The commercial varieties of Quinoa are widely known and consumed in Peru, and the world. There are critical technical and economic reasons why these commercial varieties are popular among the key actors, from producers to consumers along the value chain. But if this popularity causes reduction of farming areas for native varieties, plus a simple cost/benefit ratio does not seem fair to the farmers, then is the value chain development really promoting development? In this poster I argue that small entrepreneurs are the most suitable buyers but this actor face many disincentives to support conservation.

**Value Chain of Indigenous Varieties through small entrepreneurs**

**Processes**
- Provision
- Production
- Transformation
- Comercialization
- Consumption

**Requirements**
- Inputs, Equipment and Services
- Cleaning, desaponification, classification
- Information, Technology and Research
- Niche markets / Premium prices
- Nutritional information and cooking procedure

**Primary Actors**
- Local stores
- Farmers, individuals or organizations
- Small entrepreneurs adding value
- Ecomarkets, BioStores and producers’ markets
- Informed Consumers

**Supporting Actors**
- ONGs working in agriculture and food security, Developing cooperation organizations (DCO) and Local governments
- Universities with Faculties of Biology, Agronomy or similar
- ONGs, Universities, Ministries of Environment and Agriculture, DCO
- Social (media) and Chefs

**Benefits of Cultivating Quinoa**
- Commercial Varieties
- Native Varieties
- High productivity
- Bigger grains
- Short times to harvest
- Low concentrations of Saponins
- Considered in the statistics of the agrarian offices

**Benefits of Processing Native Varieties**
- **Low production** and that is suitable for native varieties, as they have lower productivity and production than commercial varieties.
- Comply to **ecological and social standards** to maintain healthy agroecosystems: Organic and Participatory Guarantee Systems certification, and or production at Buffer zones of national protected areas.
- **Make direct contact** with producers and consumers: accountability and visibility of the reality in farm, which increases awareness.
- **Promote the importance of native biodiversity** because in order to sell the products need informed consumers.

**Challenges**
- The niche is growing but still small.
- Low (financial) support from the government or developing cooperation organizations
- Legal functioning is surrounded by bureaucratic procedures
- Low availability of research (findings and information).
- Extra time to network and find producers, who comply with normatives, quality and deadlines.
- Low resources for (social) networking with partners (i.e. restaurants).