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## What might an “agro-ecological” value chain look like?

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## What might an “agro-ecological” value chain look like?

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## 2015 – FAO, INRA and Slow Food International undertake an empirical study

*Are there markets for 'agroecological' products and what forms do they take?*

Uganda FreshVeggies Ltd.

Namibia NOA PGS

Mozambique Earth Market

Kazakhstan Akmola Traditional

France Ici.C.Local

Ecuador Canasta Utopia

Colombia Familia de la Tierra

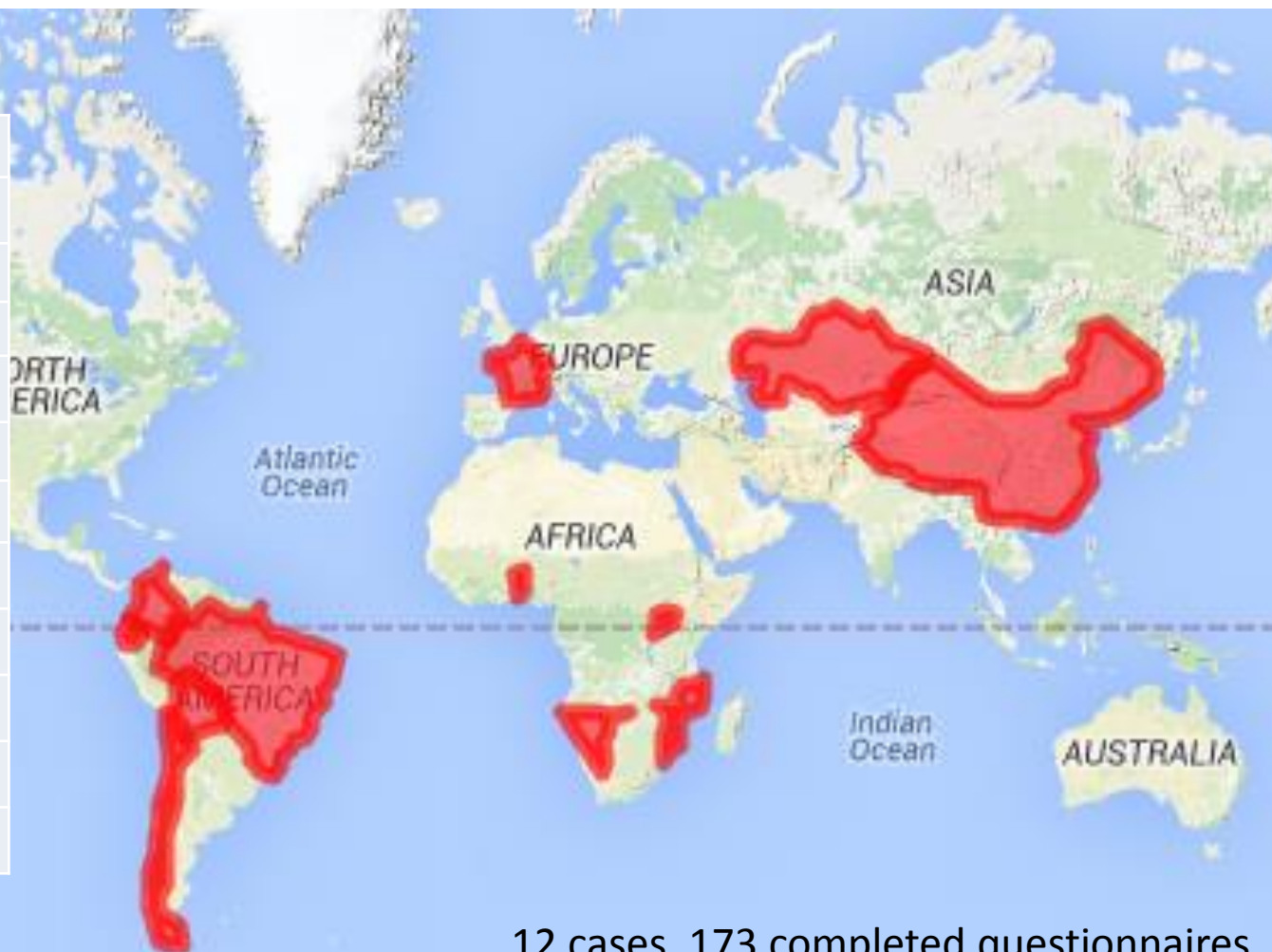
China Shared Harvest

Chile Kom Keylluhin

Brazil Sateré-Mawé

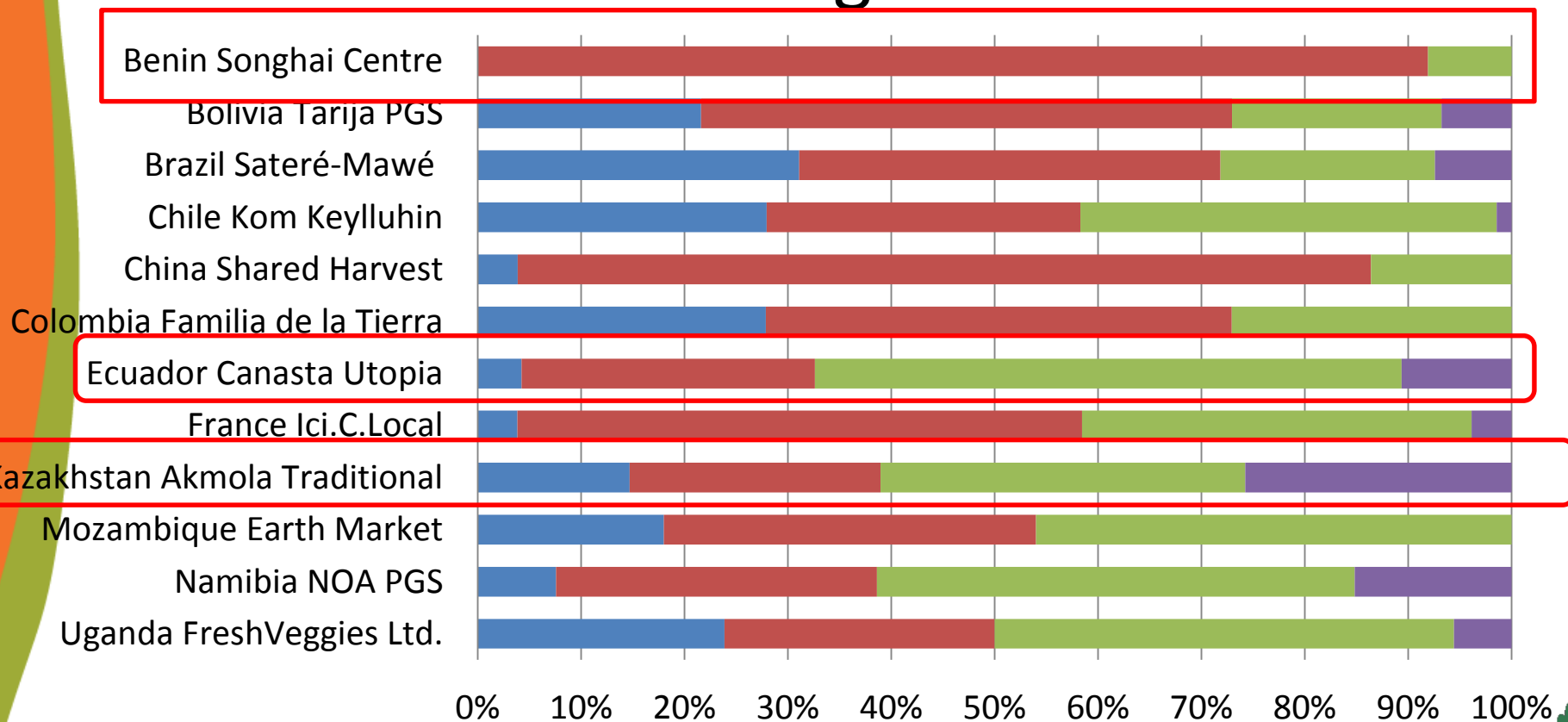
