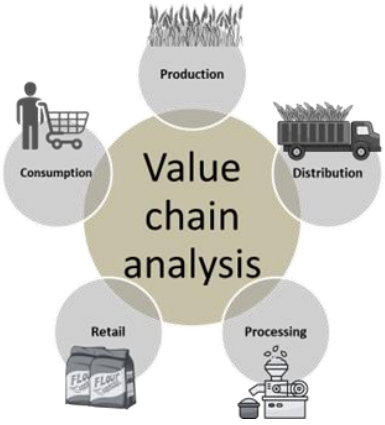
Practice abstract # 5.15

IMPROVING MARKET ACCESS FOR UNDERUSED CROPS WITH VALUE CHAIN INSIGHTS



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CHALLENGE

Crops like millet, buckwheat, and faba beans offer strong ecological, nutritional, and economic value but remain overlooked in favor of staples like wheat or rice. Poor market infrastructure, low consumer awareness, and lack of targeted research limit their use. At the same time, climate change and biodiversity loss call for more resilient and sustainable farming systems—something underrepresented crops can support if better integrated into agricultural value chains.

SOLUTION

Value chain analysis helps map the entire lifecycle of these crops—from production to consumption. Interviews with farmers, processors, retailers, and consumers help identify barriers and opportunities at each stage, including seed availability, processing capacity, supply chain logistics, and consumer perceptions.

OUTCOME

The analysis shows key barriers (e.g., weak market linkages, limited R&D), but also major opportunities through organic farming, crop rotation, and local processing. Better cooperation and targeted support can improve adoption and market access.

PRACTICAL RECOMMENDATIONS

Invest in R&D, promote awareness campaigns, improve supply chain coordination, offer policy incentives (e.g., subsidies, certifications), and provide training to producers. These steps can strengthen sustainability and food security while offering farmers new income streams.

About CROPDIVA

CROPDIVA wants to put 6 underused arable crops back in the fields: oats, hull-less barley for human consumption, triticale, buckwheat, faba beans and lupins. 27 European partners are joining forces to enhance agrobiodiversity in Europe. They will achieve this by focusing on crop diversity and creating local value chains. The project is running from September 2021 to August 2025.

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Poboljšanje pristupa tržištu za nedovoljno iskorišćene kulture kroz analizu lanca vrednosti

IZAZOV

Kulture poput prosa, heljde i boba imaju visok nutritivni, ekološki i ekonomski potencijal, ali su i dalje u senci dominantnih useva kao što su pšenica i pirinač. Njihovo korišćenje je ograničeno zbog slabe tržišne infrastrukture, nedovoljne informisanosti potrošača i nedostatka ciljanih istraživanja. Istovremeno, klimatske promene i gubitak biodiverziteta zahtevaju prelazak na održivije sisteme proizvodnje, u kojima ove kulture mogu imati značajnu ulogu — ali samo ako se bolje integrišu u postojeće lance vrednosti.

REŠENJE

Analiza lanca vrednosti omogućava sveobuhvatan uvid u proizvodnju, preradu, distribuciju i potrošnju ovih kultura. Kroz razgovore sa poljoprivrednicima, prerađivačima, distributerima, trgovcima i potrošačima identifikuju se ključni izazovi i mogućnosti u svakom segmentu — od dostupnosti semena i kapaciteta prerade, do logistike, standarda i stavova potrošača.

REZULTAT

Analiza je ukazala na glavne prepreke, poput ograničenog pristupa finansijama, slabih tržišnih veza i niske vidljivosti ovih kultura. Istovremeno, prepoznate su brojne prilike za održivu komercijalizaciju kroz plodored, agrošumarstvo i organsku proizvodnju, što doprinosi zdravijem zemljištu, većoj otpornosti i dodatnim prihodima za proizvođače.

PRAKTIČNE PREPORUKE

Uložiti u istraživanje i razvoj (nove sorte, tehnologije, tržišne analize), sprovesti kampanje za podizanje svesti o nutritivnim i ekološkim prednostima ovih kultura, unaprediti koordinaciju među akterima u lancu snabdevanja, uvesti podsticaje (subvencije, sertifikate), i obezbediti obuke za proizvođače i prerađivače.

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