

CERTIFIED JAGUAR FRIENDLY



Master Standards

***Certified Jaguar Friendly* is a program of Wildlife Friendly Enterprise Network (WFEN) and Proyecto de Conservación de Aguas y Tierras (ProCAT)**

The *Certified Jaguar Friendly* standards have been designed for landscapes where production practices maintain forest canopy to protect jaguars in rural agro-forestry landscapes, thus enabling connectivity between protected areas



Program Mission

Certified Jaguar Friendly sets standards that recognize wildlife stewardship on farm, ranch, and forestry plantation lands (collectively described as ‘property’ or ‘properties’ in these Standards). Participants strive to learn about ecology and wildlife and value the ability of their operations to serve as a habitat for wildlife, including jaguars and other key species. Participants in the program employ a mix of proactive, humane practices to allow wildlife, agriculture, and livestock to coexist. Careful observation and adaptive management of on-the-ground practices in response to changing conditions are essential for success.

Understanding the *Certified Jaguar Friendly* Standards

These standards operate under the Certified Wildlife Friendly® guidelines as a species-specific guideline for enterprises operating in jaguar landscapes. The *Certified Jaguar Friendly*™ program is voluntary. These standards do not supersede any national, local, or State regulation, and it is expected that *Certified Jaguar Friendly*™ enterprises will meet all relevant legislation.

Each recommendation should be read carefully.

Required standards are those that must be met for *Certified Jaguar Friendly* certification to be granted. All of the standards are required.

Critical standards are marked with the symbol **C**. Failure to meet a critical standard is considered a critical non-compliance and will result in certification being denied or suspended until corrective action is taken and the standard is met.

If there is no symbol designating that a required standard is critical, it is categorized as a minor standard. Non-compliances raised against minor required standards must still be resolved, but an operation may gain or continue certification on the basis of an agreed action plan and timeline to come into compliance.

Recommended standards are highlighted as **Recommended** alongside the heading and reflect the aims and principles of the *Certified Jaguar Friendly* program but are not mandatory for certification to be granted under the *Certified Jaguar Friendly* standards.

If an enterprise receives a critical non-compliance at the initial audit, it cannot be certified until corrective action is taken and the issue is resolved. If an operation receives a critical non-compliance at re-audit, it may be suspended from the *Certified Jaguar Friendly* program and will have to stop using the label or logo until corrective action is taken.

Scope of the Standards

Certified Jaguar Friendly standards may be applied to land management practices as well as production management. Products that result from the application of these practices are eligible to bear the *Certified Jaguar Friendly* seal. This document includes the *Certified Jaguar Friendly* standards and requirements for implementation of the certification as an incentive to reduce human-jaguar conflict and wildlife hunting in agricultural production units within suitable habitats for jaguars (*Panthera onca*) across their distribution. The general management practices presented in this document can apply to different production units. The standards include general overarching guidelines that must be met, as well as specific considerations for other products; in this version of the Jaguar Friendly Standards, guidelines are available for coffee and cacao production units, as well as for forestry plantations. As additional production units are assessed and considered, this standard will incorporate specific guidelines for those production units. Fulfillment of the standards for any product will require meeting the overarching Jaguar Friendly requirements, as well as the

specific criteria for each product included in the document.

Agricultural lands function within and interact with the surrounding ecosystem. Because of this, management decisions made by agricultural producers affect local and regional biodiversity. The use of a Wildlife Friendly® certification scheme that maintains forests, reduces hunting pressure, and improves connectivity, can ensure the survival of a species that is affected by several threats, and, overall, decreases the likelihood of wild felid-human conflict. By managing agricultural lands for jaguar conservation and habitat, *Certified Jaguar Friendly* operations support wildlife, biodiversity, and a host of other ecosystem services for public benefit.

Any individual, entity, or operation that wishes to apply for this certification must meet conditions established as part of a three-step qualification assessment: 1) Regional spatial importance - location of the property (farm, ranch, forestry plantation, etc) within spatial priorities for jaguar conservation and management; 2) Local ecological importance - presence of remaining forest and potential marginal habitat within production units that provides connectivity or acts as a corridor for jaguar; and 3) commitment and economic viability - interest and commitment from the owner of the property (farm/ranch/production unit) to make changes to improve jaguar habitat and reduce threats (e.g., prohibition of hunting and improved production management practices to reduce predation), is an essential step in the process. This must be coupled with a demonstration that there is sufficient economic viability to make the proposed changes. After such conditions are fulfilled, the certification process can be initiated.

Standards

1. Farm, Ranch, Property Characteristics

Selection Principle: The property provides a habitat used by native species, especially jaguars, for feeding, breeding, socializing, hunting, or passage. Jaguars need not be residents, yet producers must provide sufficient habitat such that jaguars and prey have the opportunity to make use of the property. All production and farm management practices should be directed towards improving the use by jaguar and their prey; this needs to be reflected in the management practices applied to uncultivated and forested areas as well as to the areas under current agricultural production.

These standards do not replace or supersede any of the current national legislation related to protected areas or any other category of land management (i.e., public, private, or communal), endangered species, critical species habitat protection, or management of critical ecosystems. A goal of this certification is to encourage and strengthen national and regional environmental policies and improve management beyond the minimum requirements established by national or regional laws and regulations.

The standards in this document apply to all production units involved in *Certified Jaguar Friendly™*. Additional specific criteria and considerations are provided for coffee and cacao production (Sections 7.1 and 7.2 respectively), and forestry plantations (Section 7.3), and production units should comply with the required standards for each respective product. It is envisaged that specific criteria for additional products will be added in the future and revised versions of these Standards will be published to include new sub-sections. This current version of *Certified Jaguar Friendly™* production standards only applies to the production of coffee and cacao, and for forestry plantations.

Master Document

1.1 Definition of Farms, Ranches, and Properties that may be certified as Jaguar Friendly™

The following comprise the minimum characteristics that a property should possess in place to be considered in the Jaguar Friendly™ certification process. The certified property needs to identify clearly and officially the limits of the property or production area to be certified and should include both the productive areas to be certified as well as the priority conservation areas within the property.

- 1.1.1 **C** The property location must be within an area previously identified as a priority for jaguar conservation and management.
- 1.1.2 The property is in an area identified as potential jaguar habitat or with a confirmed presence.
Note: For properties in areas identified as potential jaguar habitat, documentation should be provided to substantiate this
- 1.1.3 The property is in an area of potential or actual human-jaguar negative interaction and/or conflict.
- 1.1.4 The property is in a strategic jaguar conservation priority area due to its potential to provide habitat and/or connectivity within or between jaguar conservation areas.

- 1.1.5 The property owner or operator seeks approaches to maintain or improve the structural complexity of the crop and conservation areas, according to the characteristics of the targeted production system, ensuring the inclusion of tree species that improve the vertical and horizontal structure of the property.
- 1.1.6 Domesticated animal management practices should be in place to minimize the predation risk by wildlife species.
- 1.1.7 The conditions and management within the property should ensure the existence and permanence of jaguars and their prey species.
- 1.1.8 **C** The property must allow safe passage and use by native wildlife, including jaguar and their prey.
- 1.1.9 **C** Producers must not trap or chase wildlife species that inhabit, traverse, or are found on the property or adjacent properties.
- 1.1.10 Producers should actively participate in adaptive management with the support of the relevant local implementing/advisory institution(s), WFEN, ProCAT, and other scientifically relevant organizations, integrating an understanding of wildlife use of the property, and using adaptive management principles that consider species and landscape ecology.
- 1.1.11 **C** Producers must be able and willing to make a positive impact on jaguar conservation, either directly or indirectly.
- 1.1.12 **C** Key species must be protected in their wild condition with management that benefits them on the property. A list of endangered and key species will be provided to the property for their knowledge.
- Note: Key species include species such as tapirs, parrots, frogs, and rodents as well as predators, some of which may have generally been treated as agricultural pests. Any pest management must follow national legislation and must be communicated to the Jaguar Friendly® Technical Advisory Committee through the established communication channels.*
- 1.1.13 Lethal control of wildlife is not authorized or allowed at any time within the property. Lethal control can be authorized on a case-by-case basis if it is permitted under the national or regional regulations (e.g., National rabies disease control and prevention programs).
- 1.1.14 Hunting of jaguars and their prey is prohibited on the property, or area of production, in accordance with the requirements of these standards as well as the national legislation regarding endangered species.
- Note: Any kind of hunting within the property boundaries, either by the owner of the property, workers, or neighbors must be restricted. Legal or cultural considerations will be considered.*
- 1.1.15 **Recommended** All employees should receive initial and ongoing training to enable them to comply with these standards and any other agreed policies and management plans for the property, including the conservation agreement. Such training should include, but not be limited to, the following topics: environmental management, social and cultural realities, and their implication on the conservation of wildlife, conflict management, labor and safety issues, and the certification requirements for the

property.

Note: Any subsistence hunting activity within the property must be in accordance with the national legal framework; any other hunting activity is prohibited within the property boundaries. Incidences of subsistence hunting must be reviewed and approved by Wildlife Friendly Enterprise Network.

1.2 Production management practices

It is understood within the Jaguar Friendly® certification program that certified properties may have several production units that will not be certified and are not part of the product to be certified. Even so, in order for the property and the targeted product to be considered Jaguar Friendly, the activities carried out within the entire property must be framed within the following good management practices.

- 1.2.1 **C** Management of production plots and harvesting must follow national regulations and sectoral guidelines in terms of environmental practices and labor legislation.
- 1.2.2 Job security should be guaranteed, with fair wages paid in compliance with national labor law requirements.
- 1.2.3 Production should be developed in a cropping scheme that incorporates agroforestry, agroecological and silvopastoral principles, where relevant.
- 1.2.4 The production system should increase the structural and floristic diversity, both vertically and horizontally. This is needed not only to ensure the needs of jaguars, but also to maintain their prey and biodiversity in general.
- 1.2.5 **C** Production of the certified product must take place entirely at the property or production plots and must be produced according to the Jaguar Friendly® Production Standards.
- 1.2.6 The producer needs to maintain adequate records to document and verify the provenance (traceability) of products certified under Jaguar Friendly® Production Standards.

Note: WFEN will provide the required formats to keep a record of traceability.

- 1.2.7 **C** All production must be carried out under best environmental practices and following national legislation and guidelines relevant to the production sector regarding waste management, water management, and product handling. These measures include:
 - Reduction in the use of agrochemicals.
 - Harmful substances should be replaced with less harmful products or processes, when available.
 - All storage, use, handling, and disposal of chemicals must be properly managed.
 - Water consumption should be minimized.
 - Wastewater should only be reused or released when there are no adverse effects on local communities, jaguars, and the environment.

Note: Production practices must follow all required national legislation regarding the application of agrochemicals. Whilst Jaguar Friendly® does not require organic certification or pure organic farming practices, the certification program does encourage property owners to follow such standards and to

reduce pollution to the extent possible.

- 1.2.8 If the property has riparian ecosystems, a minimum area of forested riparian coverage is required, in accordance with the specific national or regional legislation.
- 1.2.9 **C** Environmental law must be complied with regarding the disposal of solid and liquid waste, which must be disposed of without adverse effects on local communities, jaguars, their natural prey, and the environment.
- 1.2.10 Domesticated animals on the certified property should be properly managed and kept outside of the certified production unit.

Note: It is recognized that each property will be unique and have its own specific situation regarding any domesticated animals present as well as its own set-up and operation of the production units. The Jaguar Friendly® Technical Advisory Committee will propose specific management considerations for certified properties. Domesticated animals are allowed if they are part of the production system, are consistent with established norms, conform with these standards, and do not threaten the conservation of jaguars.

2. Conflict management between jaguars and other carnivores and domesticated animals

2.1 Predator and prey knowledge to improve livestock and domesticated animal management practices on the property

It is understood that the family economy of certified properties depends not only on the certified product but also on animal or crop diversity that allows them to make a profit. These units, especially those with domesticated animals, must follow the following recommendations related to potential species that may affect domesticated animals.

- 2.1.1 Producers should continually observe their property or production plots to identify possible conflicts between production practices and wildlife.
- 2.1.2 Where conflict occurs on the property, or on surrounding farms or properties, each event should be recorded as determined under the monitoring protocol, and the local environmental authority, as appropriate, should be notified.
- 2.1.3 Each property should understand where it is located regarding habitat or connectivity areas, and the role it plays in a landscape-level conservation program.

Note: WFEN will provide information regarding the jaguar and its ecology so producers can be informed about local wildlife and ecosystems and help spread the message related to the importance of the jaguar and its prey.

- 2.1.4 **C** Producers must not carry out any actions that may reduce or negatively affect the jaguar, its prey, and its habitat.

Note: Lethal wildlife control is not authorized or permitted at any time within the property.

