



FAIRWILD LABELLING RULES

FairWild Foundation

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1 INTRODUCTION

The FairWild Standard Version 2.0 is owned by the FairWild Foundation and applies to wild plant collection operations wishing to demonstrate their commitment to sustainable collection and appropriate resource management, social responsibility and fair trade principles by means of third-party-certification. The FairWild Standard ensures the sustainable use and long-term survival of wild species and populations in their natural habitats, while respecting the traditions and cultures, and supporting the livelihoods of all stakeholders, in particular collectors and workers.

The FairWild Foundation owns the word mark **FAIRWILD®** and the design mark (see chapter 2).

The term **FAIRWILD®** is a legally registered trademark¹. The use of the **FAIRWILD®** word mark and/or design mark as well as other references to the FairWild quality of products are regulated in these rules. The **FAIRWILD®** word mark and/or design mark can be used on wholesale and retail packaging and for promotional purposes, subject to a registration and/or license contract with the FairWild Foundation.

FairWild requires physical traceability and separation of FairWild ingredients throughout the whole supply chain until blended in the finished product.

The following operators are permitted to use the **FAIRWILD®** mark and refer to FairWild quality on product labels:

- I. **FairWild Certified Collection Operations:** wild collection operations certified according to the FairWild Standard.
- II. **Registered Processors and Traders:** Wholesalers, ingredient distributors and intermediate processors of FairWild certified ingredients or semi-finished products. The respective requirements are laid out in the FairWild Trading Rules.
- III. **Registered Licensees:** Finished product brand holders, i.e. the companies responsible for the labelling and marketing of the final packaged product.
- IV. **Registered Microenterprises:** Small scale businesses that manufacture and sell finished products containing FairWild certified ingredients. They must meet certain criteria laid out in the FairWild Trading Rules.

Resellers and marketers selling products of registered Licensees or Microenterprises are not required to register with the FairWild Foundation, and may use the **FAIRWILD®** design mark in connection with licensed products without requesting permission from the Foundation. It is recommended that registered Licensees / Microenterprises share relevant information with resellers and marketers, including: explanation of FairWild, information on the certified operation and a guide on how to refer to FairWild in consumer marketing (with reference to the FairWild labelling rules as appropriate). It must be made clear that reference to FairWild must be in connection only to the licensed product, and must not in any way imply that a wider range of products are certified.

¹ DPMA Reg. No. 30709286; International Reg. No. 0950962; USPTO Reg. No. 30587,301. For more guidance, see "Using the FairWild Word Mark" available from www.fairwild.org/documents

2 THE FAIRWILD® DESIGN MARK

The FAIRWILD® design mark consists of the four graphic elements: the trademarked stylised word, the red triangle dot, the green leaf and the surrounding oval frame. An optional variant of the design mark in circle format is available for use in product labelling where a 1:1 ratio is preferred.



Only the graphics made available and released by the FairWild Foundation may be used. The colours or proportions of the individual elements, or the complete mark may not be altered. The mark may not be rotated or shown in mirror image. It should not be stretched horizontally or vertically, nor displayed with any effects. The mark is available in the colour version; in black and white; and may also be used as a white outline on a dark background. Other versions of a FAIRWILD® design mark may be developed and released for use by the FairWild Foundation at any time.

Colour Scheme and Background of FAIRWILD® Design Mark			
Applicable to both oval and circle formats			
Pantone	<ul style="list-style-type: none"> Black (100%) Pantone 032 Pantone 361 	Black (100%)	
CMYK	<ul style="list-style-type: none"> Black (100%) 100% Magenta, 100% Yellow 100% Yellow, 70% Cyan 		
RGB	<ul style="list-style-type: none"> Red 0, Green 0, Blue 0 Red 229, Green 53 Red 91, Green 172 		
Background of Label	Background must be white (in white box; if necessary)	Coloured background is acceptable as long as the mark is clearly recognisable.	Single dark coloured background, or etched onto glass.
Use of text term "FAIRWILD"	<ul style="list-style-type: none"> • The term is spelled correctly in capital letters. • The term may not be translated to other languages. • The term may be printed in any font and colour. 		

3 LABELLING OF FAIRWILD CERTIFIED PRODUCTS OR INGREDIENTS

3.1 FairWild Label Categories on Consumer Packages

There are two categories of FairWild Labelling with different on-product claims, each indicating the content of FairWild certified ingredients in the final product.

