

Development of a Framework on the Communication of Biodiversity: the Case of Australian Food Companies

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Introduction

- Ecosystems are exploited to supply the increasing demand for food in the recent century [3].
- More than **95.5%** of raw materials in food industries come from biodiversity [2].
- Australia, as a biodiversity-rich country, follows the '**Strategy 2010–2030**' to preserve biodiversity and engage industries to raise public awareness [4].
- Communication on biodiversity is beyond providing people only with scientific information [1].

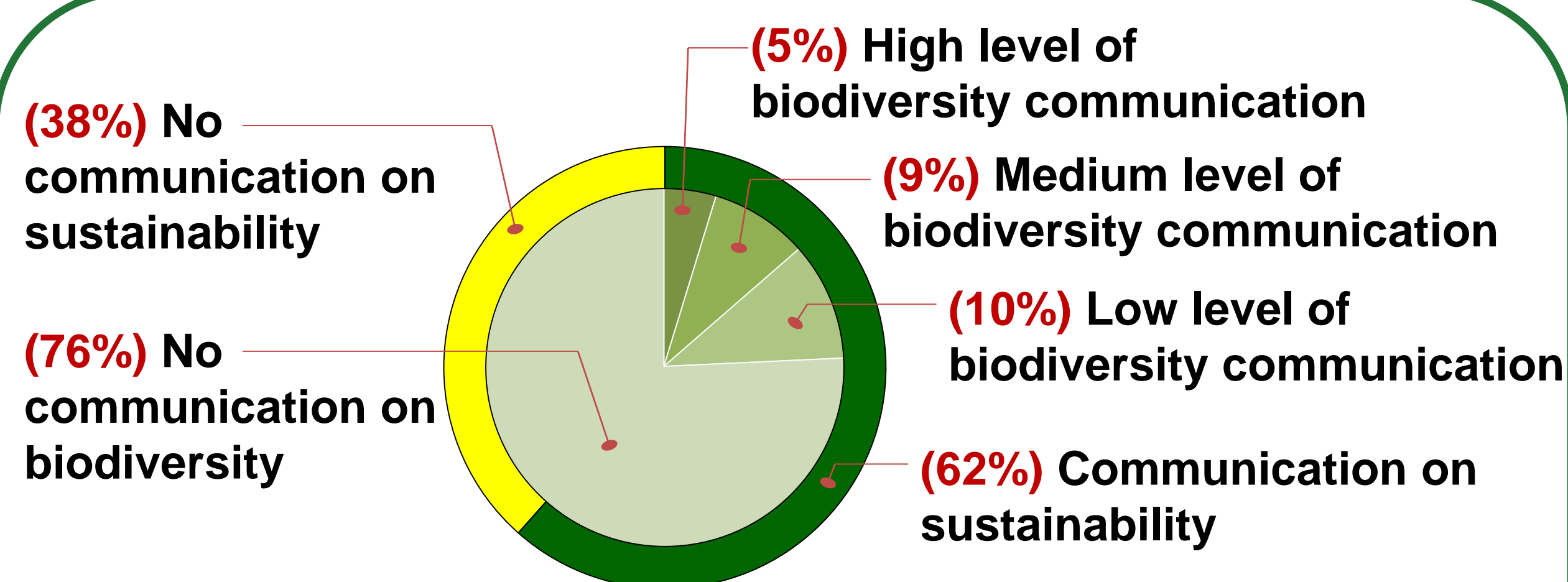
Objectives

- How Australian food companies communicate on biodiversity?
- What could be a conceptual framework on the communication of biodiversity?

