

con
suma
naturalidad



con
suma
naturalidad



the Quality Brand 4

- purpose 4
- application 5
- beneficiaries 5
- membership fee 6
- brand motivations 7
- data supporting the Brand 8



media campaign 10



benefits 14



**the “ConSuma Naturalidad”
Project 16**



**Félix Rodríguez de la Fuente
Foundation 18**

ConSuma Naturalidad is an initiative of Félix Rodríguez de la Fuente Foundation, supported by the Financial Instrument for the Environment (LIFE+) of the European Union.

It is the only LIFE+ project under the chapter of Information and Communication that was approved in Spain in the 2009 call.

the ConSuma Naturalidad Quality Brand

The **ConSuma Naturalidad Quality Brand** of Félix Rodríguez de la Fuente Foundation, is aimed to promote the products that bear the seal by offering consumers additional information about its link to biodiversity, in order to facilitate responsible consumer choices.

The seal guarantees that the raw materials of both fresh and processed products **have their origin in autochthonous breeds and plant species or varieties**, referred to the geographical areas in which they are produced (Natura 2000 Network) and **are linked to maintaining wild biodiversity**, ecosystems, traditions and culture in the Spanish landscape.

purpose

The main objectives are:

-  **To enhance** those products coming from autochthonous breeds and plant species and varieties.
-  To encourage consumers to make **responsible choices** that can help to **preserve biodiversity**.
-  **To provide information to consumers** on the link between productive biodiversity and wild biodiversity.

application

The Brand will be used to:

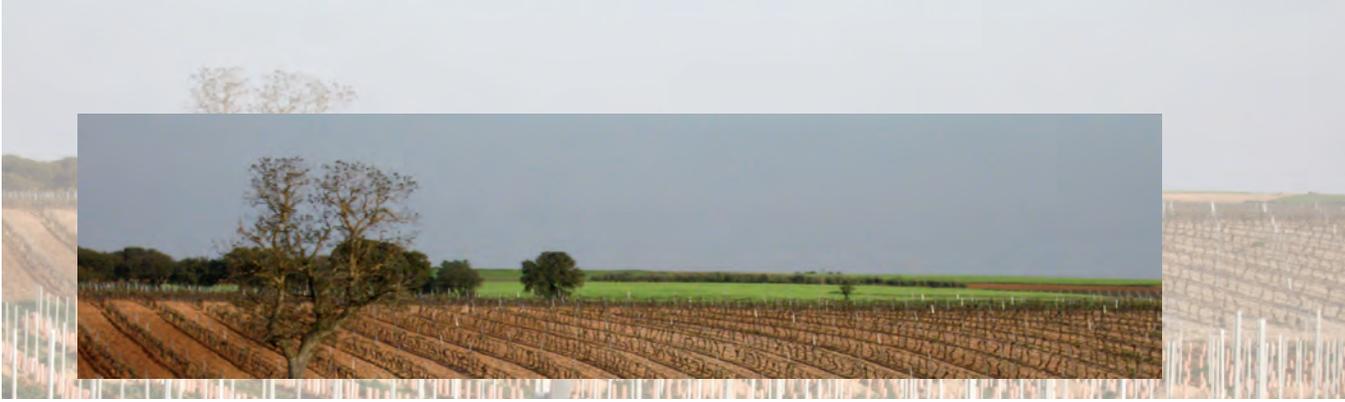
-  **Label** fresh or processed products.
-  **Identify** producers, transformers, distributors and chefs working with produce bearing the Quality Brand.

beneficiaries

Those who can become a partner of the Brand are:

-  **Producers and transformers** of products from autochthonous breeds and plant species and varieties.
-  **Distributors** of such products (consumer co-operatives, wholesalers, retailers, stores,...).
-  **Chefs** using such products in their recipes (bars, restaurants, hotels, accommodations,...).





membership fee

The **ConSuma Naturidad Quality Brand** works with a fee structure defined by:

-  A progressive membership fee based on the agrarian properties, industries, cooperatives, distributors, stores and restaurants sizes and productive capacities.
-  A variable fee based on the number of references labeled with the Brand.

The companies using the **ConSuma Naturidad Quality Brand** will pay this fee as a **brand licensing**, in the amount established in the price list adopted by **Félix Rodríguez de la Fuente Foundation**.

The **ConSuma Naturidad Quality Brand** has been registered in the Spanish Patent and Trademark Office and the Ministry of Agriculture, Food and Environment, that resolved to give a favorable report, in conformity with the provisions of the Law "Ley 17/2001, de 7 de Diciembre, de Marcas".

brand motivations

Biodiversity refers to the **variety of living beings** on the Earth, their **genetic differences** and the collection of **ecosystems** they inhabit.

The core value of biodiversity lies in **the natural complex process of species evolution and adaptation** along a wide period of time, constantly **influenced by human presence**.

