



MEMBERS MANUAL & BRAND GUIDELINES

2024



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**WILDLIFE
FRIENDLY
ENTERPRISE NETWORK®**

The Wildlife Friendly Enterprise Network (WFEN) develops and markets products that conserve threatened wildlife while contributing to the economic vitality of rural communities. WFEN sets the standard for Wildlife Friendly® enterprise worldwide.

WFEN protects wildlife in wild places and on agricultural lands in-between by certifying enterprises that assure people and nature coexist and thrive. Certification ensures the transparency and integrity of our activities.

WFEN harnesses the power of enterprise to provide incentives for the protection of biodiversity around the world, and offers economic opportunity to people whose basic needs have put them in conflict with wildlife.

WFEN links Wildlife Friendly® producers, and their products and services, to consumers, enabling brands to differentiate themselves in a crowded and increasingly values-driven marketplace.

WFEN includes conservationists, businesses, artisans, farmers, ranchers, indigenous people, and harvesters



WFEN PRINCIPLES

Wildlife Conservation

We champion the conservation of wildlife in wild places around the world. Our members are committed to the protection of imperiled species and biodiversity.

Economic Well Being

We foster economic and social opportunities in rural communities. Certified Wildlife Friendly® products provide a tangible benefit for conserving wildlife.

Accountability

We promote best conservation practices and robust monitoring efforts.





The purpose of this guide is to describe the Certification Process and provide Brand Usage Guidelines and Approved Claim Language for Network Members and Certified Producers.



NETWORK MEMBERSHIP

**"WILDLIFE FRIENDLY® IS A BRAND
CONSUMERS TRUST TO MAKE CHOICES
THAT CONSERVE NATURE - PRICELESS!"**

- DR. DAVID WILKIE



WFEN Network Members are businesses, institutions, and organizations that actively contribute to Wildlife Friendly® business practices. Our members build Wildlife Friendly® supply chains; produce, source and sell Certified Wildlife Friendly® products; address illegal wildlife trafficking issues, and

implement best practices for wildlife conservation and business. WFEN members also build awareness of and demand for Certified Wildlife Friendly® products with consumers and other stakeholders.

Network Members pay annual membership and logo licensing fees in order to gain the ability to use the Network Member seal.

WFEN Approved Boilerplate

The Wildlife Friendly Enterprise Network (WFEN) is a global community dedicated to the development and marketing of products and services that conserve threatened wildlife while contributing to the economic vitality of rural communities. WFEN includes conservationists, businesses, artisans, farmers and ranchers, producers and harvesters, and indigenous communities.

Recommended Language

“XX is a proud member of the Wildlife Friendly Enterprise Network (WFEN). We support WFEN’s mission of protecting wildlife in wild places and on agricultural lands in between and vision of a world where people and wildlife coexist and thrive. We share WFEN’s belief that empowered consumers can change the world.”

Mandatory Approval Process

All materials displaying the WFEN Network Member seal must be e-mailed to WFEN for approval prior to their final production. We place the highest priority on turn-around for approvals. However, please submit files with as much lead time as possible to allow for any needed changes.

The WFEN Network Member logo may be used only by members in good standing under the following conditions:

Terms of Use

- Use of the WFEN Network Member logo must be authorized by WFEN
- All rights to the WFEN Network Member logo are held by WFEN, and only WFEN can grant permission for its use
- Network Members shall respect the integrity of the WFEN Network Member logo. Permission to use the WFEN Network Member logo may be rescinded if any action by a Network Member may have adverse effects on the WFEN brand or for any reason WFEN deems necessary
- The WFEN Network Member logo does not imply Wildlife Friendly® certification and should not appear on products or product packaging
- The logo may be displayed on WFEN Network Member websites linking to www.wildlifefriendly.org and following the Brand Usage Guidelines and Mandatory Approval Process described in this guide
- The logo may also be used on marketing collateral such as brochures following the Brand Usage Guidelines and Mandatory Approval Process described in this guide
- If Network Members source Certified Wildlife Friendly® ingredients they may license the Certified Wildlife Friendly® logo for use with that product and with prior approval and as per the below requirements for that logo
- In the U.S. where the terms “Wildlife Friendly”, “Predator Friendly”, or “Certified Wildlife Friendly” appear they should have the Registered “R” trademark. Example: Wildlife Friendly®. In other locations, these should be accompanied by “TM”. Example: Wildlife Friendly™.

Certified Producers

Certified Producers are a special category of Network Members whose daily actions help to protect wildlife. In order to gain certification, producers of Wildlife Friendly® products undergo a rigorous, multi-step application process. Regular reporting is required in order to ensure that certification requirements continue to be met. Certified Producers pay an annual logo licensing fee and gain the right to use either the Certified Wildlife Friendly® and/or Predator Friendly® seals.

