



Since 2012, the Aequologie des Origines association has been working to: identify the needs of indigenous peoples for the restoration of ecosystems, rehabilitating and promoting their traditional culture, know-how and products; support the populations involved with a view to the transfer of mutual know-how, transparency and informed consent; raise awareness, educate the general public and advocate the application of the most demanding environmental and fair trade commitments, with the aim of redirecting wealth to rural populations through the recognition of photosynthetic biomass.

The association is mainly supported by Guayapi, a company founded in 1990 by Claudie RAVEL. Guayapi's mission is to valorize the noble and traditional plants of the regions of origin in the South, mainly in economically disadvantaged areas with high biodiversity (mainly the Amazon and Sri Lanka). These raw materials are obtained by observing local populations and responding to their needs, respecting high fundamental criteria: organic, fair trade and biodiversity. The emblematic plants of indigenous peoples are harvested in the wild, prepared, imported and distributed in a way that respects ecosystems, in the form of superfoods, food supplements, delicatessen products and cosmetics, representing a total of more than 100 products available in more than 3,000 stores in France and abroad.

For more information:  
[www.aequoliedesorigines.jimdo.com](http://www.aequoliedesorigines.jimdo.com)  
[www.guayapi.com](http://www.guayapi.com)

73, rue de Charenton 75012 Paris +33 1 43 46 14 69 / 1 43 46 52 43



Dr. Ranil Senanayake  
 Founder and CEO of a  
 FGP e IAFN  
[www.analogforestry.org](http://www.analogforestry.org)  
[www.restore.earth](http://www.restore.earth)



Bastien Beaufort  
 Vice-president of  
 Aequologie des Origines  
 Deputy Director of Guayapi



Claudie Ravel  
 President of Aequologie  
 des Origines Founder  
 and  
 CEO of Guayapi



Obadias Batista Garcia  
 SateréMawé Chief  
 Project manager  
 Warana  
[www.nusoken.com](http://www.nusoken.com)



Sergio Garcia  
 President of CPSM  
 (Consortium of  
 producers SateréMawé)  
[www.nusoken.com](http://www.nusoken.com)

# Aequologie des Origines



When fairness rhymes with  
 biodiversity



## OUR COMMITMENTS

References:



In partnership with  
**GUAYAPI**

## FOCUS ON PROTECTING BIODIVERSITY



Kusuma, sap  
 producer  
 Kithul  
 Sri Lanka



Pablo Shipibo de  
 CamuCamu  
 producer  
 Amazon Peru



Botanical producer  
 Wickramaratne  
 of Maussawa  
 Sri Lanka



Ernesto, stevia  
 producer  
 Paraguay



Josibias  
 Alencar, Tuxua  
 Michele's Island  
 and teacher



Ezequiel, Tuxaúva of  
 Monte Horebe,  
 Warana Producer  
 Amazon Brazil



Producers of Maca  
 Andes Peru

## ZOOM ON THE GUARDIANS OF BIODIVERSITY



Tuxaua Donato and Amado, Edenilson professor and Nilo Miquiles Neto, producer of Warana Amazon Brazil



Supriano producer of Muirapuama Amazon Brazil

Wimal, producer of Cinnamon, Kithul Sri Lanka



Dewatissa producer of Kithul Sap



Malika, producer of Spices, tea and coffee Sri Lanka



Renato, producer of Warana Amazon Brazil



Leonson, Tuxaua and producer of Warana Amazon Brazil

## Fair trade at the service of biodiversity

Climate change requires us to find holistic, international and innovative solutions to restore the planet's life support systems. We need to recognize the central role played by people.

We are committed to working directly with indigenous communities to make the most of photosynthetic biomass.

### We work directly with indigenous populations to :

- the development of programs to preserve and restore biodiversity and ecosystems using Forest Analog methods
- establish transfers of know-how, such as replanting in bio-diversification or product processing techniques
- promoting and rehabilitating flavors, knowledge and products in the philosophy of the Slow Food movement
- supporting and building sustainable and transparent partnerships, based on fair trade principles with Commerce Equitable France
- Recognition and development of photosynthetic biomass using the Earth Restoration global program.

