

# Human health and biodiversity conservation through sustainable trade in wild plants



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**TRAFFIC**



**TRAFFIC** Working to ensure that trade in wild animals and plants is not a threat to the conservation of nature





# TRAFFIC'S 2020 GOAL

is to help reduce the pressure of illegal and unsustainable wildlife trade on biodiversity, and enhance the benefits to wildlife conservation and human well-being that derive from trade at sustainable levels.



## Delivered through two workstreams:

### Action to enhance systems for sustainable, legal wildlife trade

Work is focused on enhancing benefits from sustainable and legal trade in wildlife resources by increasing incentives and pathways for businesses, communities and consumers to engage in responsible trade practices

### Action to enhance responses to wildlife crime and illegal trade

Work is focused on achieving a sustained reduction in illegal wildlife trade by increasing the risks and reducing the rewards associated with trading in wildlife contraband, reducing criminal motivation and engagement in the illicit trade that is driving the poaching crisis

# Wild plants and the human health/biodiversity nexus

**Traditional  
medicine**

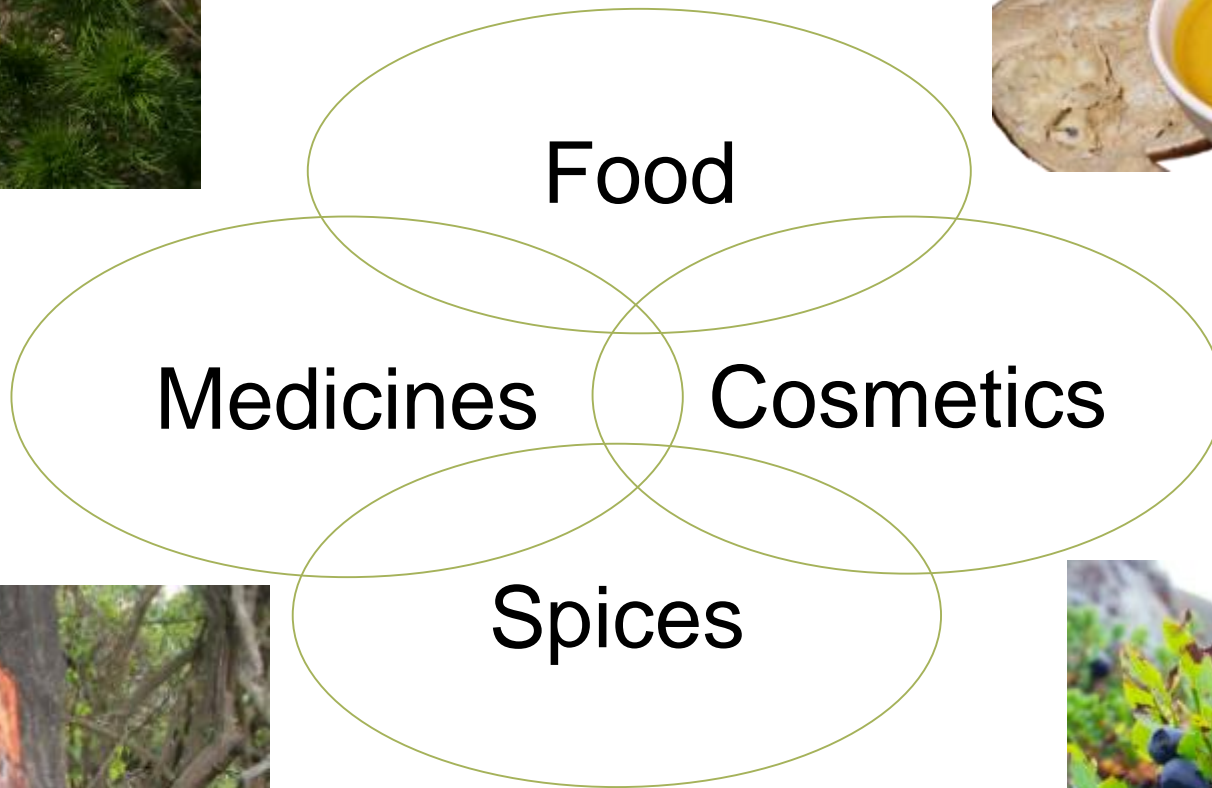


**Biodiversity  
and  
nutrition/  
food**

**Biodiversity and  
biomedical  
discovery**

**Species and  
habitat  
conservation**

# Uses of medicinal and aromatic plants



# 15.000 HOUSEHOLDS

FROM 28 COUNTRIES IN EUROPE WERE ASKED ABOUT THEIR RELATIONSHIP WITH WILD FOREST PRODUCTS



**91,5%**

HOUSEHOLDS HAVE CONSUMED WFPs



**82%**

OF WFPs CONSUMED ARE PURCHASED FROM A SHOP



**25%**

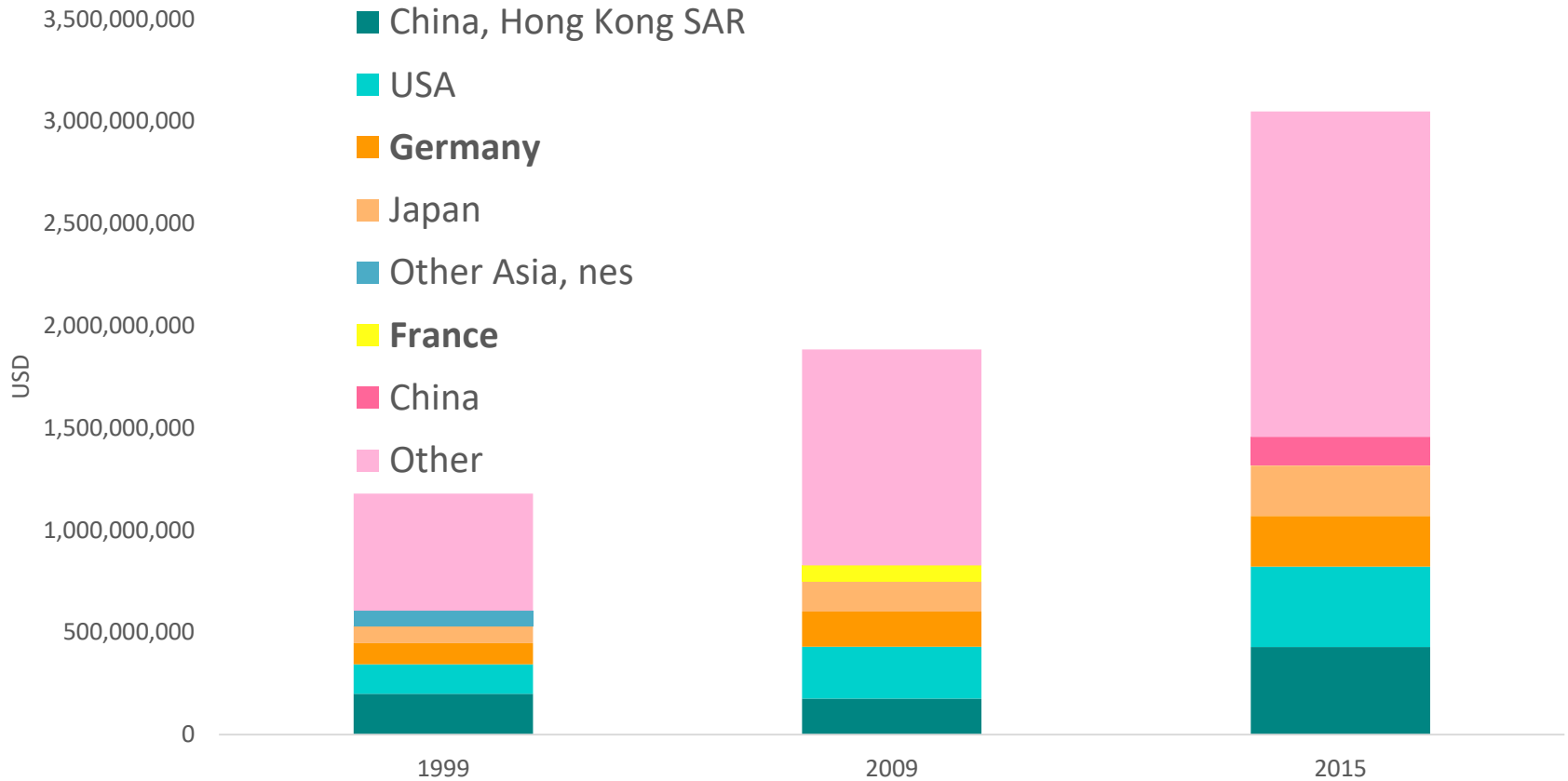
HOUSEHOLDS ACROSS EUROPE PICKED WFPs IN 2015



