



biodiversitybusiness

BIODIVERSITY WORKING FOR PEOPLE AND THE ENVIRONMENT

Innovative business and biodiversity projects are currently underway in the Cape Floristic Region – involving creative partnerships between agricultural producers, industry associations, retailers, communities and conservationists, working together to conserve valuable biodiversity.





This brochure presents case studies from the 2006 C.A.P.E. Partners' Conference and developments to 2008. The conference focused in part on the theme of "Biodiversity Business". At the conference key stakeholders presented examples of businesses, both big and small, that have a material impact on biodiversity* or benefit directly from the biodiversity of the Cape Floristic Region, helping to develop participants' understanding of the complex dynamics of biodiversity-based business.

**Biodiversity refers to all the genes, species, ecosystems and processes that allow life to persist over time. When biodiversity is intact, species and ecosystems are resilient, enabling them to adapt to environmental changes including global climate change. When biodiversity is lost, nature responds unpredictably, making it difficult for growers to plan production and protect natural resources.*





BIODIVERSITY OF THE CAPE FLORISTIC REGION

Stretching from the Cederberg in the north-west, around the Western Cape coast and into the Eastern Cape up to the Nelson Mandela Metropole, the Cape Floristic Region (CFR) is world famous for its dramatic and varied land- and seascapes and its astonishing diversity of plant and animal life. As one of only six floral kingdoms in the world and with 9 600 recorded plant species, 70% of them found nowhere else on the planet, the CFR is a biodiversity hotspot. Under increasing pressure from human development, it is also one of the world's 25 most threatened hotspots.

The region's exceptional species diversity is a result of its wealth of different habitats, each with its own topography, soils and climatic conditions - from semi-arid ecosystems, through moist east coast forests, unique wetland and river systems, down to the coastal zone and up to the high mountains. While many mountainous areas have been set aside for conservation, the natural vegetation of the region's lowlands has increasingly been removed to make way for agriculture, resort development and urban expansion, and ecosystems have also been damaged by the invasion of alien plants.



THE VALUE OF BIODIVERSITY TO OUR ECONOMY

Natural resource economists have estimated the total economic value of the Cape Floristic Region's biodiversity - including plants, animals, scenery, ecosystems and ecosystem services like water purification and erosion control - at over R10 billion per year, the equivalent of over 10% of the Western Cape's Gross Geographic Product.

The fynbos flower industry alone generates nearly R150 million each year from exports and local sales. About R12 million's worth of buchu is exported each year, their oils being used to make food flavourants and cosmetic fragrances. About R5.6 million's worth of thatch was harvested in 1999. Marine resources such as linefish, rock lobster, abalone and bait species contribute a huge amount to the provincial economy, with the industry being worth over R1.3 billion per year. Tourism is also dependent on natural resources - with an estimated 24% of foreign visitors attracted by the Western Cape's scenic beauty.



HARVESTING NATURE'S RESOURCES

Each year natural resources are taken from the marine, terrestrial and freshwater environments - usually in terms of strict regulations when taken on a commercial basis, with some regulation where communities are harvesting resources for subsistence, and in other cases informally with no regulation, sometimes illegally. In addition to harvesting of wild natural resources, on a sustainable basis or otherwise, many naturally occurring species are cultivated in order to be harvested and sold, for example, mariculture of abalone or cultivation of medicinal plants.

Access to resources is also influenced by land ownership - with a spectrum of ownership types, including some state-owned protected areas, a few communally-owned lands and many privately owned farms. Over the past few years, conservationists worldwide have identified the need to "mainstream" biodiversity by integrating biodiversity conservation and sustainable use principles into production systems and landscapes where the primary focus is on production. In South Africa this has meant a growing engagement between the business and conservation sectors and the development of some innovative models of "biodiversity-friendly" business.



NEW MODELS FOR BIODIVERSITY BUSINESS

This brochure highlights six of the case studies featured at the conference - involving sustainably harvested / cultivated rooibos tea and fynbos flowers, badger-friendly honey, wine estates conserving biodiversity, an ecotourism initiative and a sustainable approach to catching seafood, as well as a new initiative in the potato industry. The South African companies and producers involved in these initiatives have helped to establish new models for biodiversity conservation work in the country. At the same time, they are helping to guarantee the sustainability of their businesses. Not only are they conserving and potentially improving the supply of the resources and services on which they depend, but they are also increasing their ability to adapt to new conditions and remain competitive in both local and export markets.



