



Certified Wildlife Friendly™ Global Products Guidelines

Certified Wildlife Friendly™ is a program of Wildlife Friendly Enterprise Network

These Guidelines should be used as a self-assessment tool for those who wish to gain Certified Wildlife Friendly™ accreditation for some or all of the products they produce.

Program Mission

Wildlife Friendly Enterprise Network (WFEN) certifies enterprises developed to protect key wildlife species and their habitat. When consumers purchase Certified Wildlife Friendly™ products, they can be confident that the enterprises are actively protecting *key species* (see below). By supporting WFEN and purchasing Wildlife Friendly™ products, consumers provide incentives to protect key species and conserve habitat. Certified Enterprises document how they are protecting key species and the steps they are taking to improve conditions for wildlife.

WFEN defines key species as the following: Any species defined by the [IUCN Red List of Threatened Species](#) as Critically Endangered, Endangered, Vulnerable or Near Threatened, plus other species of concern. Species of concern include **keystone** and **indicator** species and **predators**. These are species that may not be listed by IUCN but which play a critical functional role in the ecosystem and/or may be important in a local context.

WFEN recognizes wildlife stewardship in a wide range of global habitats. Enterprises who participate in WFEN certification employ a mix of proactive practices and careful observation, and adapt their management in response to changing conditions to allow wildlife to coexist with livestock, crop farming and other activities. Participants value the ability of their operations to serve as habitat for wildlife, including predators and other key species. Products that result from the certified application of these practices are eligible to bear the Certified Wildlife Friendly™ seal.

Certified Wildlife Friendly™ does not allow trophy hunting or commercial hunting under any circumstances. On a case-by-case basis, enterprises that allow hunting of non-key species by indigenous peoples for subsistence or cultural use may be certified. For those in this category, a higher level of scrutiny and monitoring will be required by WFEN.

Certified Wildlife Friendly™ is a voluntary program. Its requirements do not supersede national or state legislation.

WFEN

Wildlife Friendly Enterprise Network (WFEN) was formally organized in 2007 to promote wildlife conservation through facilitation of responsible production practices, enterprise development, education, and branding.

WFEN conserves threatened wildlife while contributing to the economic vitality of rural communities. Our mission is to protect wildlife in wild places and on agricultural lands in-between by certifying enterprises that assure people and nature coexist and thrive. WFEN includes conservationists, businesses, artisans, farmers, ranchers and herders, harvesters and indigenous peoples and local communities from around the world.

Understanding the Certified Wildlife Friendly™ Global Product Guidelines

These guidelines for products operate in the absence of other WFEN region- or species-specific standards. For example, those with livestock in North America should follow the region-specific Certified Wildlife Friendly™ and Predator Friendly™ standards for farms and ranches. Those producing tea in India should follow the WFEN Certified Elephant Friendly™ tea standards. Please contact WFEN for confirmation of the correct guidelines or standards for your product.

There are three types of guideline. Critical required guidelines, non-critical required guidelines, and recommended guidelines. Please read each guideline carefully.

Critical required guidelines. If this symbol **C** is shown next to a particular guideline, it indicates that the guideline is considered to be critical to Wildlife Friendly® certification. If the self-assessment shows that an enterprise is unable to meet a critical guideline it cannot be certified until corrective action is taken.

Non-critical required guidelines say that something must or must not be done or that something is prohibited. It is expected that enterprises who wish to gain *Certified Wildlife Friendly™* status for their product(s) will meet most if not all of these requirements. However, failure to meet some of these guidelines need not be a barrier to certification if the enterprise can provide a plan and a timeline for resolving the situation.

Recommended guidelines say that something “should” be done. These guidelines are highlighted as **Recommended** alongside the heading and reflect the aims and principles of the *Certified Wildlife Friendly™* program. These guidelines signpost best practice for enterprises who wish to gain *Certified Wildlife Friendly™* status for their product(s), but do not have to be met at this time.

Sections of the Guidelines

The guidelines are divided into two sections. Section One includes guidelines applicable to **all** enterprises who wish to produce *Certified Wildlife Friendly™* products regardless of what those products are.

Section One; General Guidelines:

- Sub-section 1; The Agreement
- Sub-section 2; Overall Wildlife Conservation Principles
- Sub-section 3; Local Economy & Working Conditions
- Sub-section 4; Cultural Protection

Section Two defines the additional guidelines for specific product types. Enterprises must carry out a self-assessment on **all** the guidelines defined in Section One and additionally on the guidelines for the specific product(s) that they wish to certify as *Certified Wildlife Friendly™*.

