




**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.

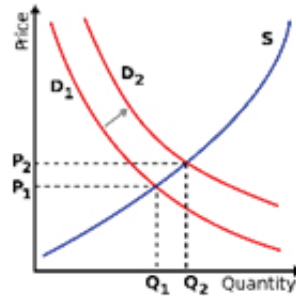
## Who produces them?

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?



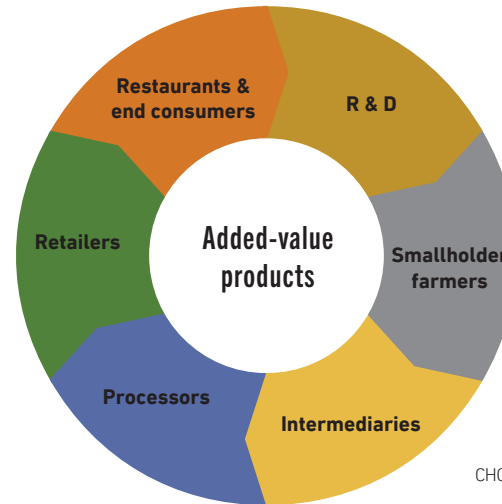
### As demand of functional foods increased:

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

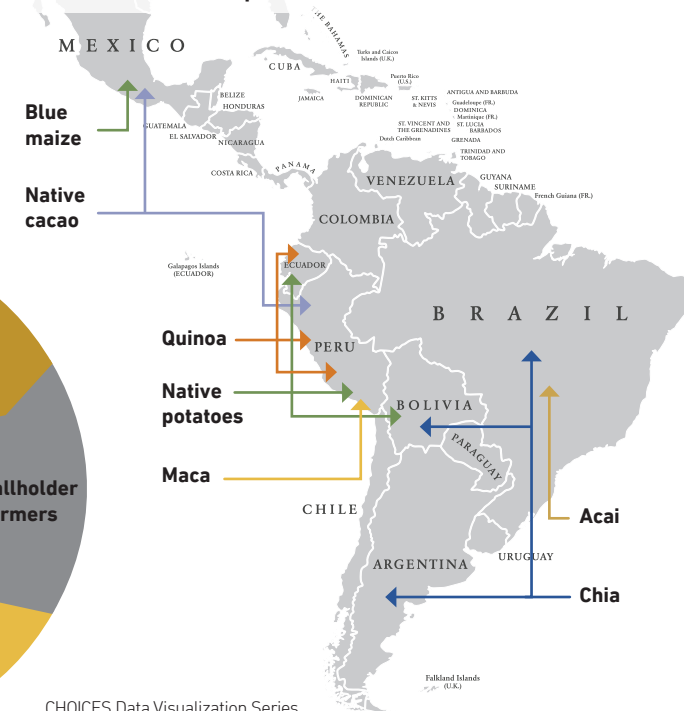
## How to strengthen value chains of functional foods to secure their sustainability once the boom ebbs?

## 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:



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