- 2.1.5 Sites with jaguar presence should be protected from poachers by monitoring and notifying the relevant authorities of any evidence of poaching.

Note: Provided that this does not affect or jeopardize the safety of the property owner or his family.

- 2.1.6 Sightings of jaguars or prey and any related incidents should be reported to the appropriate management agency or conservation organization.
- 2.1.7 The remains of livestock births and slaughters should be appropriately managed under disposal management standards and by complying with national laws.
- 2.1.8 Domesticated animals should be kept in suitable enclosures close to the farmhouse (working animals in stables, poultry pens, and other buildings), or in another location where they are similarly contained and secure, and where they should be fed and handled appropriately.

Note: Enclosures for domesticated animals should be well-designed such that they deter predators.

2.2 Non-lethal Management Practices

It is understood within the certification process that the property may have experienced, or could experience in the future, situations where wild felids or other wild animals affect the domesticated species on the property. The aim is to minimize such interactions using management techniques that do not involve lethal control. It should be clear, as stated above, that even in cases of predation by jaguars or other wild animals, lethal use is not allowed. Some considerations are presented below.

- 2.2.1 Domesticated livestock is not allowed on the production plots or within native forested areas to prevent potential predation, unless incorporated into mixed-management production in forestry plantations (see section 7.3 below for specific guidance regarding livestock in Forestry Plantations).
- 2.2.2 Producers should employ a mix of management practices to protect livestock and domesticated animals and enable wildlife to share the landscape. Options for acceptable non-lethal predator management practices may include (but are not limited to):
- a) Adaptive Grazing Planning: Where possible, producers should schedule pasture use to take advantage of seasonal lulls in predation pressure. Knowledge of patterns of wildlife use is necessary to implement this strategy.
 - b) Using Stock Size and Vigilance: Producers mix larger animals with smaller livestock for protection.
 - c) Adaptive Feeding Strategies: Producers gather livestock ensuring its protection at night or at other strategic periods. Defining specific areas of grazing is needed especially on properties located close to forested areas.
 - d) Secure Lambing and Calves: Producers use protected pastures, fenced lots, or sheds to secure animals, if possible, especially during highly vulnerable periods. Calving should be scheduled and located in areas that ensure predation risk reduction.
 - e) Night feeding: Producers gather livestock for night feeding, thereby protecting it during a period of potential risk.
 - f) Use of Barriers, Mechanical Deterrents, and Harassment techniques: Producers can use barriers such as electric fencing and fladry (fencing with special flags), and mechanical deterrents such as

LED lights or RAG (radio-activated guard) boxes to deter predators.

- 2.2.3 If livestock die in an area where active grazing is taking place, they must be removed from the area and made unavailable to predators in areas away from other animals.
- 2.2.4 Producers can use harassment techniques, as appropriate, to prevent the acclimation of predators to livestock or farm animals. Predators should be discouraged from being around livestock whenever possible. Livestock should never free-graze and roam in coffee and cacao production areas.

Note: See section 7.3 below for guidance on livestock grazing in Forestry Plantations.

- 2.2.5 Domesticated animal food should be inaccessible to wildlife species. Similarly, waste bones or domesticated animal parts should be inaccessible to predators and scavengers.

Note: Exceptions can be made for rats, mice, and birds of prey unless these are a significant problem on the property.

- 2.2.6 Use of livestock guardian dogs, llamas, and donkeys: Producers may use livestock guardian animals when their presence has been shown to contribute to predator deterrence. Guard animals must be suitable for the tasks expected of them, as well as for the climatic and topographical conditions on the property.

Note: All guardian animals must be managed according to agreed standard welfare practices.

3. Livestock management for biodiversity conservation

3.1 Livestock ownership or management

Livestock ownership or management, even at low levels or in small quantities, is a common practice since it provides families with basic needs as well as functions as an investment scheme. It is common to find livestock on certified properties, regardless of their levels of technical development, and it is for this reason that livestock management considerations are included in these standards.

- 3.1.1 Depending on the area where the property is located, the maintenance of livestock or an increase in the number of animals is not recommended, Critical ecosystems or riparian forests should not be used for livestock or domesticated animal management. Potential solutions of how to improve productivity without increasing numbers of livestock in the area should be discussed before taking specific decisions.
- 3.1.2 Producers should manage livestock in ways that conserve native species and ecosystems, protect sensitive areas such as streams, and promote biodiversity.
- 3.1.3 Sensitive natural habitats and riparian zones must be managed to enable native plants to flourish.

