

## 6. Steps in value chain development

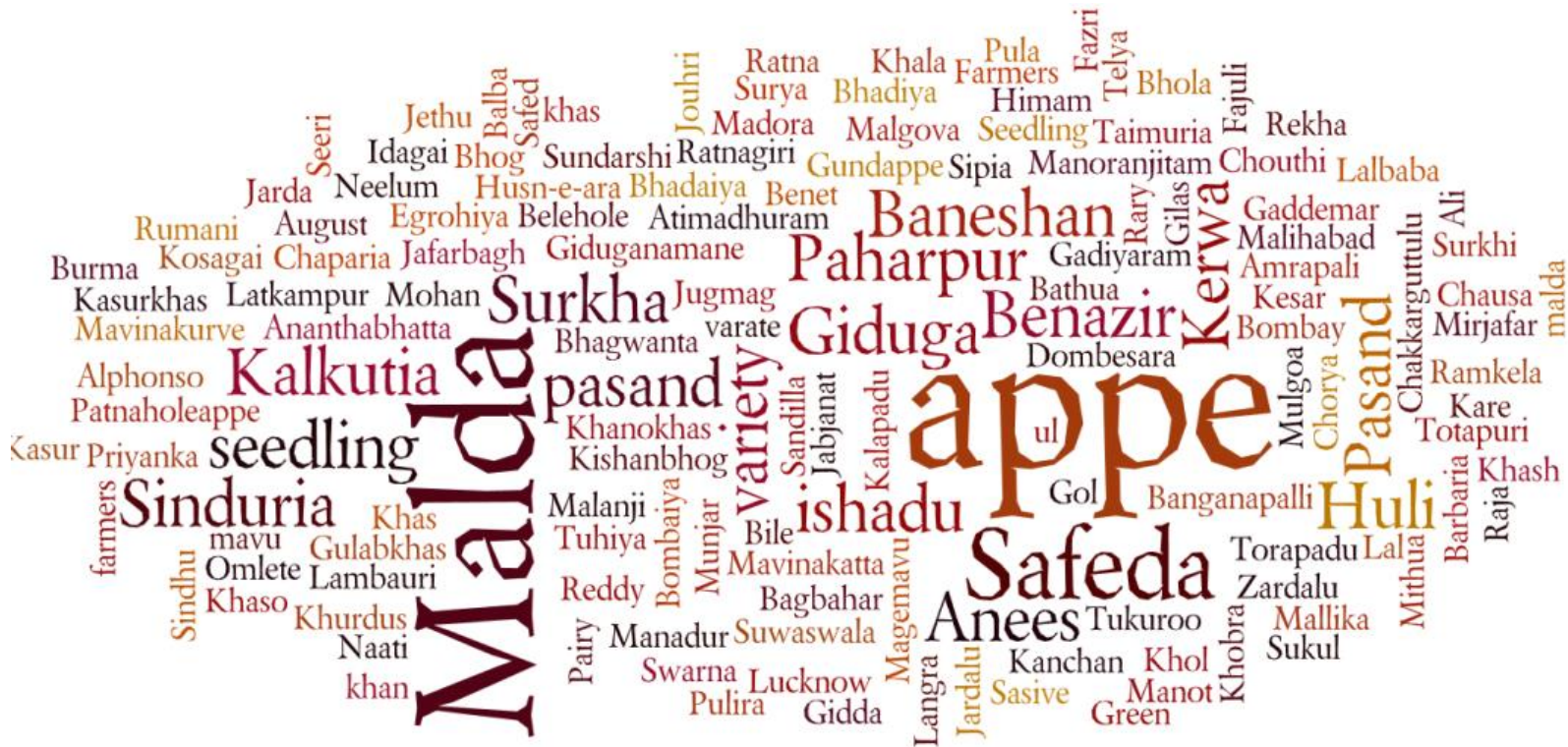
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# Which diversity has market value potential?



