

ASSESSING THE RELEVANCE OF LOCAL MARKET CHANNELS FOR POTATO DIVERSITY ON THE PERUVIAN ANDES

JANIKA HÄMMERLE¹³⁴, GIOVANNA CHAVEZ-MIGUEL²³⁴, STEF DE HAAN⁴, MATTHIAS BAUMANN¹, STEFAN SIEBER²³

¹Humboldt Universität zu Berlin, Geography Department, ²Humboldt Universität zu Berlin, Thae-Institute of Agricultural and Horticultural Sciences, ³Leibniz Centre for Agricultural Landscape Research (ZALF), Sustainable Land Use in Developing Countries (SusLAND), ⁴International Potato Center, Andean Initiative

INTRODUCTION

- The Peruvian Andes host **3,000 potato varieties**, mainly maintained by family farmers.
- While maintaining varietal diversity, farmers must secure their income by selling their produce at **local markets** held at nearby cities and villages.
- Commercialization is crucial for farmers' livelihoods. However, **improved market access can lead to a decline in agrobiodiversity**, as farmers may focus on the most profitable varieties.
- Therefore, the identification of suitable **market channels that support family farmers' agrobiodiversity** is of great importance.

RESEARCH OBJECTIVE

Understanding the role of local markets for the maintenance of family farmers' agrobiodiversity.



Andean potato farmer selling her produce at traditional market, Source: Gio Chavez Visual Art & Science 2022

