Announcement

‘Wild Plants are Our Business’
Webinar co-hosted by TRAFFIC, the FairWild Foundation, and the American Botanical Council’s Sustainable Herbs Program

A joint webinar is being planned during FairWild Week 2021 (21-25 June) as a kick-off to the week and its theme of ‘Wild Plants are Our Business’, encouraging active participation of industry and other stakeholders. The webinar targets businesses trading in wild plant ingredients, especially consumer-facing brands, noting their dependence on wild plants and discussing concrete, practical experiences and advice around responsible sourcing. Consumers of products containing wild plant ingredients are also targeted, to raise awareness around the presence of these ingredients in their everyday products, as well as the issues and opportunities surrounding them. Speakers at the webinar will include:

- Caitlin Schindler, Project Officer – Wild at Home at TRAFFIC
- Giulia Muir, Non-Wood Forest Product Specialist at FAO
- Erin Smith, MSc, CCH, Director of Herbal Science & Research at Banyan Botanicals, and Board Member and Co-Chair of the Sustainability Committee for the American Herbal Products Association (AHPA)
- Susan Curtis, Director and Brand Ambassador at Neal’s Yard Remedies
- Andrea Rommeler, Sustainable Wild Collection Manager at Martin Bauer
- Pukka Herbs (speaker TBC)

The webinar will take place during FairWild Week, an annual online event by the FairWild Foundation and TRAFFIC, launched in 2017 to raise awareness about the importance of sustainable and equitable trade in wild plant ingredients to global economy, supply chains, everyday products, and livelihoods, and to promote buying from businesses that are committed to sustainable wild plants trade. The event aims to create a dialogue with consumers about the plight of wild plants and supports market transformation through engaging companies on sustainability and ethical issues. The key objectives of FairWild Weeks are to inspire consumers to care about wild plants and motivate them to demand more from the brands they buy from, as well as to encourage industry to review their supply chains and wild plant sourcing, including through the use of certification schemes.

FairWild Week 2021 is thematically linked to a TRAFFIC project called Wild at Home, funded by the Swedish Postcode Foundation. The webinar also provides the opportunity to share first results of TRAFFIC’s cooperation with the Food and Agriculture Organization of the United Nations (FAO) to create and test tools for the assessment of sustainability risks and opportunities from trade in key wild plants. These initiatives aim to inspire and support action around often-unnoticed wild-harvested plant ingredients found in our everyday beauty, health, and food products such as shea butter, Brazil nuts, and liquorice. The Wild at Home project will create a public information platform for wild-harvested plants, including social and ecological risk assessments, and use this to support industry and consumers to take the first steps towards responsible sourcing, a journey which could ultimately result in certification such as FairWild but may also include other types of due diligence and responsible sourcing.
The event will take place on Monday 21st June from 15:00-16:00 British Summer Time. Active participation is encouraged during the week using the hashtags #WeUseWild #FairWildWeek!

The session will provide practical advice to businesses trading in wild plant ingredients, with an opportunity for Q&A with the speakers, as well as increasing consumer awareness of these prolific yet hidden ingredients by sharing stories around the origins of specific ingredients.

**Date & time:** Monday 21st June from 15:00-16:00 British Summer Time

**Sign-up link:** [http://abc.herbalgram.org/site/Calendar?id=121663&view=Detail](http://abc.herbalgram.org/site/Calendar?id=121663&view=Detail)

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**Draft Programme**

*Facilitated by Ann Armbrecht, Director of the Sustainable Herbs Program*

15:00  Brief intro by Facilitator

15:05  TRAFFIC introduction – wild plants, FairWild and FairWild Week, 'Wild Plants Are Our Business' theme

15:10  FAO introduction – The relevance of wild plants for sustainable development

15:15  Why are wild plants your business? Rapid-fire intros from all speakers

15:30  Structured Q&A to brands: Why does responsible sourcing of wild plant ingredients need to happen?

15:45  Structured Q&A to Martin Bauer: What are the greatest opportunities you see for businesses in sustainable wild plant harvesting?

15:50  Q&A

15:55  Closing remarks