Wild Forest Products open up the possibility for people  
**TO EARN A LIVELIHOOD FROM THE FOREST**



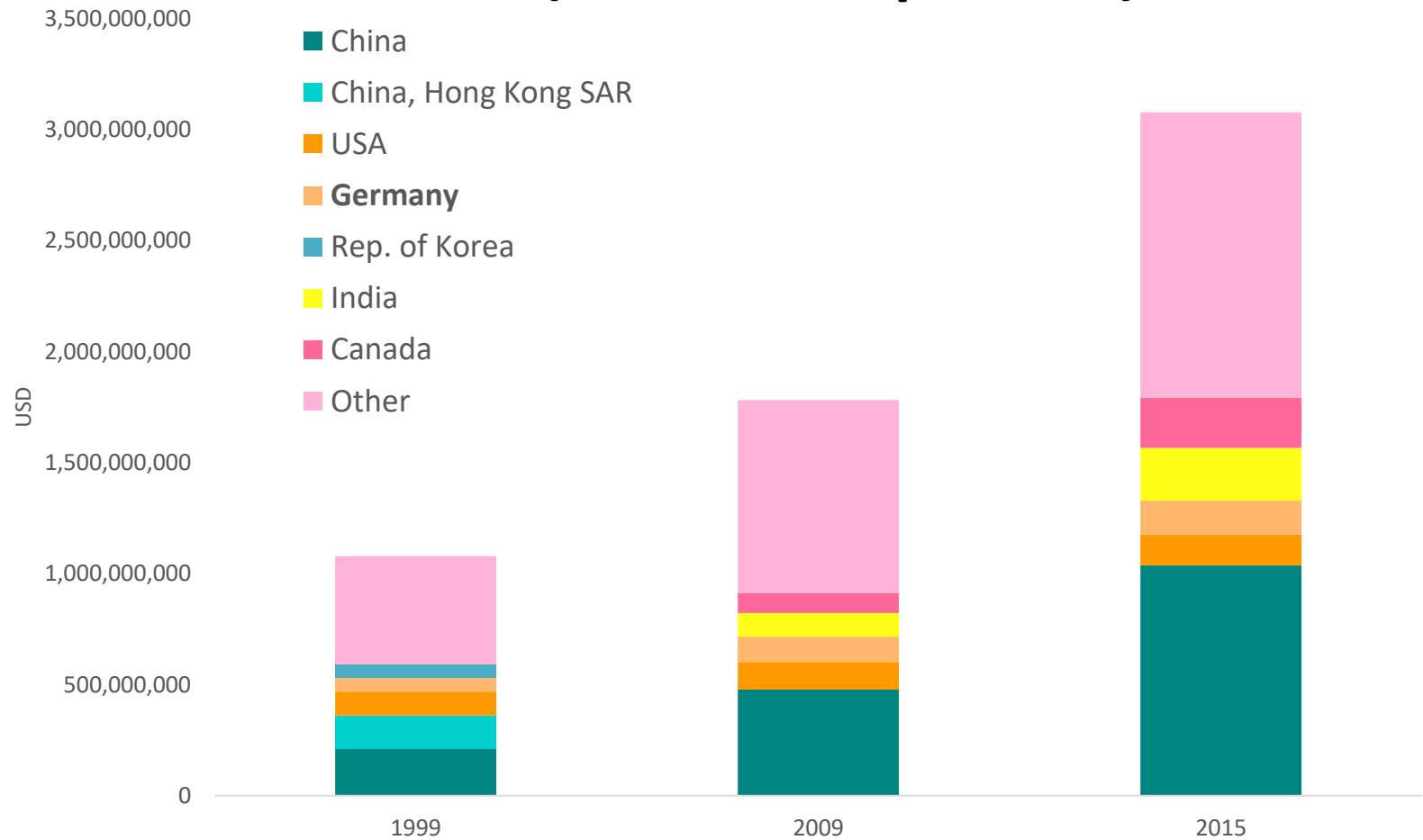
# Increasing global medicinal plants trade (USD, imports)



