



BioValue

[HTTPS://WWW.BIOVALUE-PROJECT.EU/](https://www.biovalue-project.eu/)

CONTACT: [INFO@BIOVALUE-PROJECT.EU](mailto:info@biovalue-project.eu)

# Practice Abstract

## Elevating Agro-Food Value Chains for Sustainable Gains

To optimize agro-food value chains a set of actionable strategies are offered for farmers, consumers, and the entire value chain.

### **For Farmers:**

- **Boosting Underutilized Crops:** Back local seeds with subsidies, reducing costs and elevating income.
- **Sustainable Farming Skills:** Train in organic practices and modern tech for resource stewardship.
- **Tech Adoption:** Support irrigation and soil tech for efficient growth.
- **Biodiversity Labels:** Certify underutilized crops, informing choices and supporting diversity.
- **Enhancing Soil Health:** Prioritize fertilization and eco-friendly protection.
- **Seed Networks:** Foster local seed events for diverse cultivation.



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### For Consumers:

- Nutrition Awareness: Highlight underutilized foods' benefits for healthier diets.
- Mindful Consumption: Promote sustainability through diet changes.
- Culinary Exploration: Educate on underutilized foods' culinary uses.
- Youth-Centric Nutrition: Instill healthy eating habits in youth.
- Sustainable Education: Embed eco-friendly principles in youth learning.
- Informed Choices: Provide environmental impact data for conscious consumption.
- Green Incentives: Raise taxes on ecologically harmful products.



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### **For the Entire Value Chain:**

- Localized Supply Chains: Foster local collaborations for quality and growth.
- Labeling Boost: Strengthen labels for local and underutilized products.

### **Market and Practical Insights:**

- Farmer Markets: Create markets connecting producers and consumers.
- Digital Platforms: Develop online platforms for accessible markets.
- Sustainability Incentives: Link incentives to sustainable practices.
- School Initiatives: Implement sustainable food policies in schools