*The fynbos flower industry of the
Cape Floristic Region generates nearly
R150 million each year from exports
and local sales, enabling livelihoods
on the Agulhas Plain*

*The Heiveld Co-operative in the Suid
Bokkeveld produces and markets
organic rooibos tea at fair prices to
create a better life for small-scale
farmers and their community*



sustainable rooibos tea

 For more information visit www.heiveld.co.za

Tea made from the rooibos plant (*Aspalathus linearis*) has a growing market locally and globally, including the US, Canada, Europe and Japan, because it contains healthy anti-oxidants and no caffeine. Because of its increasing popularity, farmers are converting large areas of land to grow the plant commercially. The footprint for cultivated rooibos has grown from 14 000 hectares in 1991 to over 60 000 hectares in 2006, with farmers sometimes ploughing without permission because of long delays. This expansion threatens numerous endemic plant and animal species, including the many diverse sub-species of rooibos itself, which are more resistant to pests and drought than the cultivated variety. This is particularly relevant following the drought of 2003 and the threat of global climate change. These issues are being addressed by an industry-wide sustainable production strategy, and by scientists working with the Heiveld Co-operative – featured here as a case study.

THE ROOIBOS BIODIVERSITY INITIATIVE

The Greater Cederberg Biodiversity Corridor (GCBC) initiative of CapeNature, together with South African Rooibos Council (SARC), commissioned the Rooibos Biodiversity Initiative to generate a sustainable production strategy for the industry, while delivering economic opportunities and social benefits to all stakeholders. The willingness of these partners to work together to find sustainable solutions for the industry is significant, and marks the start of an important process. The core of the initiative is the development of a set of biodiversity guidelines, to be promoted through a system of champions. The eventual aim is to commit all SARC members to implementing the guidelines, completed in early 2008. Implementation will be tied to an auditing and certification scheme from the end of 2008. The initiative will undertake research to determine the requirements for sustainable production, as well as a joint planning process for expansion.



THE HEIVELD CO-OPERATIVE

Rooibos grows naturally only in the Cederberg and Bokkeveld regions of the Western and Northern Cape. In 1998 the Northern Cape Department of Agriculture asked the Environmental Monitoring Group (EMG) to help combat desertification by supporting sustainable agriculture in marginalized communities in the Suid Bokkeveld. In 2001 small-scale farmers in the area formed the Heiveld Cooperative with EMG's help, aiming to promote social and economic development, share the cost of equipment and do primary processing and marketing of the tea on members' behalf.

Today the 40 members of the Co-operative are working with scientists through EMG to increase the yields from wild rooibos - mapping the distribution and taxonomy of wild sub-species on 44 sites, exploring which varieties are longer-lived and more drought- and fire-resistant, and monitoring the effect of harvesting practices. Biodiversity is conserved in and around cultivated lands, using buffer strips of natural vegetation between fields, which also reduces soil erosion.

Because the Heiveld farmers received no extension assistance in the apartheid years, even their cultivated rooibos was produced without pesticides and artificial fertilizers. The tea was certified as organic in 2001 and as a Fair Trade product in the Netherlands in 2004, since its sales benefit marginalized farmers, and also has Ecocert and Naturland certification. The Co-operative now supplies a niche market of consumers in nine countries who will pay a premium for organic, fairly traded products. The Critical Ecosystem Partnership Fund has provided support via conservation group Indigo Development & Change to set up a Rooibos Heritage Route, to help farmers diversify their income and preserve the unique culture and ecology of the home of rooibos.



sustainable potato farming



For more information, visit www.cederbergcorridor.org.za

Potato production is the core economic activity of the Sandveld region in the western lowland area of the Greater Cederberg Biodiversity Corridor, providing 3 500 jobs and with an annual value of R400 million. The area has important biodiversity including 65 rare and threatened plants, 30 of which are found nowhere else in the world, and the Verlorenvlei wetland, an international RAMSAR site. Ploughing of natural habitat for the production of potatoes and rooibos tea has made this the second most highly threatened ecosystem in South Africa. From 2004-2006, an average of 6 591 ha were planted annually for the production of seed potatoes, fresh potatoes and potatoes for processing. Historic practices in the Sandveld have led to unpermitted water abstraction and land clearing. There is a need to address illegal activities, make the pivot irrigation system more efficient to conserve scarce water, improve water quality, conserve remaining fragments of biodiversity-rich land, and establish corridors connecting habitats to help mitigate against the impacts of global climate change.

