

- Acai**
High level of antioxidants
- Native potatoes**
High level of antioxidants, vitamin C, iron, and zinc
- Chia**
High level of protein
- Quinoa**
High level of protein
- Native cacao**
High level of antioxidants
- Blue maize**
High level of antioxidants
- Maca**
Vitamins and minerals

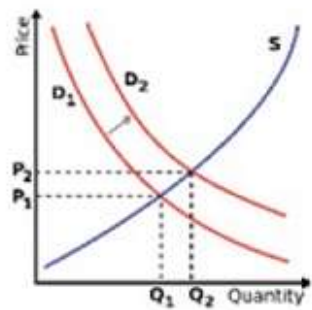
How to strengthen smallholder farmers of functional foods?

- Access to credit
- Access to markets
- Agribusiness training

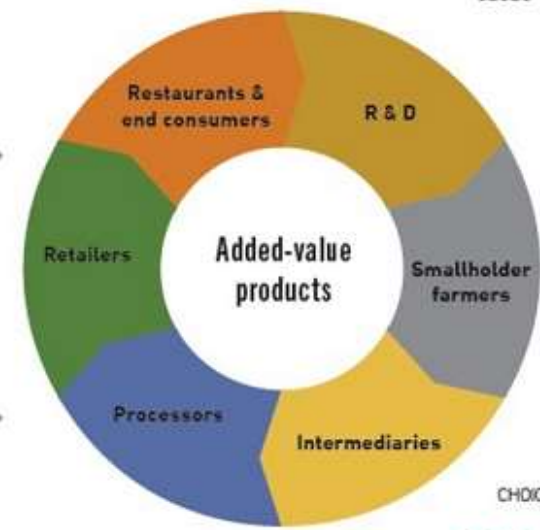
FUNCTIONAL FOODS: FAD OR PATH TO PROSPERITY?

- 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:

