



# 2010

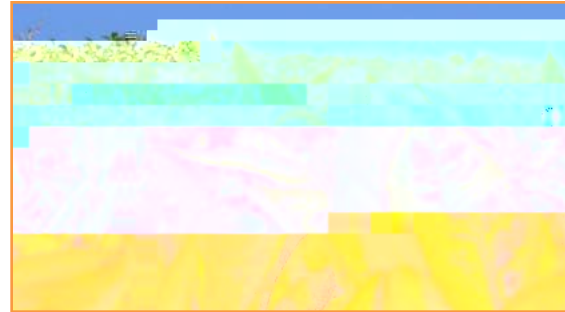
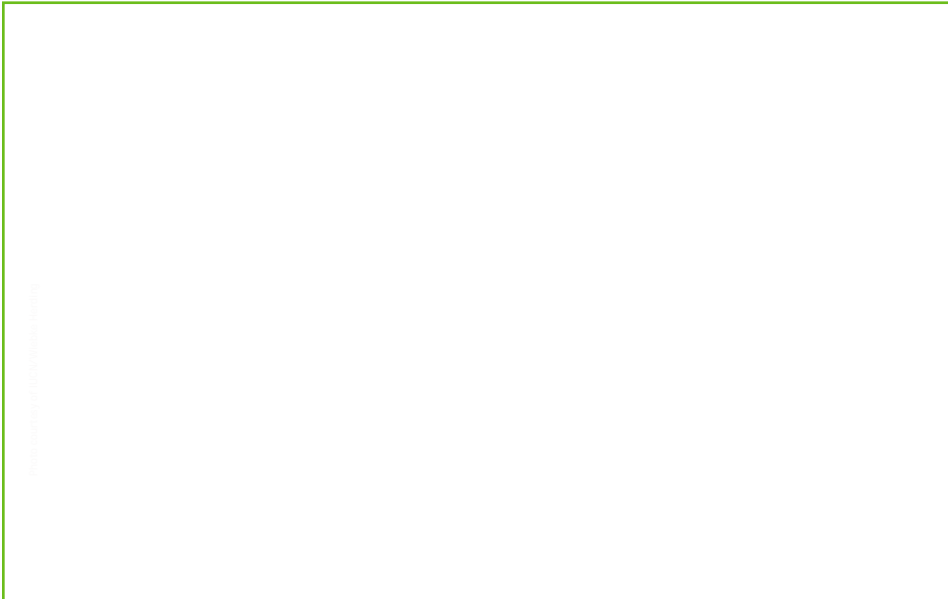
February 2008  
*Agribusiness*

*A newsletter on business and biodiversity by the Secretariat of the Convention on Biological Diversity*

A contribution to

# Food, feed, fiber & fuel

*an overview of biodiversity and agribusiness*



By \_\_\_\_\_, *Executive Secretary*

We are releasing this issue of *Business.2010* as a contribution to SBSTTA-13 which will be considering, amongst other agenda items, the in-depth review of the implementation of the Programme of Work on Agricultural Biodiver-





: cf. U. ZccX. a Ubi ZUMi f]b[. Vza dUbm  
such as Unilever, sustainable supply

members) to create the commercial environment where business activities can be directed to support more sustainable production that goes hand-in-hand with biodiversity conservation.

### ***Access to information***

decisions and taking action in the light of current knowledge, if it can be made available to us in a straightforward way that can be easily understood.

to take appropriate action on biodiversity issues, is to have easy access to information on the biodiversity priorities in the geographical areas where it operates. Advice and support from governments,

the individual business priorities in any one country or location is also extremely



**ANNIK DOLLACKER** *and*  
*explore the interlinkages between*  
*agriculture and biodiversity.*

griculture is one of the key motors of

business risk. The agricultural sector and the down-stream value chain — food, bio-chemistry, pharmaceutical, and textile industries — are particularly vulnerable. They face operational risks, including diminishing supplies or rising costs of key resources and inputs, such as raw materials and water, for example. Other potential challenges include governmental restrictions on access to biodiversity; damaged reputations and licenses to operate if public expectations are not met; and potentially restricted access to capital as the lending and investment policies.