DRAFT BEST PRACTICE GUIDELINES

In response to growing consumer awareness and constraints on the industry, including water scarcity, a set of draft guidelines was released in mid-2007 as a joint initiative of Potatoes South Africa and CapeNature, with active participation from retailers across the market, including Freshmarket, Woolworths, Pick 'n Pay and a chip factory in Lamberts Bay. These best practice guidelines are aimed at stimulating greater awareness amongst producers and promoting responsible farming practices in support of biodiversity conservation. They include sections on general farming and biodiversity-friendly practices, soil management, irrigation practices, fertilization practices and integrated pest management. Participation in this scheme, although strongly promoted by Sandveld Aartappel Kwekers Organisasie, Potatoes South Africa, CapeNature



and other environmental agencies, is on a voluntary basis. Each participant needs to score him/herself and only submit the final score card to the auditing agent. Record-keeping is required on all inputs and output from land, with dates, management plans and a log of relevant activities. Auditing will be done by an auditing officer appointed as part of the initiative.

SELF-SCORING SYSTEM

After deliberation, the following three-tier system was proposed in mid-2007 to recognize best practice that goes beyond the legal requirements: Candidate status is the entry level for producers with histories of illegal practices on their farms who have undertaken to correct the situation. Current illegal practices need to be rectified through a process in terms of the National Environmental Management Act working with the Province. Gold status is awarded to producers achieving a 50 percent score who have legalised all land clearing and water abstraction by obtaining the necessary permits. Platinum producers have achieved 75 percent and have legalised land clearing and water abstraction and offer a portion of their property (previously unploughed veld larger than 2 ha) as a formal conservation area.

The draft guidelines will be revised after comment from the industry and are seen as a living document that will be updated based on experience. The guidelines initiative is co-funded by the industry, Conservation International and retail chain Woolworths. Woolworths has committed itself to using geospatial information available through SANBI to determine which potato-growing areas are suitable for this land use, and incorporating this information into their buying policy. Once the auditing scheme is up and running this information can also be used.





Potato farmers in the semi-arid Sandveld region are being challenged to use scarce water resources more efficiently



*Simple adaptations to beehives
prevent honey badgers from accessing
and damaging the hives, which
enables producers to have their honey
certified as badger-friendly*

badger-friendly honey

 For more information, visit www.capenature.org.za/resources.htm

A few years ago conservationists became aware that the number of honey badgers was plummeting, particularly in the Agulhas Plain area of the Western Cape, as they were poisoned or caught in gin traps set by beekeepers. Many commercial beekeepers would not tolerate honey badgers because they raid and destroy the bee hives, seeking out the nutritious larvae of the bees, one of their many food sources. The honey badger is legally protected and listed as Near Threatened in the South Africa Red Data Book For Mammals (2004), but there is little capacity for enforcement of the law.

FINDING SOLUTIONS FOR BADGERS AND BEEKEEPERS

As a top predator in many of its ranges, the honey badger plays an important role in maintaining a healthy balance in an ecosystem. Beekeepers play a vital role in the South African farming economy, not just for the honey that they produce, but also because bees pollinate orchards and are crucial to the fruit-growing industry. It became clear that a solution was required which would benefit both beekeepers and badgers, by promoting the use of simple, cheap and effective alternatives to protect the beehives from the badgers.

A partnership was formed in 2001 between the South African Bee Industry Organisation, retailers, conservation authorities, the Wildlife and Environment Society (WESSA), WWF-SA, the conservation organisation, and the Endangered Wildlife Trust (EWT) to address the problem. The initiative involved undertaking extension work to convince beekeepers to protect hives effectively, auditing adherence by beekeepers, and providing an accreditation service to participating honey producers. Beekeepers were shown affordable ways to keep the badgers out of the hives, by elevating them beyond the badgers' reach or reinforcing them so that the badgers cannot pull them apart.

Some of the original methods of hive protection were adapted by beekeepers, to suit their own unique situations.