UN Comtrade Data, 2017



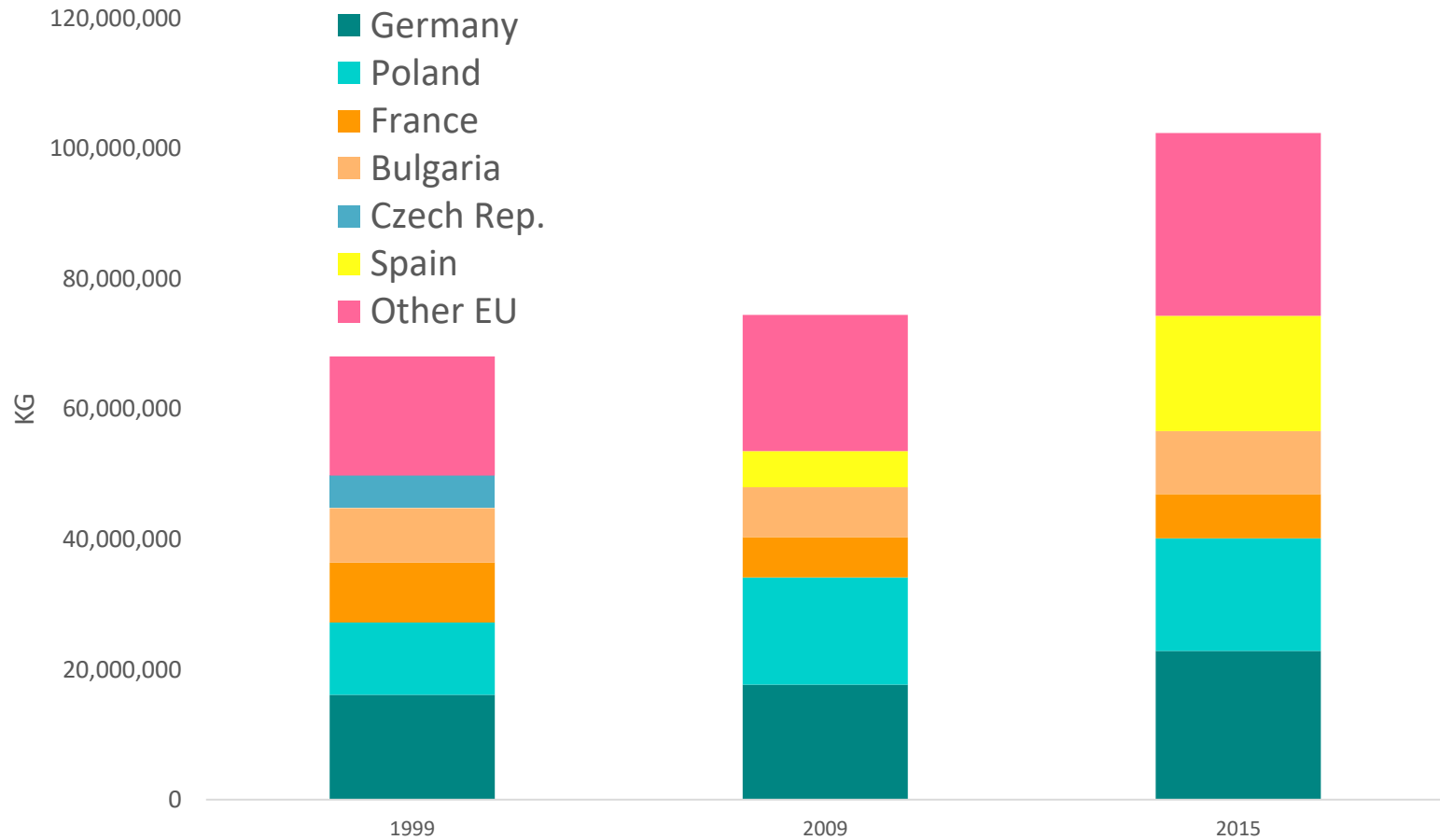
# Increasing global medicinal plants trade (USD, exports)