CERTIFICATION

"WILDLIFE FRIENDLY® IS THE GLOBAL EFFORT THAT I'VE BEEN LOOKING FOR IN MY RESEARCH ON NON-LETHAL TECHNIQUES FOR MANAGING MAMMALIAN PREDATORS. IT PROVIDES THE ETHICAL LINK BETWEEN CONSUMERS AND PRODUCERS OF AGRICULTURE THAT WILL PRIORITIZE COEXISTENCE AND PROFIT.

- JOHN SHIVIK, AUTHOR, THE PREDATOR PARADOX: ENDING THE WAR WITH WOLVES, BEARS, COUGARS, AND COYOTES





Wildlife Friendly Enterprise Network has developed and owns several certification seals, including Predator Friendly®, the globally-applied Certified Wildlife Friendly®, and multiple species-specific certifications. A direct link between production and conservation is essential for certification under these seals. Certified Producers value the ability of the lands on which their enterprises are based to serve as habitat for wildlife, including predators and other key species. They employ a mix of practices to allow wildlife and production to coexist. Certification guidelines and standards are available on our website: www.wildlifefriendly.org.

Our licensees use the Certified Wildlife Friendly® seals to build brand loyalty and to communicate the benefits of products that are Certified Wildlife Friendly®. Our seals are the gold standard for endangered species protection and habitat conservation around the world. Each of our certified product lines illustrates the possibilities of triple-bottom-line success for people, planet and profit.

Already, our Certified Producers conserve over 14 million hectares of diverse wetlands, forests, and grasslands; protect keystone endangered species in Asia, Africa, Europe and Latin and North America, including the Snow Leopard, Elephant, Red Panda, and Wolf; and benefit over 400,000 people through increased food security, income and employment.

By showcasing the work of Wildlife Friendly® enterprises to buyers and the consumer public, WFEN expands the market for products resulting from sound practices, enabling our enterprises to succeed for the benefit of both people and ecosystems. Through our global work, online presence, participation at industry conferences and trade shows, memberships and affiliations, and networking with industry insiders, we create opportunity for those we certify.

Terms of Use

- Use of the Certified Wildlife Friendly® and Predator Friendly® logos must be authorized by WFEN
- All rights to the Certified Wildlife Friendly® and Predator Friendly® logos are held by WFEN, and only WFEN can grant permission for the use of either logo
- Certified enterprises shall respect the integrity of the Certified Wildlife Friendly® and Predator Friendly® logos. Permission to use the Certified Wildlife Friendly® and Predator Friendly® logos may be rescinded if any action by a certified enterprise may have adverse effects on the WFEN brand or for any reason WFEN deems necessary
- The Certified Wildlife Friendly® and Predator Friendly® logos may only be displayed by Certified Producers who are members in good standing. Members in good standing meet certification standards and are up to date on reporting requirements and fees. Permission to use either the Certified Wildlife Friendly® or Predator Friendly® logo is otherwise rescinded.
- The logo may be displayed on the websites of Certified Wildlife Friendly® and Predator Friendly® enterprises linking to www.wildlifefriendly.org and following the Brand Usage Guidelines and Mandatory Approval Process described in this guide.
- The logos may also be used on marketing collateral such as brochures following the Brand Usage Guidelines and Mandatory Approval Process described in this guide.
- On U.S. products and collateral, where the terms “Wildlife Friendly,” “Predator Friendly,” or “Certified Wildlife Friendly” appear they should have the Registered “R” trademark. Example: Wildlife Friendly®. In other locations, these should be accompanied by “TM”. Example: Wildlife Friendly™.
- Additional requirements govern the use of the Certified Wildlife Friendly® and Predator Friendly® logos in North America. These are described in the section entitled Understanding Certifications, below.

WFEN Approved Boilerplate

The Wildlife Friendly Enterprise Network (WFEN) is a global community dedicated to the development and marketing of products and services that conserve threatened wildlife while contributing to the economic vitality of rural communities. WFEN includes conservationists, businesses, artisans, farmers and ranchers, producers and harvesters, and indigenous communities.

Recommended Language

“XX is a proud to be Certified Wildlife Friendly® (or certified Predator Friendly®). We support WFEN’s mission of protecting wildlife in wild places and on agricultural lands in between and vision of a world where people and wildlife coexist and thrive. We share WFEN’s belief that empowered consumers can change the world.”

Wildlife Friendly® Certification

Certified Wildlife Friendly® recognizes coexistence with key wildlife species and the use of production practices and services that help maintain vital ecosystem services. Certified enterprises, including those in the service sector (e.g. Wildlife Friendly® tourism), take action to conserve the natural systems critical to the health of people and the planet.

