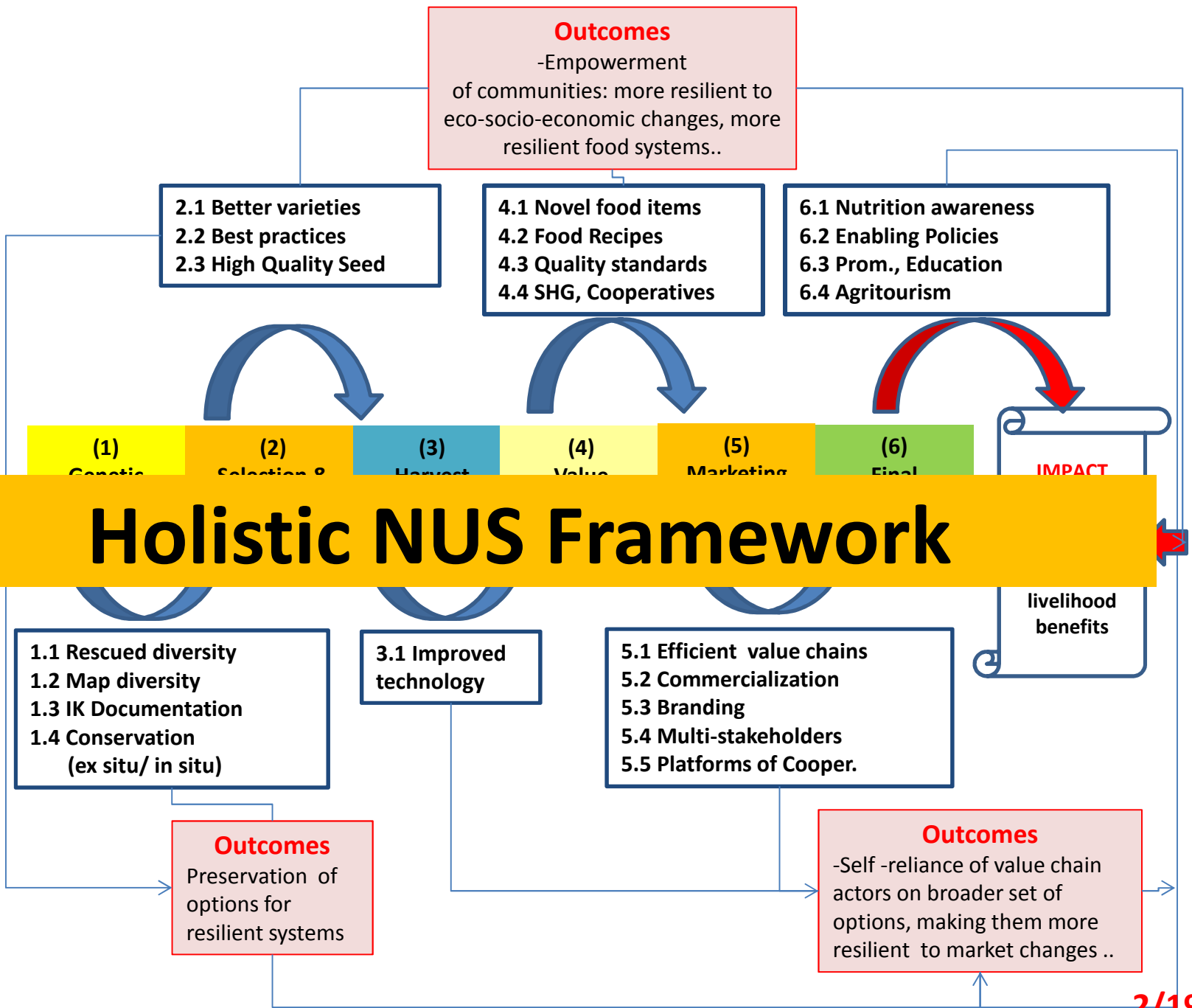




# Marketing Underutilized Species: The Strategy of Bioversity International

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# Goal & Purpose

## Goal

**Enhance livelihood** benefits by harnessing the full potential of NUS & underutilized landraces of commodity crops for the benefits of the rural poor

## Purpose

**Strengthening capacity** of NARS/other stakeholders in making greater use of NUS/underutilized landraces of commodity crops through value chains and market interventions

# Key research questions

Which **role** does ABD and in particular NUS play in marketing/value chains? How markets could leverage its multiple benefits and contribute to the **resilience** of the whole system?

How can value chains help to **generate more income especially for the poor** who still maintain wide range of diversity? and also for those who grow few crops and are interested and willing to **re-introduce** a wide range of diversity, incl. NUS?

How can commercially **valuable traits in NUS** be most effectively assessed?

Which types of **marketing tools**?

