

# Diversity for Life

In collaboration with national and international partners, Bioversity is mounting a global awareness campaign that will culminate in 2010, the International Year of Biodiversity. We want to inspire a new appreciation of agricultural biodiversity, one of the world's most undervalued and vital resources. Headquartered in Rome, the campaign *Diversity for Life* will have activities all over the world.



S.Padulosi/Bioversity International

## Glimpses of Diversity for Life

In Peru, a well-known Peruvian chef introduces his counterparts from around the world to his country's native plants and food traditions.

In Kenya, students interview their grandparents with a tape recorder and a disposable camera. They ask them to recall the kinds of food they ate when they were young and what those foods meant to them.

In Italy, trainee chefs learn about the health benefits of traditional and wild plants and use them to create new recipes for a national cooking contest.

In India, well-known artists and musicians help secondary school children to trace the depiction of traditional Indian foods in art and music throughout history.

In Egypt, a child watches a new cartoon series on television. *The Plant Hunters* details the escapades of a band of animated fruits and vegetables who travel the globe in search of endangered plants.



R. Khalil/Bioversity International