UN Comtrade Data, 2017



# Exports of medicinal plants EU



*UN Comtrade Data, 2017*

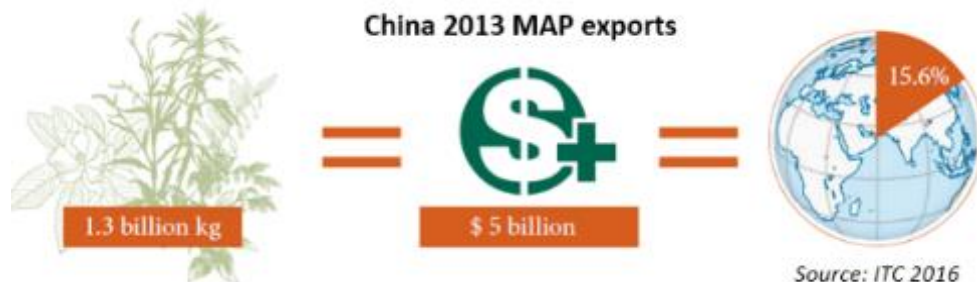
# Trade in wild plants

## Challenges

- Increasing demand
- Complex trade chains
- Millions of wild-harvesters in poor, marginalized regions
- Legality complex
- Much of trade under-reported, informal

## Opportunities

- Sustainability market awareness growing
- Best practices available
- Some policy and legislative frameworks in place
- Landscape-level conservation potential





# Wild plant use and trade

- ~60,000 species used globally medicinally
- ~3,000 spp traded internationally
- About 1/3 is commercially cultivated

## **Resource under pressure**

One fifth of plant species may be declining and threatened with extinction in the wild.

# Conservation status of medicinal plants

- 500 species (<2%) of all medicinal plants have been assessed globally using the IUCN Red List

Critically endangered = 5%

Endangered = 10%

Vulnerable = 30%

Data Deficient = 5%

Lower Risk / Near Threatened = 50%

- Recent European regional assessment (2015)

2% threatened with extinction

31% declining populations

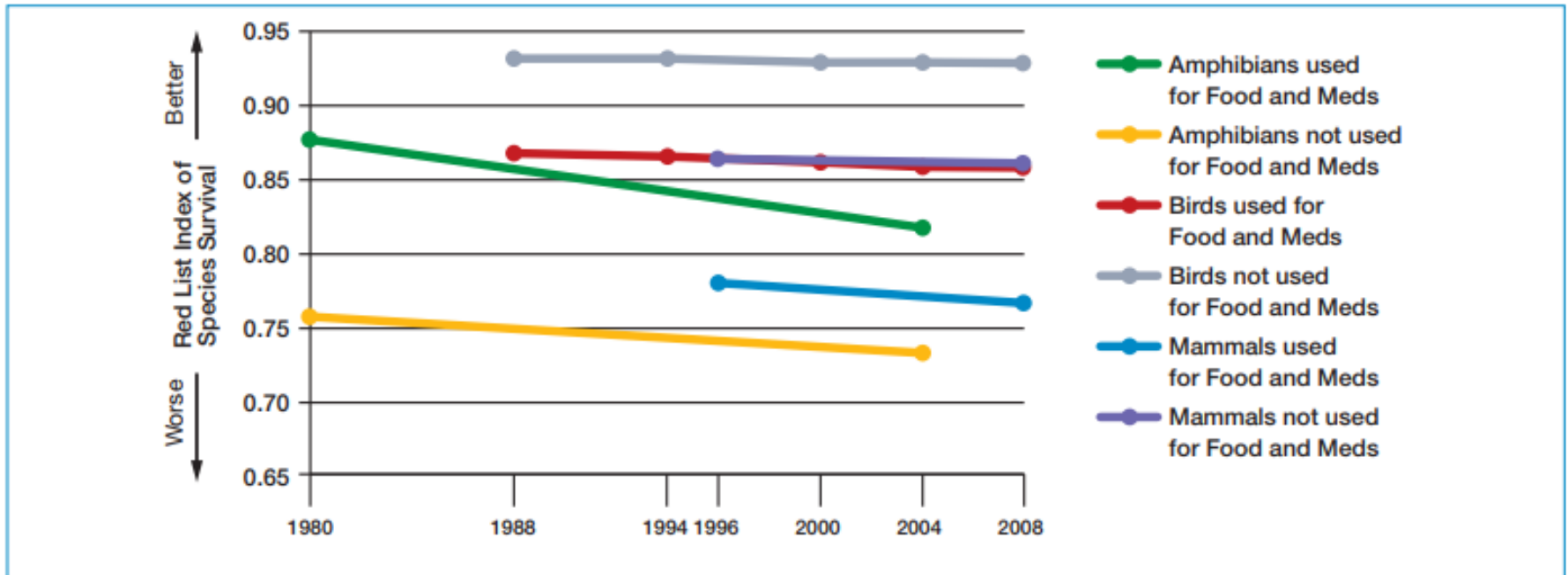
**Collection of plants from the wild**  
**main threat**, followed by loss of habitat and agriculture





# Aichi Target 14 indicator

## Red List index



**Figure A25. Red List Indices for utilized and non utilized species**

Red List Indices showing the proportion of species expected to remain extant in the near future without additional conservation action for all species, species used for food and/or medicine or not used for these purposes for: amphibians, birds and mammals.