Conservation of key species in areas where people rely upon natural resources for their livelihoods is critical to ensuring an adaptable and resilient landscape, especially as open space diminishes and climate change progresses. By providing clear guidelines and setting the gold standard for conservation and production systems around the world, Certified Wildlife Friendly® increases the credibility and raises the profile of enterprise-driven ecosystem stewardship in places where wildlife roam and are in need of protection for their survival.

Predator Friendly® Certification

Similar in its rigor to Certified Wildlife Friendly®, Predator Friendly® certification allows producers to emphasize the keystone role of carnivores in the ecosystem and their enterprise-related efforts to help people and carnivores to coexist. Certified enterprises value the ability of their lands to serve as habitat for predators, prey, and other key species. Participants employ a mix of proactive, humane practices to make room for carnivores, even when so doing is difficult. Careful observation and adaptive management of on-the-ground practices in response to changing conditions are essential for success.

In order to operate where sufficient space and a diversity of habitat make it possible for predators and prey to thrive, the program allows limited hunting of non-key species where strictly managed under legal, conservation and ethical guidelines. Because of its broader name and consumer promise, Certified Wildlife Friendly® restricts hunting of both key and non-key species in all forms.



1

Initial Application

Prospective Applicants submit Application Form

2

Field Audit

Upon confirmation of eligibility, an Application Fee* is assessed. Field Audit arrangements made.

3

Certification Committee Review

Committee reviews audit and makes sure everything is "A OK"

4

Certification

Approved Applicants submit signed Certification Agreement and gain Certificate of Compliance and Acceptance Packet.

5


Mandatory Branding Approval

Certified Enterprises prepare materials according to the Brand Guidelines and submit them to WFEN for approval. Logo Licensing fees assessed.*

6

Monitoring & Renewal

Ongoing monitoring, annual renewal, and fee* required



*WFEN supports qualified producers and acts to provide fee waivers in cases of hardship, when possible.

Understanding Certified Operations vs. Certified Livestock

Certified farms and ranches are encouraged to use the Certified Wildlife Friendly® and Predator Friendly® logos to showcase their practices in a variety of ways. WFEN distinguishes between certified operations and certified livestock.

Certified operations are farms and ranches whose farm and ranch management practices satisfy our requirements and have been approved by WFEN.

Certified livestock must meet additional criteria. Only livestock handled under our standards from birth to slaughter (or as described in Section 2) can result in meats, dairy, fiber or bee products identified with our seals on the product label.

Certified operations whose livestock do not meet our criteria must take care not to imply that livestock products are certified through inappropriate seal placement. For example, brochures and websites must refer to the certification of on-farm practices, and avoid association of the seal or certification name with any products from non-certified livestock. Similarly, a Certified Wildlife Friendly® or Predator Friendly® sign at a market stand cannot be directly associated with products from non-certified livestock by hanging over them or being placed directly beside them.

Each producer’s Certificate of Compliance clearly indicates if the farm or ranch has achieved certified livestock products.

The requirements for certified livestock products (Section 2) follow below.

Certified Operations	Certified Operations with Certified Livestock
<ul style="list-style-type: none"> • Gatepost signs <ul style="list-style-type: none"> • Websites • Brochures • Newspaper or magazine articles <ul style="list-style-type: none"> • Descriptions in “buy-local” or other publications • Farmers market stands • Store displays 	<ul style="list-style-type: none"> • Gatepost signs <ul style="list-style-type: none"> • Websites • Brochures • Newspaper or magazine articles <ul style="list-style-type: none"> • Descriptions in “buy-local” or other publications <ul style="list-style-type: none"> • Farmers market stands <ul style="list-style-type: none"> • Store displays • Product labels

- Animals must be managed to meet the Certified Wildlife Friendly® or Predator Friendly® standards from birth to slaughter in order for meat, leather and horn to be marketed under the Certified Wildlife Friendly® or Predator Friendly® logo.
- Dairy animals, including home bred replacements, must be managed to meet the Certified Wildlife Friendly® or Predator Friendly® standards from birth to the end of their productive life in order for dairy products to be marketed under the Certified Wildlife Friendly® or Predator Friendly® logo.
- Laying poultry must be managed to meet the Certified Wildlife Friendly® or Predator Friendly® from day old in order for eggs and feathers to be marketed under the Certified Wildlife Friendly® or Predator Friendly® logo.
- Breeding stock from non-certified farms or ranches may be introduced to a Certified Wildlife Friendly® or Predator Friendly® flock or herd.

Certified operations with certified livestock managed under our standards from birth to slaughter (or as described in Section 2) can result in all the seal uses shown above, including logo-identified meats on product labels.



1

Initial Application

Prospective Applicant requests and submits Initial Assessment Form and a qualified 3rd Party Reference.

