



pukka

DICE
University of Kent

My Giant Tree

Pukka Herbs is proud to be a part of an exciting conservation initiative with partners in India. We invite you to join us in supporting valuable efforts to conserve Giant Trees. By sponsoring as little as USD \$50 a year you can help protect a tree and preserve the habitat of countless other species.

Background

The Western Ghats are a range of mountains running parallel to the western coast of India. Due to the exceptionally high number of endemic species (i.e. that are not found anywhere else) and the ongoing threat they face as a result of habitat loss, the Western Ghats have been classified by the World Conservation Union as one of the 35 most important global biodiversity hotspots.

Unlike most of the forests in India, which are owned by the government, the majority of forested land in the North Western Ghats is privately owned. This makes it much harder to implement conservation projects as - legally speaking - the owners are free to do what they want with the trees on their land.

For many landowners the forests provide an important source of income; when they are in need of cash their easiest option is to sell large trees to logging contractors or to harvest fuel wood to sell to local industries. As a result the region is experiencing an exceptionally high rate of deforestation.



Conservation Strategy

In the absence of government protection, non-governmental organisations (NGOs) play a vital role in working with local people to protect the Forests. Pukka Herbs is working closely with one such NGO called Applied Environmental Research Foundation (AERF).

AERF have been developing a variety of conservation strategies in the Western Ghats for many years now. Pukka Herbs is involved in two of these initiatives: **Conservation Agreements** with the local community and **FairWild certification** of medicinal herbs.

Both approaches are designed to address the economic pressures that drive landowners to cut down valuable trees. Conservation Agreements are essentially a short-term but effective solution, through which landowners are paid a sum of money in return for protecting and/or regenerating areas of forest, normally for 5 to 10 years at a time. These agreements buy time for developing longer-term strategies such as FairWild certification, which provides the villagers with financial incentives to protect the trees by ensuring they are paid a premium price for sustainably harvested wild plants and a community fund for social and environmental development.

In January 2015 AERF successfully obtained FairWild certification for haritaki and bibhitaki - two of the fruit used in Pukka's Triphala formula. The bibhitaki trees, which can grow to incredible heights, are under particular threat as the timber is in high demand. These trees are important for many reasons, one of which is because they provide one of the few nesting habitats for the Great Pied Hornbill and Malabar Pied Hornbill.



The three triphala fruits: haritaki, bibhitaki and amalaki

Sponsor a Giant Tree!

Through our FairWild initiative we are generating funds for ten different villages for conservation of these trees. However, in the early stages of the project volumes are relatively low, and there are many important trees outside of our collection areas, so we are seeking ways of generating additional funds to support AERF's conservation work.

One way to do this is to sponsor individual giant trees. This is essentially the same as a Conservation Agreement, but on a much smaller scale. The value of a tree is calculated based on the volume of carbon that it stores. The price of carbon is currently valued at USD \$5 per ton, which means that on average a full-sized bibhitaki tree stores 10 tonnes of carbon, which equates to USD \$50 per tree per year.

AERF have already identified many valuable giant trees, including 30 trees that contain hornbill nests and 250 trees that provide the hornbills with fruit. Funds will be given to owners of the land on which the trees grow - on the condition that they protect the tree for a given period, and where appropriate regenerate the surrounding area, either by planting other trees, by constructing protective walls or fencing, or by improving access to water through rainwater harvesting.

Donation (per year)	No. of Trees	Additional Conservation Activities
50 USD / 47 EUR	1	An educational board depicting the need to conserve the tree and supporters logo
100 USD / 94 EUR	2	An educational board depicting the need to conserve the tree and supporters logo
250 USD / 234 EUR	5	In addition to the board, AERF will provide updates through photos on nesting activity, flowering and fruiting of the tree.
500 USD / 468 EUR	10	Distribution of improved cook stoves & LED lamps among the primary stakeholders
1000 USD / 936 EUR	20	Plantation fencing & distribution of improved cook stoves & LED lamps among primary stakeholders

