

12 WHAT YOU CAN DO!

be part of the solution



AS A CONSUMER!

- **Look for the logo** and buy FairWild when you can, visit fairwild.org and follow [@fairwild](https://twitter.com/fairwild);
- Encourage your retailers to stock **FairWild certified products**;
- **Ask the brands you buy from** if they know where the wild plant products they source come from and if their harvest, trade and production is **fair and sustainable**;
- **Ask your government** whether and how they can ensure that plant products sourced from the wild have been harvested and traded fairly and sustainably;
- **Check your home** – your larder, your spice-rack, your bathroom cabinets – pretty much anywhere. If you find anything that you think comes from the wild, take a picture, post it on [#ifoundwild](https://twitter.com/#!/ifoundwild) [#fairwildweek](https://twitter.com/#!/fairwildweek)
- Not sure where to start? Check the **Wild Dozen** on the next page



AS A BUSINESS!

- **Review what supply chains** across your brand rely on wild plant ingredients;
- **Assess the ecological sustainability and equitable trade practices** involved in sourcing wild plants against independent criteria such as FairWild (visit fairwild.org for more) and make this information public knowledge;
- Demonstrate commitment to moving all your wild plant supplies to **fully verifiable sustainability**.
- Expand your commitment to **making all your supply chains sustainable**, not just those that involve wild plants.
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NOT SURE WHERE TO START?

the **Wild Dozen** – key plants to look out for in your products

This section provides examples of species important in trade, wild-harvested, susceptible to harvesting pressure (e.g. overcollected, vulnerable to unsustainable trade), and/or that are in supply chains problematic for social inequality of trading practices.

1. **Frankincense:** an aromatic resin used widely in the cosmetics industry, collected from wild trees in the genus *Boswellia*, mostly in the Horn of Africa.
2. **Shea butter:** extracted from nuts of *Vitellaria paradoxa* trees in the Sahel region of Africa and exported in large amounts for the food (chocolate) and cosmetics industries.
3. **Jatamansi/spikenard:** an essential oil extracted from the rhizomes of *Nardostachys jatamansi* a herbaceous plant that grows wild at high altitudes in the Himalayas. Used in aromatherapy and cosmetics, mostly in India, but also Europe and North America.
4. **Gum arabic:** the resin of *Acacia spp.* trees used as a stabiliser in food products (E number E414), primarily collected from wild trees in the Sahel region of Africa, often in conflict or post-conflict regions.
5. **Goldenseal:** an herbal medicine extracted from the roots of *Hydrastis canadensis*, an herbaceous plant that grows wild in south-eastern Canada and the eastern USA. Used domestically in large quantities and exported.
6. **Candelilla:** a wax harvested from wild *Euphorbia antisyphilitica* in Mexico for use primarily in cosmetic products; the species is included in Appendix II of CITES.
7. **Pygeum:** widely used as an herbal remedy for prostate problems, extracted from the bark of African cherry *Prunus africana* trees growing in moist forests in sub-Saharan Africa and Madagascar; the species is included in Appendix II of CITES.
8. **Argan oil:** a highly valued oil used in cosmetics and cooking extracted from the nuts of the Argan tree *Argania spinosa* which grows in the wild only in Morocco.
9. **Baobab fruit:** harvested from the African baobab *Adansonia digitata* a widespread savannah tree; marketed as a super-food and cosmetic ingredient.
10. **Devil's claw:** a herbal remedy used as an anti-inflammatory extracted from the roots of *Harpagophytum procumbens* a slow-growing plant from arid regions of southern Africa.
11. **Liquorice:** large-scale trade in wild-harvested roots of *Glycyrrhiza spp.*, threatened in parts of their range, are used for herbal products, traditional medicines, cosmetics, and food.
12. **Juniper:** it exemplifies wild-harvest and trade in popular medicinal and aromatic plants in Europe (although Juniper also occurs in Asia and North America). Commercial wild collection in Europe is declining as people become increasingly urbanised but it is still an important source of income for some communities locally, particularly ethnic minorities such as the Roma. A lack of equitable trade practices means that collectors are often disadvantaged. Other species in Europe to look out for, are wild garlic, thyme, sage and oregano, as well as rosehips, Leopard's Bane *Arnica montana*, elderberries, blueberries, lime flowers, and even dandelions and nettles!