# Research Objectives

- Development of **models** for NUS value chains across different conditions, countries and species
- Development of **management practices** that maximize income and minimize losses of genetic diversity
- Assessment of opportunities and development of approaches/methods for **scaling up best practices**

# Development Objectives

- Improved **governance** and collaborations within target value chains
- Increased no. **spp./ landraces** & their products sold
- Increased **income** for smallholder farmers
- Increased **performance** and sustainability of value chains

# Areas of Focus

**AREA 1:** Production of novel products for (distant) high value niche markets (**national markets or export**)

**AREA 2:** Strengthening of demands in **local and traditional** markets

**AREA 3:** Diversification of incomes of poor farmers for enhancing their **resilience** to market risks and climate change and contribute to better nutrition

**AREA 4:** Contribution of markets and value chains in the payment for ABD conservation services (**PACS**)

# AREA 1

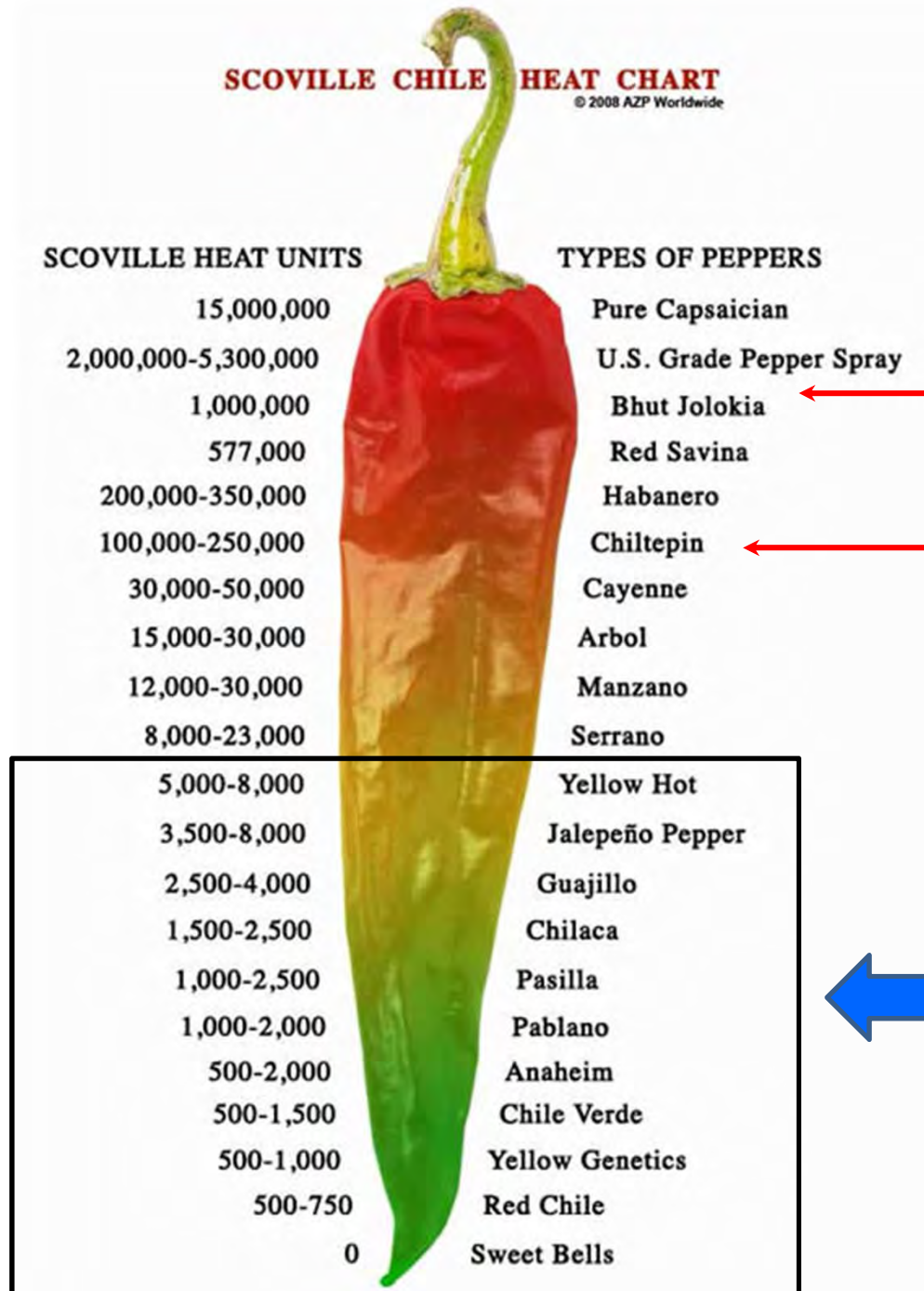
Production of novel products for (distant) high value niche markets (national markets or export)



How can **trends or traits and consumer preferences** in high value market be evaluated for the benefit of local agro-biodiversity (found in the wild, on-farm or in ex-situ collections)?

How can horizontal and vertical **coordination** between value chain actors be improved?





