

Swedish Society for Nature Conservation

Can the Market Work for Nature?

SSNC

Non governmental environmental organisation

Democratic, non political

Founded 1909

170 000 members

24 regional branches

275 local branches

Head office Stockholm and Göteborg, staff of 55

**Financed mainly through member fees and
donations**

Yearly turnover 10 Million euros



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Can the Market Work for Nature?

Do we have a choice?

Market can not solve this by itself
policy is needed.



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What kind of policy?

Support — what society demands:

- **Payments for public goods**
- **Reimbursements for additional costs associated with the fulfillment of societal goals**



Can the Market Work for Nature?

Public support to agriculture should not be allowed to have trade-distorting effects.

- ✓ If it has such an effect, then the poorest countries must have the possibility to compensate for negative effects.



Can the Market Work for Nature?

Market;

Respect ecological constraints

- ✓ Trade in food is different
- ✓ Biological production systems – external effects are particularly prominent
- ✓ Specialisation problematic from an environmental perspective
- ✓ The lack of alternative employment in marginal areas – fast adjustment unreasonable

→ *The market cannot by itself control where food production is located.*



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Will the consumer support nature conservation?

Do we need to add other arguments?



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Use existing labels - bring forward hidden values

Communicate negative effects - red traffic lights



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Ecosystem services approach in policy and market



Can the market work for nature?

Policy focus; increase system approach

reduced dependence on imported protein feeds

Europe - global foot print

Import of soybeans

Environmental impact

Increase local production of proteins

- increase coarse fodder in feeding plan
- increase local production of protein feeds



Can the market work for nature?

Farming, back bone of rural development

- nature conservation
- taking part of local development
- food with special qualities



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Can the market work for nature?

Highlighted during the conference

Hygiene;

Flexibility

MS implementation key to solving the problem?

Present good examples

Dialogue with government, farmers , NGO etc

HNV - better understanding of concept needed

