



## **New approaches to biodiversity**

### **Why companies and farmers are rethinking how food is produced**

**Enger/Wolfenbüttel, June 22, 2026 - A project in Germany points to new models linking nature protection with business reality.** Across the globe, agricultural landscapes are losing biodiversity at an accelerating pace – with direct consequences for crop yields, supply chains and economic stability. Yet despite its importance for food production and natural resources, biodiversity protection is still only rarely embedded in economic systems.

A project in Germany now illustrates how companies and farmers are trying to address this gap. The initiative, a joint effort by Mast-Jägermeister SE and Kiebitz, links biodiversity measures directly to agricultural supply chains: companies finance targeted interventions on farmland, while farmers implement them and receive compensation in return.

The approach tackles a structural challenge. Many biodiversity measures fail in practice because they reduce yields or increase costs for farmers. At the same time, companies are facing growing pressure to manage environmental risks in their supply chains and secure long-term access to natural resources.

“Biodiversity is the foundation for fertile soils, clean water and stable yields – and therefore for our product,” said Andreas Einig, Director Botanical Sourcing at Mast-Jägermeister SE. “To secure production in the long term, we depend on functioning ecosystems.”

In the German region of East Westphalia-Lippe, measures such as flower strips, low-intensity cereal cultivation and dedicated habitat areas for wildlife are being implemented. These interventions aim to restore habitats for insects and birds while maintaining agricultural productivity.

A key challenge remains verifying impact. Biodiversity is widely regarded as difficult to measure, which has limited its role in business decision-making. To address this, the project uses a combination of established ecological measures



and new monitoring technologies, including bioacoustic sensors and satellite data.

Initial results indicate significant effects: on the project fields near Enger, 57 bird species and more than 12,700 individual detections were recorded within a single spring. Bird activity was found to be six times higher than on comparable reference land without measures.

“Our role is to translate biodiversity measures into practical solutions that work in everyday farming,” said Dr. Ludwig Riedesel, Co-Managing Director of Kiebitz. “The key is to develop approaches that are ecologically effective while fitting into existing farming systems.”

For companies, biodiversity is no longer only seen as an environmental topic. The approach illustrates how closer collaboration between agriculture and business can open up new perspectives – and how companies can play an increasing role in supporting the protection of natural systems.

## **Contact**

Mast-Jägermeister SE  
Nikola Finke  
Global Corporate Communications  
Tel.: +49 5331 81-0  
E-mail: [presse@jaegermeister.de](mailto:presse@jaegermeister.de)  
Website: [www.mast-jaegermeister.com](http://www.mast-jaegermeister.com)

## **About Jägermeister**

Today's famous premium herbal liqueur was launched 90 years ago by Curt Mast. Our methods for manufacturing this original, based on 56 herbs, blossoms and roots, remain unchanged to this day. Traditionally, Jägermeister is produced exclusively in the small town of Wolfenbüttel in Lower Saxony, Germany. Bottling takes place at plants in Wolfenbüttel-Linden and Kamenz in Saxony. From here, the herbal liqueur in the distinctive bottle is exported to more than 150 countries worldwide. In addition to the original, the Jägermeister brand includes the following products: Orange, Manifest, Cold Brew Coffee and the Seasonal Winter Edition. The family-owned company employs around 1,000 people worldwide.

Since 2020, the international portfolio also includes Teremana, the tequila brand founded by Hollywood actor and entrepreneur Dwayne Johnson, and GIN SUL, which is produced in Hamburg-Altona.



## **PRESS RELEASE**

### **About Kiebitz**

Kiebitz is a nature capital-focused company that supports businesses in implementing targeted biodiversity measures in agricultural regions. It connects corporate investment with concrete actions on farmland and oversees their implementation on the ground. The aim is to make ecological impact measurable and to establish biodiversity as a viable component of both business processes and farming systems.