Deutscher Tropentag

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Niche Markets: an opportunity for Developing Countries
Food Security
Could be reached either with physical reserve or by generating income
Food Crops for Regional Markets

Too often this opportunity is neglected
Rural Migration

Means destroying agricultural manpower and expertise and generating new urban consumers
Organic Production

- We have first to differentiate between
  - The organic production which is export oriented, and
  - Organic traditional production, consequence of the low level of income of the producers who cannot purchase inputs.
Niche Markets
Niche Markets

➢ Frequently people think that Organic Products could be the solution to increase the income of the producers from Developing Countries.

➢ This matter is not completely true
Market opportunities

- Consumption evolution within developing countries
- New products are promoted in developing countries
- Interest for “Natural products” are growing
- The return of “traditional products” in developing countries
Market Opportunities

- We have listed a certain number of market opportunities which are of interest:
  - Ethnic foods
  - Functional foods
  - Spices and aromatic plants
  - Orphan crops
Ethnic foods

Three main reasons:

- *Immigration*: people are looking for their traditionnal food (rice, cassava...)

- People are travelling back home to look up for food that have been tested during their trips

- *Food diversification*: it is possible to find products from all over the world in a supermarket
Ethnic Food

- In France 75% of the families have bought at least once a year exotical products (40% 2 years before)
- In Paris of 2 new restaurants, only one is traditionnal
- 7 millions of ethnic meals are served every day in France
- All the supermarkets are given now a special place to these new products
After having integrate some micro-elements in the food (Iron, Fluor, Vit A..) natural medicinal herbs are re-discovered in developed countries. Some are tradionnal (chestnut, burning nettle, St john wort..)

Other are coming from exotic countries:
- Papaya
- Kava Kava
- St John Wort
- Damiana
- Yohimbe
Spice and aromatic herbs

- The increased food diversification brings needs of new flavors, new colors, new structures.
Orphan Crops

- Traditionnal products are seen as an alternative of increasing imported products,
- Most of them were neglected in the past
  - Quinoa
  - Fonio
  - Andean tubbers
  - Irak Grameen
But
There is a certain number of limiting factors such as:

- Limited information available on the “new products”
- Limited research and development done on these products
- Lack of training personal
- Lack of marketing intelligence system
- Limited support of the Governments
Our reaction to these weakness

- Generate information on these niche markets
- Improve the diffusion of information on different supports (internet, radio, paper..)
- Initiate practical studies on handling, preservation and conservation on these new products
- Establish a network of specialists of these “new products”
- Help countries to develop awareness on them
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Thank you

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