



Harnessing the power of markets for conservation

Within the Gordon and Betty Moore Foundation’s [Environmental Conservation Program](#), we are working through our [Conservation and Markets Initiative](#) to advance conservation by delinking food production from ecosystem degradation. To accomplish this with sufficient speed and at a meaningful scale, we aim to work with a critical mass of supply chain actors to change behavior and transform the markets for beef, leather, soy, and top-traded seafood. By shifting the production, sourcing, and financing for these key globally traded agriculture and seafood commodities, the threats from growing international demand can be reduced—averting deforestation and overfishing in their primary production regions and helping ensure that conservation can endure.

Environmental Conservation at Moore

Our Environmental Conservation Program works to safeguard globally significant, intact natural ecosystems from the unprecedented pressures of mounting development and a changing climate. To do this, our portfolio of interventions focuses on both an anchor set of land- and seascapes, as well as a suite of drivers of ecosystem degradation with highest relevance to those places.

Photos, from far left: Forests in Brazil courtesy of Leonardo Fleck; tuna shoal; cattle pastures courtesy of Rachel Kramer, National Wildlife Federation; shrimp courtesy of Aaron McNevin, WWF.

The need to produce food without causing severe environmental degradation is essential to maintaining the productive capacity and integrity of the Earth’s ecosystems. The foundation’s Conservation and Markets Initiative aims to accomplish that.

By addressing agricultural markets, we are working to scale more efficient, sustainable production of beef, leather, and soy globally, leveraging the influence of domestic and multinational companies with sufficient market reach to set and implement sourcing commitments that incentivize the adoption by producers of practices that prevent deforestation in the Amazon, Cerrado, and Chaco regions.

We also seek to protect marine and coastal ecosystems by improving the health and abundance of wild-capture fish stocks and aquaculture practices. Given current trends, most of the world’s food fisheries could collapse by 2050. We believe we can safeguard marine and coastal ecosystems by helping to reshape market demand and the decision-making systems that drive conservation solutions.

At the same time, we are working to leverage the power of mainstream financial markets to help drive the food sector away from production practices that degrade natural ecosystems.

With the right market incentives and information in place, operating at the needed scale, we believe present and future food demand can be met while safeguarding natural ecosystems.