

THE POWER OF WILD

Conservation through sustainable use



THE FAIRWILD VISION

NATURE

Biodiversity conservation through the sustainable use of wild plants

PEOPLE

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

BUSINESS

Transparent, traceable & sustainably managed supply chains; resilient businesses

A world where nature, people & business thrive together



Benefits of certification



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.



ATTRACT 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.



LEGALITY

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



COMPELLING STORIES

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



CONSUMER CONFIDENCE

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



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.

Baobab (*Adansonia digitata*)



Found throughout sub-Saharan Africa

Increasing international demand

450 tonnes of baobab powder exported in 2017

Forecasted for 5,000 tonnes in 2025

Impact of sustainable wild harvesting

Conserves the broader landscape and other wild species

Supports female empowerment in rural communities

Enhances livelihood throughout the value-chain

LEAVES & BARK

Anti-inflammatory,
prebiotic, skin
health, vitamin C &
antioxidant

FRUIT PULP & SEEDS

Nutrition &
superfoods
(powders & juices)

OIL

Cosmetics &
personal
wellbeing



Shea (*Vitellaria paradoxa*)



In 19 countries across Africa from Senegal to Ethiopia

Medicine:
cardiovascular
health, anti-
inflammatory

Cosmetics &
skincare

(anti-aging &
moisturising)

Culinary oil

Increasing international demand

Shea butter market worth \$655 million in 2020
projected to grow to \$2.4 billion by 2030

Impact of sustainable wild harvesting

Combats desertification and provides habitat
and nutrients for wildlife.

Supports millions of women and builds local
economies



Frankincense (*Boswellia sacra*) sp.)



Arid, rocky environments in the Horn of Africa

Increasing international demand

Essential oils worth \$280 million in 2023
Projected to grow to \$588 million by 2033

Impact of sustainable wild harvesting

Preserves unique cultures & landscapes
In 2016, 225,000 people in Somalia
derive over half of their income from
frankincense



Resin harvested
from the tree



Religious rituals,
embalming

Anti-inflammatory,
wound healing,
respiratory health,
anxiety relief

Aromatherapy,
incense,
cosmetics,
perfumes