As the world's population continues to grow, with the knock-on effects this will have on requirements for land (for building and other uses), and demand for renewable resources to counter climate change continues to rise, it would be unrealistic to set past species diversity on cultivated land as a desired target. This level of ambition ignores not only the source and origin of this 'diversity', but also generally the fundamental requirements of sustainable development, biodiversity and ecosystems.

As overall land is limited and further encroachment into pristine habitats not sustainable either, agriculture has to be made more effective and sustainable on the land already cropped. This realization is not al-

out the use of ever-improving agricultural technologies (seeds, crop protection products, fertilizers, mechanization, irrigation, etc.) a landmass of the size of North America would have had to be turned into farmland. Post war needs shaped agricultural policy which tended towards increased productivity at the expense of wildlife and

technology knowledge only really came into its own in the 1980s and 1990s.

### ***Sustainable agriculture***

The major challenge today therefore is to secure and increase agricultural yield while at the same time conserving biodiversity, ecosystems, and resources as well as maintaining a healthy base for those who rely on

words, balancing agricultural productivity with the needs of ecosystems and biodiversity to ensure they are all able to deliver their services in a sustainable manner.

The key to achieving this lies in the implementation of sustainable agriculture. This more holistic and systemic approach integrates the three pillars of sustainability:

agriculture needs to be managed while supporting biodiversity and ecosystem

strategies that are being implemented include, among others, setting biodiversity conservation goals for farmland, such as maintaining or enhancing wildlife habitats. Similarly, low-till, and conservation agriculture are also widely promoted ap-



# Healthy agro-ecosystems for sustainable business



*ž' Yl Ua ]bYg' \ck  
hYVWbc`c[ ]YgÍ 'g W Uj]a dfcj YX'gYYXgUbX  
pesticides – can contribute to sustainably  
raising productivity on land already been  
cropped.*

The demands on agriculture are currently changing dramatically due to wealth and population increases, climate change and related matters. All of these put tremendous pressure on land. There is no rational alternative to increasing yields per hec-

ther encroachment into wildlife habitats is not a viable option.

The current rate of species extinction and levels of degrading ecosystems raise important questions for agricultural businesses. A key question for us as a company is: can a business case be made that supports efforts to promote agro-ecosystems health and biodiversity conservation? The answer is a resounding yes. Providing farmers – small and large holder farmers alike – with innovative technologies to manage agro-ecosystems effectively secures the agricultural production base in the long-term and is thus fundamental to the sustainability of their business ... and ours.

## ***Crop technology R&D integrates conservation***

An obligation we have as a crop science company is to take a holistic view of any potential effects our technologies might have on agro-ecosystems. Hence, we incorporate biodiversity protection aspects

activities and are continuously pushing the science further. The introductions of new pesticides and new crop varieties take as long as ten years from initial discovery to

the intended use of pesticides, their potential effects not only on human beings but

also on the environment are researched exhaustively, making them the most thoroughly studied chemicals worldwide. Protecting species and ecosystems requires a thorough understanding of these products. Therefore research includes basic laboratory studies, sophisticated testing in the (low) to assess interactions between products and the ecosystems.

## ***Sparing use of natural resources***

when they enable our customers, the farmers, to adopt farming practices that conserve natural resources. Hence, our experts direct additional efforts towards targeted crop protection measures, including seed treatment, devices to apply products more precisely, such as stem injectors, and computer-based tools that better forecast the development of pests. All of these approaches allow farmers to adjust their pest-management strategies towards when and where required.

One example of targeted pest-management is seed treatment. Treating seeds,

amount of area exposed by 95%, while only

cial insects living both on and in the crop are safeguarded. Another example is insect-resistant crops, which also spare ben-

ally save fuel, water and labour.

## ***Learning from the field***

To address the needs of agro-ecosystems health, there is also much to be learned

and done at the farm level. We cooperate with many partners to further develop farming practices that enhance biodiversity. For instance, in 2007 our colleagues in the UK opened Biodiversity Centres on -  
ate measures such as the establishment of beetle banks, hedgerows, and ponds on farm biodiversity. The lessons learned are shared with farmers, distributors, agricultural consultants and the wider commu-

initiated a project to restore farmland surrounding a lake. About 8,000 native trees (63 species) were planted, with the result that soil erosion has been reduced, water

project a manual was developed, which gives directions on how to grow native plants. This encouraged scaling-up and has resulted so far in the planting of more than 100,000 native trees.







