

**International Conference „Business and Biodiversity“, Bonn, April 2 – 3, 2008**  
**Presentation of Mr Bas Schneiders, WELEDA AG**

Dear Ladies and Gentlemen

It is nothing new, since primeval times humans use the welfare strength of plants. But our world is in constant change and concomitantly the conditions for growth and capabilities of medicinal plants. Here humans must be searchingly active today. It applies to adjust itself to the changes of the elements of the earth and to vitally necessary environmental protection. A central request of the Weleda AG is it to retain the original quality of the plants regarding their vitalities and aliveness and to bring them into development.

By direct purchase we try to guarantee a lasting and "fair" procurement - to a large extent independently of dealers and speculations in the raw material markets. In co-operation with our manufacturer/suppliers, we have set four emphases in order to reach this:

- Cultivation projects/fair trade
- Habitate conservation / sustainable wild collection
- Domestication of threatened plants
- Self-cultivation

In some of our cultivation projects several emphases are pursued e.g. the Ratanhia project in Peru, a PPP project, which is supported by the GTZ (society technical co-operation, Federal Ministry for economic co-operation and development). Here we promote many goals at the same time: Study of the plant, cultivation of an endangered plant type, lasting certified sustainable wild collection and the observance of fair trade guidelines for this project.

#### CLIMATE

By ever more extremely becoming climatic fluctuations we changed over to distribute the cultivation projects of individual plant types to different locations. This means

much more expenditure in the supplier management, secures however the necessary quality and quantity for our products as well as retain of the used plant types.

One example, which I would like to state here, is the cultivation of peanut in north Ghana at the border to Burkina Faso. This region is subject to extreme weather fluctuations: On the one hand they are strongly affected by the desert expansion, on the other hand they had extremely strong rainfalls, even leading to flooding in the last year.

## CHANCES

The world-wide conversion with natural cosmetic continues to rise. Weleda customers trust the excellent product quality and estimate our open, dialogically oriented market communication. Especially the connection of environmental protection and fair trade with aesthetics and benefit pleases consumers world-wide. Hereby Weleda does not follow a trend, but the own independent strategy. Following the principle of Weleda, to support humans with the regaining and preservation of health, we only use raw materials of best quality in our products. It is our opinion that aspects of environmental protection must be an integral component of managerial policy and production. Weleda introduced in addition its own environmental management system with external audit and annually publishes with the business report an ecological report.

## LABEL

International natural cosmetic and/or organic cosmetic markets developed strongly in the last years. It becomes ever clearer that a uniform international bio certificate (bio label) for natural cosmetic is asked by customers and converted by the industry. Our customers assume however Weleda products have not only organic quality, but retain of the diversity of species to be promoted beyond that. We regularly inform our customers through the "Weleda message" (edition 1 million, four times per year) about our research and raw material projects and as well as about organic agriculture, fair trade and bio diversity. We do not see the necessity for a separate label or the possibility to increase our sales by a separate label.