Note: Strategies include herding, the development of off-stream water sources, and the distribution of food and mineral blocks to keep livestock away from sensitive areas.

- 3.1.4 Producers must have an adequate balance of pasture and feed to meet the needs of wildlife and livestock, avoiding the use of forest areas or strategic ecosystems as grazing areas.
- 3.1.5 Whenever possible, native species should be used for restoration, or for management of live fences or shade in paddocks.

3.2 Fencing to allow movement of predators and prey

Domesticated animal management requires the separation or enclosure of portions of the property. Fences are barriers to wildlife movement and although they are often necessary on agricultural lands, they should be constructed and maintained to maximize wildlife movement across properties. This type of infrastructure should not affect wildlife species. Several considerations are presented below regarding this issue.

- 3.2.1 Producers should strive to limit the extent of exclusion fencing, although it is recognized that exclusion fencing is appropriate and encouraged in some locations.

Note: Appropriate uses of exclusionary fencing include instances when:

- (i) stock is concentrated in a small area for certain periods (eg, for lambing or calving)*
- (ii) smaller sized livestock is kept on the property (eg, poultry)*
- (iii) the risk of predation is high*
- (iv) wildlife can use other areas of the property.*

Exclusionary fences are those that are impermeable to most wildlife. They may be temporary or permanent and can include electric fencing, woven wire fences, and fladry.

- 3.2.2 Property boundary fences should be designed to allow wildlife passage. Specifications of the distance between the lines of wire or type of fencing will be provided to the producer by WFEN.
 - 3.2.3 Producers should avoid topping woven wire fences with barbed wire. New fences in open pastures should be constructed so as not to impede wildlife passage.
- Note: See Annex 2 for information on wildlife-friendly fencing characteristics.*
- 3.2.4 Producers should use fencing to exclude predators from entering attraction points, such as calving and lambing areas, night corrals, bee yards, and domesticated animal pens.
 - 3.2.5 Fencing should have gaps, open gates, or lay-down sections that allow for wildlife passage whenever livestock and domesticated animals are not present.
 - 3.2.6 Fencing should avoid excluding wildlife from riparian habitats, watering points, and high-quality habitats, and avoid cutting off migration and travel corridors.
 - 3.2.7 If current configurations impede wildlife movement significantly, a plan should be established to modify or replace existing fences with wildlife-friendly fencing.
 - 3.2.8 Old fencing and wire must be removed whenever no longer needed.

4. Ecosystem and habitat management of jaguars and other mammal species of concern

4.1 Provision of quality habitat: natural and uncultivated areas

The focus of this certification is to ensure that habitat, the jaguar, and its prey are maintained over time. This includes not only natural ecosystems, but also productive areas that provide functional areas for the species; accordingly, it is key to ensure that such functions are maintained or improved over time. Key elements to achieve this are included here.

- 4.1.1 Uncultivated areas on properties should provide cover and forage essential to support jaguar and prey habitat. Any kind of productive use should follow sustainable principles and potential or planned changes should be discussed with WFEN.
- 4.1.2 Native forests should be maintained to support key plant and wildlife species. Extractive activities should be focused on forest products that do not change the structural and floristic diversity of the area.
- 4.1.3 Key habitat patches, linkages between patches, and corridors that provide safe passage for wildlife must be maintained and recommendations for management and use should be established. Any kind of productive use should follow sustainable principles and potential changes should be discussed with WFEN and partner organisations.
- 4.1.4 Special attention should be paid to riparian and floodplain areas that are of critical importance to biodiversity conservation. The areas should be maintained and protected as riparian corridors following the minimum sizes established under national or regional legislation.
- 4.1.5 Producers should conserve and restore wildlife habitat.

Note: Examples of habitat conservation or restoration can include planting and conserving trees, preferably native, and restoring wildlife resting and nesting habitats. Inclusion of live fences, agroforestry or silvopastoral practices should be encouraged.

4.2 Provision of quality habitat: cultivated areas

The production system should provide seamless spatial continuity with the forest system, allowing the movement of wildlife and providing an ecological function.

