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BUILDING VALORISATION STRATEGIES FOR BIODIVERSE PRODUCTS – CASE STUDIES

AT FIRST GLANCE

The market valorisation of 'diverse food products' is crucial to promote agrobiodiversity. Despite the differences due to the specific contexts, valorisation strategies show relevant common features.

Why a valorisation strategy?

The DIVERSIFOOD project has considered the promotion and market valorisation of food products based on diverse genetic resources as an integral part of a broader, collective action. The aim of this action is strengthening and promoting the entire production-processing-consumption systems, so guaranteeing the sustainable use of the genetic resources. The framework of analysis is more detailed in the Factsheet #12, where the **five case studies** developed by the project are also introduced.

Embedding crop diversity and networking for local high quality food systems

Main elements of valorisation strategies of the selected cases



Despite their diversity, the case studies show **relevant common features**.

The importance of interaction that develops among the actors involved in the various areas of action, including researchers, facilitators and advisors. Within this collaborative environment, actors may share views, different forms of knowledge and expertise, cooperate and define common goals.

Recognition of the specific properties of diverse varieties and of the aspects concerning their cultivation. Participatory experimentation and assessment, in the specific farming contexts, are crucial here. Technical aspects are involved, for the need to adopt suitable techniques, but also organisational and legal aspects, associated with the particular (often lacking) rules regulating the circulation of these varieties; as well as ethical issues, for the need to recognise their values, and economic aspects.

Shared definition and co-production of the final product quality. This leads to a redefinition of processing technology, by adapting it to the characteristics of these varieties and to the objective of maintaining/improving the nutritional and health quality of the final products. As crucial is to manage the qualitative attributes through **suitable institutional tools and arrangements along the chain** (e.g. codes of practice, norms and rules, protocols, agreements).



Suitable marketing and communication practices are another important step to ensure the economic and cultural valorisation of the product qualitative attributes.



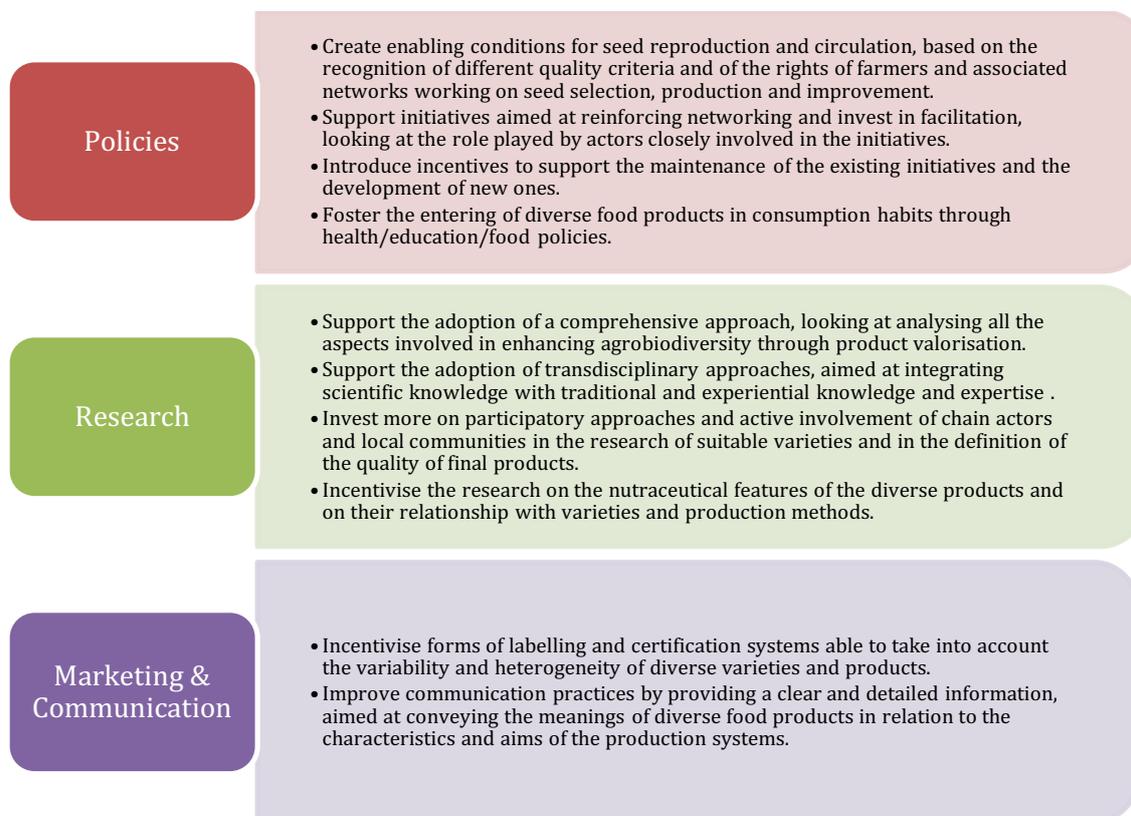
Chain actors, individually or collectively, are engaged in choosing proper market channels (mostly short and integrated with local communities), labelling, trademarks, forms of protection from misappropriation, messages to communicate the added value of the production systems and related products. There is often a strong commitment to raise awareness of the initiative in general among civil society and policy makers.

Relations with other initiatives, locally and outside the territories are relevant for all the case studies: allowing sharing knowledge and catching new opportunities, they give rise to more incisive actions to valorise diverse products and, more in general, enhance agrobiodiversity.

Positive impact. According actors' assessment, the initiatives contribute to the sustainable use of agrobiodiversity and to other positive environmental impacts, as well as provide economic and socio-cultural benefits. Their future development is seen embedded in and strategic to a **territorially-based development.**

The way forward

The case studies have pointed out the following aspects as important to support diverse production-consumption systems in their efforts to enhance agrobiodiversity:



Suggested readings

Padmanabhan M. (2017) *Transdisciplinary Research and Sustainability: Collaboration, Innovation and Transformation*, Routledge; Brunori, G., Rossi A., D'Amico S. (2018) A Comprehensive and participatory approach to the valorisation of biodiverse products, in A. Isoni, M. Troisi, M. Pierri (eds) *Food Diversity between Rights, Duties and Autonomies. Legal Perspectives for a Scientific Cultural and Social Debate on the Right to Food and Agroecology*, LITES, vol. 2, Basel, CH: Springer International Publishing AG.

This Innovation Factsheet is the result of the collective work of DIVERSIFOOD partners, coordinated by Adanella Rossi and Simona D'Amico (UNIPI) with the support of Bernadette Oehen (FiBL) and Tina Kovács (ÖMKI).