Source: RLIs produced using IUCN Red List data with assistance from IUCN Species Programme and BirdLife International.

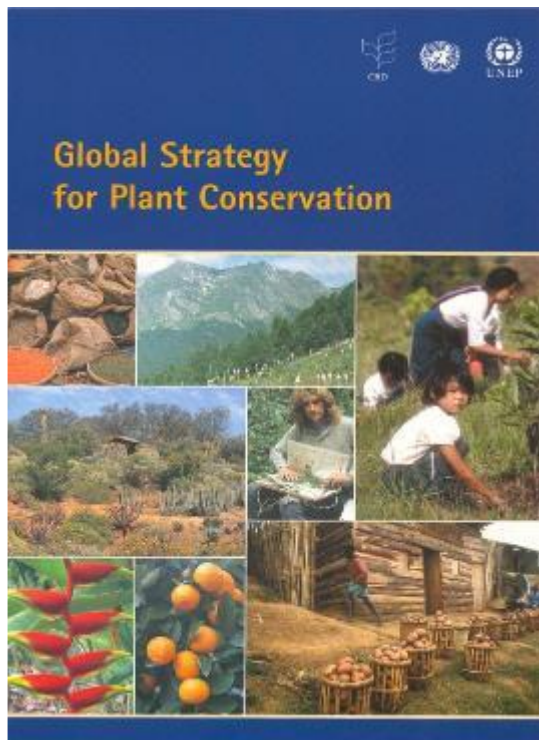
<https://www.cbd.int/doc/publications/cbd-ts-53-en.pdf>

# What is being done?

- International framework: CBD GSPC, CITES, WHO /IUCN/ WWF/ TRAFFIC Guidelines on Conservation of Medicinal Plants
- National government policies
- Voluntary standards and certification frameworks
- Community management initiatives and traditional sustainable use and conservation practices

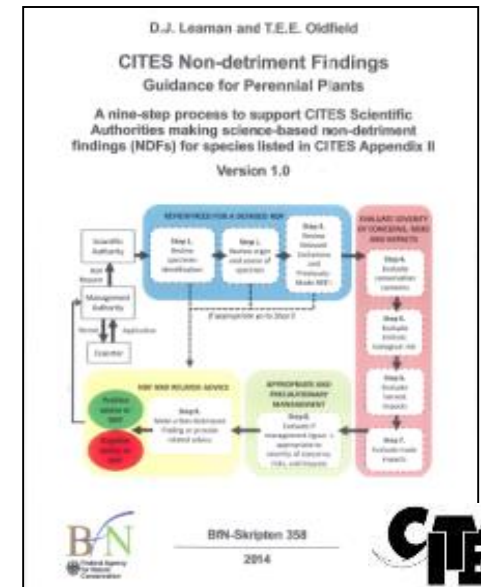
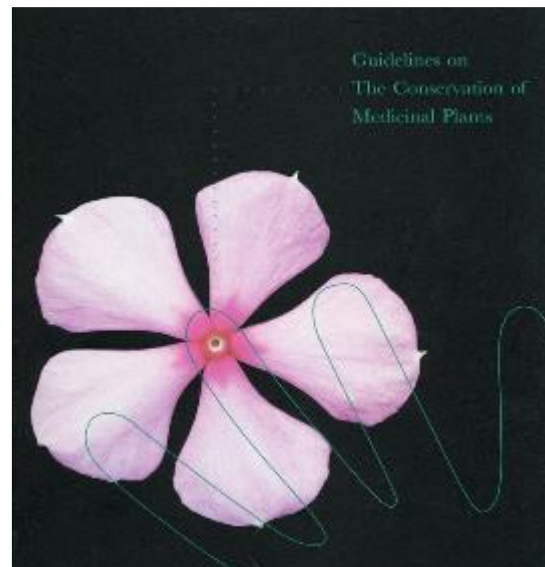


