

## FAIRWILD PRODUCTS:

- > Products collected from the wild (medicinal and aromatic plants, berries, fruits, nuts, mushrooms, etc.)
- > Wild-collected raw materials for finished products
- > Products containing FairWild ingredients

## AUTHORISED USE OF THE FAIRWILD LABEL:

- > If your company has a licence agreement with FairWild Foundation
- > If your products contain at least 75% FairWild ingredients, you can use the FairWild Logo prominently displayed
- > Products containing 20-75% of FairWild ingredients can carry the FairWild logo in a subordinate position
- > If your products contain less than 20%, you can declare: "contains FairWild ingredients" without using the logo



nautilusfilm/WWF (Namibian San woman drying Devil's Claw)



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[www.FairWild.org](http://www.FairWild.org)

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B. Pätzold (*Pelargonium sidoides*)



Juvenal Pereira/WWF Brazil (Cumaru, Brazilian Amazon Region)

A SOCIAL AND ECOLOGICAL STANDARD FOR WILD  
COLLECTION BASED ON EXISTING KNOWLEDGE  
AND APPROPRIATE RESOURCE MANAGEMENT

A FAIR DEAL FOR  
PEOPLE AND WILD  
COLLECTED PLANTS  
INVOLVES US **ALL!**



AVIVE (Harvesting of Breu resin in the Brazilian Amazon region)

## A FAIR AND SUSTAINABLE DEAL FOR WILD-COLLECTED INGREDIENTS THROUGHOUT THE SUPPLY CHAIN

The increasing demand for natural products in the sectors of food, cosmetics, wellness and medicinal ingredients poses major ecological and social challenges: high pressure on threatened and potentially vulnerable plants can endanger local ecosystems and the livelihoods of collectors who often belong to the poorest part of society in the countries of origin.

In response to these concerns, the FairWild Foundation promotes sustainable, fair and value-added management and supply chain development of wild-collected natural ingredients and products thereof.

The FairWild Foundation Standard, with its certification system, has integrated earlier versions of the ISSC-MAP and FairWild Standards.

Beyond certification, the principles of the FairWild Standard also prove to be instrumental for the implementation of national resource management systems and international conventions such as the Convention on Biological Diversity (CBD) and the Non-Detriment Findings Process of CITES.

## PRINCIPLES OF THE FAIRWILD STANDARD

### Wild collection and conservation requirements

- > Maintaining wild resources
- > Preventing negative environmental impacts
- > Sustainable harvesting practices

### Legal and ethical requirements

- > Compliance with laws, regulations, agreements
- > Respecting customary rights

### Management and business practices

- > Applying good management practices
- > Applying good business practices

### Relationship with collectors

- > Fair contractual relationship company/collectors
- > No discrimination
- > Avoiding child labour
- > Respecting customary rights
- > Fair trade benefits for collector communities

### Fair labour conditions for workers in the collection company

- > Fundamental principles and rights at work
- > Good and healthy working conditions

### Obligations of FairWild companies towards their suppliers and buyers

- > Fair and quality-conscious trading behaviour

### Obligations for buyers (importers, traders)

- > Fair trade practices
- > Fair prices and fair trade premium

## FAIRWILD SCOPE OF WORK

- > Through certification, ensuring traceability, transparency, product safety and sustainability of the resource base
- > Encouraging sustainable and fair business practices while influencing consumer choice and value addition throughout the supply chain
- > Ensuring buyers that products are collected and produced in a socially and ecologically sound manner
- > Providing information, advice, technical support and training to clients involved in wild-collection and trade, also with respect to implementation of the Standard
- > Informing and influencing national, regional and international policy frameworks

## CERTIFICATION AND INSPECTION

### Certification is based on:

- > Resource assessment
- > Management plan
- > Sustainable collecting practises
- > Cost calculation along the supply chain
- > Traceability of goods and finances
- > Documented fair trading practises

### Inspection:

- > Qualified agencies are eligible to conduct inspections. The inspections may be combined with other auditing systems



A. Basappa (Community member in India with harvest)