



Markets and Agricultural Biodiversity over time - historical trends

Markets and diversity over time

Grain storage, Erebuni, Armenia 782 BCE



Grain market Teheran, Iran 1893



- High diversity due self-subsistence farming

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Grain market Teheran, Iran 1893



Green revolution, 1950ies

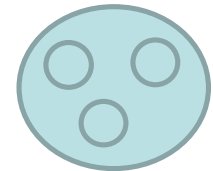


New interest in diversity, 1990ties



1. Emergence of global commodity or bulk markets (~1820 onwards):

- ❖ Lower transportation costs, economies of scale, specialization, new lands
- Shift from home use towards producing for markets
- Shift from diverse agro-systems to mono-cropping systems



2. Emergence of formal & commercial seed sector (the green revolution)

- ❖ Yield orientation, improved farming techniques, high external input use
- Focus on few crops & varieties with low intra variability
- Farmers abandon landraces and minor crops

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3. Monopolization in conventional food and bulk markets (since 70ties)

- ❖ Emergence of integrated food chains with dominant players
- Market power shift towards retailers & international processors
- Standardization of farm produce – focus on quantity, low costs, requirements
- New contract formats: cooperatives; contract farming; out-growers
- From high-risk-low-impact to low-risk-high-impact (harvest/product failure)



GAP



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4. Emergence of new and differentiated consumer demands (since 90ties)

- ❖ Income of households and education/information level increased worldwide
- Nutrition & health
- Localized & cultural based preferences
- Transparency and traceability (know the farmer)
- Raising interest in quality & exclusivity & convenience
- Raising interest in natural & original products (origin areas)
- Long-term sustainability (social, environmental, water use, carbon footprint)

