



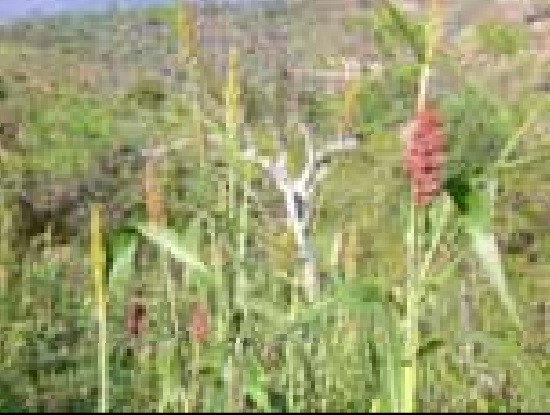
## **Wild Living Resources**

Assisting East African community based natural products producers access value added markets for increased livelihoods creation



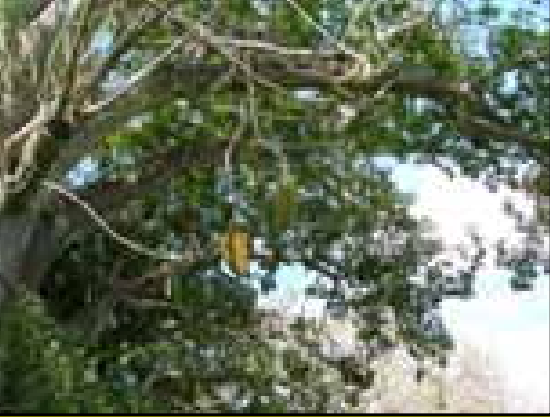
East Africa hosts a remarkable diversity of natural products producers comprising of businesses, CBOs, Co-ops, SMEs, Associations and Working Groups.

- Over 80 such enterprises assessed with regards to:
  - Sustainable and ethical production
  - Processing, quality control and value addition
  - Market acceptability and potential



## Natural pytotherapies, Alternative Herbals, Conservation Foods, House and Garden:

- Forest oils (Shea, occimum, wintergreen), Aloes (secundiflora, turkanensis), mwarubiani, avocado, baobab, wild silk, mulberry silk, Cocowoods, Duom Palm, Leleshwa, WWF Good woods, shea, gums and resins, gum arabic, Karcade, Moringa, lemon grass, Quasil, indigenous leafy vegetables, etc.



Many are producing naturally East African conservation and livelihoods products that are resulting in self sustaining livelihoods creation and the conservation of the natural resources their products rely upon.



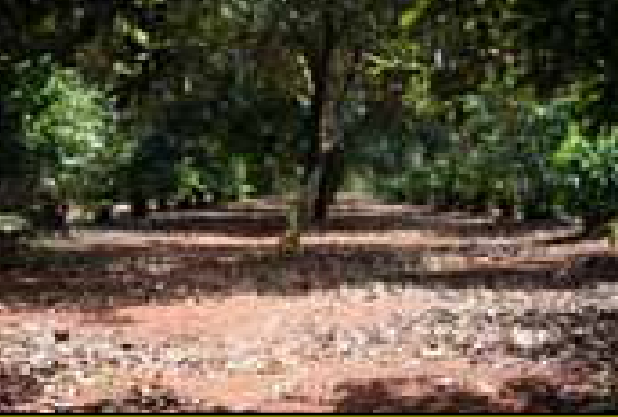
All have been supported to varying extents by external support institutions.

- Support focused on assisting build capacity to produce
- Little, if any assistance provided to ensure that products produced can be sold.
- Support institutions (NGOs, Donors) led by scientists and academics – little business acumen.



## Accessing International Markets

- Import/Export Tariffs are generally supportive i.e. ACP, Least Developed Country Status, ESPs
- Non Tariff Barriers, however, are highly constraining.  
Legislative i.e EU Novel Foods and Traditional Herbal Medicine Directives  
Health and Safety  
Packaging and Labelling  
Large margins expected by retailers
- Competition highly efficient/supported/subsidized



## Accessing International Markets

- Not a level playing field
- Need to draw on novel products and their unique values i.e.  
sustainable/ethical/natural
- Need to access premium value added conscientious consumer markets



## Barriers to Achieving Access to this Market

- Although many achieving good sustainable and ethical production criteria certification endorsement lacking in many instances
- Trying to compete with competition on equal terms
- Not drawing on uniqueness and production story
- Value addition, packaging and strategic marketing plans inadequate.



