

Business and Biodiversity Forum

A COP15 Parallel Event, 12 & 13 December 2022, Montreal, Canada

<https://www.cbd.int/article/cop15-business-biodiversity-forum#programme>

Jean-Martin Fortier

Founder,
Market Gardener Institute



Jean-Martin (JM) Fortier is a farmer, educator, entrepreneur, and best-selling author specializing in organic and biointensive vegetable production. His award-winning book, *The Market Gardener*, now published in 10 languages, has inspired hundreds of thousands of readers worldwide to reimagine ecological human-scale food systems.

His teachings have been adapted to the Market Gardener Masterclass, a comprehensive online program that supports over 3400+ growers in over 90 countries. His message is one of empowerment with the intention to educate, encourage, and inspire people to pursue a career and lifestyle focused on growing food with care, by and for people who care.

In 2020, JM founded Growers & Co. a farm tool and apparel company that also features the biannual magazine that focuses on celebrating the movement of small-scale organic farming. He is based in Quebec, Canada, where he manages Ferme des Quatre-Temps, a research and training farm that intends to serve as a model for the future of agriculture.



2020 UN BIODIVERSITY CONFERENCE

COP 15 / CP-MOP 10 / NP-MOP 4

Ecological Civilization-Building a Shared Future for All Life on Earth

KUNMING – MONTREAL