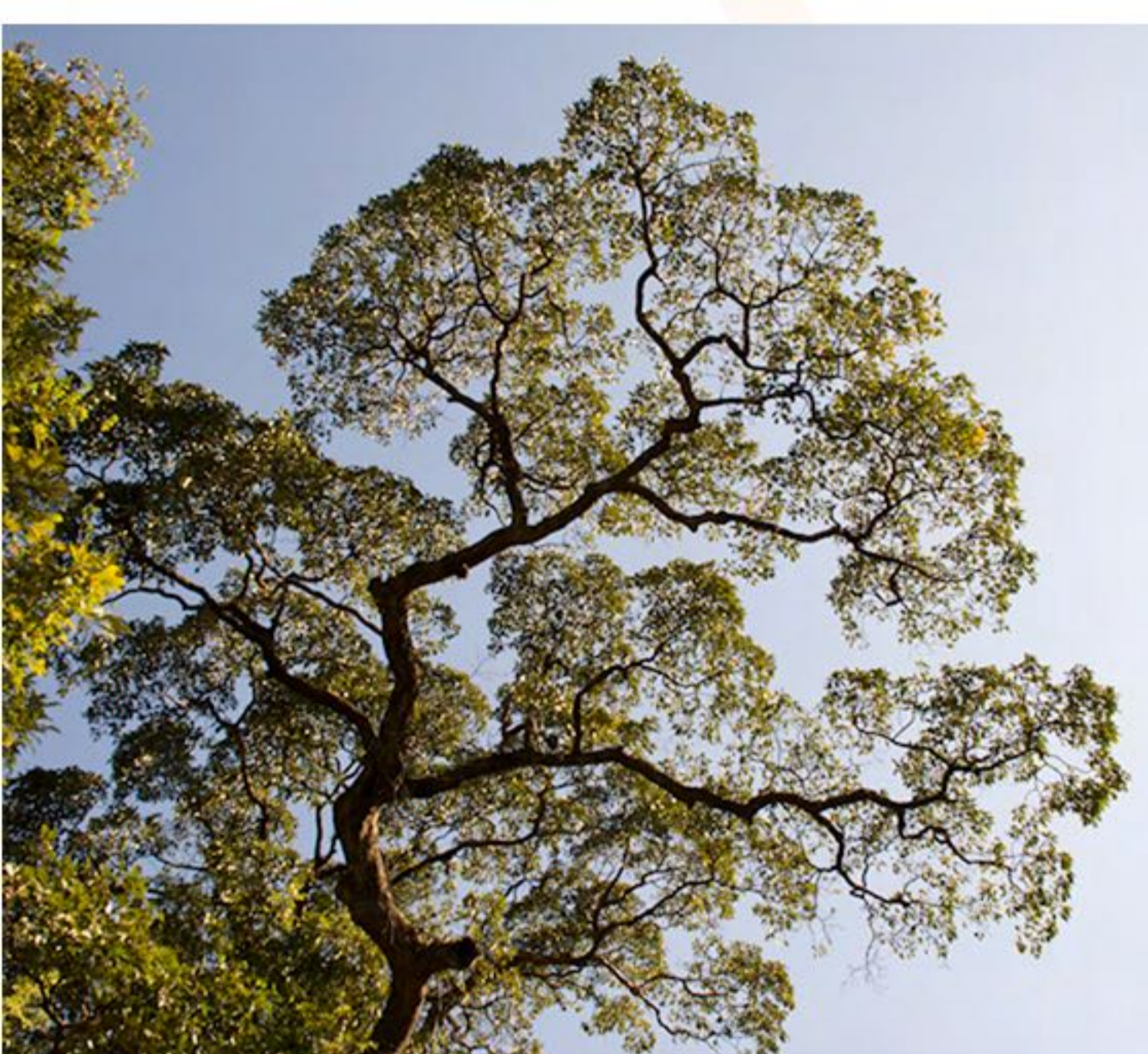
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Bibhitaki and The Hornbills

The Great Pied Hornbill and Malabar Pied Hornbill both play a vital role in the ecosystem of the Western Ghats by dispersing seeds from their droppings throughout the forest. They also has a very peculiar nesting habit; every year the female seals herself into a large tree hollow with a wall of mud and faeces to provide a safe home in which to raise her young chicks. Her devoted partner then spends up to four months flying back and forth to feed her fruit through a crack in the wall.

Bibhitaki is one of the only tree species in the Western Ghats with hollows large enough for the hornbill to nest. Protecting the bibhitaki tree therefore also contributes to the protection of these very special birds and their vital role in the conserving the forests.

