



PRESS RELEASE

10 March 2010

**FIRST RESULTS OF ETHICAL BIOTRADE BAROMETER 2010 REVEALED
Launched by UEBT and IPSOS**

GENEVA – The Union for Ethical BioTrade is announcing its annual conference “*The Beauty of Sourcing with Respect*” to take place at the Palais de Tokyo in Paris, 16 April 2010. During the conference the full results of the Ethical BioTrade barometer 2010 will be released.

The 2010 barometer shows that a total of 60% of respondents across France, the UK, the USA and Germany had already heard of biodiversity, a four point increase from last year’s results. Findings also show that consumer interest in ethical sourcing of biodiversity remains high, with 81% of respondents indicating they would stop buying cosmetics products derived through unethical biodiversity sourcing practices. Pressure on the beauty and personal care industries to engage in ethical sourcing practices therefore further increases.

The 2010 version of the barometer involves a survey of a sample population of 5,000 people across France, the UK, the USA, Germany and Brazil. The inclusion of the food sector and of Brazil - a mega-biodiverse country - are new to the 2010 edition. The barometer presentation will, amongst others, provide answers to the following questions:

- Has there been an evolution since 2009?
- What are Brazilian attitudes to biodiversity and will they have an impact on the results of the 2010 edition?
- How does the food sector compare with the beauty and personal care sector with regards to the ethical sourcing of biodiversity?

In the context of the International Year of Biodiversity, the 16 April annual conference “*The Beauty of Sourcing with Respect*” will bring together key stakeholders in biodiversity related issues as well as from the cosmetics industries, to discuss emerging trends in the sphere of biodiversity and biotrade. The conference will highlight the importance of biodiversity for humankind, and present private sector perspectives on biodiversity. Leading companies will give their opinion on sourcing biodiversity, including Natura Cosmetics, IPSOS, Kenzo Parfums, Yves Rocher, Cognis, IUCN and many more.

To register for the conference, visit the UEBT website.

###

The Union for Ethical BioTrade is a non-profit association that promotes the ‘Sourcing with Respect’ of ingredients that come from native 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:

Union for Ethical BioTrade

32 Rue de Berne

1201 Geneva, Switzerland

Tel: +41.22.566.1585

Email: info@ethicalbiotrade.org

www.ethicalbiotrade.org