2

Full Application

Upon invitation, Applicants submit additional materials, including Product Submission Form and an Application Fee is assessed. Applicant may request fee waiver*

3

Certification Committee Review

Committee reviews audit and makes sure everything is "A OK"

4

Certification

Approved Applicants submit signed Certification Agreement and gain Certificate of Compliance and Acceptance Packet.

5

Mandatory Branding Approval

Certified Enterprises prepare materials according to the Brand Guidelines, and submit them to WFEN for approval. Logo Licensing fees assessed*, if applicable.

6

Monitoring & Renewal

Ongoing monitoring, biannual renewal and fee* required.

*WFEN supports qualified enterprises and acts to provide fee waivers in cases of hardship, when possible. Logo Licensing fees depend upon the nature of each certified enterprise and sales volume.

"WILDLIFE FRIENDLY® IS ONE OF THE MOST INNOVATIVE CONSERVATION ORGANIZATIONS ON THE PLANET. THEY FOCUS ON SOLUTIONS THAT WILL WORK FOR WILDLIFE AND FOR PEOPLE. I'M PROUD TO SUPPORT THEM."

- JANELLE HOLDEN

MANDATORY APPROVAL PROCESS

All materials displaying the **Certified Wildlife Friendly®** and **Predator Friendly®** certification seals must be e-mailed to WFEN for approval prior to their final production. We place the highest priority on turn-around for approvals. However, please submit files with as much lead time as possible to allow for any needed changes.



