LANDSCAPE LABELING: AN AGROECOLOGICAL MARKET INNOVATION FOR MBEYA

ABSTRACT

The Ecoagriculture Working Group, along with the Enrivonmental Resources Management Center for Sustainable Development (ERMCSD) and EcoAgriculture Partners is working with agricultural leaders from the Mbeya region to advance market opportunities that financially reward producers and their communities for stewarding biodiversity in agricultural landscapes. Landscape labeling is a new marketing mechanism that can provide financial incentives to farmers, pastoralists, fisherfolk and specialty forest product harvesters for practicing agriculture in ways that help to sustain biodiversity and ecosystem services while improving livelihood security. A landscape label can encourage consumers who share these values to participate through their purchases and payments in management strategies that help promote a healthy landscape.