

# ANALYSIS OF VALUE CHAINS

Developing a conceptual framework for the analysis of value chains and their effect on biodiversity

## STEP1: BIBLIOGRAPHICAL RESEARCH

To collect information on the value chain and the actors, identify experts



ECONOMIC FOOTPRINT AND VOLUMES SOLD



FINAL END-PRODUCTS SOLD & CONSUMED



WAYS OF USING OR CONSUMING PRODUCTS & RECIPES



CRITERIA OF CHOICE FOR THE CONSUMER OF THE PRODUCTS

## STEP2:

Interviews with experts of the value chain in order to validate or complete the collected information



## STEP3:

Data Classification

Classifying the collected data in relation to the different actors by:

### COMPLETING THE ANALYSIS CHAPTER

- Describe the different groups of actors in the value chain
- Describe the different links between them
- Highlight the barriers and levers related to biodiversity

### VISUAL REPRESENTATION

- Create visual representations of the value chain structure ensuring a clear legend for easy interpretation



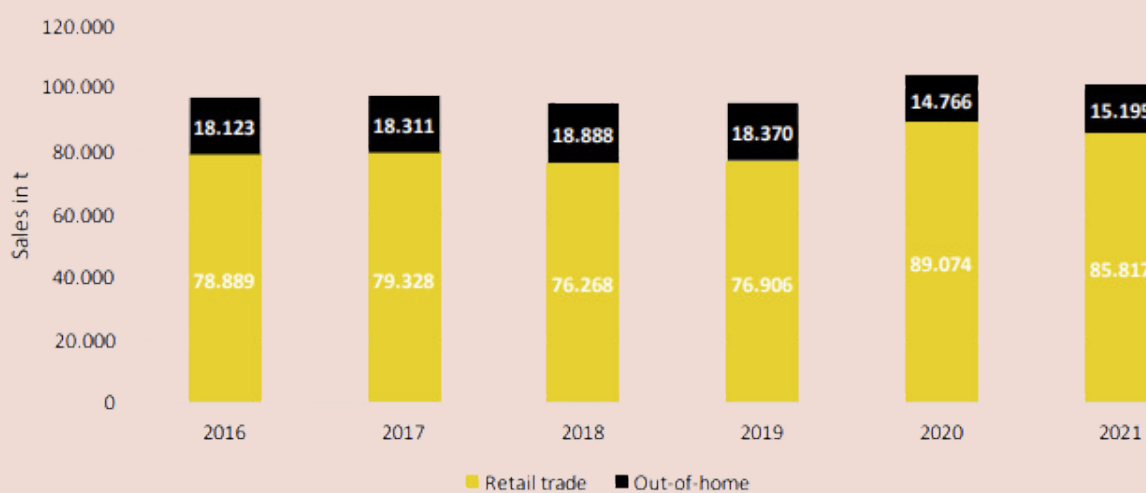
## STEP4:

Holistic Analysis



Holistic analysis of the value chain, emphasizing the roles of individual actors. This analysis leads to the development of a comprehensive map illustrating the value chain dynamics

## ANALYSIS OF THE SPINACH VALUE CHAIN IN GERMANY



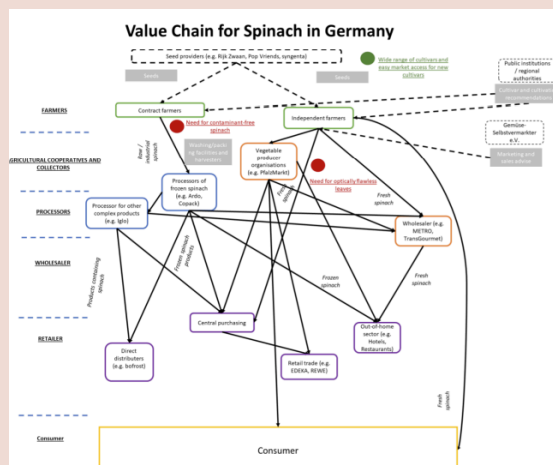
Sales of frozen spinach in tons in Germany by distribution channel

## SPINACH PRODUCTS



In Germany, the market for frozen spinach dominates in comparison to the market for fresh spinach. In fact, the amount of spinach sold in the retail trade is seven times greater for processed spinach than fresh spinach.

## VISUAL REPRESENTATION



The German spinach market shows potential for biodiversity with a variety of cultivars and public support for new varieties, but challenges persist due to strict quality standards in both the fresh and frozen sectors,

Find the whole analysis [HERE](#)



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