

2016 BUSINESS AND BIODIVERSITY FORUM

Mainstreaming Biodiversity: Opportunities for Businesses
Session E Supply Chains and sustainable production and consumption

Sustainable Productive Practices in rural social enterprises in regions of high biodiversity in Southeastern Mexico

COP13-CORMOPS-CORMOP2
CANCÚN, MÉXICO 2016



CONABIO
COMISIÓN NACIONAL PARA EL
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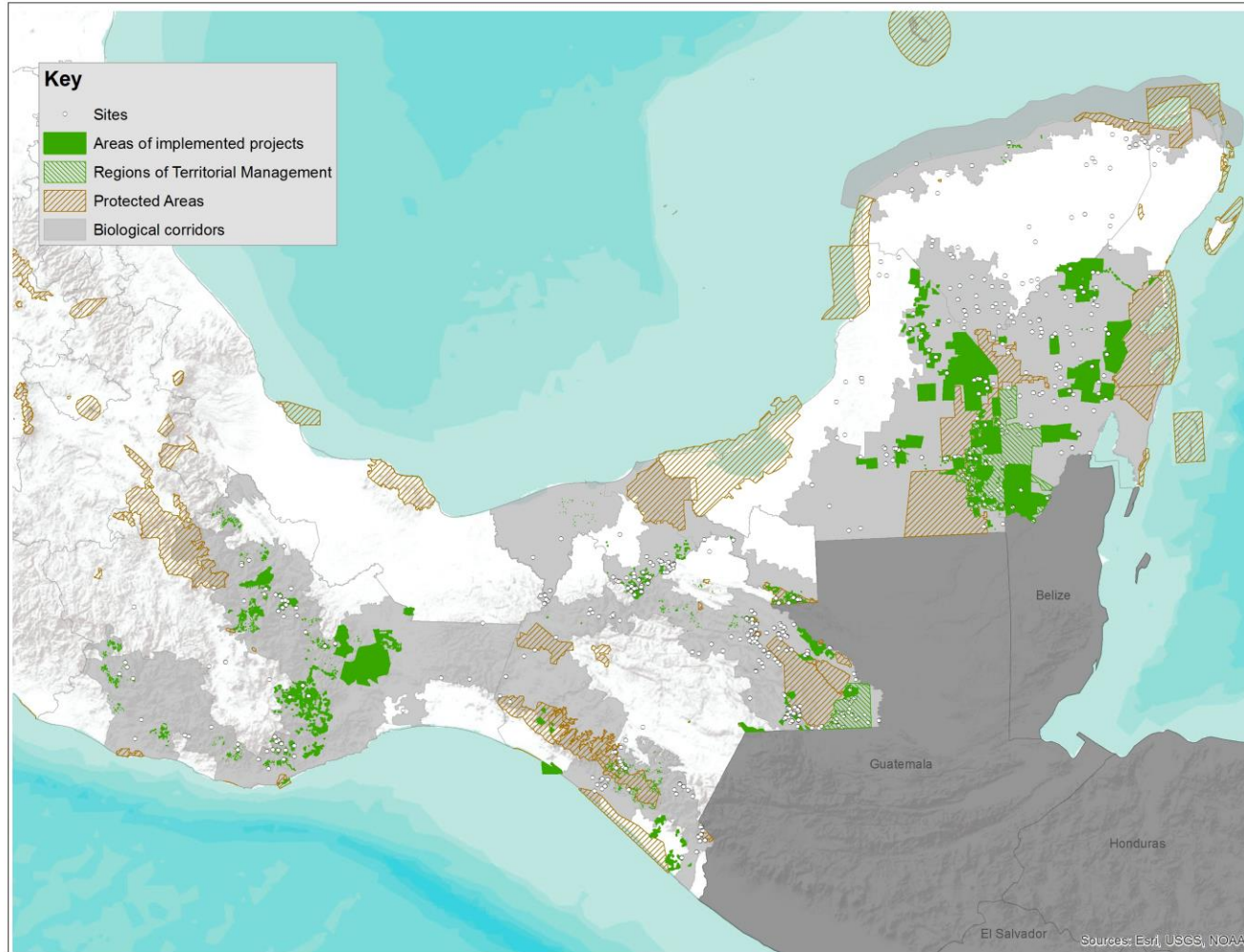
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CONTEXT



- 15 years exploring the use and management of biodiversity
- Peasant (campesinos) and indigenous producers organized
- Main custodians of Mexico's natural capital
- Between 8 and 10% of the biological diversity known worldwide is protected

Stakeholders



- Organizations in 1300 sites
- 90% recognize improvements in their living conditions
- 95% are municipalities of high and very high marginalization
- Ecosystem service providers and products
- Guardians and custodians of natural capital

Governance of biodiversity

- Conservation commitments and sustainable productive practices
- Diversification of rural production as a main ally for biodiversity conservation
- Significant reduction of deforestation rates in high diversity areas



Project Sustainable Production Systems and Biodiversity

- Twenty seven second tier producer associations, most of them constituted in commercial companies
- Value chains: Primary, transformation and commercialization
- Biodiversity friendly production practices
- To achieve sales of goods and services produced under practices that are biodiversity friendly



Market new paradigms

- “Demand comes from nature and not from the market”
- Provide information: stories behind the product
- Informed consumers in their decision-making
- Market differentiation and valuation
- Innovative participatory verification systems
 - Low cost and based on trust
- Private Sector / Producer Partnerships
 - Supplies from sustainable sources
 - Conserving biodiversity
 - Support the local development of peoples and communities
- Coffee for COP 13



Thank you



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