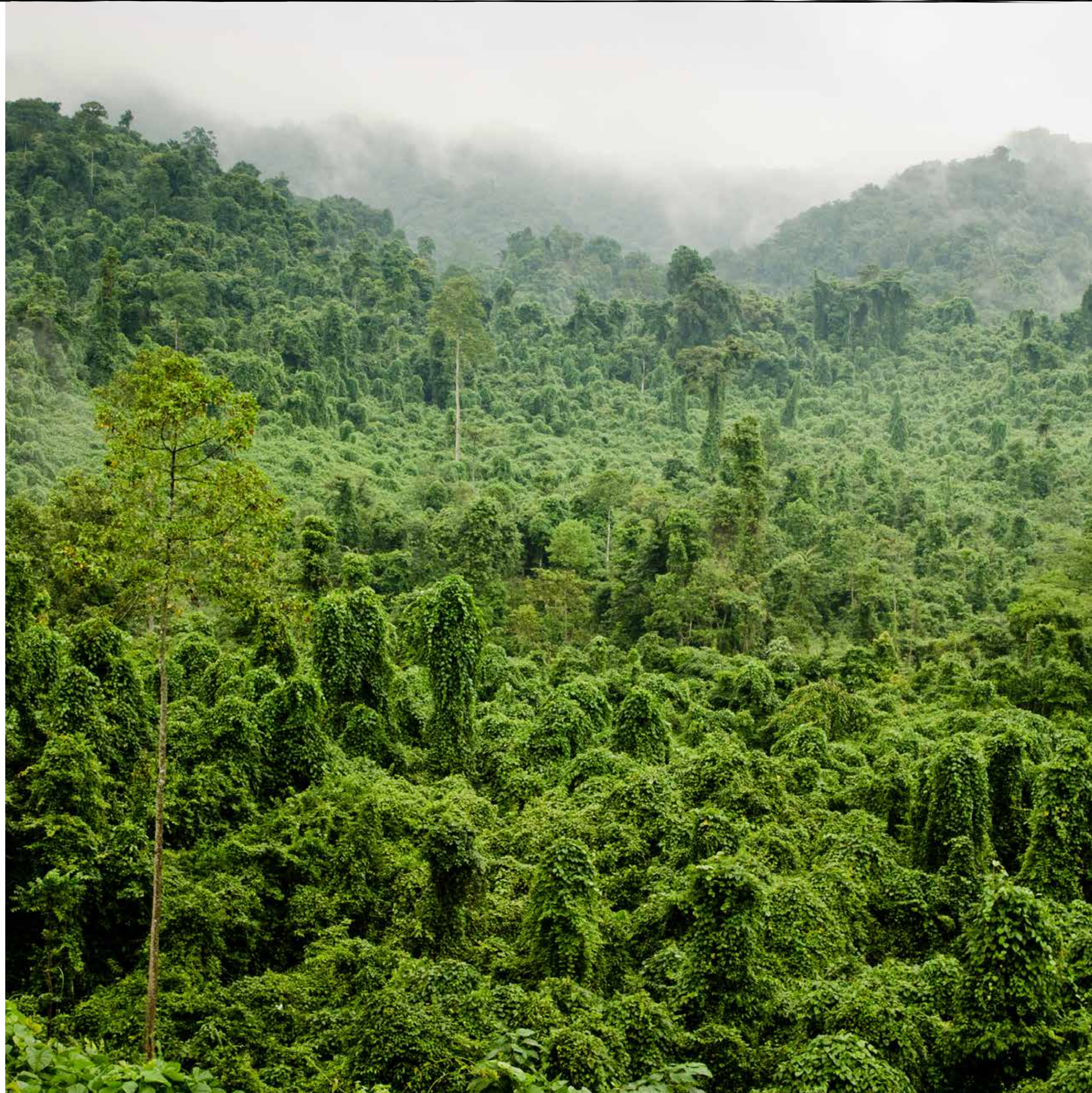
BRAND GUIDELINES

WILDLIFE FRIENDLY® SEALS

"WILDLIFE FRIENDLY® HAS HELPED SPREAD AWARENESS OF SNOW LEOPARD TRUST TO AUDIENCES THAT WERE BEYOND OUR SCOPE OF OUTREACH JUST A FEW YEARS AGO. WE ARE EXCITED AND GRATEFUL TO BE A PART OF THE EVOLUTION OF WILDLIFE FRIENDLY®!"

- GINA CANTARA, MANAGER OF SALES AND MARKETING

These guidelines are your tools to understanding the correct usage and application of the Certified Wildlife Friendly® and Predator Friendly® certification seals. Our comprehensive program is designed to accommodate the needs of licensing partners.



There is one acceptable configuration of the Certified Wildlife Friendly® seal.

Web Usage

When displaying the Certified Wildlife Friendly® seal on a website, observe all following rules.

Submit design to WFEN for approval prior to publication.



In cases where a flagship wildlife species is being protected, examples showing color and greyscale options are below. To discuss the use of custom, species-specific logos, please consult with WFEN.

COLOR



BLACK & WHITE



Clear Space

The Wildlife Friendly® seal must always be surrounded by a field of clear space to isolate it from competing graphic elements and ensure its visibility and impact. It shall not be co-mingled or integrated with other marks or elements without prior written approval.

The clear space minimum is equal to the height of the letter “N”, as represented in the example below. At least this amount of clear space must surround the Wildlife Friendly® seal in all applications.



Minimum Size

The seal should not be reproduced smaller than the sizes indicated here. If your design does not conveniently adhere to this regulation, contact WFEN.



Tagline

Use of the Wildlife Friendly® tagline Building Economies to Save Ecologies® is not mandatory. But because it helps to define the Wildlife Friendly® brand, using the tagline with the seal is encouraged if space allows.

The phrase must be presented in the precise font, size relationship and distance to the seal and positioning depicted here.

The same clear space rules applied to the seal without tagline should be applied to this mark. Keep a clear zone around the tagline equal to the height of the letter N.



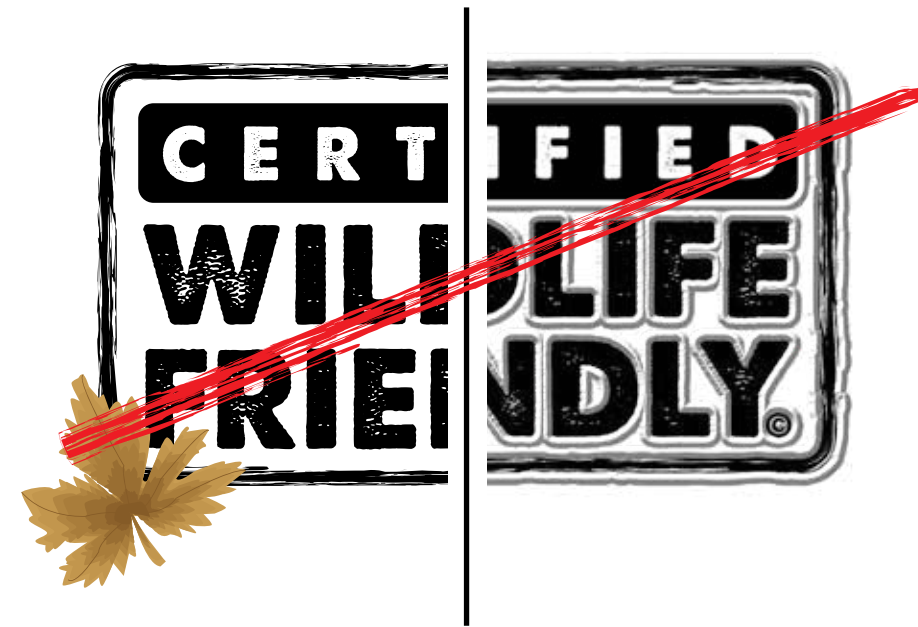
**BUILDING ECONOMIES
TO SAVE ECOLOGIES®**



As the primary visual identifier of WFEN, it is essential that the Wildlife Friendly® seal is never altered in any way.