- 4.2.1 Producers should make every effort to improve agroforestry practices to function as a habitat for a multitude of species. Examples of improving habitat and biodiversity on cropland can include:
 - a) Inclusion or maintenance of shrubs and other plants within the plantations
 - b) Retaining leaf litter
 - c) Maintaining forest cover surrounding plantations and maintaining riparian corridors
 - d) Leaving patches in fields at harvest for wildlife forage and cover.
- 4.2.2 Producers should avoid disturbing nesting sites or dens during critical periods.
- 4.2.3 Management of complementary production and agricultural areas can also use specific management

techniques that improve its function as a quality habitat for jaguars or prey.

4.3 Adaptive management

- 4.3.1 Knowledge of wildlife presence in the area, predator-prey-livestock interactions, habitat quality, and management of livestock to avoid depredation, should serve as the primary tool to maximize habitat for jaguar and prey within production areas, and to minimize the potential for conflict between wildlife and humans.

Note: Each certified enterprise will receive management recommendations based on the specific characteristics of the property. Each enterprise must follow the recommendations and record their effectiveness. WFEN will provide formats or guidelines to record this information.

- 4.3.2 Producers should closely monitor livestock activities and seasons, and show increased vigilance during sensitive periods, such as during the calving season.
- 4.3.3 If a depredation event occurs, producers should act to reduce the likelihood of additional events. Actions may include introducing and increasing deterrents and monitoring, removing attractants, and/or moving livestock.

5. Monitoring scheme

Monitoring is necessary to retain certification under the Jaguar Friendly® Production Standards. Monitoring applies not only to biodiversity and ecosystems but also to the socio-economic and welfare conditions of the properties and the families living on them. Properties that are *Certified Jaguar Friendly* should develop and apply a monitoring program, as recommended below.

5.1 General requirements of the monitoring scheme

- 5.1.1 Monitoring of the state of the property, the presence of conflict, and the production unit must be carried out at least once a year, and the results should be delivered to WFEN annually. Biological and ecological monitoring should be carried out at least biennially (every two years).
- 5.1.2 All data should be adequately recorded and saved in a secure place for delivery to WFEN and the Certification Committee.
- 5.1.3 In accordance with the specific agreement in place, *Certified Jaguar Friendly* properties can use either camera traps, transects, or both to monitor wildlife presence. The specifics of the sampling that the certified property will make are based on the agreement between the property and WFEN.
- 5.1.4 All data provided by the property can be used for both certification and scientific purposes.
- 5.1.5 Certified producers are required to collaborate with scientists and research groups (eg universities, NGOs) as needed, to collect data on jaguars and other biodiversity.

5.2 Camera trapping

- 5.2.1 At least one (1) camera-trap station must be maintained on the property. The number of camera traps will depend on the total size of the property and the agreement between the certified property or producer and WFEN.

- 5.2.2 It is recommended that camera-trap stations are activated twice a year, the year that biological monitoring is taking place, for at least 30 days each time. Placement, installation, and careful takedown of the camera traps will be a joint responsibility between the partner conservation organization and the farmers.
- 5.2.3 All pictures from the camera-trap will be safely stored on extractable memory devices and shared with the Certification Committee. A sampling protocol and data handling document will be delivered to the property depending on the number of cameras and the sampling agreement between the property owner and WFEN.

5.3 Data management and analyses

- 5.3.1 All data recorded should be sent to WFEN, as the Jaguar Friendly® certification organization.

Note: The data will be used for confirming presence-absence of jaguar and prey on the property and for scientific and conservation purposes. Analyses carried out by WFEN and its partner conservation organizations will be based on presence/absence methodology according to sample size and location. All analyses made with the information and the list of species registered at the property will be shared with the certified enterprise. In addition, a compiled analysis from all certified properties in the region will be shared to enable the properties to strengthen their interaction and relationship with relevant environmental agencies.

5.4 Recording data

- 5.4.1 Producers should have a documented conservation plan that includes:
- a) a map or polygon of the property
 - b) a list of possible direct and indirect effects of the property on jaguars and their environment.
- 5.4.2 A map of the properties described in the application for certification must be developed, highlighting key wildlife and habitat areas together with any areas of concern.

Note: Any modifications to the property should be logged and a revised map or polygon shared with WFEN.

