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EVALUATION MATRIX FOR PRODUCTS FROM UNDERUTILIZED CROPS

AT FIRST GLANCE

We developed a matrix to evaluate valorisation strategies for products from underutilized crops. It shall help networks involved in agrobiodiversity conservation and breeding to find and improve their valorisation strategies, such as a label.

Embedding crop diversity and networking for local high quality food systems

Background

In the course of the EU funded multi actor project DIVERSIFOOD we investigated, how the networks involved in agrobiodiversity management could further develop their valorisation strategies for food products made from underutilized crops¹. As a result, we developed an evaluation matrix that shall help these networks to define and improve their valorisation strategies, such as a label system.

Structure and usage

The evaluation matrix includes nine categories and each category consists of an extendable list of items. For a successful valorisation strategy, each category should be represented by at least one item. Depending on the product stage and matrix category one or more items should be addressed. Categories one through four aim at evaluating the product's unique selling proposition, i.e. what makes the product special. Categories five through nine aim at evaluating the marketing context within which the product is embedded.

Evaluation matrix

A) Evaluate the product's unique selling proposition:

1) What is the nature of your underutilized crops (origin, seed population size)?

i) Seed Quality/ Mobilization of Local Genetic Resources	Participatory Breeding	Heirloom Variety, Landrace	Breed for Organic/ Agroecolog. Farming	Breed for Specific Niche Markets	Local Seeds for Local Production	Rare/ Endangered Varieties		

2) Which ethical objectives do you pursue within your production standards?

ii) Ethics / Sustainability	Support of Small-Scale Farms and Business	Farmers' Autonomy and Integrity	Fair Prices	Fair Social Working Conditions	Respect Local Culture and its Values	Respect of Environmental Resources		

3) What are the obvious qualities of your product?

iii) Specific Product Quality	Special Shape/ Color	Special Taste Qualities	Special use	Special Health Qualities	Locally/ Handcrafted Product	Organic/ Agroecological Production		

¹ See Diversifood IF#4 for a definition



4) *Is your production viable?*

iv) Production Costs and Risks	Perfectly Viable Production, Low Costs/ Risks	Viable Production, Middle Costs/ Risks	Barely Viable Production, High Costs/Risks	Poorly Viable Production, Very High C./ R.	Not Viable Production, Too High Costs/ Risks			

B) Evaluate the product's marketing context

5) *Which are your relevant stakeholders?*

v) Network of Actors/ Integration With Other Initiatives	Network of Farmers	Agricultural Advisors and Scientists	Seed Producers and Conservators	Processors and Traders	Tourist Associations / Rural Communities	Others, In- and Outside of Territory	Sensory Experts/ Chefs	

6) *Which points of sale do you use, or do you intend to use?*

vi) Points of Sale	Supermarket/ Discounter	Health Food Shop/ Specialties Store	Bakery/ Other Manufacture Store	Local Market/ Farm Shop	Gastronomy / Canteen	Online Shop/ Box Scheme		

7) *How do you build trust and credibility with your stakeholders?*

vii) Trust and Credibility	Good Brand/ Claim/ Message/ Trademark	Label With Guidelines and Control	Traceability: Link from Produce to Produce	Participatory Guarantee System	Personal Trust/ Voluntary Control			

8) *Who is the decision maker (in the long run)?*

viii) Governance and Ownership of Label	Breeders or Producers Association	Collective Marketing Initiative	Non-Profit Foundation or Association	Supermarket/ Discount Company	Regional Marketing Initiative	Governmental Trademark		

9) *Which communication tools do you use, or do you intend to use to attract consumers attention?*

ix) Communication Tools	Product Information at Point of Sale	Initiative's and Partner's Websites	Social Media/ Twitter/ Facebook...	Email- Newsletters	Mobile- Technology: Apps/ QR- Tag	Open-Farm Days/ Tasting Events	Public Relations (TV/ Radio/ Print Media)	Advertising (TV/ Radio/ Print Media/ Internet)

The way forward

This matrix is part of the outcome of deliverable 5.3 «Communication and Label Concept for Underutilized Crops». The deliverable contains a more detailed and printable checklist form, and gives some suggestions on how to use it in a network's analysis. Each category and each item are discussed and recommendations are added.

Find the deliverable here:

http://www.diversifood.eu/wp-content/uploads/2018/12/DIVERSIFOOD-D5.3_Communication-and-Label-Concept-for-Underutilized-Crops.pdf

This Innovation Factsheet is the result of the collective work of DIVERSIFOOD partners, coordinated by Claudia Meier (FiBL) and Philipp Holzherr (PSR) with the support of Bernadette Oehen (FiBL)