I. Certified FairWild Product

Such products contain a substantial amount of FairWild certified ingredients, at least 20% by weight or volume (adapted minimum content rules apply for beauty products). The FAIRWILD® design mark can be used in a prominent position and on Principle Display Panel (PDP). The word mark **FAIRWILD®** may be part of the product name.

II. Product made with FairWild ingredients

Such products contain little or a smaller percentage (less than 20%) of FairWild certified ingredients. The use of the FAIRWILD® design mark is therefore only permitted on side panel or the back panel of the respective product.

3.2 Composition Rules

The FairWild Standard applies to wild collected plants and/or value-added ingredients made from them like essential oils and extracts, which in many cases may not be the principal ingredient of the final product. FairWild certified products stand for ecological sustainability as well as for social and fair trade principles. Therefore, the other ingredients used in a FairWild labelled product are also taken into consideration in that the FairWild Labelling Rules specify certain requirements for the inclusion of non-FairWild ingredients.

In principle, a FairWild certified ingredient should not be blended with the same ingredient of another quality (i.e. non-FairWild), unless the FairWild certified ingredient is not available in sufficient quantities or not available in a specified other quality characteristic (e.g. food-quality vs. pharmaceutical quality) or other specified provenance. Such cases will need an exceptional permit as outlined in FairWild's Derogation Policy.

The following certification schemes are presently accepted to meet the composition requirements for other ingredients:

Fair Trade certification	<ul style="list-style-type: none">• FLO Fair Trade• Fair Trade USA• Ecocert Fair for Life• Naturland Fair• Soil Association Ethical Trade• UEBT Ethical BioTrade
Organic wild collection and Organic cultivation	<ul style="list-style-type: none">• EU Regulation (EC) No 834/2007 and 889/2008• USDA NOP• JAS• All national organic regulations approved as equivalent to EU

3.3 Inclusion of “Threatened” wild ingredients in products

Any “threatened” wild sourced ingredients in products must be certified as FairWild to allow use of the FairWild label on the product. “Threatened” is defined as assessed as Critically Endangered – CR, Endangered – EN, or Vulnerable – VU on the IUCN Global Red List. FairWild reserves the right to refuse labelling requests for a product if there are specific concerns which cannot be remedied, for example if a wild sourced ingredient is listed as threatened on a relevant national red list.

3.4 Approval of Labels

All product labels referring to FairWild Standard or displaying the **FAIRWILD®** word mark or design mark need to be approved by the FairWild Foundation.

3.5 Derogation of labelling rules

Certain situations may arise where companies need to request a temporary exemption to these labelling rules, e.g. if there is a temporary unavailability of FairWild certified ingredients, or FairWild ingredients are not available in sufficient quantities for use in a product. The FairWild Derogation Policy sets out procedures for requesting an exemption from the labelling rules in these situations.

3.6 FOOD AND HERBAL MEDICINAL PRODUCTS²

	FairWild Content	Other Ingredients ³	Labelling Rules (final products)	Optional Indications
I. Certified FairWild Product	1) At least 20% of total ingredients must be FairWild certified	2) 95% of total ingredients (including wild collected products) must be either <ul style="list-style-type: none"> ○ <i>FairWild certified</i> ○ <i>or certified organic</i> ○ <i>or certified fair trade</i> 	<ul style="list-style-type: none"> • Use of FAIRWILD® design mark is permitted in prominent position / on Principal Display Panel. • Designation of FairWild ingredients must be displayed on the information panel of the package with an asterisk or similar mark by each certified ingredient that refers to a quantified claim statement and FairWild Foundation URL on the same panel (e.g. * 100% FAIRWILD® certified ingredients by dry weight. www.fairwild.org). If in contradiction of national law, an alternative approach may be adopted. • Indication of product quality of other ingredients in ingredient list (organic, fair trade). • Name and address of Licensee. 	<ul style="list-style-type: none"> • The FAIRWILD® word mark may be used as part of the product name if composed of at least 95% FairWild certified ingredients (e.g. “FAIRWILD® Fruit Tea”). • Information about the FairWild Standard, the FairWild Foundation, the wild collection operation etc.
II. Product made with FairWild ingredients	1) Any FairWild certified ingredient	1) No restrictions	<ul style="list-style-type: none"> • Designation of FairWild ingredients must be displayed on the information panel of the package with an asterisk by each certified ingredient that refers to a quantified claim statement and FairWild Foundation URL on the same panel (e.g. * 10% FAIRWILD® certified ingredients by dry weight. www.fairwild.org). This claim statement must appear in colour, size and style of lettering which is not more prominent than the sales description text of the product. • The FAIRWILD® word mark may not be part of the product name. 	<ul style="list-style-type: none"> • Reference to FairWild ingredients may be given on the PDP with the following wording: “made with FAIRWILD® ingredients” (e.g. made with FAIRWILD® peppermint) • FAIRWILD® design mark may be used on the information panel or back panel of the package; in subordinate position / in line with other product certification seals. • Information about the FairWild Standard, the FairWild Foundation, the wild collection operation etc.