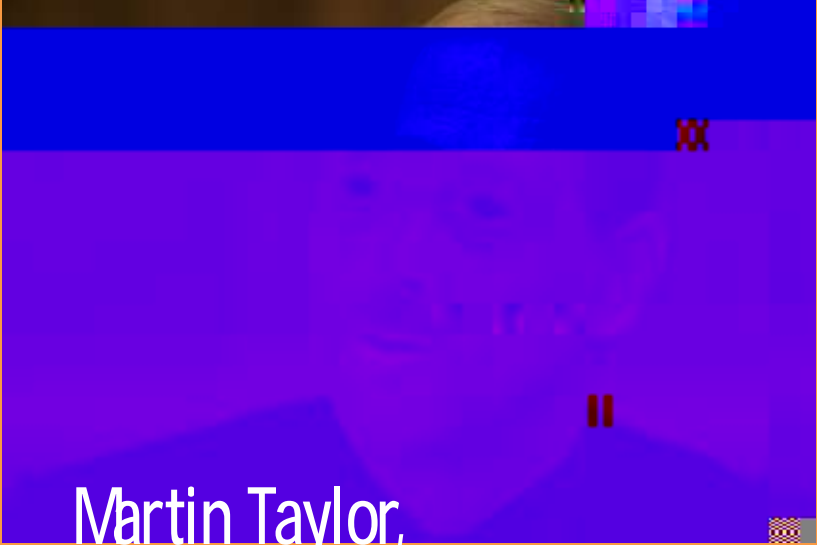
developing world problems like rinderpest in Africa. Biotechnology is also being used to produce safe and more effective

the world from a biotech-derived animal – a human pharmaceutical that is an anti-blood clotting factor produced in the milk of genetically engineered goats.

We are becoming increasingly conscious of the obligations we hold to leave a healthy and sustainable world for future

biotechnology, with its ever-expanding knowledge of the structure and function of life on our planet, will play a vital role in responding to the challenges of





# Martin Taylor, Chairman of the Board, Syngenta

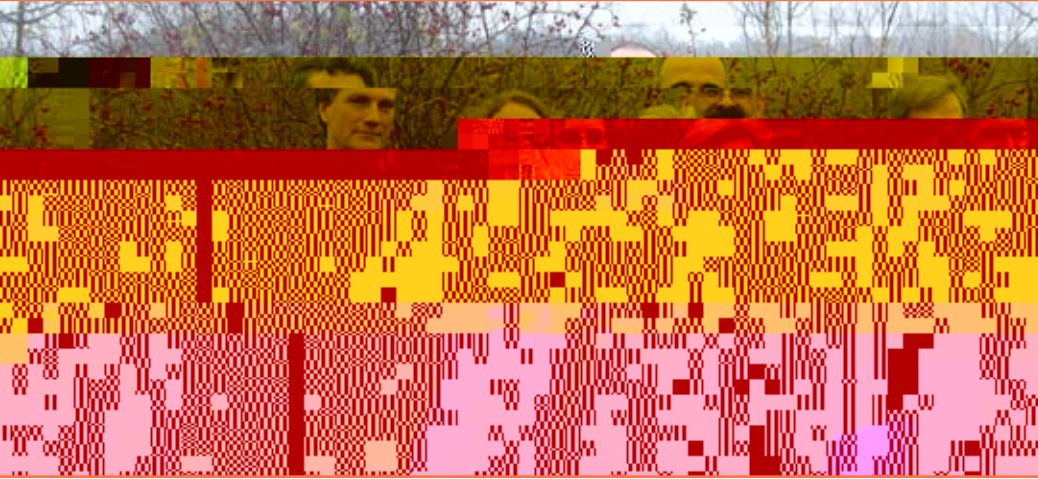
## ***What does biodiversity mean to Syngenta?***

Biological diversity is fundamental to agriculture, food production and sustainable development. We at Syngenta understand this well. Our understanding is not externally imposed, and it does not rely on

bones. For our seeds business, biodiversity is the crucial raw material. To increase the productivity of our crops, their reliability and their nutritional value, we must make full use of genetic diversity.

[1]. Our business in the UK is working in entirely unprecedented ways with growers and a major supermarket chain to acknowledge this issue internally.

