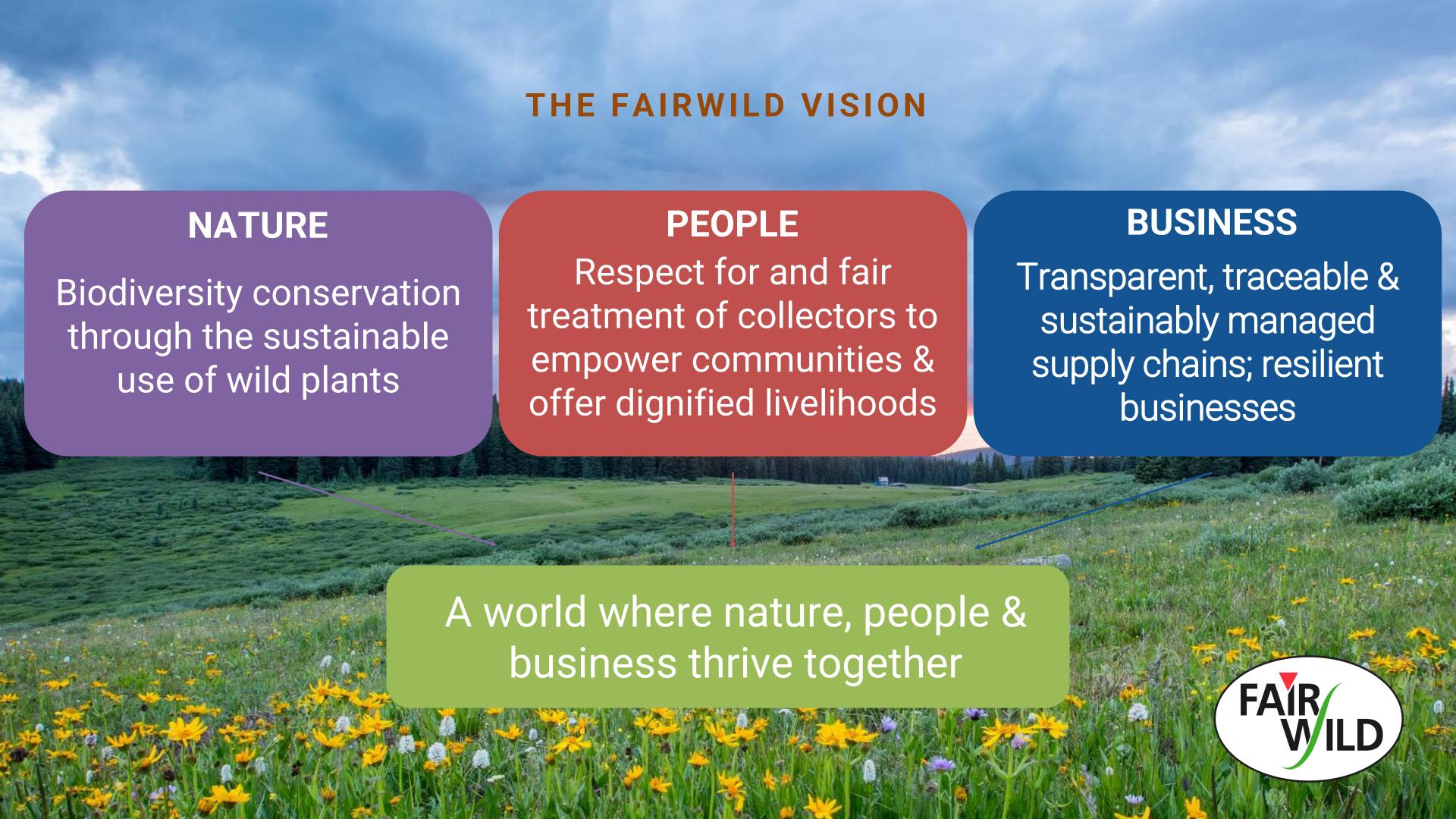
THE POWER OF WILD

Conservation through sustainable use







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.



LEGALITY

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



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.



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.



