



mother  
& baby

## *When only the best will do*

Weleda's Mother and Baby products are made with the very best from nature.

**For mother:** Pregnancy Body Oil, Nipple Care Cream, Blackthorn Elixir, Nursing Tea and Breastfeeding Tea.

**For baby:** Calendula Cream Bath, Lotion, Oil, Soap, Weather Protection Cream, Nappy Change Cream and Shampoo & Body Wash - all formulated with biodynamic Calendula extract to soothe sensitive skin. Rash Relief Cream, Baby Colic Powder and Teething Powder for natural relief.

**Inspired by nature** and holistic science Weleda has created a range of truly natural mother and baby care products, free from synthetic additives, fragrance, colour, preservatives and parabens.

[www.weleda.com.au](http://www.weleda.com.au)

[www.weleda.co.nz](http://www.weleda.co.nz)



*in harmony with nature*

 **WELEDA**



# Making trade fair

SPECIAL REPORT

Most people enjoy the good feeling they get from knowing the products they purchase are manufactured in such a way as to cause minimal damage to the environment. In a similar manner, wouldn't it be good to know that the products you choose to buy encourage sustainable farming practices and the economic stability of farms and cooperatives in developing nations? Weleda certainly thinks so.

## What is fair trade?

Fair trade is an organised social movement that was established in the 1940s to help farmers in developing countries receive a fair price for the export of their produce. The intention was to help producers and communities achieve economic self-sufficiency and stability by offering a fair price independent of market speculation for crops such as cocoa, sugar, tea, fruit, nuts, spices, cotton, honey and flowers, as well as guaranteeing quantities from year to year. The movement provides otherwise marginalised producers better access to premium Northern American and European markets, connecting them to customers with fewer middlemen. Furthermore, it encourages workers and producers to become greater stakeholders in their organisations, developing knowledge, skills and resources to improve their lives.

Weleda's commitment to using biodynamically cultivated ingredients has resulted in a number of fair trade projects with developing nations.

This means that when you purchase Weleda products, not only are you buying superior quality, your ethical conscience can be clear. ☺



## Making trade fair (continued)



### Weleda's involvement

Weleda has established biodynamic gardens at many of its production facilities throughout the world, where medicinal herbs, flowers and fruit are grown in soil unburdened by chemical fertilisers or synthetic pesticides. Instead, they are treated with natural sprays made from preparations of silica and manure, and herbal compost preparations. Harvesting takes place quickly, with minimal processing, so the crops retain their innate potency and healing qualities.

While Weleda grows dozens of acres of its own plants, it has also developed a number of fair trade cultivation projects with farms and cooperatives around the world. These long-term trading relationships secure the livelihood of the producers and promote social development in the area. We pay a fair price for the crops we need and guarantee quantities from year to year, ensuring farmers get a living wage and the communities around them thrive. We also train and educate many farmers in converting more of their land into biodynamic or organic farms. This way, we can spread the good word on biodynamic farming methods, convert more land to meet our high cultivation standards and guarantee effective natural ingredients in Weleda products.

### Rosy outlook

Weleda uses a number of wild rose species in the production of their Wild Rose Facial and Body Care lines. Rosehip oil extracted from *Rosa moschata* contains vitamins A and E, as well as essential fatty acids that are vital for the metabolism of skin. Deeply nourishing, rosehip oil helps to repair skin and, together with organic wild rose oil extracted from *Rosa damascena*, can revitalise dull or tired-looking skin and reduce the signs of premature ageing.

Only a tiny quantity of rose oil can be extracted from each rose, so it takes more than 400,000,000 flowers to meet Weleda's annual needs. In order to secure such high numbers, Weleda has developed a number of fair trade partnerships with wild rose cultivators in South America, Germany and Turkey.

One of these is in the Turkish village of Senir in the Isparta region, where almost 300 local farmers with over 120 acres have switched over to biodynamic cultivation methods in just under four years. Weleda guarantees stable prices and long-term contracts with these small-scale farmers, who handpick the rose petals and produce essential rose oil and rose wax. Weleda also works with a Turkish consultant to train the farmers in organic farming methods and provide ongoing educational and social support.

### The ratanhia project

Another particularly successful Weleda fair trade project began more than 40 years ago in Peru. The ratanhia plant (*Krameria triandra*) is a flowering shrub that grows in the dry and rocky valleys of the Andes Mountains. The root of this plant contains anti-inflammatory tannins that have been used for years by locals to treat mouth inflammation. Local popularity and exports of this plant soon rose so much that it became endangered. Weleda joined forces with local collectors and the nature conservation authority, INRENA, to devise a means of sustainable collection.

Today the ratanhia plant is protected on 5,000 acres of certified organic land in Arequipa, Peru. Weleda has secured its annual need for one tonne of dried ratanhia roots to use in its oral care formulations and the many local farmers have secured a sustainable future.

“Farmers get a living wage and the communities around them thrive.”

### A win for everyone

Weleda's fair trade projects not only help to create wonderful health and beauty products, they also create a climate for positive social, economic and ecological change. By guaranteeing long-term contracts and paying an acceptable fair price to our suppliers, we develop cooperation and respect. By building a network of trust with our suppliers, we fulfill our consumer promise to use only the purest quality ingredients. Now, who wouldn't want to be a part of that? 🌿



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