# Sustainable wild collection of plants —make way for a new standard



### *Impulsar la sostenibilidad*

Muchos ambientalistas y promotores de un desarrollo sostenible, incluyendo a este servidor, consideran

de sostenibilidad. Posiblemente, parte de la cooperación que surja del Acuerdo puede destinarse para proporcionar incentivos económicos interesantes para que esto ocurra.





*Recommendations to COP-9 on standards and certification*

As COP-8 led to the updating of the clearing-house mechanism with

# Keeping farming organic and making it productive

*and recall the reliance on biodiversity for food safety and sustainable agriculture; highlight role of organic agriculture.*

oney bees pollinate about one-third  
the spring of 2007, farmers through  
to pollinate their crops as colony collapse  
impact the production of more than 90

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## Update on the German Business & Biodiversity Initiative

The Federal Ministry for the Environment (BMU) has established a Business Biodiversity Initiative [1] to win companies from different industries to become more committed to and ac-

This guide provides an update on business related activities at COP-9.

This information will be updated in the April issue of the newsletter and again in early May.

Please send information on planned business related activities to the editor before 1 April 2008:

[nicolas.bertrand@cbd.int](mailto:nicolas.bertrand@cbd.int)



# Tentative calendar of business related events

Monday 19 May 2008	Tuesday 20	Wednesday 21	Thursday 22	Friday 23	Saturday 24
			(theme: biodiversity and agriculture)  5 pm	10 am  scheduled to begin discussions on Agenda item 4.13 (Cooperation with other conventions, interna- tional organizations and initiatives and engage- ment of stakeholders)	

Ministry of Transport

All COP-9 information is posted at [www.cbd.int/cop](http://www.cbd.int/cop)

Sunday 25	Monday 26	Tuesday 27	Wednesday 28	Thursday 29	Friday 30
			<p>Several business related side events, throughout the COP, are expected to be featured under a common 'Business and Biodiversity Forum' umbrella.</p> <p>The United Nations Environment Programme (UNEP) and the United Nations Development Programme (UNDP) are taking the lead in organizing the forum, which should convene many other organizations. Preliminary plans are for the forum to include:</p> <ul style="list-style-type: none"> <li>business, pro-poor carbon markets, indicators for business etc.</li> </ul> <p><b>Contact</b> <i>Balakrishna Pisupati</i> (<a href="mailto:Balakrishna.Pisupati@unep.org">Balakrishna.Pisupati@unep.org</a>)</p>		
			World Conference Centre		
		Expert fora (27 May, A ]b]ghfmcZHFUbgdcfz fcca '\$"%&@)			
		(29 May at 12pm, World Conference Centre)			
		10 am - 8 pm			

A Fair on experiences and best practices in Communication, Education and Public Awareness (CEPA) will be held in the Ministry of Transport building and will include displays and presentations on National CEPA strategies; mobilization of the media; the integration of biodiversity considerations into education; best practices in raising public awareness.

Business is invited to contribute  
 Submissions should be received **no later than 26 March 2008**  
 2008-020, posted at [www.cbd.int/doc/bchjUVWhjcbg#&\\$\\$, #bzI &\\$\\$, ! \\$&! WdU! en.pdf](http://www.cbd.int/doc/bchjUVWhjcbg#&$$, #bzI &$$, ! $&! WdU! en.pdf)

The 'Plaza of diversity' will include an exhibition fair, workshops, and many other activities. The 'Campus' will run throughout COP-MOP-4 and COP-9.

The 'Expo' will run on **27-30 May**. The **World Conference Centre** will hold a booth. For more information and/or [www.plaza-of-diversity.org](http://www.plaza-of-diversity.org).

**On 22 May**

importance of biodiversity – this year's theme is "Biodiversity and Agriculture". An informal plenary session will be held at 5 pm on 22 May. Several side events, on 22 May and throughout the COP, will also be organized. See [www.cbd.int/ibd/2008](http://www.cbd.int/ibd/2008).

*In the run-up to COP-9, a number of business and biodiversity events are planned. The Secretariat is participating in the following:*

23 February 2008, Rome, Italy

**Roundtable meeting on biodiversity offsets, biodiversity credits and conservation banking**

Over 30 countries now have regulations to encourage developers to undertake biodiversity offsets to achieve 'no net loss' or a 'net gain' of biodiversity when infra-

impacts. Some have developed these into conservation banking and credit trading

companies are undertaking voluntary biodiversity offsets, supported by conservation experts and increasingly required to do so by the conditions of bank loans.

