

THE POWER OF WILD

HOW WILD INGREDIENTS CAN CREATE
MORE SUSTAINABLE, ETHICAL &
RESILIENT BUSINESSES



A black and white bird, possibly a woodhoopoe, is perched on a branch of a tree. The bird has a large, curved, light-colored beak with a dark tip. It is holding a small, round, orange fruit in its beak. The bird's body is black on top and white on the bottom. The background is a soft-focus green and blue, suggesting a natural outdoor setting. The text is overlaid on the image in white, bold font.

“Preserving the land as it is and ensuring that there is a sustainable wild harvesting is probably the best conservation tool you can use to ensure biodiversity conservation in the long term.”

Anastasiya Timoshyna, TRAFFIC

THE FAIRWILD VISION

NATURE

Biodiversity conservation through sustainable use of wild plants

PEOPLE

Respect for and fair treatment of collectors to empower communities and offer dignified livelihoods

BUSINESS

Transparent, traceable, and sustainably managed supply chains; resilient businesses

A world where
biodiversity, people, and
business thrive together



FAIRWILD is the most effective mechanism for **ensuring that wild ingredients are responsibly sourced and produced, both socially and ecologically** while it provides **assurance to all stakeholders** regarding the quality of these ingredients and their traceable origins, as well as their positive environmental and social impact.



FAIRWILD'S OFFERING

- **FairWild Certification**, a third-party audited system, requiring regular onsite visits by authorized certification bodies;
- **Total Quality Management to assure buyers** that FairWild-certified **products are sourced and produced in a socially and ecologically sound way**;
- Supply chain focus: a **global network focused on building strong resilient supply chains** for wild ingredients;
- High lever of personalisation: FairWild leverages its extensive experience with SMEs to offer **customised solutions to wild ingredients operators**.

Complements organic and other fair-trade certifications

Recognised by Fair for Life



FAIRWILD'S IMPACT IN 2023

6K TONNES

of FairWild-certified wild plant resources traded globally

1.7 M WILD HECTARES

protected under FairWild certification

57 WILD SPECIES

are currently FairWild certified and sustainably sourced over 29 different countries

26.7K PEOPLE

benefitting from the FairWild premium

WHERE ARE OUR COLLECTORS?

26 countries with landscapes under FairWild-certified harvest management



- 1 NO POVERTY
- 3 GOOD HEALTH AND WELL-BEING
- 5 GENDER EQUALITY
- 8 DECENT WORK AND ECONOMIC GROWTH
- 10 REDUCED INEQUALITIES

57 CERTIFIED WILD SPECIES



BAOBAB: EMPOWERING WOMEN, ENHANCING CLIMATE RESILIENCE & MAXIMISING IMPACT

FairWild-certified operations in Burkina Faso, Ghana and Zimbabwe:

- **Called the “Tree of Life”** because of its many different cosmetic, nutritional and healing benefits;
- **Climate Resilient:** highly drought-tolerant and therefore resistant to climate change, therefore a key resource for savannah communities. Baobab Enables harvesters to generate income in areas where little or no agriculture is possible;
- **Empowering women:** women make up around 72% of the baobab supply chain;
- **Biodiversity conservation:** Promotes the management of existing native plant vegetation rather than its clearance

A successful case on how to maximize impact by unlocking the potential of the different baobab elements: seed, filaments, shell, and pulp.



HOW FRANKINCENSE IS BECOMING A FLAGSHIP MODEL OF HOW NATURE, PEOPLE AND BUSINESS CAN THRIVE TOGETHER

- Often Frankincense and pastoral livestock are the only forms of income these villages have and the trade directly impacts the quality of life of these people.
- Local elders have historically advocated for 6-12 cuts on a tree, but reports have noted trees with over 70 cuts are common; a few even had close to 120.
- There are now 4 FairWild certified frankincense operators based in Kenya (*Boswellia Neglecta*), Somalia (*Boswellia Sacra*) and India (*Boswellia Serrata*). These operators strongly believe in Frankincense tree population conservation, sustainable harvesting, and social responsibility.
- For instance, Arbor Oils of Africa, following community suggestions and Fairwild guidelines, uses funds to purchase and provide livestock for local women harvesters to raise collectively. Usually, livestock ownership is restricted to men, so this initiative gives women not only additional income sources but also more autonomy.



We believe in a world where biodiversity, people and business can thrive through a positive symbiotic relationship wherein everyone has a role to play and can contribute.

Are you ready to join the power of the wild?

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