Section Two; Product-specific Guidelines:

- Sub-section 5; Livestock products to include meat, dairy, eggs, hides, skins, wool, cashmere, mohair and other fibers, and feathers.
- Sub-section 6; Honey and beekeeping products
- Sub-section 7; Plant based products to include vanilla, spices, essential oils, raffia, rice, fruit, vegetables, nuts, tea, coffee, paper, and biofuels.
- Sub-section 8; Handicrafts and apparel to include beadwork, jewelry, woodcarvings, silk, apparel, and accessories.

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Section One. Overall management

1 The Agreement

1.0 The Agreement

- 1.0.1 **C** Anyone who wishes to produce and market *Certified Wildlife Friendly™* products must be part of a formal agreement to do so. Agreements may be with individuals, co-operatives or communities.

Note: Where possible it is expected that the formal agreement will be written, however WFEN recognizes that some communities working to produce certified products may have high level of illiteracy and in those cases verbal agreements may be acceptable.

- 1.0.2 The agreement must clearly define the responsibilities of individual and/or community, NGO, business and other partners to each other and identify the conditions under which any transfer of money, goods or services occur.
- 1.0.3 The consequences of failing to meet these guidelines must be pre-negotiated and documented in the agreement.
- 1.0.4 **C** If anyone involved in the production of a *Certified Wildlife Friendly™* product fails to meet these guidelines, and/or misreports or misappropriates funds from sale of *Certified Wildlife Friendly™* products, enforcement action must be taken to correct the situation.

Note: Inability to make substantive corrections in a reasonable timeframe may include but is not limited to, suspension of certification and the loss of ability to market products as Certified Wildlife Friendly™.

2 Overall Wildlife Conservation Principles

The overall principle is that enterprises who wish to gain *Certified Wildlife Friendly™* status for their product(s) need to demonstrate sufficient understanding of wildlife and ecology to identify and take action to reduce threats to wildlife and have a willingness to adapt their approach in response to changes in those threats.

2.0 Wildlife conservation

- 2.0.1 **C** A list of key species must be developed for the site of the Certified Enterprise. This must be done in coordination with WFEN.

Note: WFEN defines key species as the following: Any species defined by the [IUCN Red List of Threatened Species](#) as Critically Endangered, Endangered, Vulnerable or Near Threatened plus other species of concern. Species of concern include keystone and indicator species and predators. These are species that may not be listed by IUCN but which play a critical functional role in the ecosystem and/or may be important in a local context.

- 2.0.2 **C** An adaptive conservation plan to protect the key species identified in guideline 2.0.1 must be

developed and implemented in coordination with WFEN and/or expert biologists, social scientists and conservationists. The plan must include:

- 2.0.2.1 Actions to improve habitat for key species (see also section 2.1)
- 2.0.2.2 Actions to mitigate and reduce any risks to key species from the operation of the Certified Enterprise at site level.
- 2.0.2.3 Any regional, national or international threats to key species, their potential impacts and how the Certified Enterprise is addressing or will address these.

Note: It is understood that some threats may be outside the control of the Certified Enterprise. This guideline asks for threats to be recognized, and for the Certified Enterprise to take actions relevant to their site. Threats could include poaching, human-wildlife conflict, habitat loss or degradation. Actions could include anti-poaching programs, community education, rehabilitation of critical habitat, hatchery programs and species re-introduction.

- 2.0.2.4 A map of the land managed by the Certified Enterprise showing boundaries, water features, woodland and other habitat, known den or nest sites, fencing, buildings, roads, any areas used for livestock, sites of any beehives and other points of interest including known wildlife corridors.

- 2.0.3 **C** Key wildlife species identified in 2.0.1 must be monitored. Records of monitoring and population numbers where known must be kept.

Note: Monitoring can be carried out by the enterprise or their conservation partner.

- 2.0.4 **C** Certified enterprises must not cause harm to key wildlife species.
- 2.0.5 **C** Those involved in the production of any *Certified Wildlife Friendly™* products must not reduce or otherwise negatively impact habitat for key wildlife species.

- 2.0.6 The Certified Enterprise cannot harvest, sell, display, consume, or distribute any animal (living or deceased), animal part, or animal product unless such products are **not** of key species and the display, sale, or distribution of such items is legal, with minimum negative conservation impact.
GSTC

Note: The display of the remains of key animal species may be permitted as part of an educational display as long as the collection of such remains did not impact on species survival. Harvesting, sale, or consumption of non-key animal species is permitted; however these activities will be subject to additional scrutiny by the WFEN Certification Committee.

- 2.0.7 Living specimens of wildlife species must only be kept in captivity when this is necessary for their rehabilitation and only then by authorized or licensed facilities that are equipped with trained staff to house and care for them humanely. GSTC

Note: WFEN does not certify any enterprise where the primary activity involves animals being

kept in captivity and marketed for tourism purposes, e.g., dolphinariums, tourism-focused sanctuaries and rehabilitation facilities, etc.

- 2.0.8 **C** Certified Enterprises must not participate in illegal forestry activities.

