

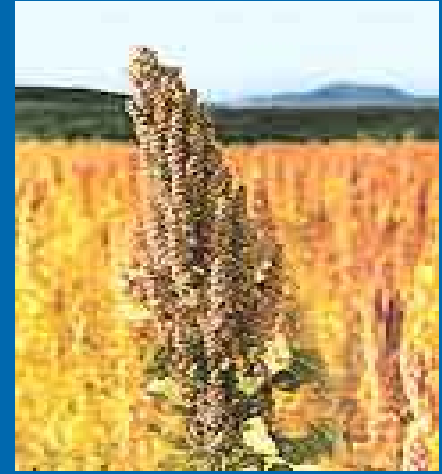


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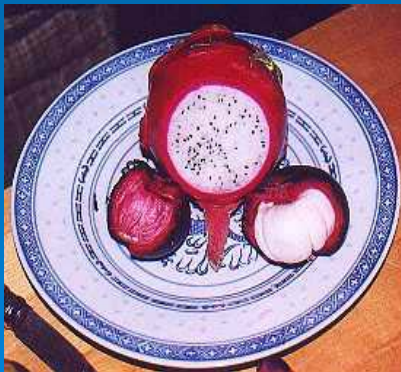
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Niche Markets: an opportunity for Developing Countries



Food Security

Could be reached either with physical reserve or
by generating income

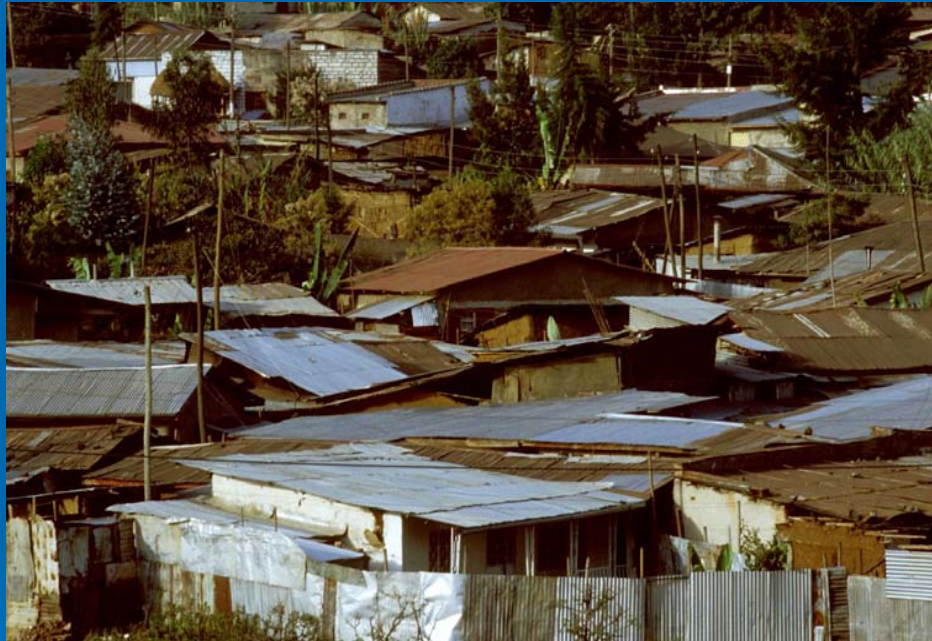


Food Crops for Regional Markets



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 a low level of income of the producers who cannot purchase inputs**



Niche Markets



Hypericum perforatum



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 :
 - *Migration*: people are looking for their traditional 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





Functional Foods

- 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 weaknesses

- 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 specialists of these “new products”
- Help countries to develop awareness on them

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Thank you



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