² Calculations are based on weight or volume percentage of agricultural ingredients in the final product, including all wild collected and cultivated plants as well as agricultural livestock products, and excluding salt, non-agricultural ingredients, such as processing aids, and added water. Casings and excipients must be included in this calculation.

³ **N.B.** section 3.3 - Inclusion of “Threatened” wild ingredients in products takes precedence, i.e. the FairWild mark cannot be used on products which contain wild sourced ingredients from species that are known to be threatened, but not FairWild-certified.

3.7 COSMETIC PRODUCTS⁴

	FairWild Content	Other Ingredients ⁵	Labelling Rules (final products)	Optional Indications
I. Certified FairWild Product	1) At least 10% of total formulation (excluding water) must be FairWild certified ingredient	2) 20% of the total formulation (excluding water) must be either <ul style="list-style-type: none"> ○ <i>FairWild certified</i> ○ <i>or certified organic</i> ○ <i>or certified fair trade</i> 	<ul style="list-style-type: none"> • Use of FAIRWILD® design mark is permitted in prominent position / on Principal Display Panel. • Designation of FairWild ingredients must be displayed on the information panel of the package with an asterisk or similar mark by each certified ingredient that refers to a quantified claim statement and FairWild Foundation URL on the same panel (e.g. * 20% FAIRWILD® certified ingredients by dry weight. www.fairwild.org). If in contradiction of national law, an alternative approach may be adopted. • Indication of product quality of other ingredients in ingredient list (organic, fair trade). • Name and address of Licensee. 	<ul style="list-style-type: none"> • The FAIRWILD® word mark may be used as part of the product name if composed of at least 20% FairWild certified ingredients (e.g. “FAIRWILD® St. John’s Wort Salve”). • Information about the FairWild standard, the FairWild Foundation, the wild collection operation etc.
II. Product made with FairWild ingredients	1) Any FairWild certified ingredient	2) No restrictions	<ul style="list-style-type: none"> • Designation of FairWild ingredients must be displayed on the information panel of the package with an asterisk by each certified ingredient that refers to a quantified claim statement and FairWild Foundation URL on the same panel (e.g. * 2% FAIRWILD® certified ingredients by dry weight. www.fairwild.org). This indication must appear in colour, size and style of lettering which is not more prominent than the sales description text of the product. • The FAIRWILD® word mark may not be part of the product name. 	<ul style="list-style-type: none"> • Reference to FairWild ingredients may be given on the PDP with the following wording: “made with FAIRWILD® ingredients” (e.g. made with FAIRWILD® rose oil) • FAIRWILD® design mark may be used on the back or side panel of the package; in subordinate position / in line with other product certification seals. • Information about the FairWild Standard, the FairWild Foundation, the wild collection operation etc.

⁴ Calculation based on weight percentage of certified ingredients in total formulation excluding added water (added to formulation or as mixtures or components of ingredients).

⁵ **N.B.** section 3.3 - Inclusion of “Threatened” wild ingredients in products takes precedence, i.e. the FairWild mark cannot be used on products which contain wild sourced ingredients from species that are known to be threatened, but not FairWild-certified.

3.8 FairWild Indications on Wholesale and Transport Packages

On the transport labels as well as on the accompanying papers and invoices, the following indication shall be given:

- a) Name and country of FairWild Certified Collection Operation or Registered Processors and Traders
- b) Product name
- c) Certified FairWild by <name of certification body>

Both FairWild Certified Collection Operations and Registered Processors and Traders of FairWild products may use the **FAIRWILD®** mark on wholesale product labels of the certified raw materials without the need to sign a License Agreement.