Wild Living was established to overcome these barriers by:

- Establishing a marketing brand to access value added conscientious consumer markets
- Support producers to improve ethical and sustainable production and value addition for increased market access.



## Naturally African Conservation and Livelihoods Products

Buying Wild Living products provides the incentive for East Africans to actively conserve wild life.

Effectively linking the health of the environment to people's continued prosperity.

Funding development in a dignified and self sufficient manner that changes people's lives forever!

East Africa, the cradle of mankind, hosts a remarkable diversity of unique natural resources that have provided succour and health during the vast majority of our evolution.

Whilst traditionally used, the natural benefits of these products, have until now, been unavailable to the global market. What's more, Africa's potential to produce conservation and livelihoods products for its own development have remained undaunted.

Wild Living realizes this potential by providing the ethical market for over twenty community based projects located throughout East Africa that are being assisted by such partner organizations as WWF and OXFAM to sustainably and ethically produce natural products.

Wild Living publicises the conservation and livelihoods benefits of each of our producers' products and through increased sales revenue assists them to continue conserving their unique natural resources whilst building their own lives in a dignified and self sufficient manner.

Revenues realized by Wild Living through the sale of its brand are used to assist partners to more ethically and sustainably produce for increased conscientious consumer market access, and the realization of tangible conservation and livelihoods development.

The Wild Living brand provides, for the first time, the badly needed opportunity for these dynamic communities to improve their own lives by sustainably harnessing the unique value of what naturally occurs around them.

For more information on Wild Living's Support Program please email: [info@wildliving.com](mailto:info@wildliving.com)

### WILD LIVING PRODUCTS

#### WILD COSMETICS

1. Natural Mosquito Insect Repellent Balm
2. Wild Jungle Heat Muscle Balm
3. Wild Natural Cold and Flu Balm
4. Wild Natural Shea Hand Moisturizer
5. Wild Aloe Body Moisturizer
6. Wild Oat Face Lotion
7. Natural Moroccan Bubble Bath
8. Natural Avocado Healing Oil
9. Wild Baobab Massage Oil
10. Wild Frankincense Bath Teal

#### CONSERVATION FOODS

1. Wild Acai Fruit Powder
2. Wild Bush Honey
3. Wild Bush Dried Fruit
4. Ultra Chill Sauce
5. Wild Baobab Sweets
6. Wild Organic Vanilla
7. Wildlife Friendly Organic Tea
8. Shade Grown Wildlife Friendly Coffee
9. Extra Virgin Wild Coconut Cooking Oil
10. Wild Gum Arabic Sweets

#### WILD HOME AND CARES

1. Wild Eucalypt Natural Dye Taps
2. Good Wood Bees' Train
3. Good Wood Fishing Fly Kit
4. Pyrethrum Insect Repellent Balm
5. Wild Leishman Pet Balm
6. Wild Ink Soap
7. Eco Candle Insect Repellent
8. Wild Acacia Bees' Balm & Balm

#### HERBAL HEALTH AID

1. Wild Herbal Supplements
2. Wild East African Herbal Tea

# Wild Gum Arabic Sweets

## The Issue



One of the few, if not only, sustainable resources being produced in the arid dry lands of northern Kenya, Somalia, Ethiopia and Sudan is Gum Arabic from the acacia. Several savannah forests, whilst other natural resources are being dismantled the acacia savannah forests are being protected due to the gum naturally exuded from its bark.

Whilst other natural resources are being dismantled the acacia savannah forests are being protected due to the gum naturally exuded from its bark.

## A Solution

Unfortunately, such a beneficial resource is only achieving a fraction of its conservation and development potential. Whilst gum Arabic maintains a large premium international market, no processing or value addition is undertaken in East Africa. As such, rural pastoralist households sell at low prices to exporters who process predominantly in Europe to obtain premium high value prices.



