



Underutilized Crops

What consumers can do for expanding underutilized crops



Raise Awareness & Educate

- Promote environmental education about underutilized plants.
- Highlight their benefits for biodiversity, nutrition, and health.
- Strengthen nutritional education at regional, national, and European levels to encourage acceptance of new foods.



Support Sustainable Cultivation

- Encourage farmers to grow underutilized crops for environmental protection and biodiversity.
- Revise agricultural policies to support these crops alongside major ones.
- Inform producers about the ecological and health advantages of underutilized plants.



Promote Market Access & Consumer Adoption

- Increase the presence of underutilized foods in European markets.
- Support the creation of a specialized label or logo for easy product recognition.
- Encourage integration of underutilized foods into daily diets and recipes, using successful examples like the BioValue project.



Invest in Research & Innovation

- Continue funding research on underutilized crops and sustainable farming.
- Deepen understanding of their nutritional, health, and environmental benefits.
- Use research outcomes to guide policy and consumer choices for a sustainable future.