Note: This could include illegal timber harvesting.

- 2.0.9 Certified Enterprises must mitigate the introduction of non-native or invasive species.

- 2.0.10 **Recommended**

Educational opportunities that focus on key species and their conservation threats should be provided for community members and other audiences.

2.1 Certified site management

- 2.1.1 The area managed by the Certified Enterprise must provide usable habitat for native wildlife, including predators and their prey.

- 2.1.2 Wildlife habitat on the site(s) managed by the Certified Enterprise must be conserved.

- 2.1.3 **Recommended**

Wildlife habitat on the site(s) managed by the Certified Enterprise should be restored and/or increased.

- 2.1.4 Native plant growth that provides cover for wildlife must be encouraged.

- 2.1.5 **Recommended**

Strategic seeding/planting of native botanical species to support native pollinators should be carried out

Note: Pollinators include bees, birds, bats, butterflies, beetles, moths, hoverflies and other insects.

- 2.1.6 Rangelands, prairie and other long-term grassland must not be ploughed or otherwise cultivated.

Note: Long-term grassland are areas that have been under grass for at least 15 years.

- 2.1.7 Woodlands and forest must be maintained to support key plant and wildlife species.

- 2.1.8 Linkages and corridors which provide safe passage for wildlife must be identified and protected.

- 2.1.9 Riparian and flood areas must be protected from degradation.

Note: Degradation can arise when water courses are artificially widened or straightened, when livestock break down the banks, when agricultural chemicals enter watercourses etc.

- 2.1.10 Human activity around nest or den sites must be avoided at critical periods.

- 2.1.11 Management practices must be in place to minimize unnatural attractants to wildlife, such as livestock feed, garbage or carcasses.

2.2 Fencing to Allow Movement of Wildlife

Fences are barriers to wildlife movement and although they may be necessary to protect crops and livestock, they should be constructed and maintained to maximize wildlife movement across the certified area. If there is no fencing on land used by the enterprise this section can be marked not applicable.

- 2.2.1 The area managed by the enterprise must allow passage of native wildlife, including predators and their prey.

Note: The overarching principle is that land managed by Certified Enterprises should be “patchy and permeable”. The “patchy” areas are habitat (see section 2.1 above) and “permeable” refers to barriers that allow wildlife to cross. Options for permeable barriers include gaps/unfenced areas, open gates or lay down sections of fencing, or fencing that is of suitable heights to allow wildlife to get over or under.

- 2.2.2 The extent of exclusionary fences must be limited to those areas where they are necessary and appropriate.

Note: Exclusionary fences are those that are impermeable to most wildlife. They may be temporary or permanent and can include: electric fencing; woven wire fences and flagging (fladry). Appropriate uses of exclusionary fencing include:

- a) *When livestock are concentrated in a small area for certain periods (e.g. for lambing or calving or night corrals)*
 - b) *When smaller sized livestock are kept on the farm or ranch (e.g. poultry)*
 - c) *To protect a valuable crop that is otherwise at risk of being raided by wildlife*
 - d) *When the risk of predation/crop raiding is high*
- 2.2.3 Fencing must avoid excluding wildlife from riparian habitats, watering points and other high quality habitats and to avoid cutting off migration and travel corridors.
- 2.2.4 **Recommended**
Certified Enterprises should avoid topping woven wire fences with barbed-wire.
- 2.2.5 Old fence and wire must be removed from the fields whenever no longer needed.

2.3 Human/wildlife conflict

- 2.3.1 Certified Enterprises must contribute to the prevention of and solutions to human/wildlife conflict.

Note: Human/wildlife conflict is defined as the problems that arise when wildlife and humans compete for access to critical resources such as food and habitat.

2.3.2 **Recommended**

Those involved in the production of *Certified Wildlife Friendly™* products should receive specific training on appropriate techniques for deterring crop raiding or damage by wildlife and appropriate behavior should wildlife that can raid or damage crops enter community land.

- 2.3.3 There must be detailed records of any conflict incidence, including date, location, species involved and ameliorative measures taken. This information must be provided to WFEN during audits or otherwise on request.

2.4 Authorized Use of Lethal Control

In rare cases, lethal control may be used as a last resort. If a threat from a particular animal exists that proves unmanageable through non-lethal means, including live trapping, advice must be sought from WFEN regarding the use of lethal control. Lethal control may only be used when all options for non-lethal control have been exhausted, and when specific individual predators are causing a continuous or immediate threat to livestock. Any control of predators or other key species will be subject to careful review. If lethal control has not to date been used by the enterprise the responses in this section should reflect the intent of the enterprise in the event that it occurs.

- 2.4.1 Consultation with WFEN must occur prior to the use of lethal control for any key species including all predators.

Note: An exception may be made in the event of an active attack on livestock. See guideline 2.5.1 below.

