
Using science to take deforestation off the shopping list

Much of what we buy is made from land that should not have been deforested. This is largely because the methods we use to verify where a product comes from are paper-based and open to fraudulent activity. World Forest ID has developed a way to overcome this problem by using scientific analyses to test a product's origin based on its physical properties.

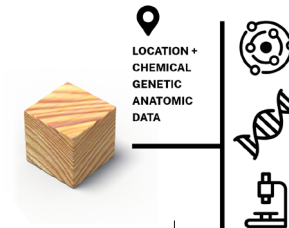


How does it work

All plants have chemical, genetic and anatomical signatures that are specific to their species and location of origin. By creating a detailed library of geo-referenced plant samples from around the world we can enable end products to be tested against this library to see if they originate from where they claim. With such precise, indisputable data, we're making it possible for people to consume responsibly and for governments to prosecute criminal behaviour.

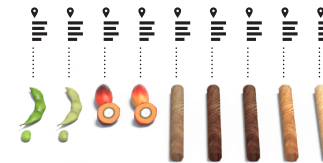
COLLECTION

To accurately reference the origins of consumer products, we collect samples from forests and agricultural land around the world with sufficient density to create a global map of samples.



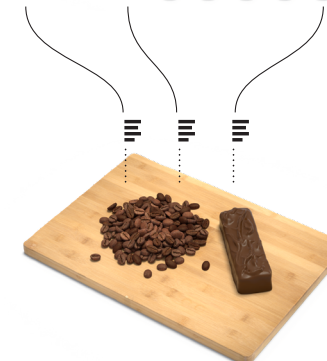
ANALYSIS

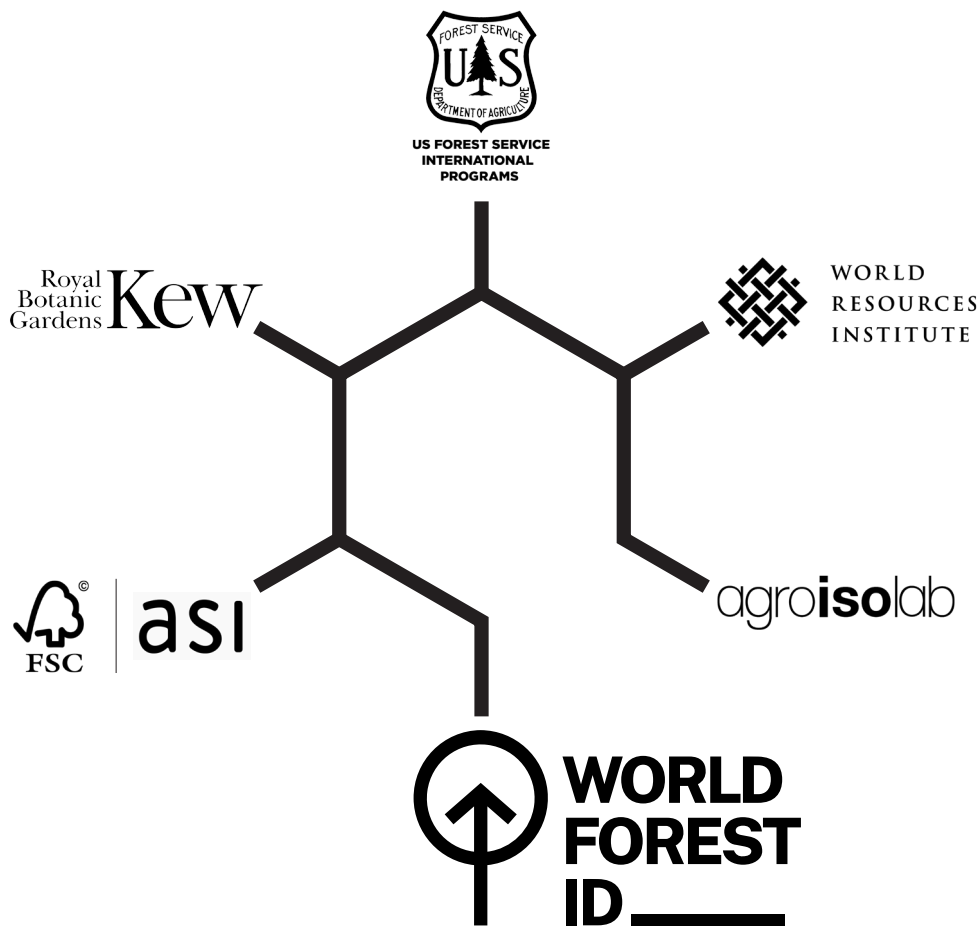
Once collected, each sample is analysed to provide a unique chemical, genetic and anatomical signature that's specific to its species and location. When complete, this information is added to our library.



COMPARISON

By applying the same analysis to consumer products, matches can be found within our reference library to identify what the product is and where it originated.





A new global standard in product verification

World Forest ID has been formed by an international group of organisations, each bringing their expertise in science, traceability and forestry to create a new global standard in species and origin verification. To date we have collected 2163 samples, from 290 species in 28 countries. Data from the library of references we're building can be used by companies and prosecutors around the world to ensure that consumers are not being sold a lie.

→ **TO FIND OUT MORE VISIT WWW.WORLDFORESTID.ORG**
TO GET INVOLVED CONTACT INFO@WORLDFORESTID.ORG

World Forest ID is supported by institutions & governments around the world including

BRAZIL

FSC Brazil
 IPT (Instituto de Tecnologia e Pesquisa)
 LFP (Laboratório de Produtos Florestais)
 UNIR (Universidade Federal de Rondônia)
 IBAMA
 JBRJ (Jardim Botânico do Rio de Janeiro)
 PF (Polícia Federal do Brasil)
 INMETRO (Instituto Nacional de Metrologia)
 NYBG

BELGIUM

Royal Museum for Central Africa

CAMEROON

University of Dschang

COLOMBIA

Universidad del Tolima
 La Fundación

COSTA RICA

TEC (Instituto Tecnológico de Costa Rica)
 INISEFOR UNA
 CIF (Centro de Investigación en Innovación Forestal)

DENMARK

Forests of the World
 FSC Denmark

GABON

IRET

GERMANY

ASI

GUATEMALA

ACOFOP
 Universidad de San Carlos
 FSC Guatemala

HONDURAS

FSC Honduras
 UNAH (Universidad Nacional de Honduras)
 TEFH (Herbario Tegucigalpa Flora de Honduras)
 Bosques del Mundo (Honduras)

INDONESIA

IPB (Bogor Agricultural University)
 USK (Syiah Kuala University)
 Xylarium Bogoriensi

MEXICO

UNAM (Universidad Nacional Autónoma de México)
 INECOL (Instituto de Ecología)
 UACH (Universidad Autónoma de Chapingo)

NETHERLANDS

Timtrace/Wageningen University

NICARAGUA

FSC Nicaragua
 Timberwolf (Honduras)

PERU

UNTRM
 Herbario Kuelap
 Citemadera
 UC (Universidad Continental)
 Kallpachay Bosques
 UNODC Peru
 WWF Peru

PAPUA NEW GUINEA

Forcert
 PNG Forest Certification

SOLOMON ISLANDS

Kolombangara Forest Products Ltd

UNITED KINGDOM

Defra
 Forest Plots
 Zoological Society of London

UNITED STATES

American Hardwood Export Council
 Hardwood Federation of the US
 US Justice Department
 US State Department
 Environmental Investigation Agency
 Forest Trends
 Northland Forest Products
 FSC US
 WWF US
 New York Botanical Gardens