LABELLING BADGER-FRIENDLY HONEY

Through the project, funded by sponsors the Carnivore Conservation Group of EWT, The Green Trust (a WWF-SA-Nedbank partnership), Leisure Kitchens and WESSA, badger-friendly beekeepers were visited, registered, accredited and audited. Many major fruit producers in the Western Cape, using bees for pollination, joined the scheme to help meet overseas standards, e.g. Eurepgap. By the time the initial three-year project ended in 2005, the majority of beekeepers visited had agreed to support the initiative, with 320 beekeepers and processors participating and subscribed to the SABIO Code of Conduct, which includes badger-friendliness.



Today participant commercial beekeepers, retailers, farm stalls and fruit producers, including large retailers like Woolworths and Pick 'n Pay, are marketing honey from hives protected in this way as "badger-friendly" honey, signified by a standardized sticker, which must have WESSA, WWF or EWT's logo on it. Administration of the Badger-Friendly Honey certification system has now become completely self-sufficient - the auditing fees charged to producers cover the cost of administration of the green labelling system. The South African beekeeping industry monitors and enforces compliance with the criteria for accreditation. The project has had such broad success partly because a readily available and inexpensive solution exists (adequate hive protection), rendering the killing of the problem predator unnecessary. It has also provided a clear example of how consumer awareness, through wide publicity, and retailer action can significantly change bad industry practice and promote biodiversity conservation.



sustainable seafood

 For more information and to access the SASSI database visit www.panda.org.za/sassi

There is global concern about the dramatic depletion of the world's marine fish stocks, including those of South Africa. The oceans that wash our shores host some of the most diverse marine communities in the world, but these are threatened by unscrupulous harvesting and illegal sales. While visitors to the Cape enjoy a delicious local seafood feast and admire the spectacular scenery, they may unknowingly be contributing to the demise of a threatened or over-exploited species, or even breaking the law.

In response to this lack of information about seafood, the Southern African Sustainable Seafood Initiative (SASSI) was initiated by the WWF-SA, the conservation organisation, to inform and educate all participants in the seafood trade, including wholesalers, retailers, restaurateurs, caterers and consumers.

The main objectives of SASSI are to:

- * promote voluntary compliance with the law through education and awareness
- * shift consumer demand away from over-exploited species to more sustainable options
- * create awareness on marine conservation issues.

POPULAR GUIDES TO SPECIES' STATUS

The primary tool of SASSI is a species list, based on the latest available research, available as a handy fold-up pocket guide detailing those species (or groups of species) which have relatively healthy and well managed populations that can sustain current fishing pressure (green - the best choices), those which are already overexploited or come from problematic fisheries (orange - consider an alternative), and those which may not legally

be bought or sold in South Africa (red - avoid absolutely).

Making innovative use of cell-phone technology to promote conservation, the list is now also available as a short message service called "FishMS". Shoppers and diners who are unsure about whether or not to buy or order a particular type of fish can SMS the name of a fish to 079-499-8795. They get an immediate response saying whether that type of fish falls in the green, orange or red category. In this way, consumers are empowered to make informed decisions on the spot. Further information is available from a database with images on the SASSI website, and also in a "Know your Seafood?" booklet, explaining why some species need a break from being exploited in order for stocks to be built up again.