**Trinidad Scorpion**  
**Butch Taylor**  
**1,400,000 SHU:**  
**(Latest record holder)**

**Hottest project sample:**  
**(Peru Amazon)**  
**250,000 SHU**

**Range of acceptability  
by the sensory panel**



Pinchito de mono



Chintito



Malagueta



Charapon rojo



Charapon amarillo



Charapita amarillo



Upia ucho



Trompito rojo



Cerecito rojo



Cerecito amarillo



Challuaruro



Challuaruro



# Kolli Hills Millet Products with Logo Registered with Trade Mark of Intellectual Property of India



## Value Added Products

Finger Millet Malt (Ragi Malt)

Thinai Payasa Mix

Thinai Laddu

Samai Bajji Mix

Samai Uppuma Mix

Samai Rava Dosa Mix

Little Millet rice

Italian Millet rice

Finger Millet Flour



IFAD NUS Project

# Bolivia: marrying income generation and better nutrition in one goal

- **Action:** Joint venture with private sector (*Sobre la Roca*) for production of more attractive food products targeting particularly children
- **Outcome:** popularization of nutritious food among children and inclusion of amaranth-based food items in school meals
- **Impact:** Estimated income of at least 430K USD/year for amaranth value chain sector in 2010 as a result of amaranth school meal policy in Chuquisaca Department alone.



## AREA 2

### Strengthening of demands in local and traditional markets

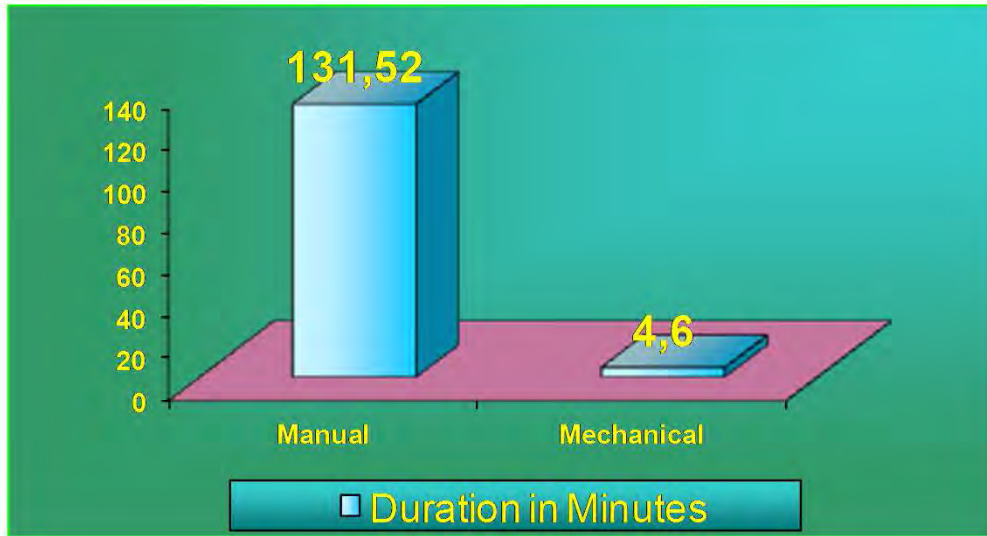


Traditional dishes made out of minor millets from Kolli Hills (India)

How to identify potential **localized market opportunities** that women and other vulnerable people can take advantage of?

How to generate more income, **remove drudgery, valorize cultural-based consumers' preferences** and contribute to fulfill also **other livelihood benefits?**

## Drudgery-free grain processing technology



**De-husking mill**



**Pulveriser**

## AREA 3

Diversification of incomes of poor farmers to enhance resilience for market risks and climate change



*What is the **role of ABD** and the impact of diversified income sources on the resilience and long-term income position of smallholder families?*

Chef from Alexander Coffee Restaurant Chain (Bolivia) holding courses to rural communities using NUS resilient crops

## AREA 4

Contribution of markets and value chains in the payment for agrobiodiversity conservation services (PACS).



*What is the willingness of **farmers** in a certain region to participate /not participate to PACS schemes?*

*What is the willingness of (organic or fair trade) **consumers and companies** to pay for ABD conservation services provided by farming communities?*



# Impact Pathway

## OUTPUTS

**A)** Models, approaches, methods and tools on how to link NUS/ landraces and small farmers to markets (incl. high value) for multiple purposes and livelihood benefits.

**B)** Capacity building related outputs regarding enhanced use of NUS/ landraces

Scaling out

Scaling up

## Multi-stakeholder PLATFORMS

**Other impact:** NUS/landraces maintained in production systems and improved nutritional status / availability of more diversified diets.

## OUTCOME

Approaches, methods and tools disseminated to and used by stakeholders [...] contributing to greater use of NUS/ landraces from field to fork at national level, leading to more competitive ABD based value chains

## IMPACT

- Improved use of NUS/ landraces and incorporation



# The Policy Message

A large yellow arrow pointing to the right, with a white outline, serving as a background for the title.

*Enabling policies are needed to support up scaling & mainstreaming methods, approaches and tools for wider impact beyond project sites..*



**Thank you**

[www.biodiversityinternational.org](http://www.biodiversityinternational.org)