In many geographical areas, species and ecosystems **biodiversity is linked to human activity**, especially farming, which is partially responsible for **land management**.

Genetic erosion refers to the **loss of species and varieties of fauna and flora of our productive and wild biodiversity**. Among others, it derives on the extinction of autochthonous breeds and plant species and varieties. Autochthonous life forms adapt to their natural environment and can help **guarantee food sovereignty**.

The **ConSuma Naturidad Quality Brand** responds to the need **to prevent productive biodiversity loss** by adding value to its products, promoting the maintenance of its production, its consumption and the conservation of wild biodiversity.



AUTOCHTHONOUS BREEDS AND PLANT SPECIES AND VARIETIES

The number of domestic animals and plants that have been selected for millennia, and today form part of our traditional culture and gastronomy, are the basis of the present genetic resources that can be used now and in future as sources of food.

The genetic traits of adaptation to their environments (e.g. resistance to pests, diseases, droughts, floods, extreme temperatures..) shown by different breeds, species and varieties, can guarantee human food requirements and benefits for agriculture and livestock in a scenario of high uncertainty due to climate change and natural disasters.



data supporting the Brand

Spain is among the European countries with greatest biodiversity levels of highest surface area covered by the Natura 2000 Network.

However, citizens are unaware that **our country loses each year 5%** of its autochthonous breeds and plants, mostly aimed at food production.

In addition, the close relationship between this fact and the loss of wild biodiversity, ecosystems and high ecological value landscapes, linked to sustainable methods of production in Natura 2000 areas, is little understood.

Félix Rodríguez de la Fuente Foundation has commissioned extensive **research among key stakeholders related to the agrifood production** –producers, transformers, distributors and chefs, among others– **and consumers**, to reach the following conclusions:

key stakeholder opinions

Photography: Rosa Basurtu©



Almost 98 % of stakeholders are concerned with the current situation of our natural heritage and biodiversity.

90% believe that consumption habits can influence environmental degradation and biodiversity loss, as a consequence.

Their attitude towards the ConSuma Naturalidad initiative is positive, given that it aims to inform and promote responsible consumption (nearly 94%) and preservation of biodiversity (over 96%).

Both economic and commercialization problems are identified as major barriers by producers working to preserve the environment and biodiversity.

consumer opinions

Nearly 84% of consumers are concerned with the current situation of our natural heritage and biodiversity.

57% considers that their consumption habits can considerably impact biodiversity loss. More than 68% is interested in the origin of the products they consume, and this determines their purchase decision.

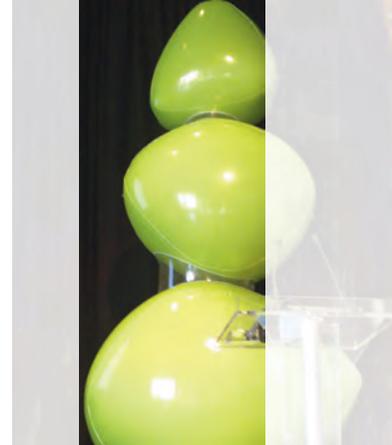
More than 50% of the population is aware of conservation programmes for protected species, essentially for the lammergeyer, iberian lynx, brown bear and wolf.

Photography: Fernando Sanchoyartu©





media Campaign



The launch of the **ConSuma Naturalidad Quality Brand** is linked to an innovative **media campaign** addressed at consumers, professionals, influencers and media, aimed at providing information and promoting their active participation in conserving biodiversity.

presentation talk

The Media Campaign was launched with a presentation of the **ConSuma Naturalidad** initiative on September 27, 2011 at the Círculo de Bellas Artes in Madrid. Various **researchers, technicians and stakeholders** linked to rural development and agricultural and livestock production, as well as European and national **government representatives** and **media** attended the event. It ended with an **appetizer made of autochthonous products**.

corporate video

This video clearly explains the **relationship** between certain **food consumption** habits and **biodiversity** conservation.

[10]

territorial workshops

Workshops are being carried out throughout the country with stakeholders **involved in the production and promotion** of products derived from autochthonous breeds and plants or varieties. The objective is to inform about actions and benefits of the initiative, promoting their adhesion to the **ConSuma Naturalidad Quality Brand**.

web page

The web page www.consumanaturalidad.com aims to **keep users updated** about the initiative and is also a tool for working and collaborating with stakeholders.

mobile phone application

A mobile phone application will allow to **geolocate information on points of sale and restaurants** offering **ConSuma Naturalidad** products.