PARTNERS RAISING AWARENESS

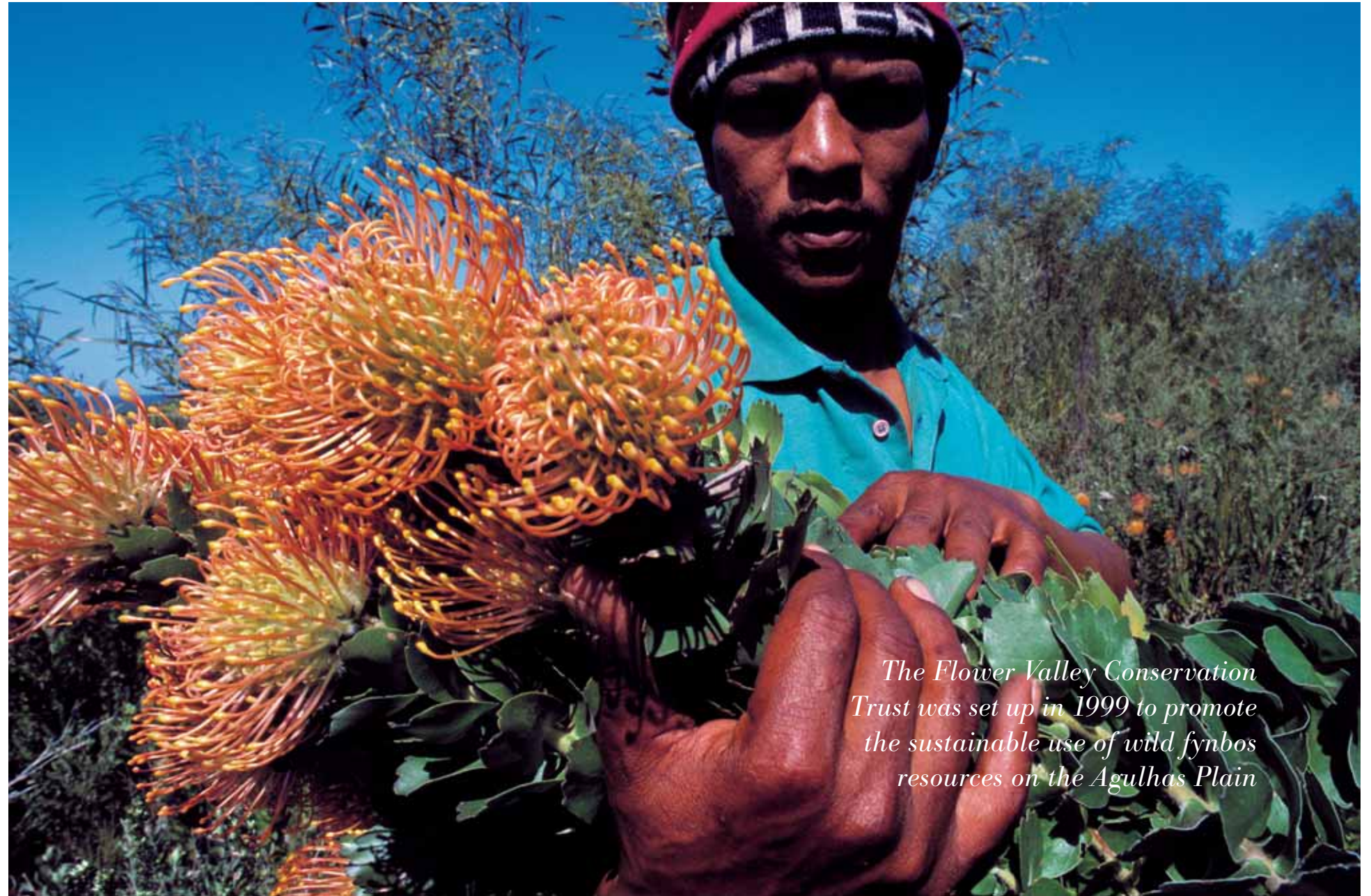
The SASSI initiative is housed by the WWF-SA and funded by the Green Trust (a WWF-Nedbank partnership) and Pick 'n Pay, in the interest of the sustainable and environmentally sensitive use of our seafood resources. SASSI has a number of other support and network partners, including the

South African Department of Environmental Affairs & Tourism, Ezemvelo KZN Wildlife, Two Oceans Aquarium, TRAFFIC, Sea World at uShaka, The South African Institute of Aquatic Biodiversity and the Endangered Wildlife Trust. A Restaurant and Retailer Participation Scheme is also in the process of being implemented, allowing responsible restaurants to become involved by attending SASSI training workshops, and by voluntarily adhering to certain sustainability guidelines. SASSI is also engaging with retail stores to improve their seafood procurement – Pick 'n Pay and Spar have already signed up, with others to follow.





The Southern African Sustainable Seafood Initiative provides the public with information on the status of marine species to enable wise choices and combat overexploitation



*The Flower Valley Conservation
Trust was set up in 1999 to promote
the sustainable use of wild fynbos
resources on the Agulhas Plain*

sustainably harvested wildflowers

 For more information visit www.flowervalley.org.za

The Agulhas Plain in the Western Cape is home to some of the world's richest biodiversity, but much natural vegetation has been replaced by vineyards and commercial farming. In 1999, the Flower Valley farm near Baardskeerdersbos with its globally important fynbos was up for sale and under threat of being converted to vineyards. With the support of various donors, Fauna and Flora International (FFI) purchased 1 338 hectares of land over the next few years, including two farmsteads with flower processing plants and export operations, and the Flower Valley Conservation Trust (FVCT) was formed to take ownership.

