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:

- Blue maize
- Native cacao
- Quinoa
- Native potatoes
- Maca
- Acai
- Chia

Access to credit
Access to markets
Agribusiness training

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