- 2.4.2 Lethal control for all key species may only be used when all options for non-lethal control have been exhausted, and when specific individuals are causing a continuous or immediate threat to livestock and/or humans.
- 2.4.3 Unless prior permission has been granted by WFEN, Certified Enterprises must not conduct, or authorize anyone else to conduct, any lethal control of key species (including, but not limited to: meso predators, apex predators, birds of prey) on land, whether owned or leased, private or public, used for production under the *Certified Wildlife Friendly™* requirements.

2.5 Unauthorized Use of Lethal Control

- 2.5.1 Lethal control of key species without the prior permission of WFEN is only permitted in the case of an active attack by a predator.

Note: An active attack occurs when despite the best efforts of the farmer or rancher a predator is seen to chase, wound, or kill a domestic animal. Evidence of predators consuming livestock is not evidence of an active attack.

2.6 Requirements in the Event Lethal Control Takes Place

This section covers any use of lethal control whether conducted with or without prior permission from WFEN. If lethal control has not to date been used by the enterprise the responses in this section should reflect the intent of the enterprise in the event that it occurs.

2.6.1 Lethal control must target the specific, individual animal(s) that is/are creating the conflict.

2.6.2 Lethal control of any animal must result in instantaneous unconsciousness and death.

2.6.3 Use of poison for lethal control through any means is prohibited.

Note: This includes a prohibition on poisoning carcasses in order to kill predatory and scavenging animals.

2.6.4 Use of lethal control of key species must be reported to WFEN within 72 hours.

2.6.5 Records of the lethal control of key species must be maintained.

2.6.6 In response to lethal control of any predator re-evaluation of non-lethal deterrence methods in use must occur.

2.6.7 Any Certified Enterprise that has to resort to lethal control will be placed on probationary status until a review of non-lethal deterrent methods and proposed changes can be completed.

2.7 Hunting, trapping and snaring

2.7.1 Hunting, trapping or snaring on land owned or leased by the Certified Enterprise is prohibited.

Note: On a case-by-case basis, hunting of non-key species by indigenous peoples for subsistence or cultural use may be certified.

2.7.2 If permission is given by WFEN for hunting of non-key species for subsistence or cultural use it must meet the principles of Fair Chase.

Note: See Annex 3 for further information on Fair Chase.

2.7.3 If permission is given for hunting of non-key species for subsistence or cultural use records must be kept of numbers and species of animals hunted on land controlled by the Certified Enterprise.

2.7.4 Live trapping of specific predators engaged in predation is only permitted when all other options for livestock management and predator exclusion have been shown to be ineffective.

2.7.5 Live traps must be managed to target the specific problem animal.

2.7.6 Live traps must be checked at least twice every 24 hours.

2.7.7 There must be records of finds in live traps and the action taken.

- 2.7.8 Leg hold traps and snares are prohibited.
- 2.7.9 Glue boards are prohibited.
- 2.7.10 Any trapped animals must be treated humanely.
- 2.7.11 Any relocation of trapped animals must take place in accordance with the recommendations of local wildlife experts.

3 Local economy and working conditions

3.0 Human and Workers Rights

- 3.0.1 **C** There must be no child labor.^{GSTC}

Note: Child labor, as defined by the International Labor Organization, refers to work that:

- *is mentally, physically, socially or morally dangerous and harmful to children; and*
- *interferes with their schooling by:*
 - *depriving them of the opportunity to attend school;*
 - *obliging them to leave school prematurely; or*
 - *requiring them to attempt to combine school attendance with excessively long and heavy work*

- 3.0.2 **C** Certified Enterprises must not contribute to exploitation of women or disadvantaged communities or tribes.

Note: Exploitation includes any activity which promotes women or disadvantaged communities without their full consent or without their full integration into the decision-making process and benefits sharing.

- 3.0.3 **Recommended**

There should be action to empower women and disadvantaged groups to become involved in Certified Enterprises.

- 3.0.4 All Certified Enterprises must provide local employment opportunities, including management positions.^{GSTC}

- 3.0.5 All Certified Enterprises must offer equal employment opportunities to women, local minorities and others, including in management positions.^{GSTC}

3.1 Local Economy

- 3.1.1 Certified products must contribute to increases in local incomes and/or improvements to livelihoods.

Note: To help ensure communities living with wildlife adopt conservation-compatible practices,

the associated benefits should be tangible and significant.

- 3.1.2 **C** Individuals or communities living with wildlife must participate in the production, harvest, processing or manufacture of certified products

Note: A direct link between product and producer is essential for Certified Wildlife Friendly™ accreditation. Products that donate a percentage of profits to conservation but do not abate threats to key species fall outside of the scope of these standards

3.1.3 **Recommended**

Certified Enterprises should purchase and offer local services, goods and materials, following fair-trade principles.^{GSTC}

3.1.4 **Recommended**

Certified Enterprises should promote other Certified Wildlife Friendly™ products when they are available.

