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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)