Bolivia Tarija PGS

Benin Songhai Centre

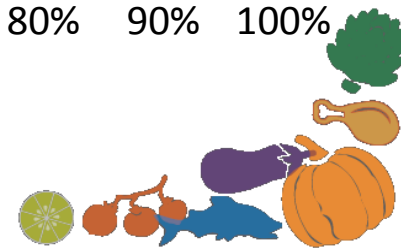


12 cases, 173 completed questionnaires

# Where does the agroecologically produced food go?



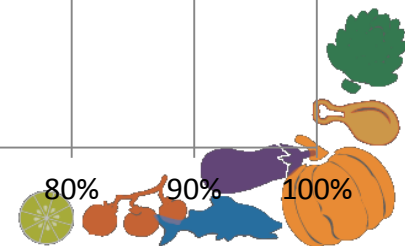
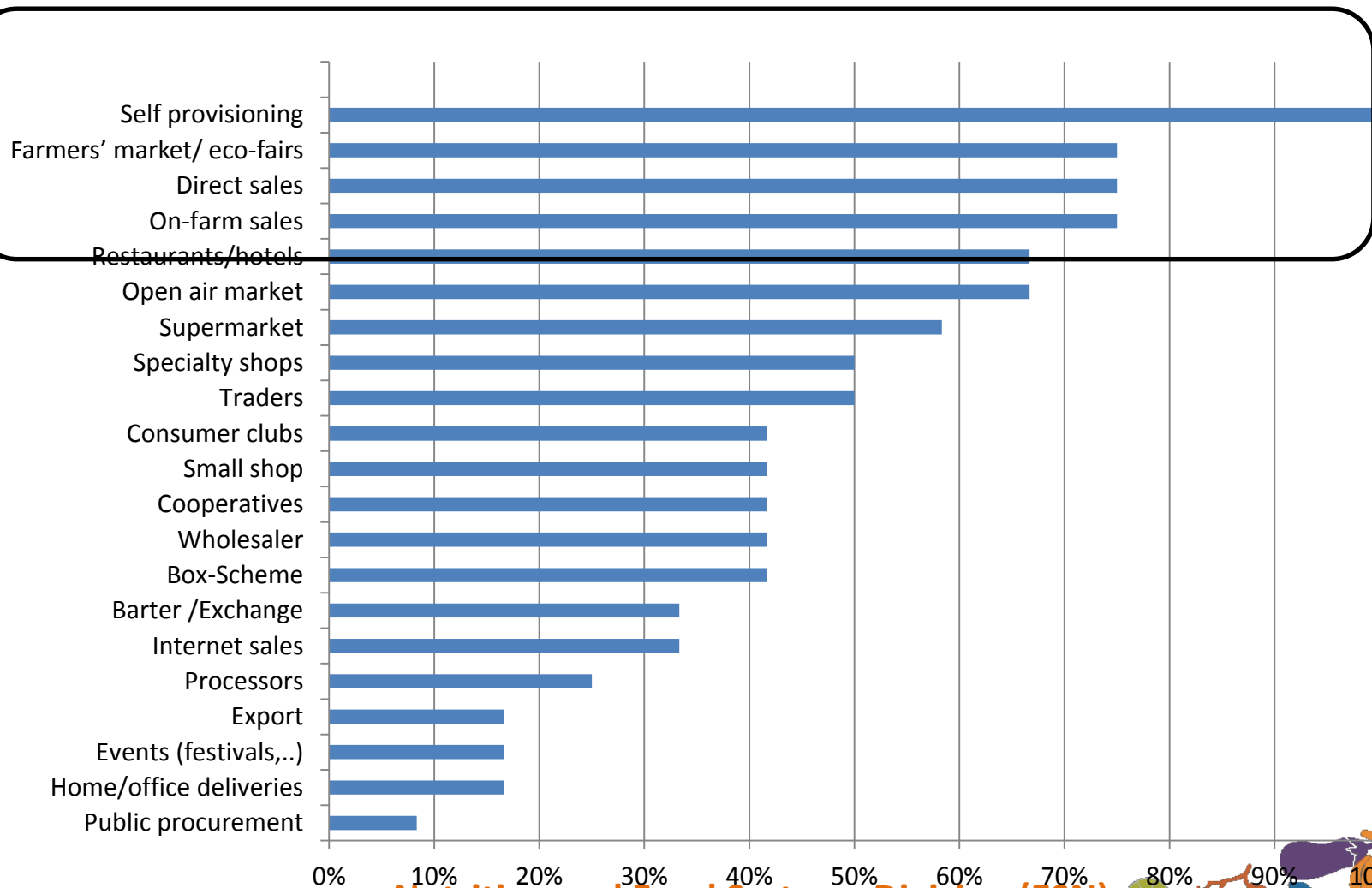
■ Self provisioning      ■ Agroecological channels  
■ Conventional Channels      ■ Non-monetary Exchange