[11]



Photography: GDR Ancraes Caurel©

QR codes

QR codes will be added to the **ConSuma Naturalidad labels and identifiers**. Through the mobile phone, they will allow to search for online information about a product, the autochthonous species or variety of origin and its relationship to wild biodiversity.



promotional documentaries

We will film extensive documentaries about breeding and farming, rural development, species preservation, ecosystems, production and consumption of food products based on our **autochthonous breeds and plants or varieties**.

workshop for chefs

A workshop will be held in the Basque Culinary Center of the Gastronomic University of the Basque Country, with dialogues between **experts in nature conservation and chefs** around the idea of **ConSuma Naturalidad** gastronomic context.

Different **Landscape recipes**, prepared with raw materials derived from autochthonous products, will be presented at the workshop.



discovering landscape

Routes will be designed along popular train and bus itineraries to inform about the biodiversity of landscapes, linked to their gastronomic value and the products adhered to the **ConSuma Naturalidad Quality Brand** in these natural corridors.

other communication actions

-  Attendance to **Agri-food Fairs** to present the initiative.
-  Promotional and **merchandising materials**, such as information leaflets, bookmarks, bags, aprons, etc., produced with environmentally friendly materials.
-  **Advertising in public spaces**, by using urban furniture displays, advertising panels, public transport stops and other spaces.



the Benefits

The campaign actions aimed at consumers and the promotion of the **ConSuma Naturalidad Quality Label** aim to increase sales of these products, as well as maintaining production based on our productive biodiversity.

The preference of consumers for **ConSuma Naturalidad** products will help to encourage their use among producers, transformers, distributors and chefs, thus contributing to **improve their activities and to preserving biodiversity.**



ConSuma Naturalidad is an original brand from the **Félix Rodríguez de la Fuente Foundation**, guaranteed by the Ministry of Agriculture, Food and Environment.

Products bearing the **ConSuma Naturalidad** brand will **gain visibility among consumers.**

ConSuma Naturalidad aims to establish criteria for **responsible consumption** by consumers, starting with an **important media campaign** and product promotion.



the ConSuma Naturalidad project



The development of the **ConSuma Naturalidad Quality Brand** forms part of the **Félix Rodríguez de la Fuente Foundation's** BIOC X LIFE project, supported by the Financial Instrument for the Environment (LIFE+) of the European Union. BIOC X LIFE is aimed mainly at **promoting the preservation of both productive and wild biodiversity**, by driving the production and consumption of products derived from autochthonous breeds and plants or varieties **within the Spanish Natura 2000 Network**.

The project has **three lines of action** to contribute to the sustainable use of natural resources, landscapes, culture and traditions, while preventing the abandonment of traditional areas of production and their economic activity. These lines are:



Differentiation and classification of the **ConSuma Naturalidad** products

- Selection of species, varieties and products.
- Development of the **ConSuma Naturalidad Quality Brand**.
- Development of an additional qualification system.



Working with the local stakeholders

- Survey.
- Database development.
- **Brand** workshops.



Promoting the importance of consuming **ConSuma Naturalidad** products for the preservation of biodiversity

- Population survey.
- Web page and promotion /communication actions.
- Information campaign focused at consumers.



Félix Rodríguez de la Fuente foundation

Félix Rodríguez de la Fuente Foundation owns the **ConSuma Naturalidad Brand**. It is a private and non-profit entity, independent and of public interest. It was founded in 2004 to **help project the life, work and legacy of renowned naturalist Félix Rodríguez de la Fuente**.

To **actively involve society** in building a future of co-existence and balance with the natural environment.

our Mission

To raise social awareness on the importance of generating change aimed at improving and enriching the quality of human life, in the deepest sense, and of the land sustaining us.

Strategic lines

Man and Land.

To identify people living in contact with the land, its resources and their conservation.

The Félix Legacy.

To recover the Félix Rodríguez de la Fuente legacy and revitalize it.

Raising Awareness.

To bring society closer to the scientific and natural knowledge.

our Objectives

To **conserve and share the legacy of Félix Rodríguez de la Fuente**, based on his famous works about nature conservation and studies on the link between human activity and the natural environment.

To **identify and to put in contact those who are implied in science and natural environment** in our country.

To develop **communication activities aimed at raising awareness** on the importance of restoring a constructive and sustainable relationship with the natural environment.

our Vision

It is that of Félix: “to be an independent forum where stakeholders involved in biodiversity (urban, rural and natural) can meet and discuss, in order to work in common for the preservation and the sustainable management of the land”.

Photography: Antonio Atienza©





JOIN CONSUMA NATURALIDAD!

Increase the value of
our autochthonous products
as a means of preserving
our productive biodiversity
and the conservation
of wild biodiversity.



CON
suma
naturalidad

felixrodriguezdelafuente.com

www.felixrodriguezdelafuente.com www.consumanaturalidad.com

Fundación Félix Rodríguez de la Fuente • General Oráa, 29 4º izq.
28006 Madrid • T 91 389 62 64 • F 91 389 62 73
bioclife.tecnico@felixrodriguezdelafuente.com

Follow us in Facebook and Twitter