FLOWER VALLEY CONSERVATION TRUST

The goals of the Trust are to conserve biodiversity, promote the sustainable use of fynbos and assist local communities to improve their quality of life. With consumers increasingly environmentally and socially conscious, the idea was to use Flower Valley Farm as a base for encouraging fynbos operations on the Agulhas Plain to harvest wild fynbos more sustainably and improve workers' social and economic conditions, having an incentive to comply with strict codes in order to command premium prices, particularly in Europe.

Initially the Trust worked to improve the production process and sold flowers through Shell garage shops in South Africa and the United Kingdom. In order to become economically sustainable and comply with new tax legislation, however, a commercial partner was needed to manage the business and develop a marketing strategy. In 2003 a group of UK-based investors bought the business from FVCT and established FYNSA (Pty) Ltd. A partnership agreement was negotiated detailing the parties' commitments and supply chain arrangements. After a period of uncertainty and adjustment, new management was appointed in 2005 in tune with the sustainable development vision and contracts.

Over the following year the business and the market for certified products showed healthy trends.

GETTING ACCREDITED INTERNATIONALLY

In 2005, with help from FFI and the Shell Foundation, a relationship was brokered with the Marks & Spencers supermarket chain in the UK, facilitating access to a much larger retail market than currently available in SA or via the auctions in Europe. The M&S chain has an ethical procurement policy, ensuring that international health and safety standards are met in bouquet production. By June 2006 approximately 330 000 bouquets of fynbos had been sustainably harvested and sold in more than 200 M&S stores, creating 62 sustainable jobs in South Africa. Good progress is now being made to put Flower Valley bouquets onto South African supermarket shelves through the Pick 'n Pay chain.



In their effort to build up a network of certified suppliers, the Trust and FYNSA are working with around 20 neighbouring farms and picking operations, providing guidelines such as the Vulnerability Index based on expertise in botany, ecology and land use. Other work includes training and marketing support, help in meeting certification standards, research into rehabilitation methods and the impacts of harvesting, and monitoring of the socio-economic benefits of the Flower Valley programme. Together with CapeNature (which issues permits to fynbos harvesters), Flower Valley is developing an accreditation system for biodiversity-friendly harvesting practice, including a Code of Practice and an auditing system, and is conducting a feasibility study on the affordability of the scheme for suppliers, its market value and replicability on a wider scale.



conservation-minded wine estates

For more information, visit www.bwi.co.za and www.varietyisinournature.com

South Africa is the world's eighth largest producer of wine, with approximately 90% of wine production occurring within the Cape Floristic Region. With export markets opening up for South African wines, there was a 15% increase in land under vines from 1990-2000, and today vineyards cover over 100 000 hectares. With only 9% of lowland renosterveld and fynbos remaining, conservationists became concerned by this new wave of viticultural expansion.

Following a study by the Botanical Society of South Africa and Conservation International, the wine industry and the conservation sector formed a partnership in the Biodiversity and Wine Initiative (BWI). The BWI developed biodiversity guidelines for the industry, which were adopted by the Integrated Production of Wine accreditation system in 2004.

INVOLVING MEMBERS AND CHAMPIONS

The BWI aims to prevent further loss of habitat in critical sites and increase the total area set aside as natural habitat in contractual protected areas. Farmers are assisted with assessing the conservation value of their land, implementing biodiversity guidelines and identifying unique marketing elements - from rare species to magnificent scenic routes and trails. The initiative also promotes changes in farming practices that enhance the suitability of vineyards and surrounding natural habitat for biodiversity. Producers and landowners who enter into a biodiversity agreement or establish a contract nature reserve may qualify for 80-100% property rates rebates.

One of the strategies of the BWI is to identify and enlist interested producers as members or champions, who will implement the guidelines, conserve critical ecosystems and incorporate a biodiversity story into their winery experience. As of 2008, BWI had nine champions, nine collective cellars and 99 members, with over 75 000 hectares of natural habitat committed to conservation on these farms (the equivalent of 75% of the vineyard footprint).

PROVIDING A UNIQUE MARKETING ANGLE

Wines of South Africa, the official marketing arm of the industry, has been able to use the BWI as a marketing angle for South African wines, emphasizing that both the wines and the flora of the Cape are unusually diverse as a result of the varied topography, soils and micro-climates of the region. With the marketing slogan "Variety is in our nature", the Cape Floral Kingdom is providing a unique selling point in a highly competitive global market.