- 5.4.3 The conservation plan should be reviewed at least annually and updated as necessary.
- 5.4.4 The conservation plan should be communicated to all relevant staff members.
- 5.4.5 Maps and accompanying materials should show the following (where applicable): Property boundaries, production areas, natural forest, forest patches (eg woodlots, orchards), dwellings, livestock areas (as well as chicken coops, beehives), general location of dogs (working or guardian), fences (*Note - fence types to distinguish those that are wildlife-friendly*), roads, buildings, pastures, hay and crop fields, irrigation systems, natural water sources, and wetlands (*Note – these should indicate springs and streams and distinguish permanent from seasonal water sources*), water tanks (*distinguish permanent from seasonal water sources*), raptor nests, areas of regular sightings of predators or prey or signs of their presence, scare devices (fladry, lights, noise boxes etc.), live traps, herders and other forms of human supervision, any other non-lethal deterrent practices in use.

Note: The initial map will be developed by the producer and WFEN's Certification Officer (or their designee) who carries out the initial site visit; subsequent updates to the map will be carried out by the certified producer.

5.5 Wildlife present on the property and surrounding areas

- 5.5.1 An updated list of wildlife species occurring on the property together with details of species of concern should be maintained and provided to WFEN.
- 5.5.2 Certified producers should collect data on jaguar presence on and around their properties.
- 5.5.3 Detailed records of any incidences of conflict should be maintained, including date, location, and corrective or mitigation measures taken.

Note: Where conflict protocols are available in the region, these must be followed.

6. Local economy and working conditions

6.1 Human and Workers' Rights

- 6.1.1 **C** There must be no child labor.

Note: Child labor, as defined by the [International Labor Organization](#), refers to work that:

- *is mentally, physically, socially or morally dangerous and harmful to children; and*
- *interferes with their schooling by:*
 - *depriving them of the opportunity to attend school;*
 - *obliging them to leave school prematurely, or*
 - *requiring them to attempt to combine school attendance with excessively long and heavy work*

- 6.1.2 **C** Certified enterprises must not contribute to the exploitation of women or disadvantaged communities or tribes.

Note: Exploitation includes any activity that promotes women or disadvantaged communities without their full consent or without their full integration into the decision-making process and benefits sharing.

- 6.1.3 **C** *Certified Jaguar Friendly* enterprises must have a policy against modern slavery and commercial, sexual, or any other form of exploitation and harassment of or against anyone, particularly children, adolescents, women, LGBTQ+, people with disabilities, and other minorities.

6.1.4 **Recommended**

There should be action to empower women and disadvantaged groups to become involved in certified enterprises.

- 6.1.5 All certified enterprises must provide local employment opportunities, including management positions.

- 6.1.6 All certified enterprises must offer equal employment opportunities to women, local minorities, and others, including in management positions.

6.2 Local Economy

- 6.2.1 **C** Certified products must contribute to increases in local incomes and/or improvements to livelihoods.

Note: To help ensure communities living with wildlife adopt conservation-compatible practices, the associated benefits should be tangible and significant.

- 6.2.2 **C** Individuals or communities living with wildlife must participate in the production, harvest, processing, or manufacture of certified products.

Note: A direct link between the product and producer is essential for Certified Jaguar Friendly accreditation. Products that donate a percentage of profits to conservation but do not abate threats to key species fall outside of the scope of these standards

- 6.2.3 **Recommended**

Certified enterprises should purchase and offer local services, goods, and materials, following fair-trade principles.

- 6.2.4 **Recommended**

Certified enterprises should promote other Certified Wildlife Friendly® products when they are available.

- 6.2.5 **Recommended**

There should be a documented and implemented code of conduct for activities in indigenous and local communities that have been developed and implemented with the collaboration and consent of the affected community.

- 6.2.6 **C** The activities of certified enterprises must not jeopardize the provision of basic services, such as food, water, energy, healthcare, or sanitation, to neighboring communities.

7. Specific production systems

This section defines the standards and guidelines for specific product types. It should be noted that additional production systems will be added from time to time, but that WFEN will not certify certain plant-based products, such as tobacco. If the product to be certified is not listed in this section, contact WFEN for guidance.

7.1 Coffee

- 7.1.1 Certified properties should include forest remnants, or include the presence of rustic, traditional, or commercial polyculture that covers its coffee crops.
- 7.1.2 Coffee production should be developed under a shade-grown scheme.
- 7.1.3 At least 30% of the canopy cover within the plantation should be maintained using tree species.

