



# 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 the 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.





This booklet has been produced by the Canadian Parks and Wilderness Society, New Brunswick Chapter (CPAWS NB) and program partner, Cogent Consortium Inc., using text adapted from CPAWS Calgary/Banff Chapter educational materials. Fall, 2006

For more information, please visit our web site:

**[www.cpawsnb.org](http://www.cpawsnb.org)**

CPAWS NB gratefully acknowledges the funding provided for this project by:

**The New Brunswick  
Environmental Trust Fund**



**The New Brunswick Wildlife  
Trust Fund**



**TD Friends of the  
Environment Foundation**



**Shell Environmental Fund**



Photos: Title page: Chris McCormick; page 2,3- Bruce Devlin; P4 - Steve Reid (Spednic Provincial Park); P5 - Roberta Clowater (Restigouche River); page 6- Chris McCormick; page 7- Emily English; ; P8: baskets - Brian Atkinson, CNB Images; photo of Donat Lacroix, fisherman - André Gallant, CNB Images; photo Festival by the Sea - Brian Atkinson, CNB Images