

#### 6. Steps in value chain development

Hugo Lamers, Associate Scientist Socio-economics and Marketing Bioversity International, New Delhi, India

Workshop Value Chain Development for Agricultural Biodiversity Yerevan, Armenia, 26-27-28 September 2017

#### Wł ma po



#### 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:

- 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 agrotourism

- 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







- Self-declaration
- Voluntary standards
- CBM fund



#### Introduction

The neuron contribution of grin block [1 solicy torics] with the start of the start of the start of the start of the 1990, as a companies of the Constraint, on this length of the start dispersion of grants the starts.

Community-based Biodewsity Management (CIM) is a community-driven participatory approach that empowers formers and communities to sequicite barrowless and to develop intrajos and plans that support on form strangement, of agricultural biodiversity (Shapit et al. 2006). Empowerment is dering faces to downize mult people for conservation offsets and a sostation glue community-based presense. Access to finandia sources as monts to emposet mult down and a sostation glue community-based presense. Access to finandia sources is an ansis to emposet mult and a source and a source of the sources and an ansis to emposet mult down and a source of the sources is an ansis to emposet mult down and a source of the sources of a source to emposet mult down and a source of the source of the emposet mult down and the source of the sourc process the approximate has the distribution approaches that the distribution of the distrribution of the distribution of the

production purposes, the fund user has to grow rare and outend local corp vorticits and the finant management isian is made by community members thereashes based their own guiddness, which is some creatent might differ on one ethlage to another. This paper describes the process exhibiting a CLM final of an scheduline fided of the servation and use of agricultural biodiversity, as well as your learned from response reneristrones.





#### 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**