

DEVELOPMENT OF AGROBUSINESS INNOVATION IN ALGERIA « InnovAgro »

THE AGRITECH BUSINESS OPPORTUNITIES IN ALGERIA

EcoSeed

Local seed conservation and development through ecotourism.

IDEA N°22

TYPE OF OPPORTUNITY:
Mobile application and/or website.

CHALLENGE:

The preservation of local seeds is threatened by the introduction of standardised commercial varieties, climate change and the lack of initiatives to promote traditional farming practices. At the same time, farmers have few means of diversifying their income and raising public awareness of agricultural biodiversity.

IMPACT ON THE VALUE CHAIN:

Upstream : Protecting agricultural biodiversity by conserving local seeds.

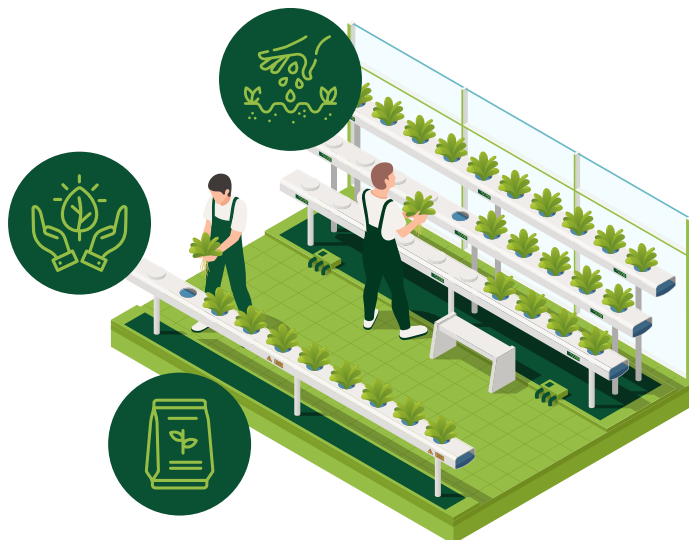
Downstream : Enhancing rural areas through the development of educational and cultural tourist activities, generating alternative income for farmers.

SOLUTION:

- **In situ conservation centres:** Seeds preserved in their natural environment through sustainable farming practices and ecotourism.
- **Participatory conservation:** Farmers reproduce locally adapted seeds, without costly infrastructure.
- **Related activities:** Self-catering cottages, guided tours, educational workshops and sales of local seeds.

BENEFITS OR EXPECTED IMPACT

- **Protecting biodiversity:** Preserving local seed varieties adapted to specific climatic and ecological conditions.
- **Income diversification:** Generating additional income by welcoming visitors and selling seeds.
- **Education and awareness:** Promoting the importance of sustainable farming practices and seed conservation to visitors.



SOLUTION COMPONENTS

- **Conservation infrastructure:** Centres equipped for the storage and multiplication of local seeds.
- **Educational programme:** Workshops and training courses for farmers and visitors.
- **Tourism development:** Rural Ecotourism, guided tours, cultural activities and marketing of rural destinations.
- **Digital platform:** Online interface for promoting centres and selling seeds.

WHO WILL PAY FOR THIS SERVICE OR PRODUCT ?



SUCCESS STORIES

SeedLinked

is a collaborative platform that connects farmers, gardeners and researchers to exchange data on the performance of local seeds. By combining participatory assessments and digital tools, SeedLinked supports the preservation of agricultural biodiversity while providing valuable information for selecting varieties adapted to local conditions.

[CLIQUEZ ICI](#) ➔

Seed Savers Exchange

A global network of farms conserving local seeds and offering educational tours to promote biodiversity.

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WWOOF

offers hands-on visits to traditional farms to raise awareness of sustainable agriculture and local varieties.

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PROCESS FOR REALISING THE OPPORTUNITY

PHASE 1:

Identification and selection: Inventory of local seed varieties to be preserved.

PHASE 2:

Infrastructure: Installation of conservation centres and development of tourist routes.

PHASE 3:

Training: Raising farmers' awareness of conservation and recovery practices.

PHASE 4:

Promotion: Development of marketing campaigns to attract visitors and partners.

PHASE 5:

Monitoring and evaluation: Analysis of the economic and environmental impact of the centres.

COMPLEXITY



LEVEL OF INVESTMENT NEEDED