Do not change the color of the seal



Do not add elements or effects to the seal



Do not alter proportions, i.e. stretch, bend, shrink, warp nor change angle of the seal



Do not change the size or relationship between the elements of the seal



Never try to recreate the seal or alter any fonts



Do not remove the border



The Wildlife Friendly® seal should always be placed on a solid background. However, in certain cases with prior WFEN approval, usage against photographic backgrounds can also be acceptable. In these applications the Wildlife Friendly® seal must be positioned against areas that offer sufficient contrast for the Wildlife Friendly® seal legibility.

YOU SHOULD...



Apply the seal with a white fill against any low contrast color background



Apply the seal without a white fill only when using a craft paper texture



Apply the seal on a photographic background and placed in an area that offer sufficient contrast for the seal's legibility

YOU SHOULD NEVER...



Never place the seal against a background so bold or so high in contrast that it loses impact



Never place the seal without a white fill against any other background but the one specified



Never place the seal against high-contrast areas in photographic backgrounds.



Level of Information

When applying the Certified Wildlife Friendly® seal to packaging, follow all previously mentioned size, background and configuration rules. Submit your design to WFEN for approval. These are several options of configurations for how you can apply the seal to packaging:

Brand & Website Address	Brand, Website Address & Mission Statement	Brand with flagship wildlife species, Website Address & Mission Statement	Colored Brand Specific to flagship wildlife species, Website Address & Mission Statement
 <p>www.wildlifefriendly.org</p>	<p>The Wildlife Friendly Enterprise Network</p> <p>is a global community dedicated to the development and marketing of products that conserve threatened wildlife while contributing to the economic vitality of rural communities.</p>  <p>www.wildlifefriendly.org</p>	<p>The Wildlife Friendly Enterprise Network</p> <p>is a global community dedicated to the development and marketing of products that conserve threatened wildlife while contributing to the economic vitality of rural communities.</p>  <p>www.wildlifefriendly.org</p>	<p>The Wildlife Friendly Enterprise Network</p> <p>is a global community dedicated to the development and marketing of products that conserve threatened wildlife while contributing to the economic vitality of rural communities.</p>  <p>www.wildlifefriendly.org</p>

Hang-Tag with Multi-certification

For products with multiple certifications, this is a sample of how the certification seal can be displayed .

If only the seal is used, the WFEN website www.wildlifefriendly.org must be included and legible.

If space allows, use the Certified Wildlife Friendly® seal with message, “We envision a world where people and wildlife coexist and thrive”. Be sure to retain adequate clear space so that each mark is easily identifiable.

Hang-Tag with Stories

A powerful way to connect mindful consumers to products is to communicate to them the producers’ successful Wildlife Friendly® conservation practices. Our certified partners gain from developing a communications brief that outlines their best practices and the beneficial impact of those practices in their local area and region. If you have such a brief, we ask that you send it to us for approval. If not, we will assist you to craft one. On the left is an example of what a hang-tag with a story would look like.

Contact WFEN for further information. We also request that certified members submit photos to further communicate their story. Contact us to obtain photo releases if necessary. Please include any photography credit information for photos submitted.





BRAND GUIDELINES

PREDATOR FRIENDLY® SEAL

**"WILDLIFE FRIENDLY® HAS HELPED THE SNOW LEOPARD TRUST TO DEFINE OUR BRAND IN A MARKET WHERE "SUSTAINABLE AND ECO-FRIENDLY" PRODUCTS ARE BECOMING MORE POPULAR AND WE NEEDED SOMETHING TO HELP US STAND OUT AND LET CUSTOMERS/SUPPORTERS KNOW THAT WE ARE MORE THAN JUST SUSTAINABLE AND ECO-FRIENDLY."
- GINA CANTARA, MANAGER OF SALES AND MARKETING**

There is one acceptable configuration of the Predator Friendly® certification seal.

Web Usage

When displaying the Predator Friendly® certification seal on a website, observe all following rules. Submit design to WFEN for approval prior to publication.



