



How Doti district became a hotspot of grain amaranth production and marketing

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Rationale



Research questions:

- What is the market chain of grain amaranth like in Doti?
- Can the success be replicated in other parts of Nepal?

Timeline of Grain Amaranths Production



16 years ago

- Produced for home consumption
- Consumed as paste (dhindo), chapati, popped grain
- Production amount decreasing
- Used as medicinal purpose too

12-15 years ago

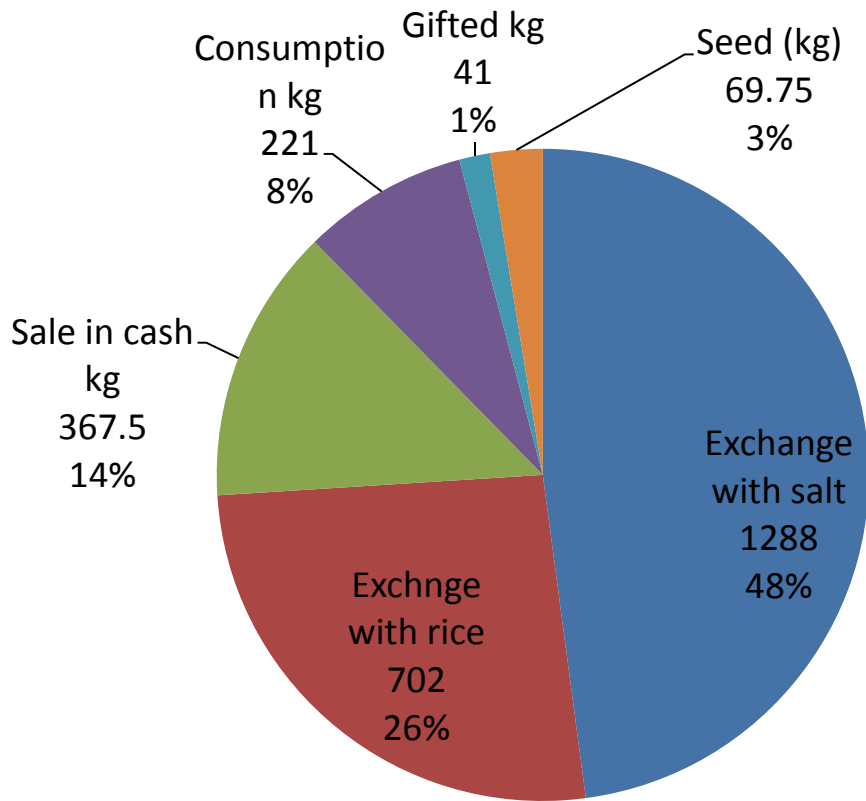
- Food culture replaced with rice and wheat
- Market not well established
- Amaranths and salt exchanged 1:1 ratio in local level

Nowadays

- Market established
- New variety introduced – early maturity, high yield and multi-harvest
- Amaranths exchange ratio increased with salt up to 1:5
- More than 67.9 ton exported in 2014