# In total 164 varieties of mango are found in 18 communities in India



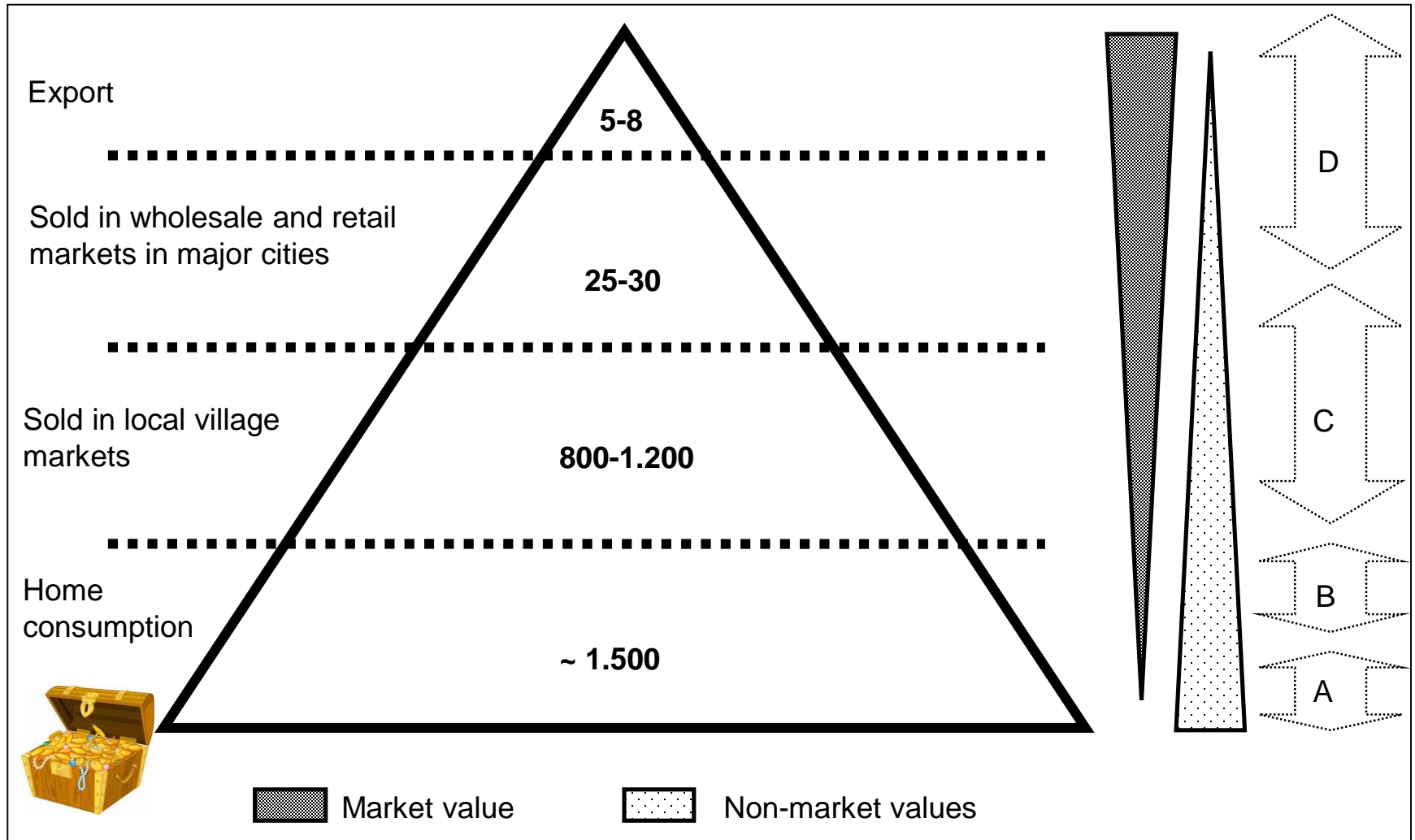
**But only 25-30 are commercialized and sold across India and only 5-8 are exported**





# Market Pyramid

## Mango in India



# Classification of species & varieties

*D: high market value targeting distant urban consumers*

*C: medium market value targeting local rural consumers*

*B: low market value but high direct use value at home*

*A: low market and use value but high indirect, option or non-use values requiring a safeguarding strategy*

# Factors to take into account:

1. Not all diversity has high market value – only very few varieties or species attract strong demand from large consumer groups and generate revenues for large group of farmers
  2. How to avoid ‘displacement’ or ‘crowding out’ effect – when a farmer displaces his other diversity of limited market value with the new popular variety?
- *Explore Market or Value Chain Development strategies that are integrated in CBM and support both income generation & ABD conservation*

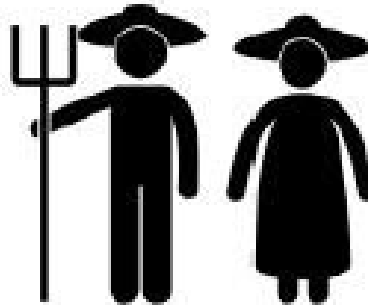
# Problem setting – ABD value chains

**Higher level of complexity:**

**1. Which crop?**



**2 How to engage?**



**3.Which market?**





# Problem setting – ABD value chains

## 4. How to avoid loss of species or varieties with limited market value and ensure sustainable practices?





**Different type of  
market strategies  
that built upon  
agricultural  
biodiversity**

# Six type of market strategies for ABD



## Product differentiation

- Product differentiation based on favorable crop attributes



## Celebrating diversity

- Bouquet gift packages
- Diversity box



## Eco and agro-tourism

- Trekking
- Diversity garden
- Homestay

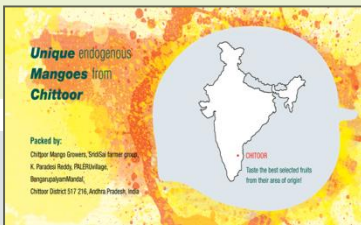


# Six type of market strategies for ABD



## Geographic indication and certification strategy

- GI-registration of satpuri hills mandarin
- Malihabadi dushera
- Appe midi mango
- Regulations taken up in existing labels
- New ABD label



## Conservation fund by farmer groups & organizations

- Self-declaration
- Voluntary standards
- CBM fund



## Trade and CSR budgets allocated for conservation efforts

- Long-term supply arrangement
- Conservation activities connect to CSR programs of larger buyer





# Steps in value chain development



**Ref. Margret Will 2008**