

wild at home

HOW THE WILD INGREDIENTS YOU USE CAN SUPPORT CONSERVATION AND RURAL LIVELIHOODS

Wild plant ingredients are key across a range of industries. Businesses depend on these ingredients, yet they are not often highlighted in our everyday products – largely because both companies and consumers are unaware that they're sourced from nature.



a hidden harvest

demand is global and increasing
with unknown consequences ...

Over half of the plant ingredients used in the food, healthcare, and beauty industries are estimated to be harvested from the wild. International trade in these ingredients and products has increased by over 75% in value over the past two decades, with signs of an accelerated increase from 2020 due to their use in the context of COVID-19 (e.g. in wellness products and remedies). While these plants underpin multiple livelihoods and industries, only 21% of medicinal and aromatic plants are currently assessed against extinction criteria, and one in ten of those are threatened with extinction in the wild.

hidden issues that put businesses at risk

Without careful stewardship, the wild ingredients in your business's products can expose you to a range of risks. It's possible that wild plants in your supply chain are being overexploited, or that harvesters are receiving low pay that is insufficient to provide for their families.

but 'wild' is an opportunity

When benefits are fairly distributed throughout the supply chain, wild ingredients can support often-impoverished rural livelihoods at risk of disappearing. They can offer the opportunity to engage in conservation projects, such as the case of the Bibhitaki fruit and the [Pied Hornbill in India's Western Ghats](#).

The Wild at Home Project brings
wild plant ingredients
in everyday products to light and supports
good sourcing practices
in wild-harvested supply chains



explore wild plant ingredients
we're creating WildCheck, a platform on wild plant ingredient risks and opportunities, to motivate change



showcase responsible sourcing
we're supporting businesses to promote their responsible sourcing practices via WildCheck



harness consumer demand
we're driving demand for responsibly sourced wild ingredients via organisations like botanic gardens and consumer associations



implement best practice
we're supporting producers to work towards standards such as FairWild and to connect with industry buyers

take the #WeUseWild Pledge

The Pledge is a voluntary, self-led initiative to increase awareness and responsible sourcing of wild-harvested plant ingredients. The Pledge provides an action framework, while the Wild Dozen provide a starting point (although organisations can focus on any wild ingredients most relevant to them), and the WildCheck Platform and Report provide resources on how to achieve the Pledge.

- **Proudly declare** your organisation's use of, or work with, wild plant ingredients.
- **Increase awareness** of these wonderful, versatile, yet often overlooked, ingredients.
- **Showcase the initiative your organisation** is taking in wild ingredient sustainability.
- **Help ensure the critical wild plant ingredients** you work with remain available well into the future.
- **Take advantage of responsible sourcing opportunities** and contribute to critical global initiatives like the Sustainable Development Goals, the CBD's Global Biodiversity Framework, and CITES.
- **Respond to growing consumer demand** for responsibly sourced products that contribute to a better world.

commitments under the Pledge

- By the end of Year 1, **understand the wild-harvested ingredients your organisation uses or engages with**, and investigate the opportunities and risks associated with them. The Wild Dozen ingredients are a great place to start, and resources to support your investigation are available in the WildCheck Platform and Report.
- Create a plan to **improve the biological and social sustainability** of a selection of the wild-harvested ingredients in your supply chains by the end of Year 2.
- Take measurable action to **address the biological and social risks related to your selected wild-harvested ingredients** by the end of Year 5.
- **Proudly declare your use of wild ingredients** and your commitment to the Pledge by posting your organisation's logo to the WildCheck Platform.
- **Raise awareness of wild-harvested ingredients** by posting about them on social media using **#WeUseWild**.
- Use the hashtag and the WildCheck Platform to **connect with peers and share responsible sourcing experience** and advice. Challenge your peers to take the Pledge!

where to start: **the Wild Dozen**

flagship wild ingredients in consumer products



**African Cherry,
Pygeum**



Shea butter



**Gum Arabic,
Acacia gum**



Argan oil



Baobab



Frankincense



**Jatamansi,
Spikenard**



Liquorice



Juniper



**Candelilla
Wax**



Goldenseal



Brazil nut

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