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## The Product

To realize a greater proportion of the end market value of gum Arabic, for the conservation and development of East Africa, one enterprising company, Safert, Inc developed a range of confectionary sweets made from gum Arabic. By value adding the raw gum into a final consumer product, a larger proportion of the end value of Gum Arabic remains within East Africa.



## Why Buy

By buying this unique product you are not only enjoying the natural benefits of Gum Arabic sweets, you are also assisting local communities to safeguard the acacia savannah forests they are made from!

Funding development in a dignified and self-sufficient manner that changes people's lives forever!



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# Wild Leleshwa Pet Rinse

## The Issue



Leleshwa, a wild woody shrub that occurs throughout large areas of East Africa savannah, has been found to have amazing natural botanical medicinal properties. These

attributes first became apparent when it was noticed that wild animals living in Leleshwa areas were remarkably unaffected by insect poisons.

## A Solution

Assisted by **Liakpia Wildlife Conservancy** which has spearheaded the research and commercialization of Leleshwa, landowners can now make additional income from the sustainable



harvesting of Leleshwa leaves into essential oil water that is used in Wild Living Pet Shampoo.

## The Product

By linking the health of the Leleshwa savannah to people's livelihood, Wild Living's Leleshwa Pet Shampoo is a naturally African Conservation and Livelihood product, that marries modern R&D with centuries of traditional knowledge.



## Why Buy

By buying this unique product you are not only enjoying its natural benefits, you are also enabling local people to safeguard the savannah areas it is made from.

Funding development in a dignified and self-sufficient manner that changes people's lives forever!

[www.wildliving.com](http://www.wildliving.com)



It's in your nature!

# Wild Organic Vanilla

## The Issue:



Due to a lack of alternatives, vast virgin forests have been cleared for decades to make way for cash and bean farming. Increasingly, people are now realizing that keeping wild

forests whilst continuing to farm is possible – providing income from farmed crops whilst continuing to sustainably harvest forest resources such as fuel wood, medicinal plants, and foods.

## A Solution:

Showcasing such a forest gardeners products approach to livelihood creation and biodiversity conservation, Wild Living has invited farmers to grow organic vanilla in the shade of the forest



canopy. Rather than clearing forest to grow maize for a hand to mouth subsistence farmer in Uganda's Rift Valley mountains, we now grow premium organic vanilla under the shade of the now conserved forests.

## The Product:

By leaving the health of the forests to people's livelihoods, Wild Living's Wild Vanilla is a naturally African Conservation and Livelihoods product that supports farmers whilst protecting wild habitat and marries modern B&D with centuries of traditional knowledge.



## Why Buy:

By buying this unique product you are not only enjoying the natural benefits of Wild Vanilla, you are also enabling local communities to safeguard wild habitat areas.

Funding development but dignified and self-sustained income that changes people's lives forever!



It's in your nature!

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# Coco Wood Fishing Fly Kit

## The Issue:



Coconut palms are an amazingly resourceful coastal tree that during their life provide everything from food to roofing material to compost. What's more, when the palm reaches the end of its natural life, the resin in its wood solidly creating a uniquely beautiful hard wood timber.

## A Solution:

While stands of over 8 million such naturally-dead coconut palms occur through out the coastal areas of the region, coco wood is not generally available to the timber industry – which continues to rely on unsustainable supplies of hard hardwood from the increasingly deforested areas of Southern



## The Product:

In a time when we will slow growing hardwood forests, create a sustainable supply of hardwood, and generate badly needed income for coastal peoples, farmers can now process local wood for the local timber market with the assistance of DANIDA. Wild Living Coco Wood Fishing Fly Kit incorporates the sustainability and livelihood values of coco woods together with fishing flies that are hand built by disadvantaged communities in Malawi.



## Why Buy:

By buying the unique product you are not only enjoying the natural benefits of coco wood, you are also getting local communities to safeguard the precious forests it is made from.

Further development in a digital and well-sourced resource that changes people's lives.



It's in your hands

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For more information

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