In the case of processed ingredients (e.g. botanical extracts, bulk premix formulations) that contain some percentage of FairWild certified ingredients, the same information must be provided on transport labels and documents disclosing the exact percentage of FairWild certified ingredients in the product.

3.9 FairWild labelling for Microenterprises

Microenterprises which dispense herbs (as either single or multi-ingredient formulations) directly to individual customers may make claims about the FairWild status of certified ingredients they are using, provided that FairWild and wild but non-FairWild certified quality of the same ingredient are not mixed. Labels do not need to be submitted to the FairWild Foundation for approval.

Microenterprises which sell finished consumer products (either in person or online) must submit composition sheets to the FairWild Foundation and follow the labelling rules for products set out above. (under 3.1 – 3.8).

3.10 FairWild labelling on selection boxes or multipacks

Registered Licensees or Microenterprises wishing to include registered FairWild products in multi-packs, gift packs or similar (hereafter referred to as "multi-packs") must submit their request to the FairWild Foundation for approval.

The FairWild logo and wordmark may be included on multi-packs in the ingredients section for the registered FairWild product, following the rules in sections 3.6. and 3.7 above for "Product made with FairWild ingredients".

Unless all items in a multi-pack are classed as "Certified FairWild product", no reference may be made to FairWild in a prominent position or in the multi-pack name.

4 OTHER REFERENCES TO FAIRWILD CERTIFICATION

The FAIRWILD® design mark can be used without requesting permission from the FairWild Foundation by Certified Collection Operations, Registered Processors and Traders and Registered Licensees within the framework of consumer information, and operations are encouraged to publish information about FairWild subjects on their websites.

	Permitted references	Prohibited references
I. FAIRWILD Certified Collection Operations	<ul style="list-style-type: none"> FAIRWILD® design mark on stationery and brochures If the FAIRWILD® design mark is used on invoice templates, delivery notes or similar documents used for FairWild certified as well as for non-FairWild products, the following statement shall be included: “only the products that are identified as such on this document are FairWild certified”. FAIRWILD® design mark on websites 	<ul style="list-style-type: none"> FAIRWILD® design mark to head document templates such as letterheads, sales documents and emails and business cards, if such presentation is deemed to misrepresent commitment of the company to FairWild.
II. Registered Processors and Traders,	<ul style="list-style-type: none"> FAIRWILD® design mark in brochures or catalogues in direct relation to FairWild certified products; these products should be indicated by using the mark, or with the term “FAIRWILD® certified” in the product description 	
III. Registered Licensees		
IV. Registered Microenterprises	<ul style="list-style-type: none"> FAIRWILD® design mark on websites. 	

The use of the FAIRWILD® design mark must be in clear relation to the FairWild certified products, collected, produced, processed or traded by the certified/licensed operators. This is why the FairWild status of specific products must be clearly indicated on websites and in catalogues. Any reference to FairWild should never give the impression that the whole assortment of non-certified products is related to FairWild.

FairWild registered licensees may choose to register without making product associated claims or labelling, instead remaining restricted to general sourcing claims about the FairWild status of ingredients. For example, specifying what percentage of an ingredient is sourced in FairWild quality on a sourcing webpage or in an annual report. The wording of such general claims must be approved by the FairWild Foundation before publication.

If FairWild quality is presented in a prominent position as part of the online product description (with or without use of the FAIRWILD® mark) targeted at the final consumer, this is considered an extension of product labelling and thus the company marketing the products to consumers would need to become a FairWild Registered Licensee and meet the labelling requirements as described in chapter 3 of these rules.

Non-registered / certified companies that are working towards FairWild certification, that intend to use FairWild-certified ingredients, or are implementing aspects of the FairWild Standard outside of the certification scheme, may make an appropriate reference to their engagement with FAIRWILD® on their websites and other communication materials within the framework of consumer information, subject to approval of the text by the FairWild Foundation and in compliance with any additional guidance produced. Companies that claim to actually be purchasing and using FairWild-certified ingredients must register with FairWild Foundation as a licensee, as above.

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