3.1.5 **Recommended**

There should be a documented and implemented code of conduct for activities in indigenous and local communities that has been developed and implemented with the collaboration and consent of the affected community.^{GSTC}

- 3.1.6 The activities of Certified Enterprises must not jeopardize the provision of basic services, such as food, water, energy, healthcare or sanitation, to neighboring communities.^{GSTC}

3.2 Governance and Accountability for those producing *Certified Wildlife Friendly™* products

This section refers to the governance of any group that has an agreement (see Section 1.0) to produce *Certified Wildlife Friendly™* products. Groups could be community groups or co-operatives. These guidelines describe how the group must operate.

3.2.1 **Recommended**

In-depth assessment techniques and tools for measuring and establishing good governance in enterprise beyond these core guidelines should be implemented.

Note: Tools such as the Critical Ecosystem Partnership Fund Civil Society Tracking Tool available at http://www.cepf.net/resources/publications/Pages/monitoring_and_evaluation.aspx and can help groups self-assess governance.

- 3.2.2 Any communication and/or agreements within the group must be prepared in the languages of use and for members who are unable to read, these must be fully discussed and understood through verbal communication.

- 3.2.3 There must be transparent, written criteria that define individual or community eligibility to participate in the Certified Enterprise.

- 3.2.4 Signed agreements must clearly define the responsibilities of individual and/or community,

NGO, business and other partners to each other and identify the conditions under which any transfer of money, goods or services occur.

Note: It is recommended that the agreement include stipulation on how the producers will be recognized by any other partner involved in the marketing of the product to consumers.

- 3.2.5 Any governance structures established within a collective effort for *Certified Wildlife Friendly™* products must be representative of its members with clear and agreed internal regulations.
- 3.2.6 Any governance structures established within a collective effort for *Certified Wildlife Friendly™* products must meet as agreed, keep records of these meetings and have them available upon request.
- 3.2.7 Those involved in producing *Certified Wildlife Friendly™* products must have a transparent process for keeping records and reporting earnings and fair distribution of profits among members/beneficiaries and have them available upon request.

Note: Records must be kept at the level of individual producers.

- 3.2.8 The Certified Enterprise must have a formal mechanism to act if community members or beneficiaries have claims of misreporting or misappropriation of funds.
- 3.2.9 **Recommended**
The individual producer's name should be added to the label of the specific products he or she has contributed to producing, through the supply chain.

4 Cultural Protection

4.0 Protection of properties and sites

- 4.0.1 Certified Enterprises must not impede access to local historical, archaeological, culturally and spiritually important properties and sites,

Note: This guideline is about respecting the rights of all groups or communities to access their important properties and sites.

- 4.0.2 **Recommended**
Certified Enterprises should contribute to the protection and preservation of local historical, archaeological, culturally and spiritually important properties and sites.

Section Two. Specific Product Types

Section Two defines the guidelines for specific product types.

Enterprises must self-assess against all the guidelines defined in Section One and additionally self-assess against the guidelines for the product(s) that they wish to certify as *Certified Wildlife Friendly™*.

Section Two includes:

- **Sub-section 5; Livestock products to include meat, dairy, eggs, hides, skins, wool, cashmere, mohair and other fibers and feathers.**
- **Sub-section 6; Honey and beekeeping products**
- **Sub-section 7; Plant based products to include vanilla, spices, essential oils, raffia, rice, fruit, vegetables, nuts, tea, coffee, paper and biofuels.**
- **Sub-section 8; Handicrafts and apparel to include; beadwork, jewelry, woodcarvings, silk, apparel and accessories**

5 Livestock products

5.0. Operation Management Practices

- 5.0.1 All animals managed on any one property, or on contiguous lands (whether owned or leased) must be raised according to these guidelines.
- 5.0.2 Certified Enterprises who maintain separate livestock herds on two or more non-contiguous properties (owned or leased) may certify the flocks or herds on properties which are managed according to these guidelines, and also maintain non-certified flocks or herds on properties which do not meet the guidelines. Such division of the Certified Enterprise's livestock into certified and non-certified flocks or herds is permissible only if:
- 5.0.2.1 The certified flock or herd resides on the property or properties that are managed in accordance with these livestock guidelines throughout the eligibility period required by section 5.1 below.
- 5.0.2.2 The Certified Enterprise maintains adequate records to document the location and status of each livestock group and property.
- 5.0.2.3 In the event that it is necessary to bring separate herds to the same property at particular management intervals during the year (e.g. shearing time, special feeding periods, etc.), all individual animals within a certified flock or herd must be identifiable and these guidelines must be followed on the property until the herds or flocks are separated.
- 5.0.3 In the event that a Certified Enterprise shares land with others, for example public or common grazing land, these livestock guidelines must be used for all livestock in the entire shared land area including non-certified herds or flocks. It is the responsibility of the Certified Enterprise to negotiate the use of Certified Wildlife Friendly™ management with others that share the land.
- 5.0.4 Animals from which products are to be marketed as Certified Wildlife Friendly™ must reside on the property or properties described in the certification application.
- 5.0.5 Certified Enterprises must educate themselves about local wildlife and ecosystems and how these interact with their livestock enterprises.
- 5.0.6 **Recommended**
Certified Enterprises should follow organic practices and work towards organic certification.