Following SBSTTA-13, the Business and Biodiversity Offset Program (BBOP) is running a roundtable meeting to discuss biodiversity offsets and prepare for related dis-

[www.forest-trends.org/biodiversityoffsetprogra](http://www.forest-trends.org/biodiversityoffsetprogra)

29 February 2008, Galway, Ireland

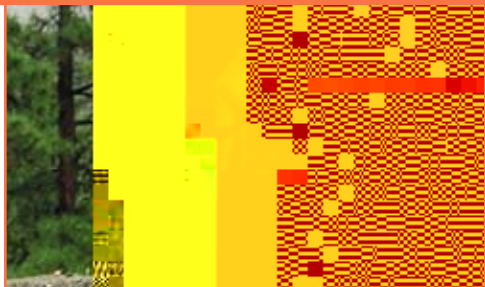
**Business and Ecosystems: Innovation, opportunities and challenges for the private sector**

tional Conference on Health and Biodiversity (COHAB 2).

vening this event to: examine the business case for nature conservation; explore business opportunities and challenges associated with biodiversity; discuss the tools available to help business managers identify options for developing new markets based on ecosystem services; and pool experience and perspectives from business.

The workshop will explore the following themes: the business case for biodiversity; what's happening at the policy level; how to identify risks and opportunities; creating new markets in different sectors; country and company experience.

# Increasing the understanding of biodiversity for the Russian forestry sector



**MKHAIL KARPACHEVSKIY** and

*outline the rise in the use of*  
: G7' WfhjUVWhjcb' Vmih\Y' Fi ggjUb' ZcfYghfm  
sector.

ussian timber companies really started to realize the importance of biodiversity in the early 1990s. This

the Soviet times, areas along the border remained virtually inaccessible for national security reasons. As a heritage of the Cold War, a strip of old-growth forests along

troops for the last 50 years enjoyed nearly natural conditions. From the Finnish side, the forest was clearcut to the border line

30-40 km from the border.

## **Old growth**

After 1991, border restrictions were lifted and timber companies from both sides of the border anticipated the opportunity of harvesting in this unique strip of the old

Karelia), one of the largest in whole Europe.

peace, WWF and other organizations, a strong awareness campaign directed at the

ing from the border forest started. As a result of this public pressure, Finnish companies ENSO and then UPM-Kymmene committed not to purchase timber from such

timber companies subsequently joined the Old growth forests logging moratorium for

To be able to follow these commitments large Finnish importers established a sys-

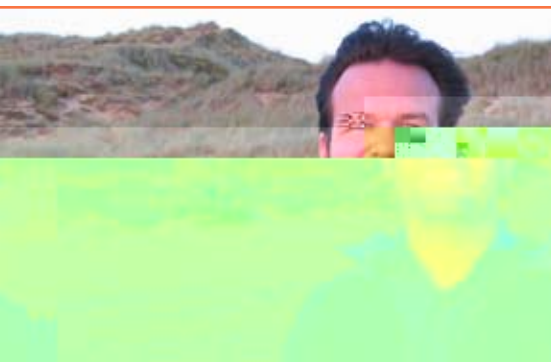
Environmental activists developed a methodology, which allowed them to quickly produce maps of old growth forests. The

Forests of Northern Europe was published as part of the awareness campaign.

## **Constructive relationships**

activists and timber companies had thus gradually evolved into more constructive relations. Systematic information on old growth forest in other parts of the countrw89mave rew89mavet287004400510047ir31ed i8800551





pressed through purchasing preferences.

looks at how voluntary standards are being used in the aquaculture sector as the business tool of choice by large retailers in Europe to achieve sustainability objectives.

lthough the majority of agriculture,

is still used in the country of origin, the integration of global markets is leading to a growing proportion to be traded internationally. This is primarily destined, in one form or another, for the shelves of food retailers in the northern hemisphere. Fish is the most internationally traded food commodity, and tropical shrimp one

modities. The largest retailers are working more closely with their suppliers on production standards to ensure not only food safety and quality but increasingly sustainability and responsibility as well, essential to their brand reputation. This is being driven by a number of complex factors, principally: food scares; changing legal