The Sateré-Mawé Indians of the Brazilian Amazon and their Warana, the Sinhalese villagers of Halpola and their Kithul Sap, the Shipibod Indians of Peru and their Kithul Sap, the Sinhalese villagers of Halpola and their Kithul Sap, the Shipibod Indians of Peru and their Kithul Sap.

Camu-Camu are the true guardians of biodiversity.

**You too can take up the challenge of a fairer world and restore the planet's life support systems!**

**Examples of projects: Warana Project\*, Jatropaen Project in the Brazilian Amazon, Halpola Nursery in Sri Lanka.**

\* Guardians of the Waraná (native guaraná) gene pool, the Sateré-Mawé Indians created the Waraná Project in 1993: an ethno-development project aimed at the political and economic autonomy of the Sateré-Mawé Indians. economical, proper the preservation of their ecosystems, traditions and distinct cultures

### EXAMPLE OF FAIR PRICE DISTRIBUTION FOR WARANA

#### BREAKDOWN OF WARANA'S FINAL SALES PRICE SHARE OF DISTRIBUTION

Prix d'achat 65g	3.52€	13.1%
Packaging	0.95€	3.5%
Conditionnement	0.35€	1.3%
Certificats, analyses...	0.48€	1.8%
Stockage	0.29€	1.1%
Transport vente	1.34€	5%
Administration	1.34€	5%
Commercialisation	4.82€	18%
Communication	1.34€	5%
Marge détaillant	10.90€	40.7%
TVA	1.47€	5.5%
Prix public boîte Warana	26.80€	100%

#### DETAILED PRODUCER PRICES FOR 1 KG OF WARANA PARTICIPATION IN PRODUCTION / DEVELOPMENT PROJECT

Prix d'achat à la productrice et au producteur de Warana	10€	20%
Organisation du Consortium, soutien à l'auto-organisation de la communauté et du territoire et de ses projets de développement	8€	16%
Promotion de l'image du projet et formation générale des cadres dirigeants	5€	10%
Développement de la meliponiculture	6.5€	13%
Certification des produits, système de contrôle interne	5€	10%
Service juridique	3.50€	7%
Service comptable	3€	6%
Transport local et régional entre les villages	4€	8%
Soutien aux projets de développement intégré du Conseil Général des Tribus Sateré Mawé (CGTSM)	2.5€	5%
Soutien au projet d'ethnodéveloppement avec l'ONG ACOPIAMA	2.5€	5%
Prix de vente	50.00€	100%

## SIMILAR FORESTRY AND GARDENING PRODUCTS TO RESTORE THE ORIGINAL ECOSYSTEMS

Founded by Dr. Ranil Senanayake, Forest Garden Products (FGP) is an international certification system based on the principles of Analog Forestry. In addition to the biological aspect, it guarantees the restoration of ecosystems

according to respect for biodiversity, in order to obtain analog forests imitation forests of native species), taking into account human intervention.

The International Federation of Organic Agriculture Movements (IFOAM) recognizes the FGP as the most comprehensive certification body in the world.

more comprehensive, as it includes organic criteria, fair trade and respect for ecosystems.

The Commerce Equitable Label Guide 2019 also recognizes that that FGP certification offers high social and economic guarantees while achieving environmental excellence.

### The 7 fundamental principles of the FGP Ethics Charter

Restore the original ecosystems, respecting local populations in their original habitats, in order to preserve their traditional culture and know-how

Promote the renewal of vegetation on deforested or degraded and increase the richness and biodiversity of native plants and animals.

Improving land yields and reducing erosion through completely natural, on living soil

Transforming intensive chemical production on farms into natural and organic production.

Increasing the value of local products Local people from all over the world to greater added value.

Promotion and development development knowledge and socially-responsible consumption.

Supporting producers to achieve these goals together, in an approach based on progress.