## Results.

### ➤ Diversity of market channels for 'agroecological' products: *How do they create markets?*

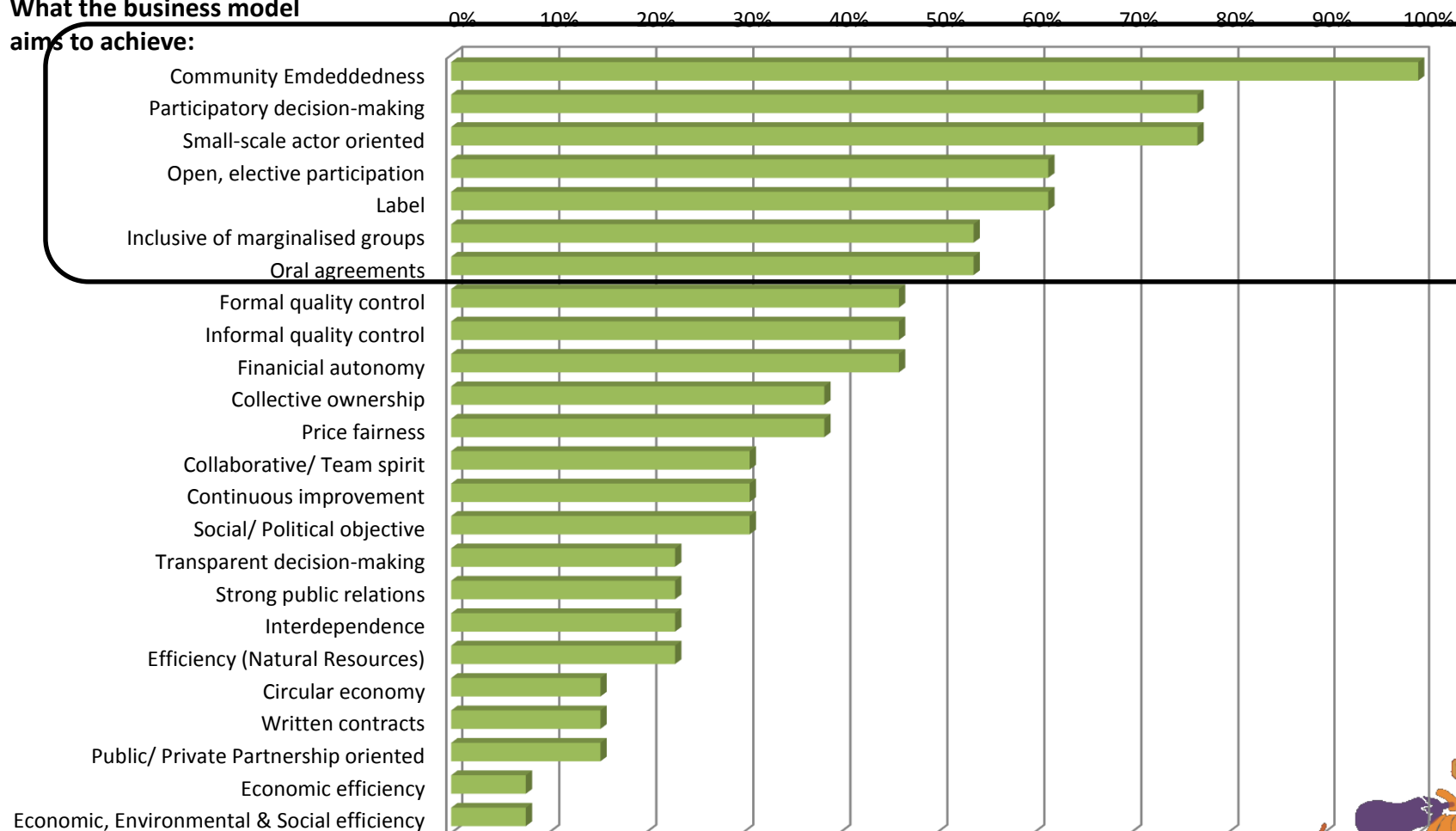


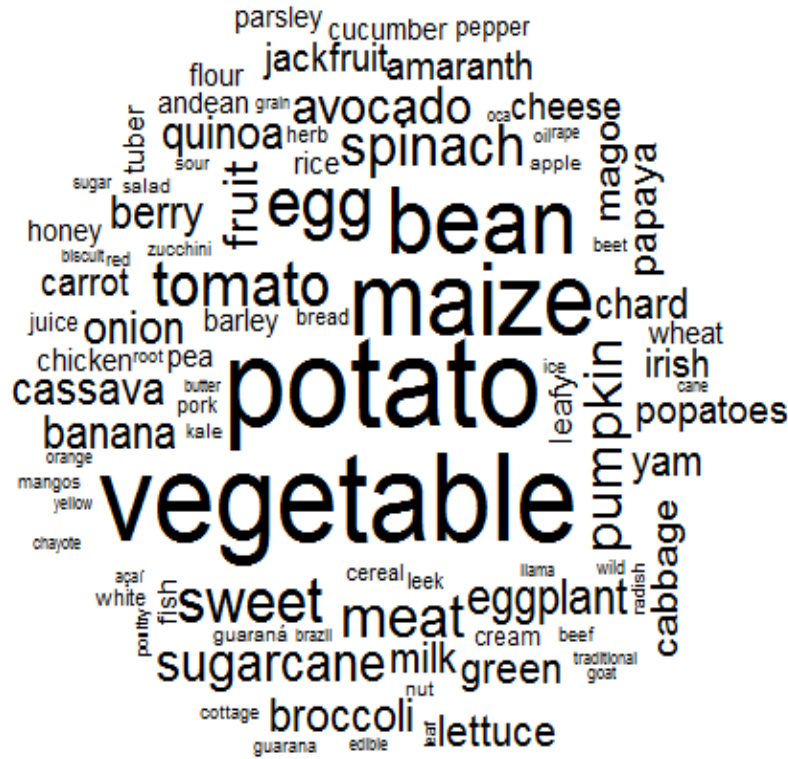


## Results.

### ➤ Business models: How do they do business?

What the business model aims to achieve:







## Results.

- Valorization of products: How is quality created?



HOME WHO WE ARE? SONGHAI IN ACTION TRAINING OPPORTUNITIES

### Quality, natural organic products



Songhai thru the years has built a reputation on producing quality food products using nature friendly processes. Songhai does not use any harsh chemicals in the production of foods, neither to control pests nor to fertilize the soil. Songhai uses only organic products and practices to control pests. Microorganisms that deter pests and natural medicinal plants that keep products safe are used.

