



PRESS RELEASE
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Biodiversity in the food industry celebrated with UEBT's Biodiversity Awards

GENEVA - Companies promoting biodiversity conservation and sustainable use in their supply chains were recognised at a ceremony in Paris today, when the winners of the Union for Ethical BioTrade's Biodiversity Awards were announced.

The awards recognise companies in the food sector whose activities promote the conservation of biodiversity as well as the equitable sharing of benefits throughout the supply chain. As consumers grow more aware of biodiversity they become more demanding about how the food sector sourced their natural ingredients.

For Rik Kutsch Lojenga, Executive Director for the Union for Ethical BioTrade, the awards and its winners illustrate the importance of biodiversity to the food industry as well as providing examples of how ethical sourcing practices can be put in place.

"The results from our consumer awareness study, the Biodiversity Barometer, show that 89% of consumers want to know more about how the industry uses biodiversity. Only 39% are confident that the food industry pays serious attention to ethical sourcing of biodiversity, and an overwhelming majority say they would boycott a product or brand if it did not take good care of the environment in its sourcing¹. With the Biodiversity Awards we recognise companies that pioneer sourcing practices in favour of biodiversity," he said.

This year's winners are Lotus Foods in the Leadership category and Guayapi in the Innovation category.

Lotus Foods works to bring traditional rice varieties to the US market to help ensure their preservation. By creating a market for these varieties the company provides an incentive for small-scale producers to continue to cultivate them, in the face of pressure to adopt the few varieties that dominate the market. The company works with producers that use techniques that help create a biodiversity friendly environment while saving precious resources such as water.

"We are honoured to have been recognised by UEBT for our work to promote rice biodiversity and change today's rice market for the better. This means healthier rice choices for consumers and new income for marginalized farmers. In 2011 Lotus Foods launched three popular local varieties from Cambodia, Madagascar and Indonesia, and a consumer campaign in the US to make consumers aware of the environmentally-friendly "More Crop per Drop™" growing practices," said co-founder of Lotus Foods Ken Lee.

Guayapi works with the Sateré Mawé indigenous people from the Central Amazon rainforest of Brazil. The Sateré Mawé discovered and still cultivate Warana (Guarana), which is sold as a dietary supplement on the European market. Guayapi works directly with the General

¹ Source: Biodiversity Barometer 2011 - 1000 consumers surveyed in 6 countries (Germany, France, Brazil, South Korea, the UK and US). Only 39% said they trusted the industry to pay serious attention to the ethical sourcing of biodiversity, 89% said they wanted to be better informed, and 82% said they were ready to boycott or brand if they knew that it did not take good care of the environment or practice ethical sourcing in its sourcing and production processes.



Council of the Sateré Mawé Tribe and pays prices significantly higher than the market average. In addition, the communities use methods to cultivate the Warana that mimic the original forest, helping to protect and restore forest biodiversity.

“For more than 20 years as a company and 16 years with the Sateré Mawé people, Guayapi has worked using organic principles, high socio-economic standards and principles that promote biodiversity restoration in order to valorise ancient knowledge and indigenous traditions. That’s why we are honoured to receive this Biodiversity Award, which today is an Innovation, but we hope, tomorrow will be a rule,” said Bastien Beaufort.

Two other companies were also recognised for their work on biodiversity. UEBT-member PhytoTrade Africa was awarded a Special Mention in the Innovation category for its work in bringing the baobab fruit to the European market in a number of innovative product forms. Organic Farm Foods was recognised for its work in promoting new apple and pear varieties that can be produced organically in the UK in addition to its focus in promoting the relationship between ethical and organic practices.

The awards were chosen by a panel of judges including Amarjit Sahota from Organic Monitor, Fiona Dowson from the Forum for the Future, Maria Cecilia Wey de Brito from WWF Brazil and Dr Sélim Louafi from Cirad Montpellier (the centre of agricultural research for development).

Representing the judges, Fiona Dowson highlighted what the wider food sector can learn from these pioneering initiatives.

“There were some very interesting applications this year from leaders in the food industry, illustrating that big players are increasingly – and rightly so - looking at sustainability and biodiversity as important business issues. The panel selected this year’s winners as they stood out for their strong focus on biodiversity and for taking fresh approaches. I hope they’ll provide some inspiration to organisations of all sizes across the sector.”

Last year’s winners were Coop Switzerland and Unilever. For more information on the 2010 awards please click here. <http://www.ethicalbiotrade.org/awards/2010.html>

Contact:

The Union for Ethical BioTrade (UEBT) is a non-profit association that promotes the ‘Sourcing with Respect’ of ingredients that come from biodiversity. Members commit to gradually ensuring that their sourcing practices promote the conservation of biodiversity, respect traditional knowledge and assure the equitable sharing of benefits all along the supply chain.

For more information please contact:

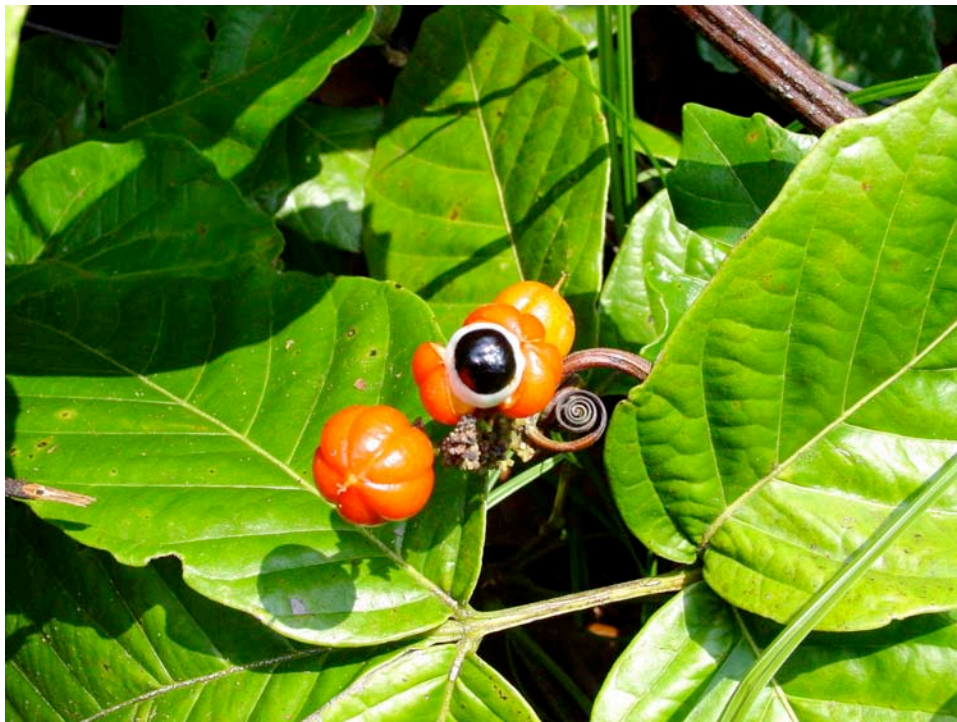
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Lotus Foods works in many countries including the Himalayan Kingdom of Bhutan where it helps its farmer partners keep the biodiversity of the nutritional red rice alive for their own consumption as well as for export.

Photo credit: Lotus Foods



Guayapi sources the warana in partnership with the Sateré Mawé people in the Central Amazon rainforest.

Photo Credit: Guayapi

Original photo files can be obtained by contacting the UEBT Secretariat.