Consumers can identify BWI members' wine by looking for the BWI label displayed on participating members' wine bottles (either on the back label or as a separate sticker on the front of the bottle). This label displays a Cape sugarbird on a protea with the slogan "Conservation in action". The first phase of the BWI, primarily funded by the Critical Ecosystem Partnership Fund (CEPF), was completed at the end of 2006 and the initiative, housed within the Botanical Society of South Africa, is currently funded by the Green Trust (a WWF-Nedbank partnership), CEPF, Wines of South Africa and the RMB Fund.



*A partnership between the wine industry
and the conservation sector aims to
minimise the further loss of threatened
natural habitat, and contribute to
sustainable wine production*



upmarket ecotourism



For more information, visit www.grootbosfoundation.org.za

Situated near Gansbaai on the Agulhas Plain, privately owned Grootbos Nature Reserve conserves 1 700 hectares of pristine fynbos belonging to the Cape Floral Kingdom, including more than 735 plant species, an ancient milkwood forest and remnants of Afro-montane forest. The reserve includes two guest lodges catering for the high end of the overseas tourism market and is able to charge high prices in exchange for a unique luxury ecotourism experience.

CONSERVING BIODIVERSITY THROUGH ECOTOURISM

Much land on the Agulhas Plain has been used for purposes that are incompatible with conserving biodiversity. When the Lutzeyer brothers bought the Grootbos property in 1990 it was an overgrazed cattle farm infested with alien plants. Over the next decade the land was extensively rehabilitated, with alien vegetation removed and indigenous vegetation restored, also recreating habitats for indigenous fauna.

In a remarkably short space of time the owners have created one of South Africa's premier guest lodges, offering the discerning ecotourist an abundance of experiences including hikes and horse trails through fynbos and thicket, and recreational options around the bay from boat trips to see sharks and whales to beautiful beaches and strandloper caves. Despite suffering the setback of buildings destroyed in a major fire in 2006, the lodge has won numerous international awards.

BUILDING SKILLS AND LIVELIHOODS

In what doubles as a unique selling point for the lodge and a phenomenal corporate

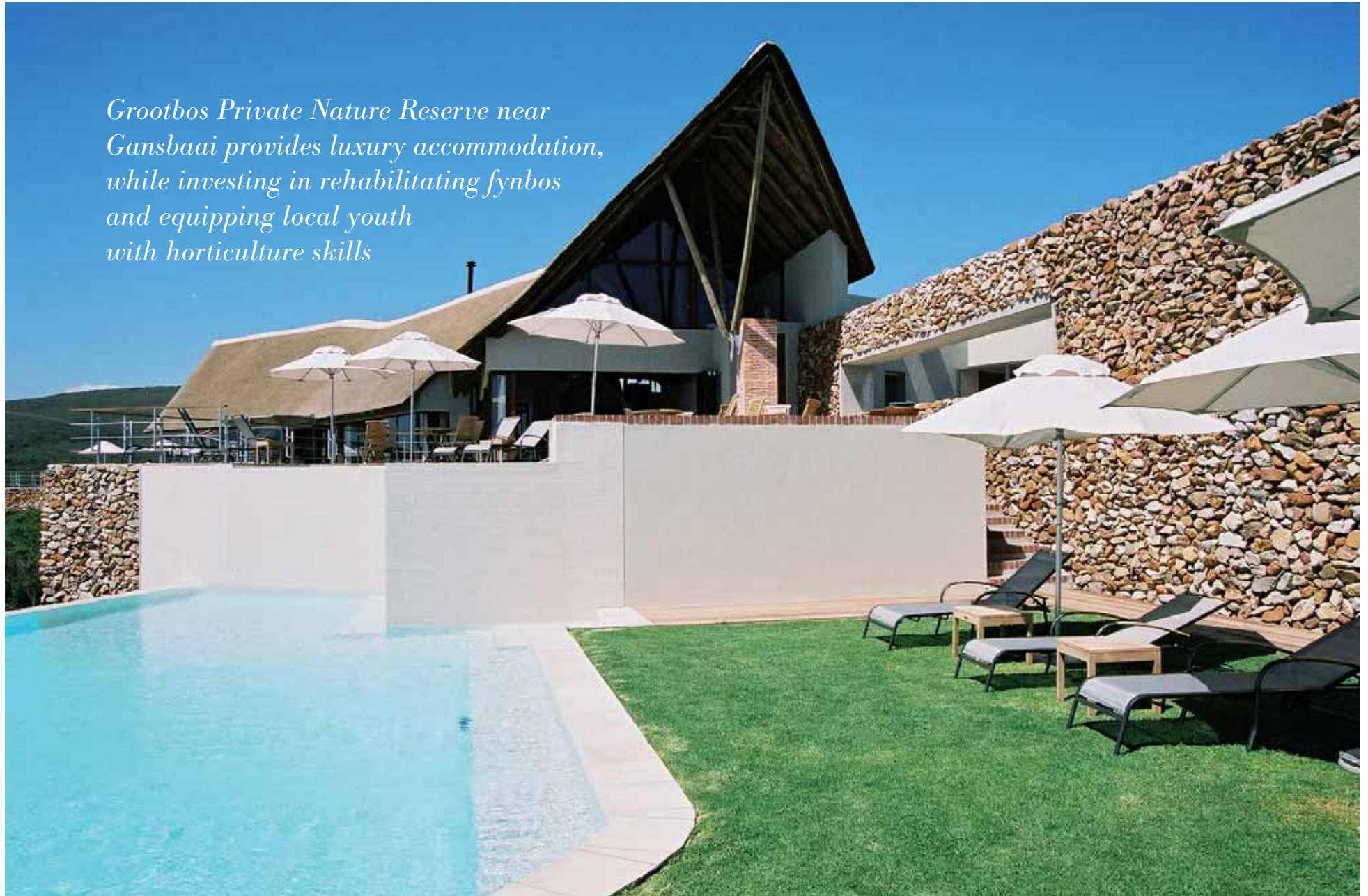
social investment programme, the Grootbos Foundation was established in 2004 to manage and implement projects that generate employment and training for local people, simultaneously conserving indigenous plants and animals in the area. Funds generated by the ecotourism business are invested through the Foundation into project implementation, so that lodge guests are directly supporting biodiversity conservation and social upliftment on the Agulhas Plain.

