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Acai
High level of antioxidants




Native potatoes
High level of antioxidants, vitamin C, iron, and zinc



Chia
High level of protein




Quinoa
High level of protein



Native cacao
High level of antioxidants



Blue maize
High level of antioxidants



Maca
Vitamins and minerals

How to strengthen smallholder farmers of functional foods?



Access to credit



Access to markets



Agribusiness training

FUNCTIONAL FOODS: FAD OR PATH TO PROSPERITY?

What are functional foods?

Functional foods are foods that purport to have additional health benefits beyond basic nutrition.

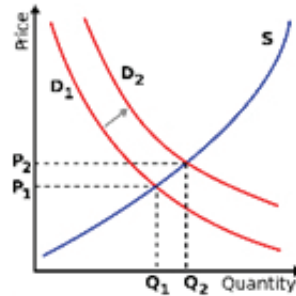
Who produces them?

They are typically produced by smallholder farmers in Latin America.

Where are they consumed?

They are consumed by health-conscious consumers from developed countries, and middle- and high-income consumers of Latin America.

How to strengthen smallholder farmers of functional foods?



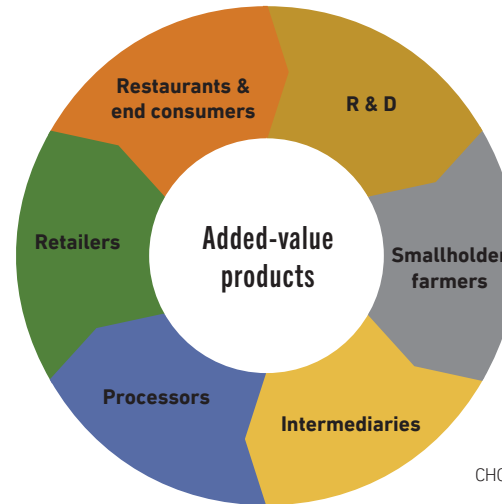
As demand of functional foods increased:

- Prices paid by consumers increased.
- Farmers' supply increased.
- Farmers' access to higher-value domestic and international markets increased.

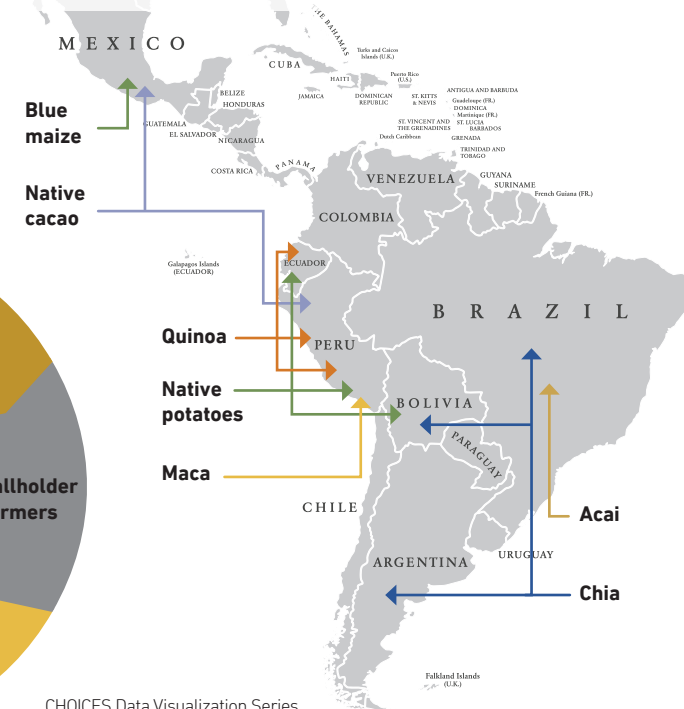
How to strengthen value chains of functional foods to secure their sustainability once the boom ebbs?

Looking forward:

- Will demand continue increasing?
- What happens if markets saturate?
- Will the value chain be willing to pay fair prices to producers?



Focus countries and products:



CHOICES Data Visualization Series
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