# International policy and cooperation



20.5.2014 EN Official Journal of the European Union L 150/59

**REGULATION (EU) No 511/2014 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL**  
**of 16 April 2014**  
**on compliance measures for users from the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization in the Union**  
 (Text with EEA relevance)



# FairWild Standard

- A set of principles and criteria to verify sustainable and fair sourcing practices of plants from the wild
- Implementation is based on:
  - Risk analysis
  - Resource assessment
  - Species-area management plan
  - Sustainable collection practices
  - Cost calculation along the supply chain
  - Traceability of goods and finances
  - Documented fair trading practices
- Application through: certification, corporate policies, policy and regulatory frameworks, community resource management





# FairWild implementation sites

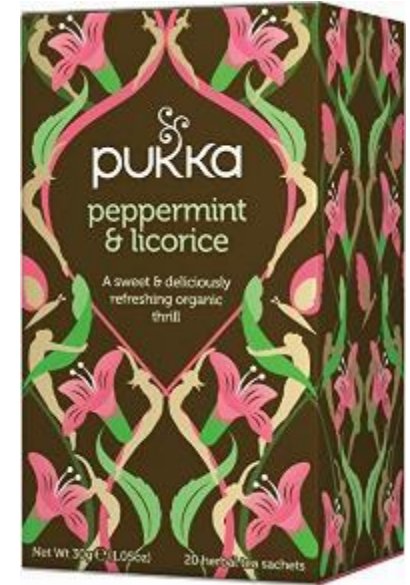


 FairWild-certified projects  FairWild implementation projects



● FairWild-certified projects  
● FairWild implementation projects





**FAIRWILD®** certified products entered the market in 2009



# Conservation of habitats and wild plants, and supporting livelihoods in **Poland**

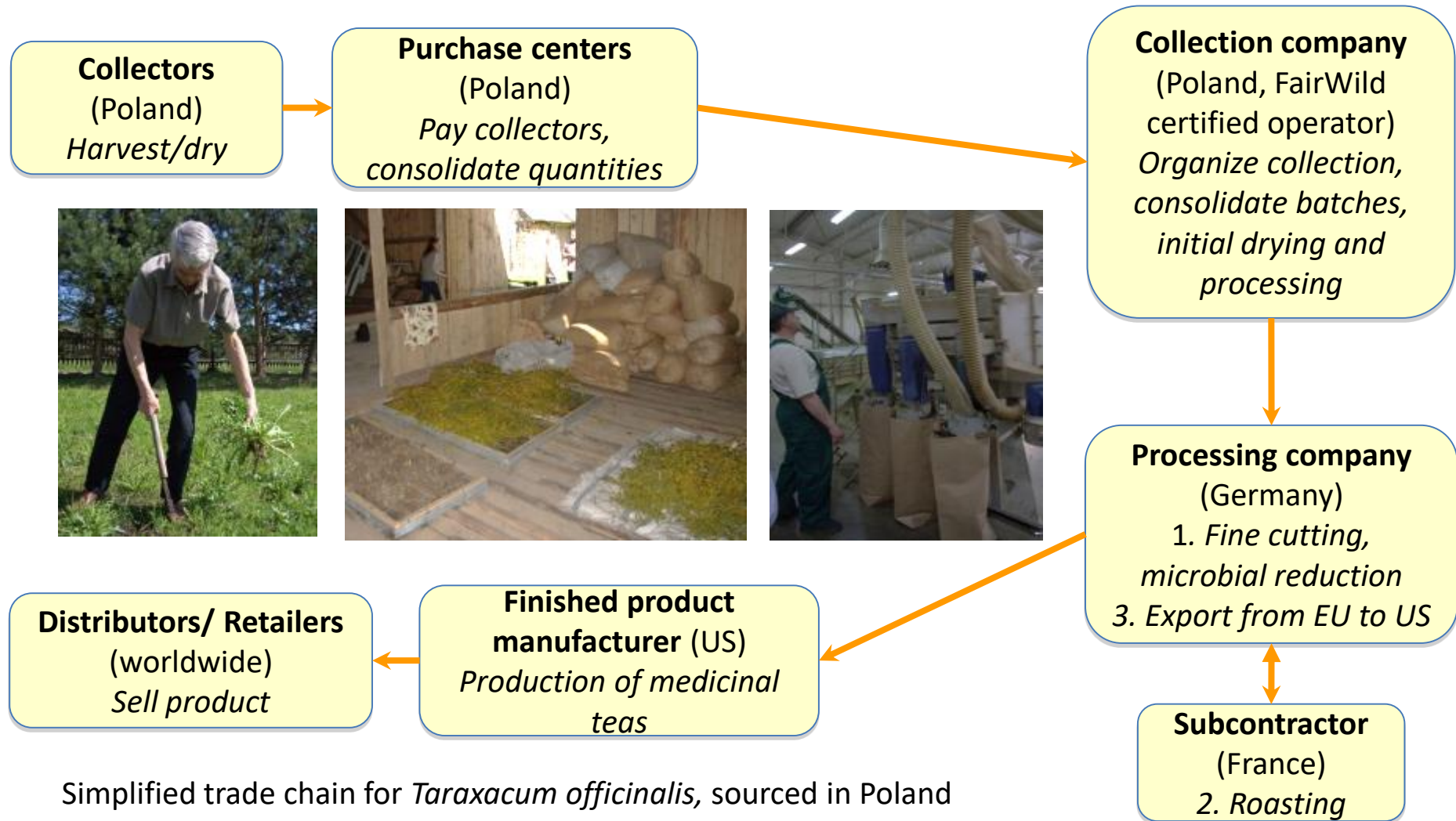
- Runo Spolka z.o.o is selling 200 wild-collected herbs from lands around the Białowieża Forest, Poland
- 500 registered collectors are involved, 90% of the collectors are elderly and retired and 10% are unemployed: issues of ageing collectors and decline in wild-harvesting traditions
- FairWild-certified since 2009:
  - Enabling closer relationships with collectors
  - 60 collector families receive a premium price for Dandelion roots and Nettle leaves and benefit from the FairWild Premium Fund
  - Strengthened management and monitoring systems (resource assessment and trainings)