The Foundation also generates its own income through the sale of indigenous plants and landscaping services provided by the Green Futures Horticultural and Life Skills College. Twelve young people from impoverished townships near Grootbos are taken through the Green Futures course each year – covering fynbos landscaping, horticulture, ecotourism and life skills, and assisting them after graduation in finding work in fynbos landscaping, ecotourism and horticultural careers.

So far the college has a 100% success rate in ensuring employment for graduates, including many who work at the estate itself, half of whose staff are local. The college is currently undertaking a feasibility study to roll out their model and establish similar colleges on the Cape Flats in metropolitan Cape Town. The Foundation, together with its partners, has also been driving an ambitious multi-purpose sports facility linked to a greening and environmental education programme focused on youth in the Gansbaai area. It has also assisted one of the college's graduates to establish a vegetable growing and greening project in a nearby township.



Grootbos Private Nature Reserve near Gansbaai provides luxury accommodation, while investing in rehabilitating fynbos and equipping local youth with horticulture skills



This brochure provides a snapshot of Business and Biodiversity Initiatives in these areas:



**sustainable
rooibos tea**



**sustainable
potato farming**



**badger-friendly
honey**



**sustainably
harvested
wildflowers**



**conservation-
minded wine
estates**



**upmarket
ecotourism**



**sustainable
seafood**

These and other business and biodiversity initiatives across South Africa are piloting innovative approaches to conservation that help build an economy based on biodiversity. The C.A.P.E. Business and Biodiversity task team met regularly up to 2007 to help guide these initiatives, to share ideas with other bioregional programmes through SANBI and to lay the foundation for the establishment of GreenChoice. GreenChoice is a national alliance that promotes sustainable production and harvesting in South Africa, by supporting the profitability, competitiveness and sustainability of environmentally sound products. GreenChoice works in partnership with business and biodiversity projects, government, farmers, scientists, retailers and consumers, to limit the impacts of food and fibre production on terrestrial and marine habitats. Contact Tatjana von Bormann of WWF at tvbormann@wwf.org.za or Sophie Susman of Conservation International at ssusman@conservation.org.



The C.A.P.E. partnership programme unites government and civil society in a strategy to protect the rich biodiversity of the Cape Floristic Region for the benefit of all its people.



C.A.P.E. Co-ordination Unit
P/Bag X7, Claremont, 7735 Tel: +27-21-799 8790 Fax: +27-21-797 3475
e-mail: info@capeaction.org.za
www.capeaction.org.za