Clear Space

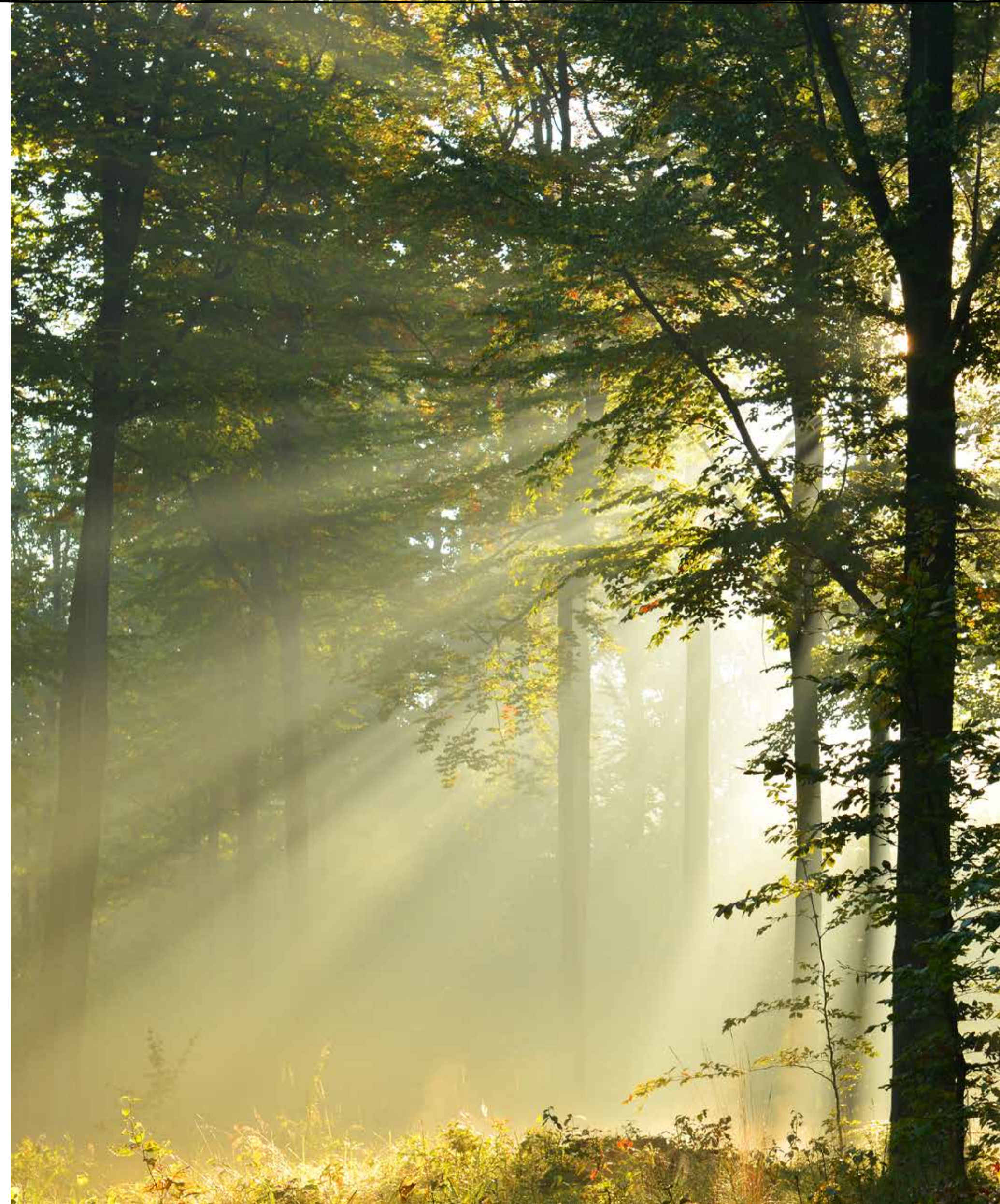
The Predator Friendly® seal must always be surrounded by a field of clear space to isolate it from competing graphic elements and ensure its visibility and impact. It shall not be co-mingled or integrated with other marks or elements without prior written approval.

The clear space minimum is equal to the height of the letter "N", as represented in the example below. At least this amount of clear space must surround the Predator Friendly® seal in all applications.



Minimum Size

The seal should not be reproduced smaller than the size indicated here. If your design does not conveniently adhere to this regulation, contact WFEN for consultation.



As the primary visual identifier of WFEN, it is essential that the Predator Friendly® seal is never altered in any way.



Do not change the color of the seal



Do not add elements or effects to the seal



Do not alter proportions, i.e. stretch, bend, shrink, warp nor change angle of the seal



Do not change the size or relationship between the elements of the seal



Never try to recreate the seal or alter any fonts



Do not remove the border



Level of Information

When applying the Predator Friendly® certification seal to packaging, follow all previously mentioned size, background and configuration rules. Submit design to WFEN for approval. These are several options of configurations for how you can apply the seal to packaging:

Brand & Website Address	Brand, Website Address & Mission Statement	Brand with flagship wildlife species, Website Address & Mission Statement	Colored Brand Specific to flagship wildlife species, Website Address & Mission Statement
 <p>www.wildlifefriendly.org</p>	<p>The Wildlife Friendly Enterprise Network</p> <p>is a global community dedicated to the development and marketing of products that conserve threatened wildlife while contributing to the economic vitality of rural communities.</p>  <p>www.wildlifefriendly.org</p>	<p>The Wildlife Friendly Enterprise Network</p> <p>is a global community dedicated to the development and marketing of products that conserve threatened wildlife while contributing to the economic vitality of rural communities.</p>  <p>www.wildlifefriendly.org</p>	<p>The Wildlife Friendly Enterprise Network</p> <p>is a global community dedicated to the development and marketing of products that conserve threatened wildlife while contributing to the economic vitality of rural communities.</p>  <p>www.wildlifefriendly.org</p>

Hang-Tag with Multi-certification

For products with multiple certifications, this is a sample of how the certification seal can be displayed.