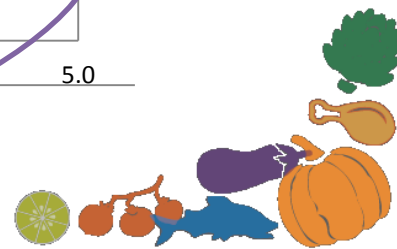
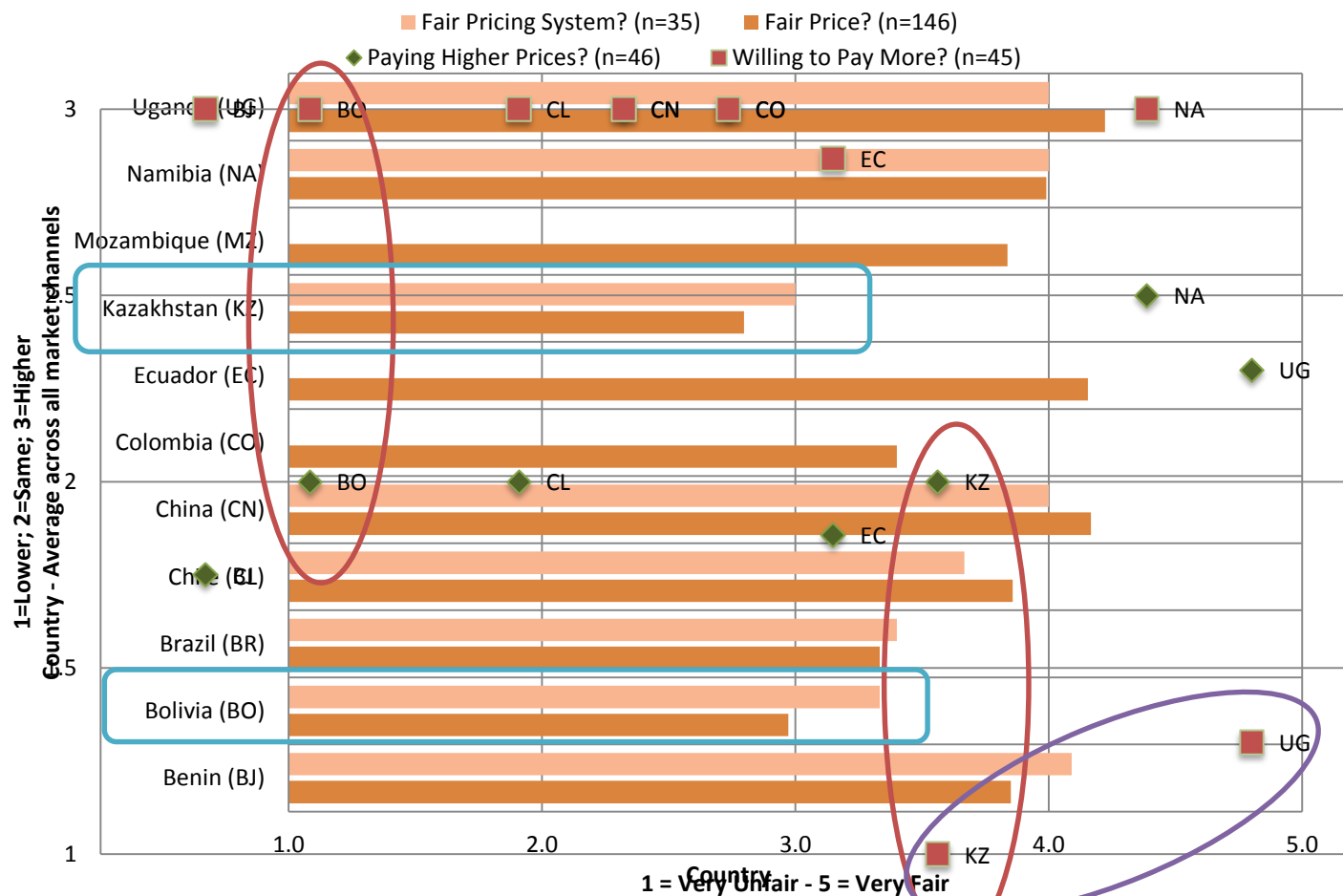
Songhai natural fertilizers (composts) are derived from organic materials, namely RCW (Ramial Chipped Wood), a wood product used in cultivation for mulching, fertilizing; it is also noteworthy that at Songhai, in the processing of foods (transformation) juices, jams and other products are made without the use of additives or chemical preservatives.





