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Without water and air, life on Earth would not be possible. There is another resource of equal importance, without which humanity could not survive for very long. But few people are aware of its importance and most tend to take it for granted. As a result, it is fast disappearing and, unless that trend is reversed, the consequences are likely to be grave.

THAT RESOURCE  
IS AGRICULTURAL  
BIODIVERSITY



L. Guarino/Global Crop Diversity Trust



Bioversity International is coordinating the global awareness campaign *Diversity for Life* in the lead up to 2010, the International Year of Biodiversity



Consiglio Nazionale delle Ricerche

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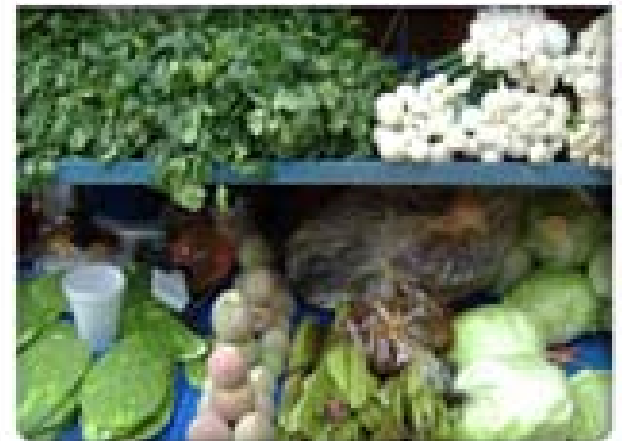
L. Guarino/Global Crop Diversity Trust

[www.bioversityinternational.org](http://www.bioversityinternational.org)

COVER PHOTOS Top: A. Camacho/Bioversity International Bottom: L. Guarino/Global Crop Diversity Trust



DIVERSITY  
FOR LIFE



A global campaign for agricultural biodiversity

## Glimpses of the *Diversity for Life* campaign

In **Peru**, a well known Peruvian chef introduces his counterparts from different countries around the world to the native plants and food traditions of Peru.

In **Kenya**, students interview their grandparents with a tape recorder and a disposable camera. They ask them to recall the kinds of food they ate when they were young and what those foods meant to them.

In **Italy**, trainee chefs learn about the health benefits of traditional and wild plants and use them to create new recipes for a national competition.

In **India**, well-known artists and musicians help secondary school children to trace the depiction of traditional Indian foods in art and music throughout history.

In **Egypt**, a child watches a new cartoon series on television. *The Plant Hunters* details the escapades of a band of animated fruits and vegetables who travel the globe in search of endangered plants.

*These are a few of the many activities planned for the global campaign. In addition policy roundtables, biodiversity fairs, school events and field trips for journalists will take place around the world.*

Interested in learning more about the global awareness campaign *Diversity for Life* or in becoming a campaign partner?

Contact us at:

**Bioversity-2010campaign@cgiar.org**  
**or phone +39 06 6118 215**

For a list of current campaign partners, visit:  
**www.bioversityinternational.org**



**Agricultural biodiversity** describes the variation within plant and animal species. This variation enables them to evolve and adapt to different growing conditions. Farmers depend heavily on agricultural biodiversity, which allows them to develop new varieties that can resist pest and diseases, that can adjust to changing climates, and that have higher nutritional value.



R. Coronel/Bioversity International

Today, we face an array of global challenges. Skyrocketing food prices. Climate change. A world population whose oversimplified diets are greatly increasing their risk of obesity, diabetes, heart disease, cancers and other diseases associated with a poor diet.

**Our goal is as ambitious as it is important: to create a vibrant global movement around agricultural biodiversity.**

We can overcome these challenges. Using agricultural biodiversity, we can create crop varieties that grow more productively on less land. We can create crop varieties and livestock breeds that can withstand the effects of climate change. We can ensure that people have diverse and nutritious diets.

We can do all of those things, and much more, to secure our own future and to improve people's lives all over the world.

But first, we must secure the future of agricultural biodiversity.



L. Quarino/Global Crop Diversity Trust

### **Diversity for Life: A global awareness campaign**

In collaboration with national and international partners, Bioversity is mounting a global awareness campaign that will culminate in 2010, the International Year of Biodiversity. We want to inspire a new appreciation of one of the world's most undervalued and vital resources: agricultural biodiversity. Headquartered in Rome, the campaign will have activities all over the world.



R. Khalil/Bioversity International