# Let us Amazon our business

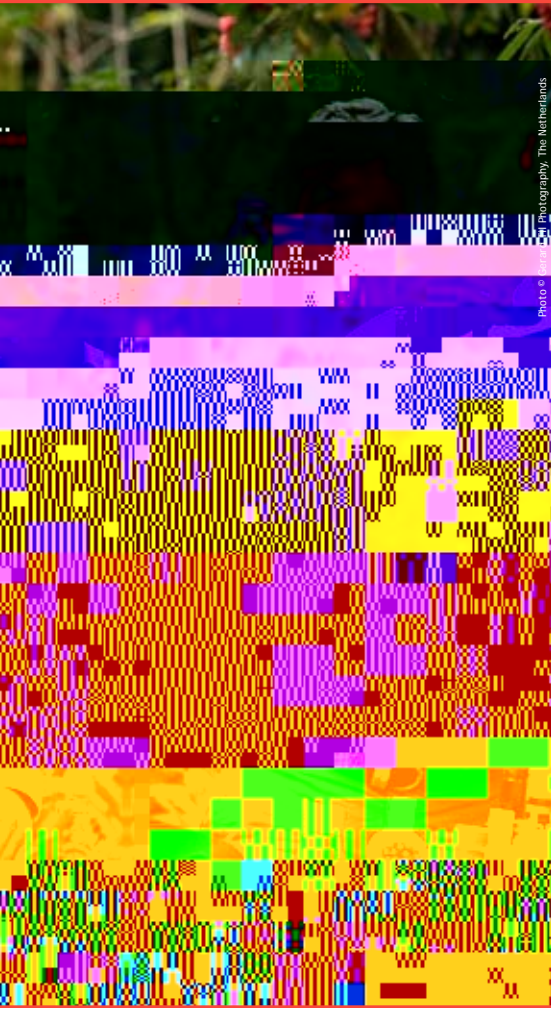


Photo © The Netherlands

can turn things on their head and make the

forests an acceptable alternative that has equal – or better still – more value than clearing the forest and stripping it of its biodiversity, then we may just succeed in stopping deforestation, one step at a time. Sustainable forest management using FSC principles and criteria is one of the tools to accomplish this.

Saving the Amazon forests on the sustainable economic development for local communities on the other, means unsustainable logging can and must be sustainable, innovative, sophisticated and centre stage.

## **High-quality consumer goods**

The Amazon is a supplier of countless high-quality natural ingredients and other biodiversity products that can be

used in the food, beverage and cosmetics industries.

goods has emerged in the Amazon: among them are energy drinks, snacks, wild gourmet chocolate, food dressings, food supplements, body care products, essences, cosmetics, aromatic oils, medicines, even kitchenware, furniture, shoes and fashionable rubber bags. And *Oro Verde*

responsible, sustainable way from tropical forests in Colombia, is just one example of how new standards are being set by Amazon products to which the rest of the world will aspire.

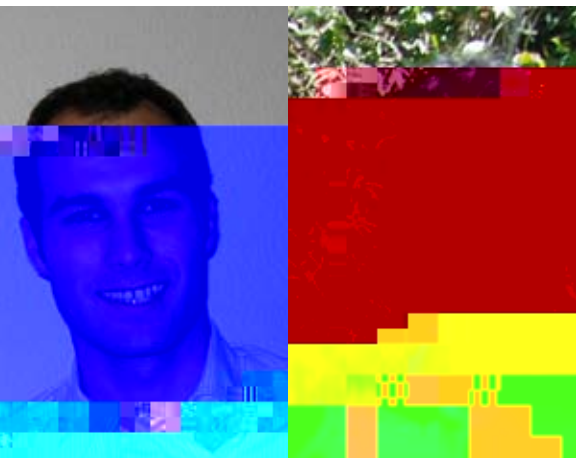
Ecological commodities, like the wilderness expanses, water and air, are still generally considered 'free goods'. However, this notion is changing. We are seeing a trend