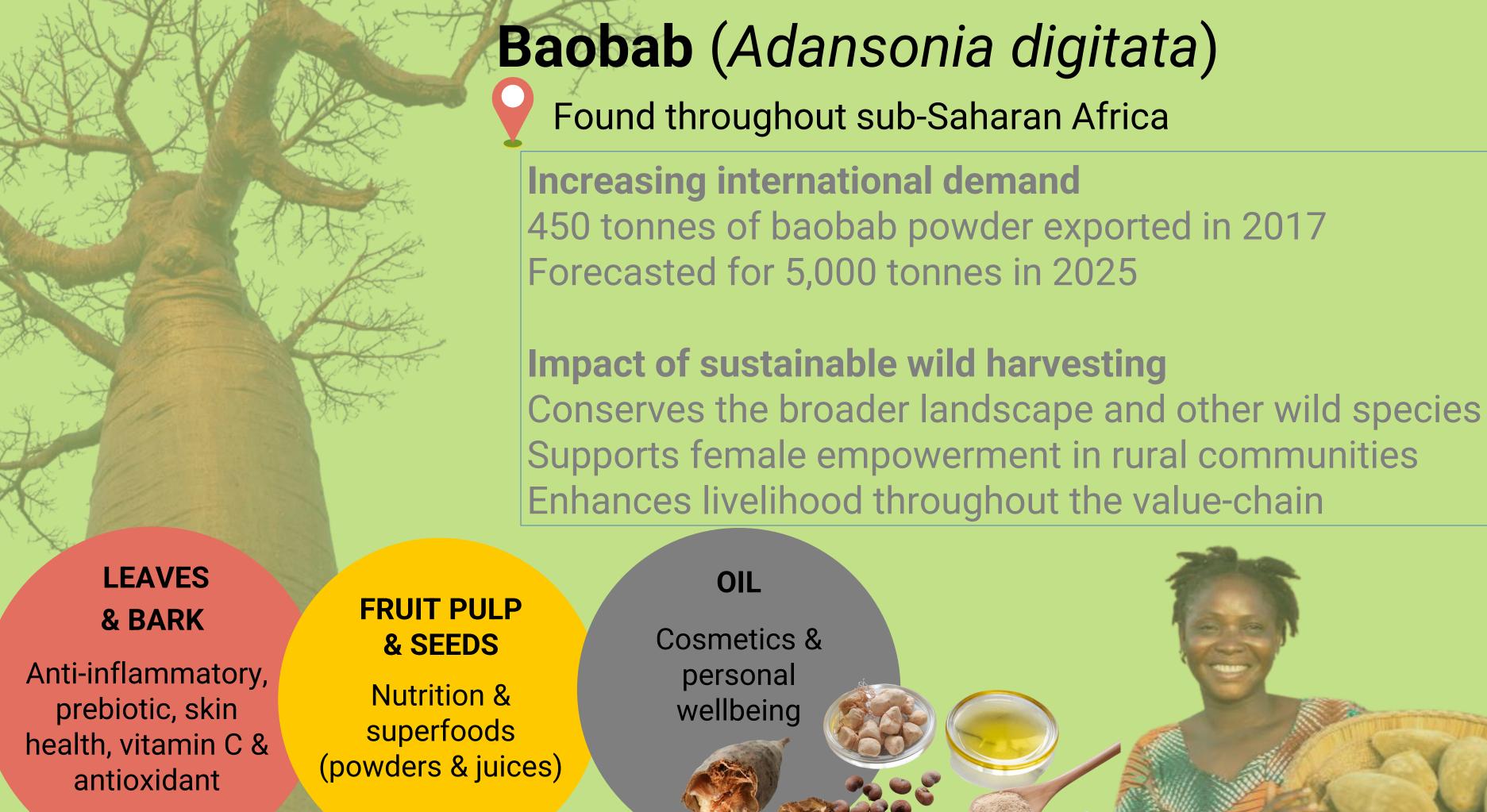
COMPELLING STORIES

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.



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.



Shea (Vitellaria paradoxa)

Medicine: cardiovascular health, antiinflammatory

Cosmetics & skincare

(anti-aging & moisturising)

Culinary oil



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

Impact of sustainable wild harvesting

In 19 countries across Africa from Senegal to Ethiopia

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