Use of Amaranth



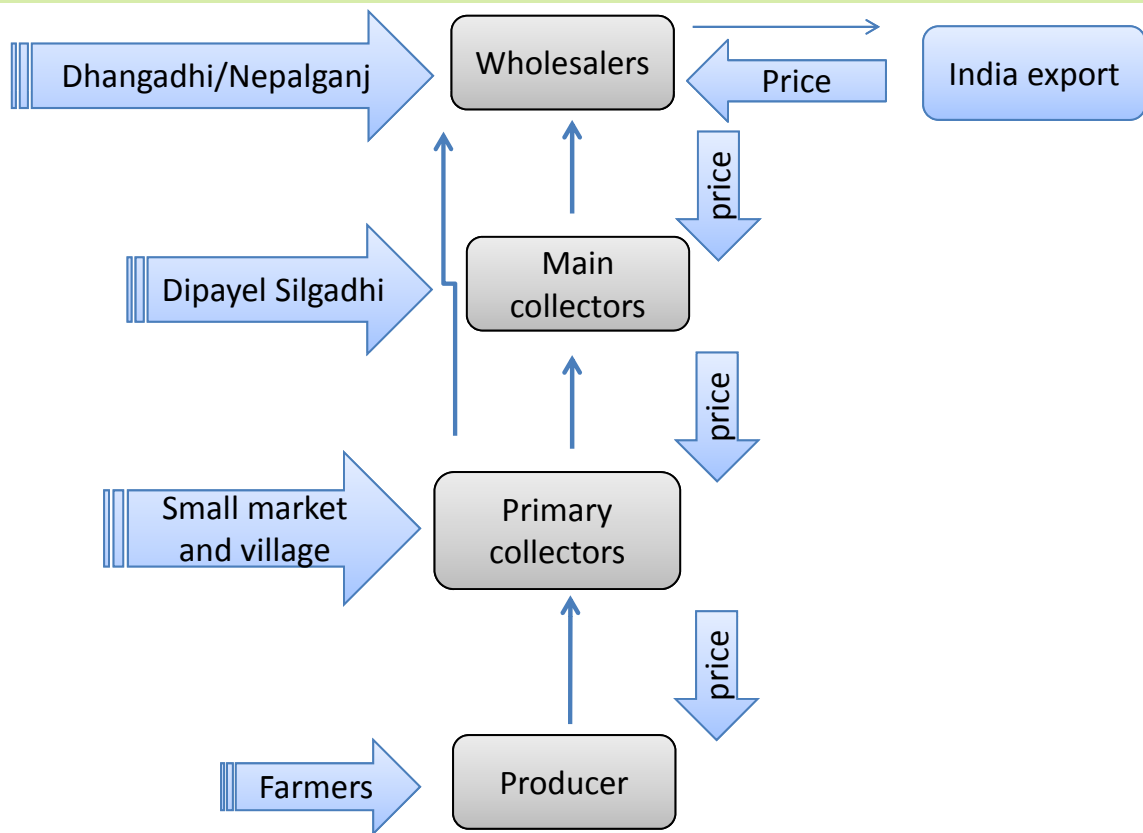


Market Access

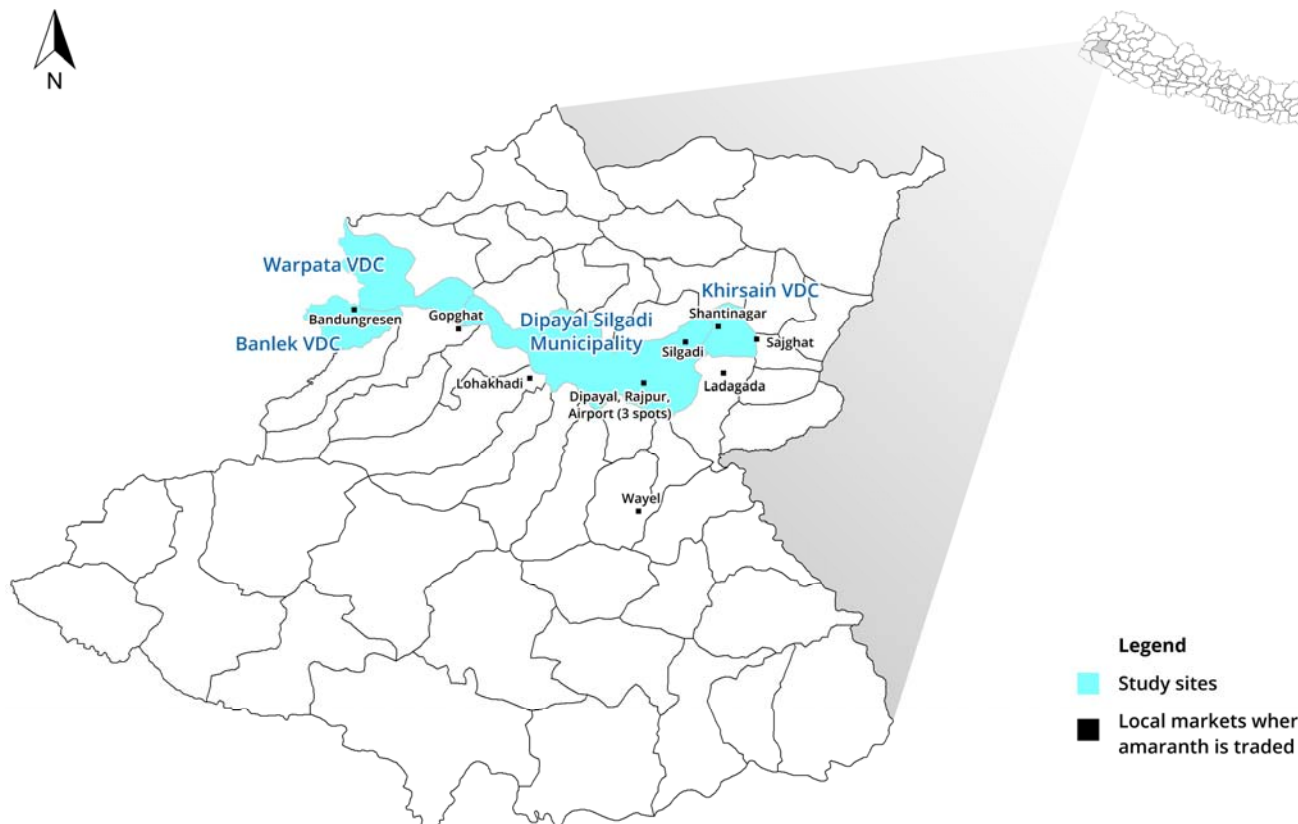
Walking Distance	Market Place	Tentative years
15 to 22 days, it depend on snowing at mountain	Tanakpur, Kailali	Before 1977
10 to 12 days, it depend on snowing at mountain	Malakheti, Kailali	1977 - 1979
4 to 5 days, it depend on snowing at mountain	Phaltude, Kailali	1979 - 1982
2 days	Syaule, Dadeldhura	1982 - 1985
Within Village	Banlek, Doti	After 1986