For *5a Uncb' Mti f' 6i gIbYggz' h\Y' a YggU[Y' hc' YbhfYdfYbYi fg' ]g' I a U\_Y' a cbYmi k ]h' g ghU]bUV'Y' dFcXi VItg' Zfca' h\Y' 5a Uncb'' 7cbg' a Yfg' k Ubh' h\Ya' '' 5h' h\Y' gIa Y' h]a Y' you contribute to the protection of the 5a Uncb' UbX' nci' ]bVtYUgY' h\Y' ]bVtZa Y' of local people in the forest. This is an cZYZf' nci' VUbbch' fYzi' gYI' '' <]g' a YggU[Y' hc' dc' ]h]V]Ubg' UbX' [ cj Yfba Ybhg' ]g' I ZUNY' ]hUHY' a Uf\_Yh' UMWgg' Zcf' g' ghU]bUV'Y' ]cX]j Yfg]hm' products; this is an effective way to help fYU]nY'A' ]' Ybb]i a '8Yj Y' cda Ybh; cU'g'.*

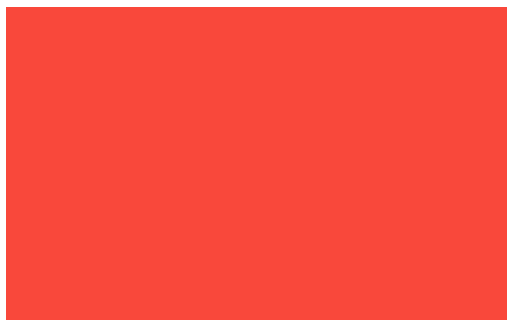
emonstrating the economic value of sustainably managed forests outside protected areas is of key importance to safeguard the Amazon.

that large areas should be strictly protected, prohibiting any sort of 'modern' economical activity. Strictly protected areas, however, need buffer zones to keep them from the danger of encroaching, unregulated human activities. The management of buffer





*and*



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cZ'h\Y'UXX]h]cbU' ]bVt'a Y' ]b'h\Y'\UbXg'cZ'ga U`'dfcXi Wfgž'  
dfcj ]X]b[ 'U'ÚbUbV]U' fYk UfX'Zcf'h\Y'VtbgY'fj Uh]cb'cZ'

# A glass of wine for biodiversity

INGE KOTZE highlights how the conservation sector and wine industry in South Africa are working together to protect the biodiversity of the South African wine industry.

South Africa is the world's ninth largest producer of wine. Approximately 90% of South Africa's wine production occurs within the Cape Floral Kingdom, the smallest yet richest plant kingdom on earth. The Cape Floral Kingdom is globally recognised as a biodiversity 'hotspot' and holds World Heritage Site status, as a home to 9,700 plant species, tens of thousands of animal species – as well as outstanding

through urban development, agriculture, invasive alien vegetation and frequent

and lowland fynbos ecosystems remain in the Western Cape. Many of these species are so specialised that they are

farm or patch of vegetation – and can

climate, soil structure, plant and species diversity results in the same terroir that is responsible for the biodiversity of the

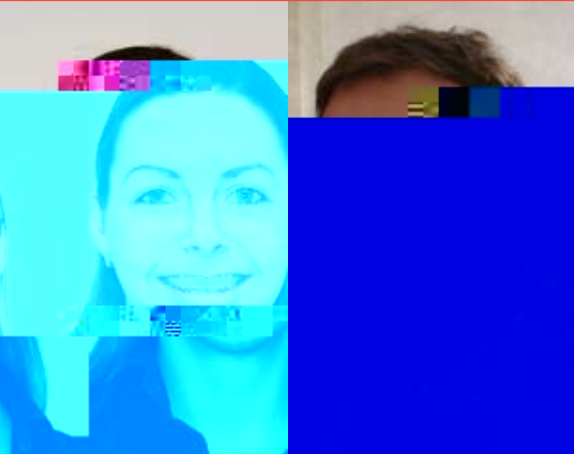
phenomenal diversity of the Cape Floral Kingdom is also partly responsible for the

## ***Biodiversity champions***

partnership between the South African wine industry and the conservation sector (The Botanical Society of South Africa



# A role for biodiversity offsets in sustainable biofuels?



NADINE MCCORMICK *and*





# Essential oils for sustainable job alternatives



## *Putting the magic*

The same thing, we are informed, occurred in Europe in the past. Historically, some exponents



