



Biodiversity



Bio = Life

Diversity = Variety

Biodiversity = Variety of Life



Biodiversity Belongs



The plants and animals with which we share this planet have a right to exist - whether or not they are useful to humans. All of the parts of biodiversity are important because together they make up the web of life.

Biodiversity Helps us Heal Ourselves



Over a hundred different species of plants are known to provide medicine for humans. 40% of the medicines found in pharmacies are derived from plants. Does the cure for cancer or the common cold lie in a local plant? Perhaps - that's one reason why it's important to preserve plant biodiversity.

**Biodiversity keeps natural areas
together...**



**...and natural areas (ecosystems)
provide us with essential services
like clean air and fresh water.
Every time we lose a species from
an ecosystem, we change the way
the whole system works. If this
goes on for too long, the area
loses its ability to provide us with
ecosystem services.**

Biodiversity attracts tourists



Tourism is one of the most rapidly growing industries in the world; ecotourism (which helps people enjoy nature and ecosystems) is the most rapidly growing kind of tourism! All kinds of places - from Campbellton to Costa Rica - need to preserve biodiversity to help keep their economies strong.

**Biodiversity helps life to
continue on earth**



Biodiversity is life's insurance policy. For example, biodiversity can help species and habitats adapt to changes in climate or other environmental factors over time.

Biodiversity gives us food and resources



Biodiversity supports the variety of food we eat and the natural resources we use. Many of the farmed plants and animals we eat originally came from varieties in the wild. Natural resources, such as trees, maple syrup, fish, and wild nuts and berries, support jobs in our communities, and provide products we use every day.

Biodiversity helps preserve cultural diversity



The variety in the natural world has helped support an array of cultures that enrich the human species. Biodiversity inspires variety in our stories, our art, and our celebrations - especially in those cultures that are closest to the land and water - whether in New Brunswick, the Amazon or the Arctic.



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