

# Private Business Action for Biodiversity

## Biodiversity Friendly Production and Commercialization in the Indian Spice Sector

### Situation

The Western Ghats of India have been listed among the world's most important Biodiversity Hotspots. At the same time, they are one of the main areas for spice cultivation. Spices are a prime source of livelihood for millions of smallholder producers in India. However, changes in agro-practices are putting spice production at risk and lead to the destruction of biodiversity and environment.

Biodiversity is the diversity of life, comprising the wealth of species, genes and ecosystems on Earth. It provides the basis for functioning ecosystems, which in turn deliver services such as fertile soils, clear water, pollination or climate regulation. The loss of biodiversity is progressing faster than ever before, and it is increasingly jeopardizing human livelihoods. Businesses can play an important role in combating the causes of biodiversity loss. A promising approach is to promote biodiversity-friendly production and commercialization.

There are already various examples in the Western Ghats that show that biodiversity-friendly spice production is possible. The spices can be cultivated in mixed cropping systems; and it is possible to reduce the use of chemical pesticides or to replace them completely. However, many businesses are not aware of these practices. There is a lack of information and knowledge about the concepts of biodiversity and ecosystem services, and especially about how to integrate biodiversity into business operations.

### Objective

The 'Private Business Action for Biodiversity' (PBAB) project pursues to identify and analyse promising mechanisms and instruments for promoting biodiversity-friendly production and commercialization and to test pilot approaches in three partner countries – India, Brazil and Mexico. The project aims to learn from the pilot implementation to further develop the mechanisms and instruments where required and to systemize the experiences gained in a way that enables both the private and public actors to use them. The results will be discussed on the national and international level.

In India, the project has the following specific objectives:

- Instruments for the integration of biodiversity aspects in and around farms (such as management tools, biodiversity action plans) are adapted to the needs of small-scale spice producers and small and medium enterprises (SMEs) in the Western Ghats and the improved instruments have been taken up within the spice sector.
- Awareness and knowledge of private and public actors regarding biodiversity-friendly production and commercialization in spice sector have been improved.

Biodiversity friendly **spice production area** will be increased in the Western Ghats



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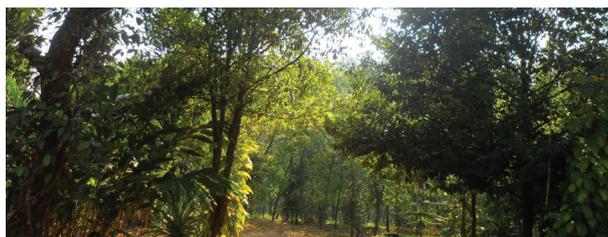
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## Training programs for enterprises on biodiversity-friendly production and commercialization will be institutionalized

### Approach

In India, the project will identify and test instruments and mechanisms that promote biodiversity-friendly production and commercialization in spice sector in Western Ghats. Predominant spices here are black pepper, cardamom (black and green), nutmeg, and cinnamon. The project aims to disseminate existing examples of biodiversity-friendly production and commercialization by introducing management tools that improve the integration of biodiversity aspects. These tools are not yet widely acknowledged and have not yet been adapted to the context of Indian smallholder producers. As a first step, the project will therefore adapt the method to Indian context with a group of Indian and international experts. A training of trainers at intermediary level - agricultural advisors to companies and standard organisations - will build capacity on biodiversity aspects in general and on the application of these instruments. Furthermore, the project is planning to accompany smallholder producers during pilot implementations on selected areas together with partners. It will also sensitize smallholder producers to biodiversity on and around their farmland.



The project envisages collaboration with spice companies, business associations, ministries as well as non-government organizations. In addition, the project intends to cooperate closely with other interested initiatives and regional networks.

### Contribution to the 2030 Agenda

The project contributes particularly to SDG 12 to ensure sustainable consumption and production patterns and SDG 15 to protect, restore and promote sustainable use of terrestrial ecosystems.

Specific **guidelines for India** will set an **innovative approach** for biodiversity friendly production in the **Indian Spice Sector**

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