- 7.1.4 The property should increase the structural complexity of the shade and floristic diversity for the coffee, which is necessary not only to guarantee the needs of the jaguar but also to maintain its prey and biodiversity in general, including
- 7.1.4.1 The property must apply a diversity of shade cover tree species (>5 woody or fruit tree species).
 - 7.1.4.2 Multi-stratum species (vertical complexity) should be incorporated within the shade. The producer should aim to achieve at least three strata following traditional or rustic tree cover.
 - 7.1.4.3 Leaf litter and weeds or grass should be maintained on the undergrowth and on soil surfaces.
- 7.1.5 By-products and waste (for example, wastewater [mead]) from the production process should be managed, collected, and disposed of responsibly.
- 7.1.6 **C** Certified enterprises must ensure the best use of water for the plants, avoiding adverse effects to the main water source of the property and not depriving neighbors of water for other essential needs.
- 7.1.7 **C** The management and harvest of the coffee plots must follow national regulations and sectoral guidelines in terms of environmental practices and labor laws.

7.2 Cacao

- 7.2.1 Certified properties should include forest remnants and agroforestry practices should be promoted.
- 7.2.2 Production should incorporate and promote, where applicable, the [Good Agricultural Practices](#) scheme.
- 7.2.3 According to context and on-site conditions, the certified producer should incorporate shade or forestry components within the cacao plot.
- 7.2.4 Production plots should respect and maintain riparian forests and allow the natural growth of riparian vegetation.
- 7.2.5 The property should maintain all existing natural cover at the time of certification and carry out restoration efforts on any degraded areas.
- 7.2.5 There should be proper management of by-products and waste (for example, wastewater) from the production process.
- 7.2.6 **C** The management and harvest of the cacao must follow national regulations and sectoral guidelines, in terms of environmental practices and labor law.

7.3 Forestry Plantations

The purpose of the following criteria is to ensure that necessary habitat and open corridors for wildlife are made available within forestry plantations to support the habitat needs of small mammals for territory establishment and provide cover for large vertebrates to facilitate movement between areas. In cases where livestock are using the plantation for grazing needs, all efforts should be made to ensure that livestock are

managed according to the guidelines in Section 3 above.

- 7.3.1 The management and harvest of the forestry plots must follow national regulations and sectoral guidelines in terms of environmental practices and labor laws.
- 7.3.2 The property engaged in forestry activities should maintain all existing natural cover at the time of certification and carry out restoration efforts on any degraded areas.
- 7.3.3 Properties should identify and map out wildlife corridors within forestry plantations that are strategically located to provide small mammals with adequate habitat to establish territories and ensure sufficient cover and safe passage for large vertebrates moving between different areas.¹
- 7.3.4 Vegetation management practices within wildlife corridors should be tailored to maintain or enhance habitat suitability for target fauna species. This may include selective planting of native vegetation, avoiding the use of harmful chemicals or pesticides, and implementing measures to control invasive species that could disrupt corridor functionality.²
- 7.3.5 Properties engaged in weed control activities should identify and delineate sensitive areas, including natural covers or corridors to encourage the natural generation of undergrowth patches within the productive plots to support wildlife populations and maintain biodiversity.
- 7.3.6 Properties should reduce the frequency and intensity of herbicide applications, mechanical weed removal, and other weed management practices that may disrupt or suppress vegetation growth.
- 7.3.7 Certified enterprises should respect and maintain riparian forests on production plots and allow the natural growth of riparian and any other vegetation associated with natural and artificial water bodies.
- 7.3.8 Certified enterprises should implement water management practices that prioritize the efficient use of water resources within forestry plots, minimizing adverse effects to the natural water sources of neighboring farms, natural springs, and hydric systems.
- 7.3.9 The density of trees within plantation plots should be carefully selected and balanced to optimize growth while maintaining soil fertility and supporting other essential ecological processes.³
- 7.3.10 Fast-growing native timber species that tolerate shade conditions and rotations comparable to those of commercial species should be included within forest plots⁴ as a complement to marginal habitat heterogeneity, where the plantation allows for this.
- 7.3.11 Alternatives to clearcut harvesting should be considered, including consideration of the use of variable retention harvests and other appropriate management measures.

¹ Stalings, 1990

² Stalings, 1990

³ Liu & Li, 2010

⁴ Williams, 2015

Note: Studies have been conducted to determine both the ecological and economic benefits of a method referred to as variable retention harvests (i.e., leaving parts of the forest unharvested) for the purpose of retaining structural diversity and the maintenance of ecosystem functions through retaining legacy systems.⁵

⁵ Williams, 2015