

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.

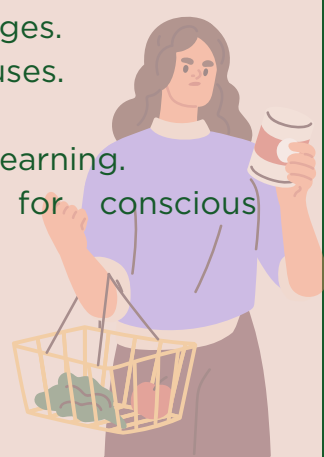
FOR FARMERS

- **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



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.



FOR THE ENTIRE VALUE CHAIN

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



Nutrition Facts	
Serving Size 10 oz. Serving Per Container 5	
Amount Per Serving:	
Calories	Calories From Fat
% Daily Value*	
Total Fat	%
Saturated Fat	%
Trans Fat	%
Cholesterol	%
Sodium	%
Total Carbohydrate	%
Dietary Fiber	%
Sugars	%
Protein	

Nutrition Facts	
Serving Size 10 oz. Serving Per Container 5	
Amount Per Serving	
Calories 200	Calories From Fat 200
% Daily Value**	
Total Fat 10 g	35%
Saturated Fat 1.5g	11%
Trans Fat 0.0 g	
Cholesterol 0 mg	1%
Sodium 210 mg	15%
Total Carbohydrate 15 g	3%
Dietary Fiber 2 g	3%
Sugars 3 g	
Protein 30 g	
Vitamin A 3%	Vitamin C 3%
Calcium 6%	Iron 6%

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.



[Find the whole analysis HERE](#)