5.1. Eligibility of livestock for certification

Note: Breeding stock from non- Certified Wildlife Friendly™ farms or ranches may be introduced to a Certified Wildlife Friendly™ flock or herd.

- 5.1.1 Animals must be managed to meet Certified Wildlife Friendly™ requirement from birth to slaughter in order for meat, leather and horn to be marketed under the Certified Wildlife Friendly™ logo.
- 5.1.2 Dairy herds or flocks must be managed to meet Certified Wildlife Friendly™ requirements for at least six months before dairy products can be marketed under the Certified Wildlife Friendly™ logo.
- 5.1.2 Laying poultry must be managed to meet Certified Wildlife Friendly™ requirements from day old in order for eggs and feathers to be marketed under the Certified Wildlife Friendly™ logo.
- 5.1.3 Herds or flocks of animals kept for fiber must be managed to meet Certified Wildlife Friendly™ requirements for at least six months in order for fiber to be marketed under the Certified Wildlife Friendly™ logo.

5.2 Livestock Management Practices

- 5.2.1 Livestock grazing must not cause conflict with other wildlife.
- 5.2.2 Certified Enterprises must employ a mix of management practices to protect livestock and enable wildlife to share the landscape.

Options for acceptable non-lethal predator management practices may include (but are not limited to):

- a. Adaptive Grazing Planning. Certified Enterprises schedule pasture use to take advantage of seasonal lulls in predation pressure, when possible. Knowledge of dens and patterns of wildlife use is necessary to implement this strategy.
- b. Using Stock Size and Vigilance. Certified Enterprises mix larger animals with smaller livestock for protection.
- c. Active herding. Certified Enterprises always have a stock person accompanying livestock when they are out on pasture or rangeland.
- d. Protected areas: Certified Enterprises gather at risk animals in a secure location at night.
- e. Adaptive Feeding Strategies. Certified Enterprises gather livestock through feeding as part of collecting them in a secure location at night or at other strategic periods may function as a protective strategy.
- f. Secure Lambing and Calving. Certified Enterprises use protected pastures, fenced lots, or sheds to secure stock if possible during highly vulnerable periods.
- g. Timing of birthing and hatching. Certified Enterprises time calving, lambing, kidding, farrowing and/or hatching to reduce predation risk.
- h. Use of Livestock Guardian Dogs, Llamas and Donkeys. Certified Enterprises investigate and use livestock guardian animals where their presence has shown to add to predator deterrence.

- i. Use of Barriers and Mechanical Deterrents. Certified Enterprises use barriers such as electric fencing and fladry (fencing with special flags), and mechanical deterrents such as RAG (radio-activated guard) boxes to deter predators.
- j. Use of Harassment techniques. Certified Enterprises use harassment, as appropriate, to prevent acclimation of predators to livestock or home ranch areas. Predators should be discouraged from being around livestock whenever possible.
- k. Night feeding. Certified Enterprises feed animals at night; bringing livestock together for protection during a period of potential risk. Anecdotal evidence suggests this reduces night birthing.
- l. Other action appropriate to the Certified Enterprise.

5.2.3 Certified Enterprises must monitor stock closely, demonstrating increased vigilance during sensitive periods such as calving. In areas where livestock are pastured in remote areas, the use of herders or riders to provide frequent monitoring may be necessary.

5.2.4 If a predation event occurs, Certified Enterprises must take action to reduce additional events. Actions may include increasing monitoring, removing attractants and/or moving livestock.

5.2.5 If guardian animals are used they must be suitable for the duties expected of them.

Note: Suitability includes species, temperament and training.

5.2.6 If guardian animals are used they must be suitable for the climatic and topographical conditions of the farm or ranch.

5.2.7 Bone yards must be inaccessible to predators and scavengers.

Note: exceptions can be made for rats, mice and birds of prey unless these are a significant problem on the property.

5.2.8 If livestock die in an area where active grazing is taking place they must be removed from the area or otherwise made unavailable to predators.

5.2.9 Efforts must be made to make grain and other feedstuffs inaccessible to wildlife.

Note: Grain and feedstuffs do not include hay and other forage.

