

Biodiv: Business approach to protect biodiversity in agriculture

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Author's Background

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Summary

To make biodiversity as a standard for selection (purchase), Biodiv Inc. aims at balancing between biodiversity conservation and agricultural productivity that allows farmers to have economic profits

Background

Biodiversity reducing is one of the global environmental issues¹. But we don't know what to do for it in our daily life, even though concerned that earth's biodiversity is in danger of collapsing.

Agricultural intensification is considered one of the major factors causing biodiversity decline.² However it is also true that agroecosystems maintain a large portion of biodiversity in Earth.³ Therefore, it could be easily inferred that agriculture is fundamental to conserve biodiversity, and it is up to our choice whether agricultural lands will be used as reservoir of biodiversity or not.

In agriculture, diversities of crop varieties and other living things in farmland are key resources. Agricultural biodiversity can be protected if consumers choose their foods from "biodiversity-conserved" farmland. Here we present a business approach to turn the complex "environments" things to rather simple activities-just buying foods.

Practical guidance for biodiversity conservation in agriculture

Biodiv has an objective to make our product attractive to consumers who are willing to pay a price premium for "biodiversity" value-added goods.

We are constructing databases on insect and invertebrate species that can be seen only in organic farm fields. Consumers can easily obtain the information on the species in the land where the crop grows. Biodiv adds "value" to the grains, fruits or vegetables produced from crop lands of high biodiversity by presenting the lists of key species that consumers have their own interest in. Farmers' effort to protect biodiversity will be rewarded by price premium.

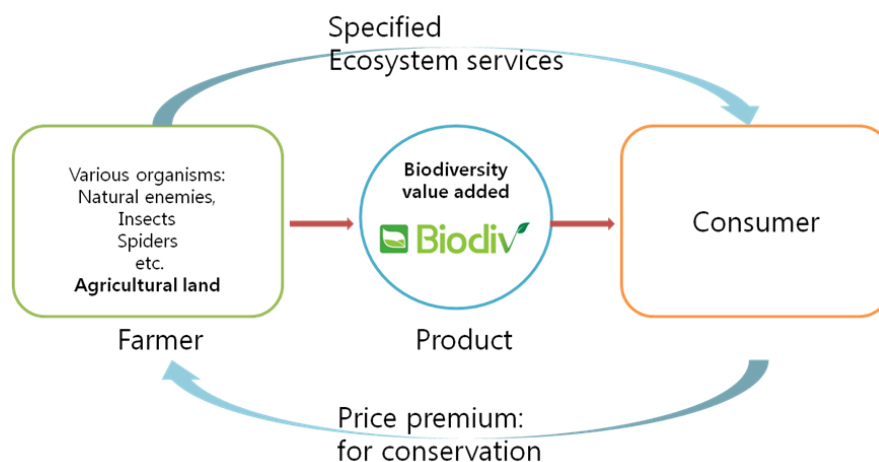


Figure 1. Business concept of biodiv

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Core messages and conclusions

Biodiv aims at balancing between biodiversity conservation and agricultural productivity that allows farmers to have economic profits. The economic profits, through consumer's choice for biodiversity, will result in the increase of highly biodiversity conserved and healthy agricultural land.

References

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