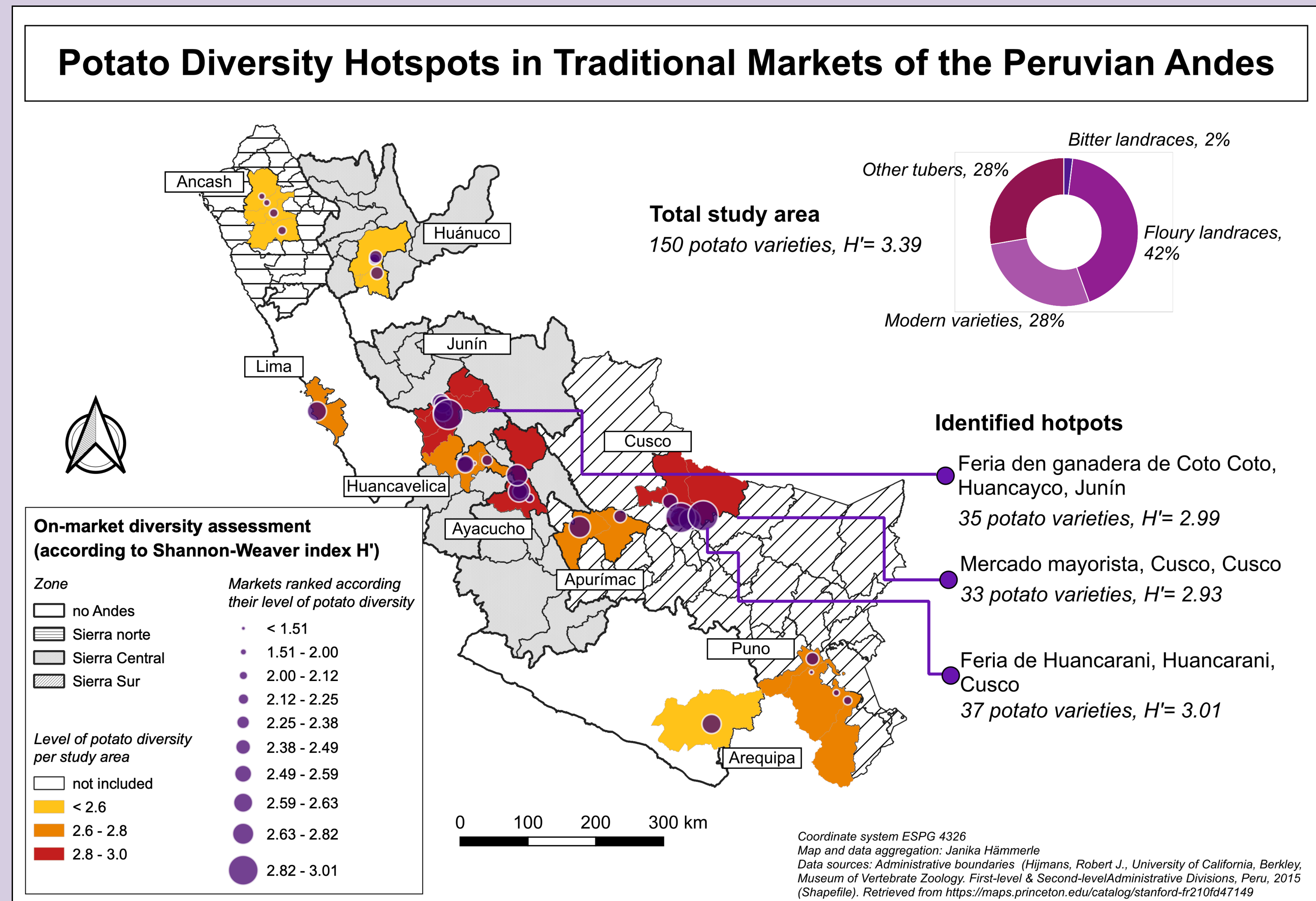
METHODS

- Mixed methods** integrating catrographic, quantitative, and qualitative data was applied for analyzing (**n=35**) markets.
- Data were captured in a fieldwork conducted from June to August 2022.
- Participatory mapping techniques** were used for data collection.
- Data was analyzed by means of
 - Diversity assessment** for the identification of potato varieties linked to markets
 - Market typology** to compare the capability of different market types to support family farmers' agrobiodiversity systems

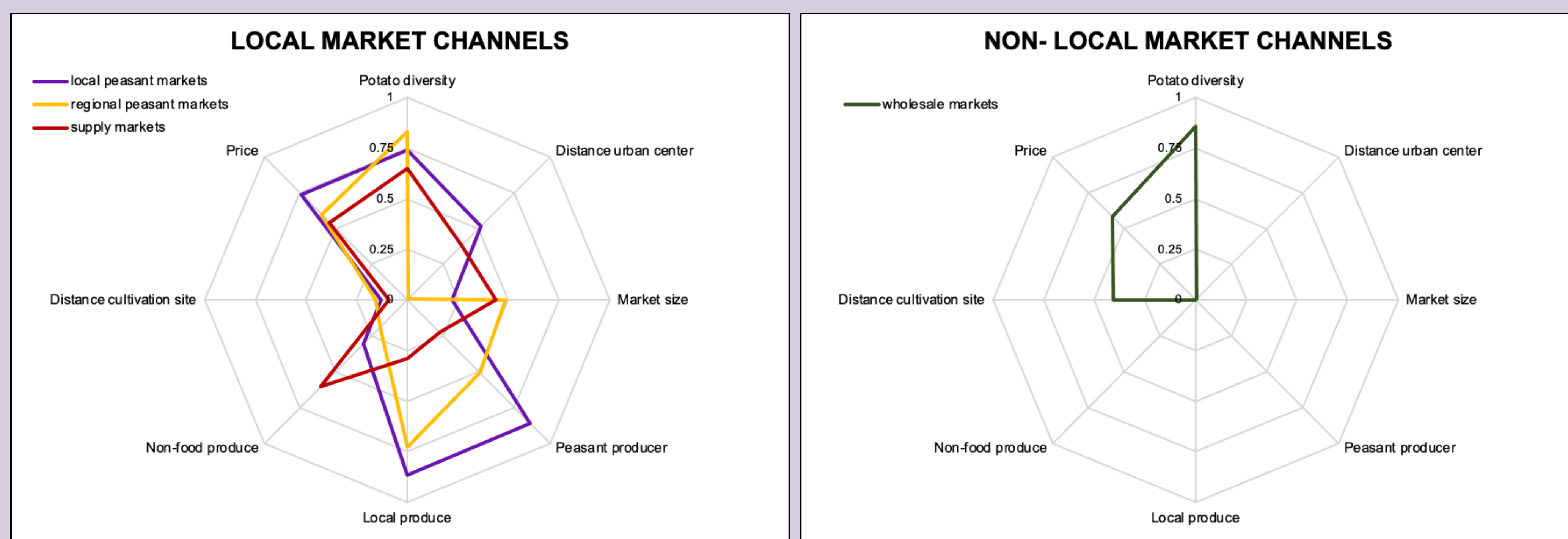


Participatory mapping of potato varieties, source: own material

RQ1: HOW MANY POTATO VARIETIES ARE TO BE FOUND IN THE DIFFERENT MARKETS? WHICH MARKETS STAND OUT IN TERMS OF DIVERSITY?



RQ2: WHICH TYPE OF LOCAL MARKETS SUPPORT THE MAINTENANCE OF AGROBIODIVERSITY?



- Market size and high shares of local produce**, as well as **increased participation and associativity of local producers** are positively associated with higher levels of potato diversity

DISCUSSION AND CONCLUSION

- The results demonstrate that better market-linkage conditions for potato diversity is mainly determined by aspects related to **accessibility, market-based organisational processes, and pricing**.
- Although **non-local markets** (wholesale markets) absorb the highest agrobiodiversity and offer certain benefits for farmers, their relevance to support peasant economies is limited, as they provide no direct market-linkage for family farmers and offer the lowest prices per kilo.
- Regional peasant markets** sustain the highest diversity. They are most relevant for peasant economies, as they enable market access and income generation opportunities for farmers, thereby offering higher prices compared to other marketing channels.
- The study emphasises the need to **strengthen the market-linkage of family farmers' produce by fostering associativity processes** within the existing network of localised markets.