



Embrace the Benefits of Crop Diversity

- Learn how underutilized crops boost farm resilience and soil health.
- Diversifying crops reduces risks from pests, diseases, and climate extremes.
- Support biodiversity and ecosystem balance by growing a wider range of species.



Adopt Climate-Smart Farming Practices

- 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.



Explore New Market Opportunities

- 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.



- Build relationships with local markets and consumers to promote your products.
- Educate your community about the value and uses of underutilized crops.
- Collaborate with research institutions and follow best-practice guidelines, such as those from the BioValue project, to optimize your farming techniques.