5.3 Livestock Management for Biodiversity Conservation

5.3.1 Enterprises must manage livestock in such a way as to conserve native plants, protect sensitive areas such as streams, and promote biodiversity.

5.3.2 **Recommended**
Enterprises should use management techniques in order to restore and regenerate their land.

5.3.3 Enterprises must have an adequate balance of pasture and feedstuffs to provide for the needs of wildlife and livestock.

- 5.3.4 There must be a grazing plan and evidence of a feed and forage balance that accounts for the needs of resident prey.

6 Honey and Beekeeping Products

6.0 Eligibility of honey bees for certification

6.0.1 Bees must be managed to meet these guidelines for at least six months in order for honey and beekeeping products to be marketed under the Certified Wildlife Friendly™ logo.

6.1 Honey production

6.1.1 **C** Beehives must be sited legally.

6.1.2 The location of beehives must not cause conflict with local communities.

6.1.3 There must be mitigation measures in place to prevent wildlife from raiding hives.

Note: Measures could include use of wildlife proof barriers around hive sites.

6.1.4 Smoking bees to collect honey or for other management must only be carried out by people competent to do so.

Note: Smoking bees is a risk for wild fires.

6.1.5 **Recommended**
Honey should be harvested without the use of fire or smoking.

6.1.6 Honey must be collected and stored hygienically.

Note: Hygienic collection includes using clean equipment and storing honey in clean jars with tight fitting lids.

6.1.7 **Recommended**
The date that different batches of honey is collected should be recorded.

6.1.8 Honey must be compliant with relevant local regulations and/or codes of practice.

7 Plant based products

Plant based products to include vanilla, spices, essential oils, raffia, rice, fruit, vegetables, nuts, tea, coffee, paper and biofuels. WFEN will not certify certain plant based products such as tobacco. If the product to be certified is not listed above, contact WFEN for guidance.

7.0 Location of plants

- 7.0.1 Cultivated plants that act as an attractant to wildlife must not be grown next to protected areas or reserves.

Note: For example maize is very attractive to wildlife, so planting this crop close to the edge of a reserve is likely to encourage human/wildlife conflict.

7.1 Pesticides and other agrochemicals for plant products

7.1.1 **Recommended**

Certified Enterprises for plant based products should follow organic practices and work towards organic certification.

- 7.1.2 Pesticides and other chemicals must not be applied within 5 meters of any permanent water body.

- 7.1.3 Anyone using agrochemicals as part of the production of certified products must be trained and competent to do so

Note: Training must include the mixing, use and disposal of agrochemicals

7.1.4 **Recommended**

Anyone using agrochemicals as part of the production of certified products must have appropriate personal protective equipment.

7.2 Wastes associated with plant products

- 7.2.1 Plastic waste associated with certified plant based products must be collected and disposed of responsibly.

Note: Plastic waste could include the packages tea seedlings are wrapped in, plastic from mushroom cultivation, polythene bags, empty chemical bottles and other plastics. Ideally responsible disposal means recycling, however this is not an option in all countries and regions and alternatives such as burial may also be acceptable.

7.3 Water for plants

- 7.3.1 **C** Certified Enterprises for plant based products must ensure the best use of water for plants while not depriving the community of water for other essential needs.

7.4 Soil and land management for cultivated plant based products

7.4.1 **Recommended**

Certified Enterprises for cultivated plant based products should use terraces and/or plant trees and shrubs alongside rivers, streams and other watercourses to prevent soil erosion and run-off.

7.4.2 Crop rotations must be used to ensure that some fields provide food and cover for wildlife while others are cropped.

7.4.3 **Recommended**

Patches of unharvested crop should be left at harvest to provide wildlife forage and cover.

7.4.4 **Recommended**

Intercropping should be used in perennial crop systems

7.5 Harvesting wild plants

7.5.1 All wild harvested material must meet local, national and international legislation.

7.5.2 Harvest of species listed as “Critically Endangered” in the IUCN red list (www.iucn.org) is prohibited.

7.5.3 **Recommended**

Enterprises involved in the wild harvest of plants should attain FairWild certification (www.fairwild.org).

Note: WFEN maintains the right to refer enterprises that carry out wild harvesting to FairWild for review and/or consultation as deemed appropriate by the WFEN Certification Committee.

7.5.4 Those harvesting must be able to correctly identify plants to prevent mistaken collection of non-target plants.

7.5.5 Wild harvest must not exceed the sustainable yield of the area.

7.5.6 Wild harvest must not damage wildlife habitat in the harvest area.

7.5.7 Wild harvest must allow harvested plants to regenerate.

Note: Species that reproduce by seed must be permitted or mature before harvest; species that reproduce from corms, bulbs or rhizomes must have enough of these left to sustain the species in the harvest area.

