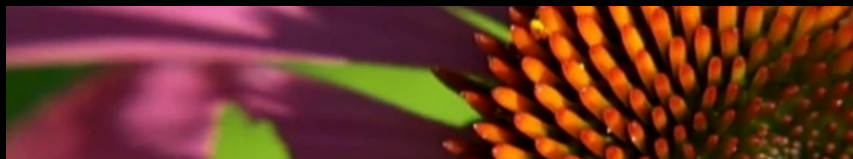


Sustainable Herbs Program

AMERICAN BOTANICAL COUNCIL



SHP Monthly News

“Why care about wild plants” – FairWild Week 24–28 June

Wild plants are essential, but threatened, resources millions of us rely on every day. Whether food, drink, nutritional supplements, cosmetics, or even furniture, wild plants are all around us.

FairWild Week, an annual social media initiative, in partnership with TRAFFIC, is working to harness people power, and bring about market transformation and a sustainable future for wild plants and the people that collect them. FairWild Foundation has launched a fantastic [new website](#) – with resources and information about wild plants and ways to support the FairWild Standard.

To help spread the word about the FairWild standard, we have produced a series of short videos with key stakeholders asking why wild plants matter and why we should care. We share some of these below and will continue to share more through the week. You can find them on our [Facebook](#) page, [Instagram](#) and by following #fairwildweek.

Why Wild Plants Matter

What is FairWild?



FairWild Foundation Director, Bryony Morgan introduces the

Commercial Challenges of FairWild



In this 2-minute video, Gus Le Breton of B'ayoba, explains the challenges of participating in the FairWild standard for producers and why it is still so important.

What is the Consumer's Responsibility?



And in this one-minute video, Marin Anastasov, Head of Sourcing for Pukka Herbs, talks about our responsibility as consumers.

What Can I Do?

[Pick a Plant: Now What? Five \(easy\) Steps for Herb Companies](#)

In this recent interview, Josef Brinckmann, Research Fellow at Traditional Medicinals, outlines five steps for herbal product companies wishing to move toward regenerative and sustainable supply chains. “Just do something!” Josef says. “Just DO. Pick a plant. Be curious.”



Building Healthy Worlds: What Can I Do?

We've outlined steps to take for consumers, herbalists, and companies on the SHP site. Take a look and let us know what you think. If there are stories you'd like to see profiled, let us know – we will be building out this section of the site in the next few months.

Related News

Story Maps – Indigenous Cartography

In a previous newsletter we shared the story map of the Amazonian travels of [Richard Schultes](#) created by The Amazon Conservation Team. This is another story map they have created documenting the life and travels of Keeng Kumu, an indigenous mapping expert in the northeast Amazon.

Come Visit the Community Garden

An inspiring story about how a community garden planted by the Coeur d'Alene Indian Tribe is leading to community and cultural renewal. It is also another really great example of an Esri story map.

Forgotten Landscapes: Bringing Back the Rich Grasslands of the Southeast

This article from YaleEnvironment 360 talks about the critical role that small patches of conserved land play in conserving the world's biodiversity.

Wild Edible Fruits: A Systematic Review

And finally, for those interested in reading more about non-timber forest products, sustainability and the FairWild standard, this review identifies priorities and avenues for research and policy making to promote sustainable management and use of wild edible fruits.

Video Highlight: FairWild Projects in the Western Ghats, India