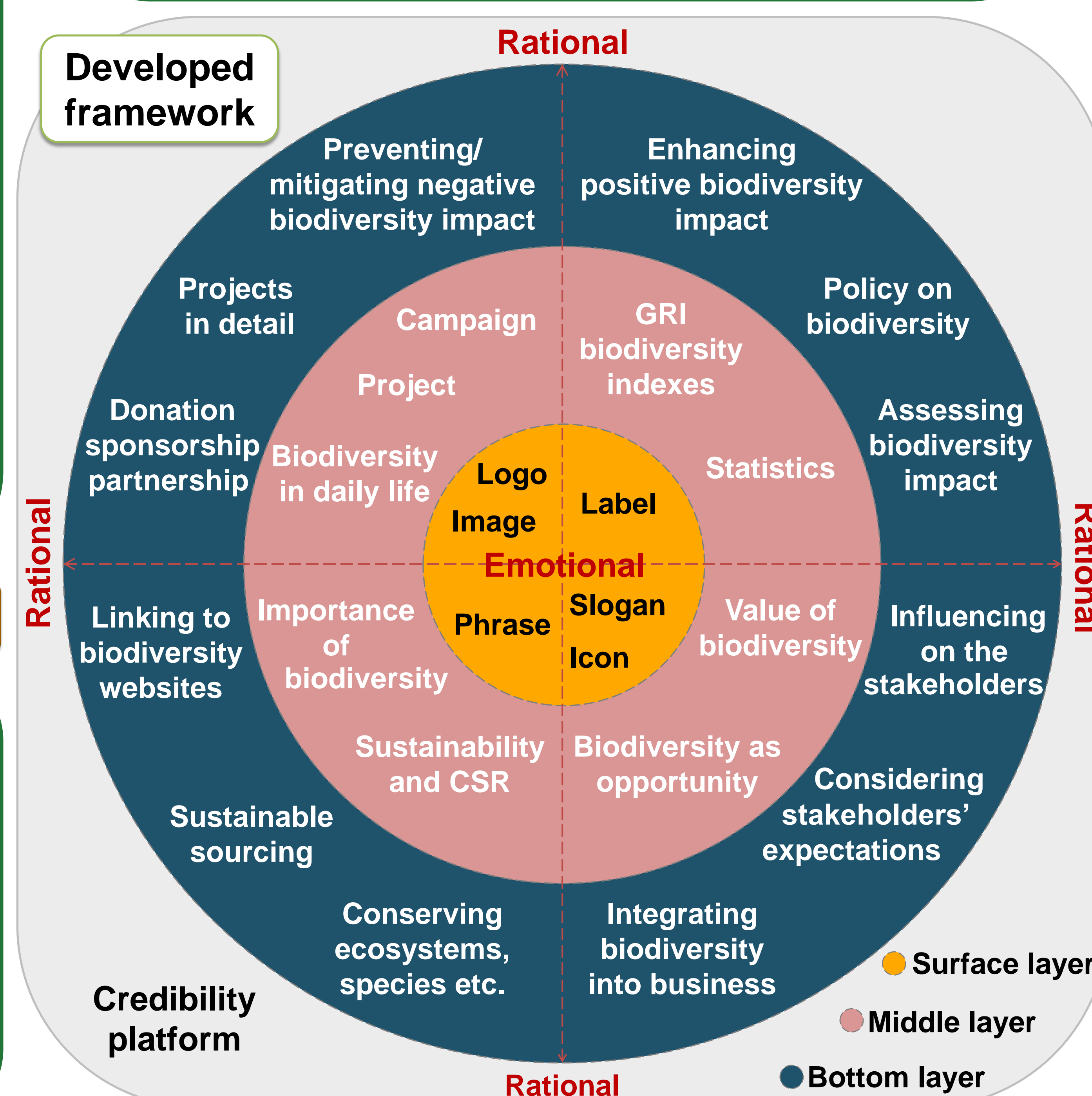
Methods

- Inductive qualitative and quantitative content analyses
- On the web content and company reports of 169 Australian food companies
- Based on *Response Hierarchy Model* and *Elaboration likelihood Model*

Results



Communication of 169 food companies on sustainability and biodiversity (in percentage)



Conclusions

The developed framework

- attracts low-involved recipients at **surface layer** by positive emotional appeals and attention-grabbing logo, label, image and phrase.
- leads them to **middle layer**, informs them about company projects and statistics, increases their knowledge and motivates them to take action.
- satisfies high-involved recipients at **bottom layer** by means of rational and informational appeals as well as detailed messages.

Consequently, it

- involves a wide range of audiences from unconcerned public reviewers to interested stakeholders and experts.
- increases readability and visibility of biodiversity messages.

References

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Results (continued)

- Agricultural and fishing companies communicated on biodiversity most in detail.
- Food companies communicated on their own biodiversity conservation projects.
- Messages were formulated mainly by use of positive appeals and they had themes of hope, joy, health, greenness and freshness.
- Companies had problems in visibility of, ease of access to, preciseness of biodiversity messages and use of emotional and rational appeals.



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