The FairWild Foundation promotes sustainable, fair and value-added management and supply chain development of wild-collected natural ingredients and products thereof.

The FairWild Standard and certification scheme guides sustainable harvest and fair trade of wild plant resources.

Find out more at stand 1-751 – where FairWild Foundation is co-exhibiting with the Institute for Marketecology (IMO) – and join us for our events.

**Communicating sustainability: marketing of wild-collected herbal teas**

*Thursday 13th Feb, 16:00 - 17:00 (Krakau, NCC East)*

Many herbal teas contain ingredients which are collected from the wild. However, the public is mostly unaware.

This session explores how to source wild-collected herbs sustainably, how to verify this throughout the chain, and how to communicate it effectively to consumers.

The session also explores the wider applicability of best practices to inspire product development and marketing staff across a range of sectors. It aims to provide them with practical ideas and tools for forward action.

Join us and our guest speakers for a lively discussion!

Event supported by the ‘Traditional and wild’ project, implemented through the CENTRAL EUROPE Programme co-financed by the European Regional Development Fund (ERDF).

**FairWild breakfast reception:**

*Friday 14th Feb, 9:00 - 10:00 (Hall 1/1-751)*

Your chance to talk with FairWild Foundation staff and Board Members.

Please join us for a cup of herbal tea (or coffee) and find out more about the FairWild Standard!