7.5.8 There must be sufficient plants remaining after harvest to maintain wildlife habitat.

8 Handicrafts and apparel

This includes beadwork, jewelry, woodcarvings, silk, apparel and accessories

8.0 Material for handicrafts

8.0.1 **C** Materials for use in handicrafts, woodcarving or jewelry, including materials for making dyes, must be collected legally.

8.0.2 **C** The production of handicrafts and apparel must involve the local community in the area where the key wildlife species identified in guideline 2.0.1 are living.

Note: It is not acceptable to gather materials for handicrafts and apparel in the region where the key wildlife species live and then create the products for sale elsewhere without community involvement. See also guideline 3.1.2.

8.0.3 **Recommended**

There should be efforts to ensure a sustainable supply of materials for use in handicrafts, woodcarving, apparel and jewelry, including materials for making dyes.

8.0.4 **Recommended**

When plants are used for handicrafts and/or jewelry, replanting efforts should be implemented.

8.0.5 If plant based materials grown or harvested by the Certified Enterprise are used for handicrafts the guidelines in section 7 must be met.

ANNEX 1

Key species are defined as the following:

1. Any species defined by the IUCN Red List of Threatened Species as Critically Endangered, Endangered, Vulnerable or Near Threatened.
2. Species of concern including keystone species and predators. These are species that may not be listed by IUCN but which play a critical functional role in the ecosystem.
3. Other species that are important in the local context but may not have legal protection for a variety of reasons.

WFEN will maintain a list of current Key Species of concern and where applicable individual localized species.

ANNEX 2

Note: This Annex should be treated as a guide to the various options for wildlife-friendly fencing. Not all of these suggestions are appropriate for all farms – e.g. sheep farmers may require the bottom wire or rail of fencing to be closer to the ground than 16". References for further information and options for wildlife friendly fencing are also shown below.

Some characteristics of wildlife-friendly fences:

- highly visible to ungulates and birds, allows for wildlife to jump over or crawl under, and provides access to important habitats and corridors
- Fencing wire placed on the side of the fence posts where the domestic animals are located
- Smooth wire or rounded rail for the top, smooth wire on the bottom
- Height of top rail or wire should be 42" or less
- At least 12" between the top two wires
- At least 16" between the bottom wire or rail and the ground
- Posts at minimum 16' intervals
- Gates, drop-downs, removable fence sections or other passages where animals concentrate and cross
- Using a rail, high-visibility wire, flagging or other visual markers for the top
- Common configurations for sheep and cattle using 4-Stranded Barbed-wire Fence are:

	Cattle	Sheep	Cattle and Sheep
Top Wire	40-42" barbed	32" barbed	38" barbed
2 nd Wire	28" barbed	22" barbed	26" barbed
3 rd Wire	22" barbed	16" barbed	18" barbed
4 th Wire	16-18" smooth	> 10" smooth	>10" smooth

(Additional guidance on fencing can be found in *Fencing with Wildlife in Mind (2009)* from the Colorado Division of Fish and Wildlife or *A Landowner's Guide to Wildlife Friendly Fences (2008)* from Landowner/Wildlife Resource Program, Montana Fish, Wildlife and Parks.)

Common fencing modifications to make fences more wildlife friendly:

- Replacing barbed wire with smooth wire
- Adjusting the height of the top wire to no more than 42" above the ground
- Reducing the total number of wires to three, or at most four
- Adding a rail, flagging, high visibility wire or PVC cover to the top wire to increase visibility
- Raising the bottom wire to at least 16" above the ground
- Making wildlife crossings at common use areas by using dropped wires, dropped rails, let-down fence or underpasses (raising the bottom, smooth wire between posts to 18" or gathering bottom wires in PVC pipe to create an underpass)
- Providing access to streams, wetlands, watering areas and migration corridors
- Removing old fence and wire wherever no longer needed.

ANNEX 3

Principles of Ethical Sportsmen:

1. Obey all applicable laws and regulations.
2. Attain and maintain the skills necessary to make the kill as certain and quick as possible with no prolonged suffering of an animal.
3. Behave in a way that will bring no dishonor to either the hunter, the hunted, or the environment.

The term "Fair Chase" prohibits hunting animals that are:

1. Helpless in a trap, deep snow or water, or on ice.
2. From any power vehicle or powerboat.
3. By "jacklighting" or shining at night.
4. By the use of any tranquilizers or poisons.
5. While inside escape-proof fenced enclosures.
6. By the use of any power vehicle or power boats for herding or driving animals, including use of aircraft to land alongside or to communicate with or direct a hunter on the ground.
7. By the use of electronic devices for attracting, locating or pursuing game or guiding the hunter to such game, or by the use of a bow or arrow to which any electronic device is attached.
8. Other than on foot
9. Using bait stations
10. Part of a 'canned' hunt or game ranching operation

Adapted from: <http://www.huntright.org/where-we-stand/fair-chase>