## Results.

### ➤ Valorization of products: Are prices fair?





## DIVERSITY OF INTERMEDIARY MARKET MAKING ACTIVITIES

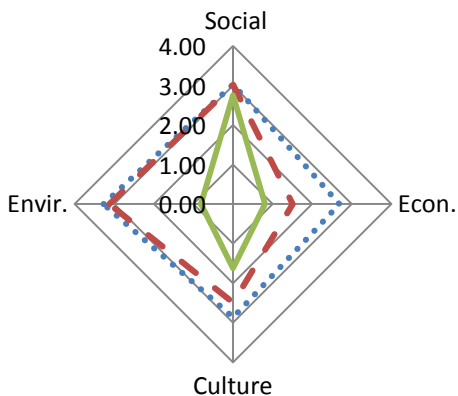
### PARTICIPATION IN MARKET EXCHANGES

		LOW	HIGH
LOW	<b>Information-rich market networks</b>	<ul style="list-style-type: none"> <li>The main intermediary function is to share information between market actors (quality control system), but no market exchange</li> <li>Low product diversification</li> <li>Fewer market channels</li> </ul>	<ul style="list-style-type: none"> <li>Multi-functional intermediary provides services that add value among market actors (some trading) but does not run the consumer market</li> <li>Low product diversification</li> <li>More market channels</li> </ul>
		<ul style="list-style-type: none"> <li><b>Bolivia, Namibia</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Uganda, Brazil, Colombia, Kazakhstan</b></li> </ul>
HIGH	<b>Interactive market networks</b>	<ul style="list-style-type: none"> <li>The main intermediary function is facilitate the market exchange</li> <li>High product diversification</li> <li>Fewer market channels</li> </ul>	<ul style="list-style-type: none"> <li>Multi-functional (market, knowledge, education, services. etc.) intermediaries who own/run their own markets</li> <li>High product diversification</li> <li>More market channels</li> </ul>
		<ul style="list-style-type: none"> <li><b>Ecuador, France, Mozambique</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Benin, Chile, China</b></li> </ul>

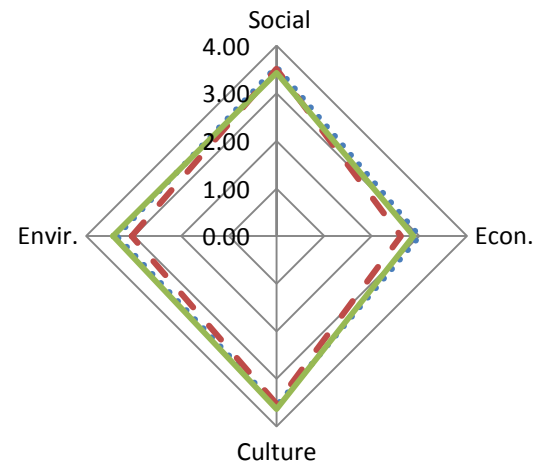


### Information rich market networks

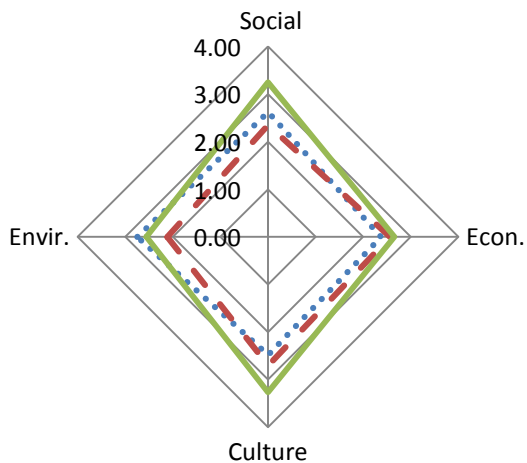
..... Intermediaries    - - - Producers    — Consumers



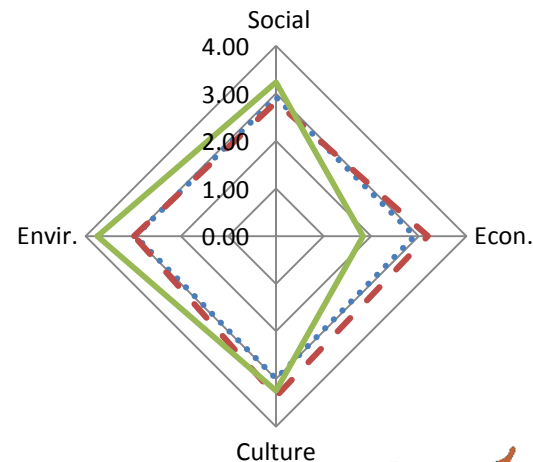
### Diversified market networks



### Interactive Market Networks



### Socio-cultural market networks





## Conclusions.

- There is some evidence of a socio-economic concept of agroecology that is emerging in dynamic and diversified local food systems.
- Agroecological' products are traded in short value chains at fair prices within initiatives that are mostly sustainable with respect to economic, environmental, cultural and social concerns. - but there is a large range of market channels.
- Personal contact and direct communication between consumers and producers (through social media, internet, in-person exchanges, farm visits, etc.) are the principal mediums for creating value for agroecological quality.
- These initiatives are socially strong and persist over time, but financial autonomy is not always a core focus (found in less than 50% of the cases).





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