*KARPOWICZ and ZENON TEDERKO highlight efforts in Bulgaria, Hungary and Poland to*

are witnessing today encouraging signs that biodiversity issues are gaining more traction in the political and commercial agendas. Fully engaging the business community and the



# Identifying and managing risks and opportunities



*introduces the Corporate*



# Landscape auctions, a new financing tool for nature



*looks at the use of  
U V]cbg'Zcf'ÚbUbV]b[ 'h\Y'Wzbg'fj Uh]cb'cZ  
landscapes in The Netherlands; explains  
plans to roll-out this tool internationally.*

landscape was opened by the mayor  
of Ubbergen, The Netherlands, in Septem-

and the ViaNatura Trust Fund, landscape  
auctions represent a new instrument in the



*co-developed a tool to as-*

# Pet industry leadership on invasive alien species

By JAME K. REASER

Although pets bring companionship and joy into many people's lives, those which are abandoned or escape into the natural environment can become invasive alien species. Preparatory documents for SBSTTA-13 include a request to "collate best practices for addressing the risks associated with the introduction of alien species as pets, in reptiles or insects, and as live bait and live food".

request as well as to highlight proactive initiatives that we have developed to minimize the risk of the 'pet release'

promote responsible pet ownership and animal welfare, foster environmental stewardship, and ensure the availability of pets. Examples of relevant programs include:

- **Habitattitude™**: a campaign to educate consumers on wise pet choice (Attitudes), excellent pet care (Habits), and alternatives to abandoning pets (Habitats).

program for reptile and amphibian importers/distributors that provides guidance for animal inspection and the removal of external parasites.

- **Bd-Free 'Phibs**: A campaign and standard setting program for reducing the risk of transmission of the highly devastating chytrid fungus (*Batrachochytrium dendrobatidis*) within/through the amphibian trade.

ties and other organizations at SBSTTA-13.

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*8f">Ua JY?"FYUgYfZjgGyb]cf G/WbW'UbX'Dc J]Mh5X-visor, Pet Industry Joint Advisory Council (PIJAC).*

[www.pijac.org](http://www.pijac.org)  
dJ'UvWjYbW4bY'gcbWVW.Y.Vta

Please send contributions to the editor.

Through the **International Federation of Agricultural Producers (IFAP)**, farmer leaders are becoming actively involved in the agricultural biodiversity aspects of the review of the Programme of Work of the Convention. Farmers want to take the opportunity of this review to highlight the positive impact of agriculture on biodiversity through the promotion of sustainable agricultural practices that improve sustainability while at the same time maintaining the economic viability of their agricultural activity. The farmers' role needs to be better understood and documented in order to achieve progress in integrating biodiversity goals into agricultural production.

Mechanisms to create markets for ecosystem services to reward farmers for the protection of nature exist in many developed countries. However, these need markets to be opened up also to farmers in developing countries, through appropriate capacity building programs and adapted mechanisms

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As companies put environmental strategies into practice, business schools are training the next generation of business leaders to understand environmental strategy from a business perspective. Students at the **Haas School of Business at University California, Berkeley** have taken initiative to organize a seven week Speaker Series to explore the innovative ways in which companies are redesigning 'business as usual'.

April 2008, will bring speakers from leading companies and organizations to discuss strategies and tools developed to help companies in a range of sectors address these new challenges, including biodiversity (the Secretariat participated in the 30

in this newsletter.

Haas was recently ranked #1 among global business schools by the **Journal of Business Education** for integrating issues of social and environmental stewardship into its MBA curriculum.

*7cbhUMi A]fU' bVUfZ' U' Úfgh' nYUF' A 65' VUbX]XUHYz' Zcf' a cFY XYHUJ]gfl*

*k k k "WX" ]bh#a Yyh]b[ s. The calendar of business and biodiversity events is posted online at k k k "WX" ]bh#Vi g]bYgg#VW YbXUf" g\ha I.*

The Secretariat is a Strategic Partner to the following event:

**Biodiversity and Ecosystem Finance (27-28 March, New York, USA).** *www.greenpower-Vt;bZYfYbWg"Vt;a #VWfVcba Uf\_Yhg#V]cX]j Yf-g]m\$bn&\$\$, "\ha I*

# Last words

Director of publication: Ahmed Djoghlaif

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