Existing Market Chain



Local Markets for Amaranth



Amaranth collection and export

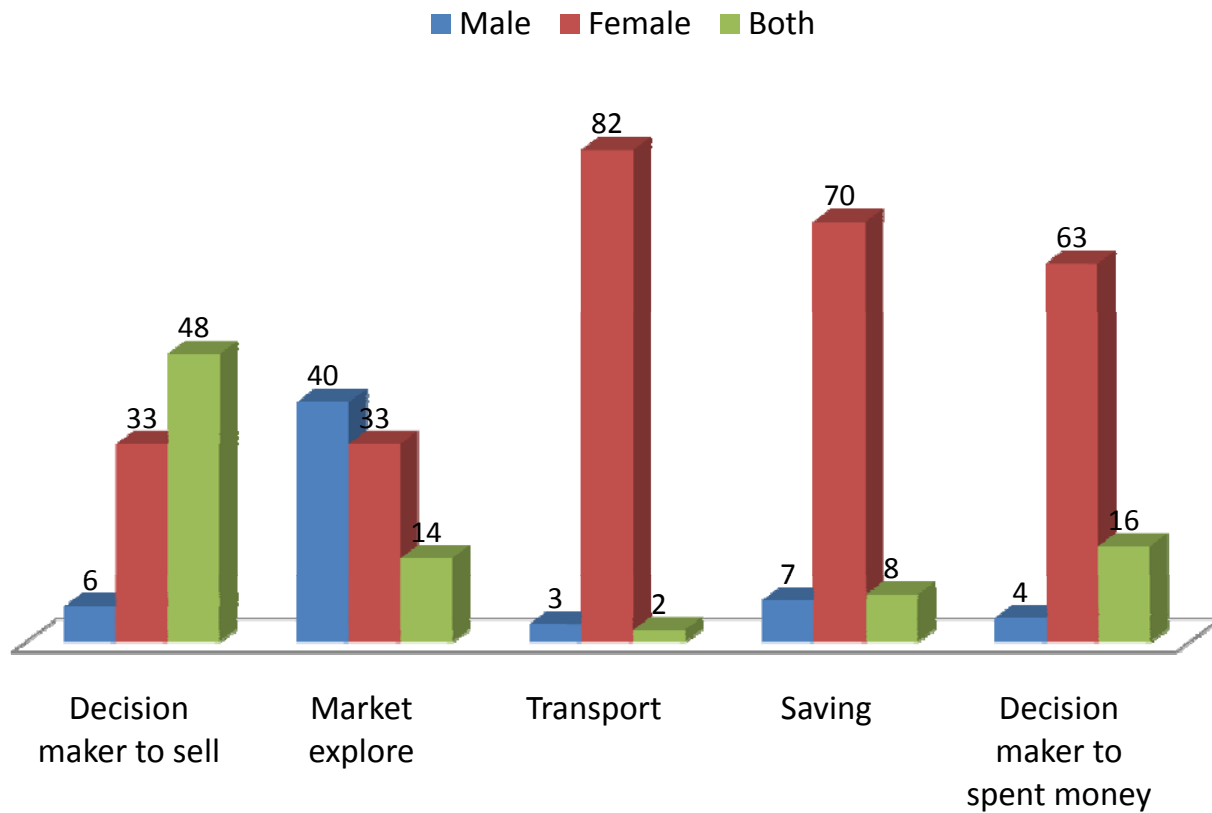


Name of collection centre	No. of collectors	Exported Qty. in kg.
Dipayel	4	33,500
Sajghat	1	300
Santinagar	2	3,200
Wayel	2	1,800
Lohakhadhi	3	10,500
Gopghat	1	4,000
Silgadhi	1	3,000
Bandungresen	4	7,400
Ladagada	3	3,800
Total Qty. in kg.	22	67,900

Gendered roles in cultivation



Gendered roles in marketing



5. Summary



- Farmer produce Amaranth ranging from 2 kg to more than 150 kg per household
- Doti district exported 68 tons (2014)
- Farmers consumed about 8% of total production
- Market and improved variety played important role to increase production of grain amaranths in Doti

What next



- Orientation needed to farmers and consumers on nutritious value and recipes of amaranths
- Research or find industrial value of amaranths
- Chemical analysis of leafy vegetables of local and improved varieties for presence of toxic chemicals
- Promote pocket area production for volume production in adjoining districts with easy market access
- Extend Amaranth as drought tolerant cash crop in dry regions

Production plot



Improved variety



Local variety

Photos of mid hill and river basin



Local Market

