



Photo credit: Mary Meade

## Helping Rural Communities

Children in rural communities deserve an opportunity to protect their biodiversity future against unscrupulous collectors and traders.

They have the right to secure a colorful and lively life. We can help them by purchasing genetically certified plants and avoid the purchase of non-certified plants.

We can make an important change in our world if we realise as consumers, that we are either the problem or the solution to the illegal trade in wildlife.

## For more Information

- [www.tradingroutes.co.uk](http://www.tradingroutes.co.uk)
- [www.darwin.gov.uk](http://www.darwin.gov.uk)
- [www.uaq.mx/naturales/biologia/ccma](http://www.uaq.mx/naturales/biologia/ccma)
- [www.greenroofs.co.uk](http://www.greenroofs.co.uk)



**Trading Routes**  
[www.tradingroutes.co.uk](http://www.tradingroutes.co.uk)

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“THANK YOU FOR BUYING ME”

if  
plants  
could  
talk...



“helping plants  
and people...”

# “I am a DNA certified cactus...”

## What does DNA certified fair trade mean?

It is a mechanism of ensuring that this plant has been grown in a controlled environment and not dug up from the wild. DNA fingerprinting allows the possibility of tracking the provenance of the plant back to its original place. Once the origin is known, we can be sure that part of the money for sales goes back to its home in Mexico to continue the propagation and conservation of wild cacti.

## Why is DNA certification necessary?

Illegal collection and trade of wild species has dramatically endangered several natural populations of cacti. It is necessary to ensure the lawful trade and propagation of plants.



Photo credit: H. M. Hernández



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I am not taken from the wild, and some of this money goes back Mexico.”



Photo credit: R. T. Bárcenas

## DNA certification technology

DNA is a fantastic source of information that can tell us stories from origin to end! Through DNA certification, we can assure that a plant has been propagated in a particular greenhouse and that has been collected and grown according to the law. The genetic signature of every individual is contained in its DNA.

## Parenting analysis

Comparing an unidentified genetic profile against a genetic database of known individuals we can establish a genetic link of a mysterious plant with a place of provenance and identify the parents of the plant.



## Mexican Laws

The Mexican laws allow the propagation and trade of plants under certain circumstances, but prohibits the trade of directly wild collected plants, seeds and any sub product of these individuals. It is necessary to propagate plants under controlled conditions to trade them.



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## Trading Routes returns funds to aid conservation

Trading Routes is committed to help in the development of rural communities where these species

grow naturally. The desert regions of Mexico have severe limitations in infrastructure and development opportunities. However, these regions hold an amazing wealth of biological diversity that needs protection and sustainable projects. Trading Routes will contribute to the development of these communities and the protection of the native biodiversity by returning a proportional part of the sales of these plants to their original communities.

These resources will be used in propagating more certified plants and protecting their biodiversity.



Photo credit: R. T. Bárcenas