If only the seal is used, the WFEN website www.wildlifefriendly.org must be included and legible.

If space allows, use the Certified Wildlife Friendly® seal with message, “We envision a world where people and wildlife coexist and thrive”. Be sure to retain adequate clear space so that each mark is easily identifiable.



Hang-Tag with Stories

A powerful way to connect mindful consumers to products is to communicate to them the producers’ successful Wildlife Friendly® conservation practices. Our certified partners gain from developing a communications brief that outlines their best practices and the beneficial impact of those practices in their local area and region. If you have such a brief, we ask that you send it to us for approval. If not, we will assist you to craft one. On the left is an example of what a hang-tag with a story would look like.

Contact WFEN for further information. We also request that certified members submit photos to further communicate their story. Contact us to obtain photo releases if necessary. Please include any photography credit information for photos submitted.



ADDITIONAL INFORMATION

About our Trademarks

The Certified Wildlife Friendly®, Wildlife Friendly®, and Predator Friendly® marks are Registered Trademarks of the Wildlife Friendly Enterprise Network.

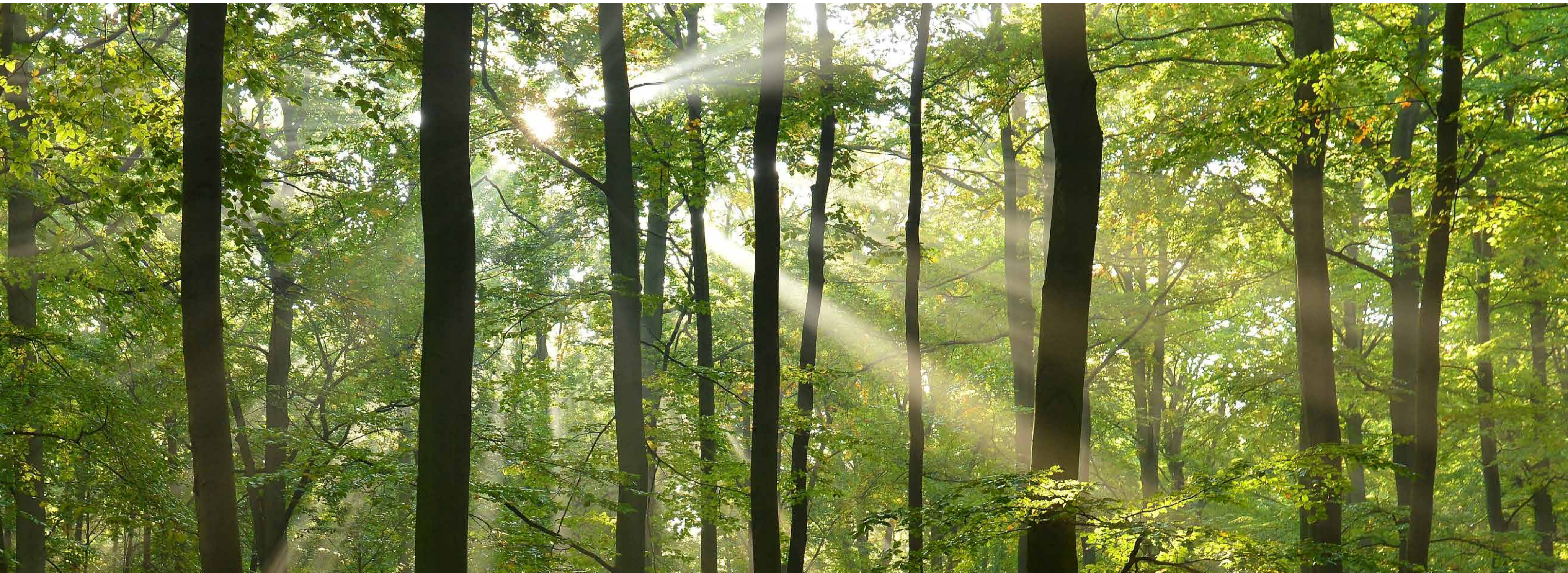
If you do not see the ® or ™ marks on our logo or are unsure if a product or service is certified with us please contact: info@wildlifefriendly.org

Contact Information

Christine Lippai: christine@wildlifefriendly.org

info@wildlifefriendly.org

www.wildlifefriendly.org





www.wildlifefriendly.org

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