



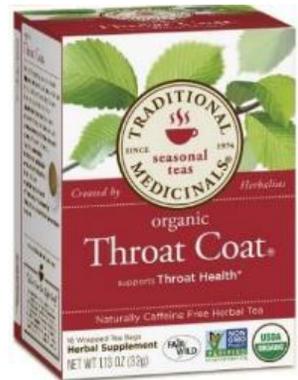
  
Standard Version 2

  
FairWild Trading Rules



# THE FAIRWILD® MARK: a registered trademark

- Company needs a licence agreement with FWF
- < 20% of FairWild ingredients, design mark may be used on the information panel or back panel
- 20-100% of FairWild ingredients, and 95% of total ingredients, are certified either FairWild, organic or fair trade, design mark may be used on principle display panel
- Non-botanical ingredients (water, salt) are excluded from the calculation
- Adapted minimum content rules apply for cosmetics



# global activities

an overview of FairWild **certification** and **implementation** projects





# Rosehip seed

## Serbia

Commercial wild collection is declining in Europe but remains an important source of income in certain regions and for many communities, particularly ethnic minorities such as the Roma.

What does FairWild mean for collectors in Serbia?

**“It means that the buyer of the rosehips is paying extra money on top of the price to ensure that **everyone is being treated fairly** and that **community slowly starts to develop**”**

*P. Rangus, Plantamell*



# A FAIR DEAL

for people and wild collected plants

**20+ SPECIES**

are currently FairWild  
certified from

**10 COUNTRIES**

OVER **400**  
**TONNES**

certified ingredients  
traded annually

OVER **50**  
**PRODUCTS**

with certified  
ingredients sold in

**30 COUNTRIES**

MORE THAN **25**  
**COMPANIES**

actively involved

**thank you!**  
**and more information**

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