The FairWild Foundation promotes the sustainable use of wild-collected ingredients, with a fair deal for all those involved throughout the supply chain.

FairWild Foundation at Five

This year saw FairWild Foundation’s fifth anniversary. In this section we’d like to share a number of the achievements to date:

- Two Standards (ISSC-MAP and FairWild Standard Version 1) were successfully merged into FairWild Standard Version 2, providing a comprehensive set of principles, criteria and indicators for sustainable wild plant sourcing and fair trade. The FairWild Standard is now available in 13 languages.
- A third party audited certification scheme was set up and expanded from the first few audits in 2007, with ten wild collection operations certified in 2012. Products bearing the FairWild mark have been available since the launch of the first teas by Traditional Medicinals Inc. in 2010, and are now found in the USA, Canada, Japan, countries of the EU and beyond.
- The FairWild Standard has been tested in practice in wild harvesting projects around the globe, including Central Europe, Viet Nam, Japan, Ecuador, Morocco, China, India, South Africa, Lesotho and the Himalaya region.
- The FairWild Standard is referred to as best-practice in international policy discussions, including to support implementation of the CBD’s Global Strategy for Plant Conservation and the Nagoya Protocol, and CITES’s non-detriment findings procedures. It was also used in updating the WHO/IUCN/WWF/TRAFFIC Guidelines on the Conservation of Medicinal Plants.
- The FairWild Standard has also informed development of national policy and regulations in places as far afield as India, Lesotho, Bosnia-Herzegovina, and Japan. In South Africa, the Biodiversity Management Plan for Pelargonium sidoides, partially based on the FairWild Standard, was approved by the government in April 2013. Compliance becomes a legally binding requirement for stakeholders involved in harvesting and trading this medicinal species.

FairWild Standard and Certification Scheme

The FairWild certification scheme continued to mature in 2013, with a number of exciting developments. This year saw the first certification of a wild collection operation in Africa, focused on Frankincense resins from tree species Commiphora confusa and Boswellia neglecta. The organic and FairWild ingredients are being used by UK manufacturer Neal’s Yard Remedies in a range of cosmetics products.

Innovation also continued in the herbal tea sector. In 2012, Pukka Herbs launched their Peppermint and FairWild liquorice tea, as part of a campaign and sponsorship with WWF. The consumer campaign successfully reached their fundraising target in 2013, and was a winner of the inaugural 2degrees Sustainability Champions Award in this category. Pukka Herbs also launched two new teas with FairWild ingredients. Demand by industry for FairWild-certified liquorice, medicinal plant of the year 2012, remains strong. Sustainably harvested raw material is now available from Kazakhstan and Spain, the latter being newly certified in 2013. See the website for the latest list of FairWild-certified operators and ingredients.

Scheme developments: A set of revised application instructions for the certification scheme have been published. A guidance manual to social and fair trade aspects has been updated and will be published in early 2014. www.FairWild.org/documents/
FairWild Worldwide

Central Europe: The ‘Traditional and wild’ project has been supporting the revitalization of cultural heritage connected with wild plants in Czech Republic, Hungary, Poland and Slovenia, using the FairWild Standard as a model to guide sustainable harvesting. Training modules on wild plant collection were delivered in six areas in 2013, aiming to build entrepreneurial skills and create employment opportunities for local communities. A booklet about common useful wild plants in Central Europe has also been published with full descriptions of the target plants, and other useful information such as distribution, collection and processing techniques.

In June, participants at the Organic Marketing Forum (OMF) European East-West Organic Trade Exhibition in Warsaw, Poland, learned about the project highlights, and the FairWild Standard. In October, a workshop on sustainable sourcing practices in Central Europe was organized in Budapest, providing an opportunity for ‘Traditional and wild’ partners to discuss the future of wild medicinal plant collection in Central Europe. Case studies of FairWild certification were introduced. In 2014, an online toolkit about wild plants will be launched by TRAFFIC and WWF Hungary, providing an excellent way for people in Central Europe and beyond to get involved with sustainable wild collection. The toolkit will be available beyond the formal end of the Traditional and Wild project in April 2014.

Morocco: This year was marked by a steady build-up of activities in the UNDP/GEF funded project ‘Mainstreaming Biodiversity into Value Chains for Mediterranean Medicinal and Aromatic Plants (MAPs) in Morocco’. FairWild’s implementing partner, ProFound - Advisers in Development, interacted with the Moroccan project team on two fronts: engaging with the private sector and elaborating resource management strategies for the project species Rosmarinus officinalis, Thymus saturejoides, Origanum compactum and Anacyclus pyrethrum. A main activity in February 2014 will be a visit to the BioFach trade fair with a number of Moroccan cooperatives and companies, to develop linkages with the international market. ProFound will also contribute to capacity-building of resource managers, collectors, cooperatives and companies, for the purpose of Good Collection Practices, sustainability and value addition in the supply chains. The project runs until 2015.

China: From 2013 to 2015 a project on ‘Engaging the Private Sector in sustainable management of medicinal plants—the multiplier effect’, will be implemented in China’s Zhejiang and Hunan Provinces. The project, funded by the EC’s China Environmental Governance Programme, will support the sustainable management of plants used in Traditional Chinese Medicine (TCM). TRAFFIC, the World Federation of Chinese Medicine Societies (WFCMS), Welcome Pharmaceutical Ltd and WWF China are implementation partners, providing a potent mix of conservation expertise and TCM industry knowledge. In October, the project was highlighted at the 10th World Congress of Chinese Medicine (WCCM) in California, USA, with Traditional Medicinals Inc. also sharing their experience from participation in a previous sustainable wild harvesting project in China.

India: A FairWild implementation project in the Western Ghats got a boost with financial support from the Keidanren Nature Conservation Fund (KNCF) and the UK’s Darwin Initiative. The initiative targets sustainable collection of fruits of two tree species used in Ayurvedic medicine, Terminalia bellirica and T. chebula. The project is implemented at site level by the Applied Environmental Research Foundation (AERF) with UK manufacturer Pukka Herbs supporting and planning to purchase sustainably harvested ingredients from the site. FairWild certification is a goal for the future. Beyond the field-based activities, the FairWild Standard will be promoted more broadly to industry in India in 2014, with project partner TRAFFIC taking a leading role.

Policy News

A number of plant species were discussed during the 16th Conference of Parties to CITES in Bangkok (March 2013). Decisions included the inclusion of East-African Sandalwood Osyris lanceolata in Appendix II, and changes to annotations of a number of species, including Hoodia spp. and Agarwood (Aquilaria spp., Gyrinopsis spp.).

The UNCTAD BioTrade Initiative held their second Congress in Geneva in December 2013. Check the website for the latest news and resources, including a new manual on Resource Assessment.

Looking ahead, 2014 will be an important year, with the 12th Conference of the Parties to the CBD to be held in Korea in October. In the European Union, it is anticipated that a regulation implementing the CBD’s Nagoya Protocol on Access and Benefit Sharing will be adopted in 2014.

FairWild’s Supporters

The FairWild Foundation’s work is carried out with a limited budget and supported by a small group of dedicated staff and volunteers.

We thank those who have funded a number of items, specifically Martin Bauer GmbH, Neal’s Yard Remedies, Traditional Medicinals Inc., and WWF Germany and WWF UK for providing core funding to the Secretariat, hosted by TRAFFIC International.

Donations are always welcome: please contact the FairWild Secretariat for details of how to contribute. www.FairWild.org/donate

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