*Rodina, K., 2015; Brinckmann & Morgan 2014*



# Medicinal plants supply chain complexity



# Local Economy and Nature Conservation in the Danube Region (LENA)

Duration: **01/2017 – 06/2019**

Objective: **“creating new job opportunities in the nature-based economic sector in and around protected areas”**

## Wild plant activities in 5 pilot sites

(protected areas in BG, HU, RS, SI):

- Local capacity building workshops
- Regional capacity building workshop (SEE)
- Training on sustainable collection
- Regional study on MAP collection/trade in the Danube Region (SEE)

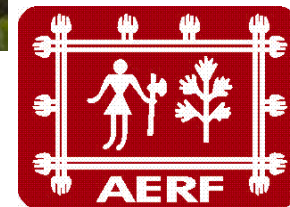


# Ayurvedic ingredients – European markets

- *Terminalia bellirica* fruits are ingredient of Ayurvedic medicine Triphala
- Low prices for fruits → illegal timber logging and trade
- Sustainable collection via FairWild certification, including premium price (twice the market price) and long-term purchase agreements with local collectors
- 600 large trees saved = over 30 hornbills nesting sites; sustainable livelihood opportunities over 100 collectors



puKka



# FairWild progress to date: what difference?

- Around 400,000 kg of FairWild MAPs annually
- Over 20 companies involved, 17 species FairWild-certified and over 50 products on the market
- Over 1000 collectors benefit from increased income
- Key TCM manufacturers started employ FairWild principles as part of their corporate social responsibility commitment
- Influencing national strategies
  - Japan National Biodiversity Policy, Hong Kong BSAP, Mexico National Plant Conservation Strategy
- Strengthening resource management policies and regulations
  - *Pelargonium sidoides* Biodiversity Management Plan in ZA/LE; Regulations and policies in India, BiH, Kosovo
- Contributing to SDGs, CBD (GSPC, ABS), WHO Guidelines development, CITES implementation





# Towards sustaining biodiversity and health through sustainable wild plant trade

- **Assess use, trade and threat status** of key medicinal resources and develop **management plans**
- Build on and strengthen **community based participatory models** and integrate them with health care and livelihood programmes
- Effectively **regulate collection and promote sustainable harvest practices**
- Support and champion the finalization and implementation of the **Guidelines on the Conservation of Medicinal Plants**
- Facilitate **capacity building of resource managers**
- Promote the best practice framework, the **FairWild Standard**
- Encourage **multi-stakeholder approach** to sustainable use of plants
- Encourage **networking and up-scaling existing good practices**



Thank you!

[www.traffic.org](http://www.traffic.org)

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