

Result 2 :Increased capacity of producer groups

- Raising collectors' awareness of the FairWild Standard and conducting training in sustainable harvesting and production.
- Support of creation and registration of collectors' associations.
- Facilitation of access to wider markets by collectors via selected buyers in China or in the EU.

Result 3 :Piloting of green cultivation schemes

- Increasing producer awareness and skills in sustainable cultivation of medicinal plants.
- Support of the piloting of organic certification for selected producers.
- Linking farmers to selected manufacturers and traders in China and the EU.

Result 4 :Favourable policy environment

- Raising government awareness and capacity for the support of sustainable management.
- Facilitation of experience-sharing with private-sector and local government agencies in reviewing existing laws and regulations governing TCM resources.
- Support of preferential policies towards sustainable business practices.



Semi-wild *Magnolia officinalis* blossom, Lishui City, Zhejiang (Li Jianliang / Wecome)

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Wild East China Raspberry, Jinyun County, Zhejiang (Zhang Ke / TRAFFIC)

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the wildlife trade monitoring network



WELCOME
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**ENGAGING CHINA'S PRIVATE SECTOR
IN SUSTAINABLE MANAGEMENT OF
MEDICINAL PLANTS--THE MULTIPLIER
EFFECT (EGP MAPs)**



White *Atractylodes* rhizome cultivation, Wuxi She Ethnic Township, Yunhe County, Zhejiang (Anastasiya Timoshyna / TRAFFIC)

Project Goal

To achieve sustainable management of medicinal plants and contribute to improved rural livelihoods and environmental governance in Hunan and Zhejiang Provinces, China, through establishing green supply chains among Traditional Chinese Medicine (TCM) stakeholders.

Project Background

Medicinal and aromatic plants (MAPs) are a valuable resource--for their intrinsic biodiversity value, as a source of raw materials underpinning healthcare systems and industries, and as a source of income for harvesters. China, the origin and biggest centre of production for many plant materials used in TCM, produces a wide variety of plant-based herbal medicines and ingredients that are consumed both within China and worldwide.

However, wild medicinal plant resources in China are under threat--populations are declining across China, in large part owing to overharvesting to meet high demand from the TCM and herbal products

industry. Poor management is not only threatening wild species but also the livelihoods of collectors and, ultimately, TCM healthcare systems.

The **FairWild Standard**, as a response to such threats to MAP resources worldwide, provides guidance on sustainable and equitable sourcing of wild plant products. In China, sustainability principles embodied in the Standard were applied in the Upper Yangtze area through an EU-China Biodiversity Programme (ECBP) project from 2007 to 2011. This project succeeded in improving management of harvest of the Southern Schisandra (*Schisandra sphenanthera*) berries, widely used in traditional medicine and also locally in non-medicinal food and beverage products. It also established lasting trade relations between local harvesting communities and Chinese TCM and US herbal product manufacturers. Currently TRAFFIC, together with the World Federation of Chinese Medicine Societies (WFCMS), WWF China, and Zhejiang Wecome Pharmaceutical Ltd. is implementing a project funded by the EU-China Environmental Governance Programme (EGP) to build on the past success by expanding work into Hunan and Zhejiang.



Semi-wild *Magnolia officinalis* fruit, Lishui City, Zhejiang (Li Jianliang / Wecome)



wild honey suckle, Lishui City, Zhejiang (Li Jianliang / Wecome)



Southern Schisandra berries, Ningshan County, Shaanxi (Li Chenyang / TRAFFIC)

Main Project Activities

Result 1: Sustainable production and supply chains led by key TCM manufacturers and traders

- Support of TCM manufacturers and traders on Corporate Social Responsibility (CSR) strategy with focus on sustainable production.
- Support of uptake of voluntary standards and certification schemes, and facilitation of green labelling of products.
- Establishment of multi-stakeholder fora on private sector leadership for sustainable sourcing and production and creation of links to responsible buyers.