

*New Paths to market  
Traditional and Innovated  
NWFPs on Italia Mountain  
Areas*

**Non-wood  
Forest Products  
(NWFP) and  
Food**

**10<sup>th</sup>-11<sup>th</sup> October  
2011**

**Seinäjoki (Finland)**

*authors:*

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*<sup>1</sup>PEFC-Italia; <sup>2</sup>Fondazione Edmund Mach*



# Forest derived products are “testimonials” of their origin



Forest management



Wood Working Companies



Traders and Selling Companies



Final products



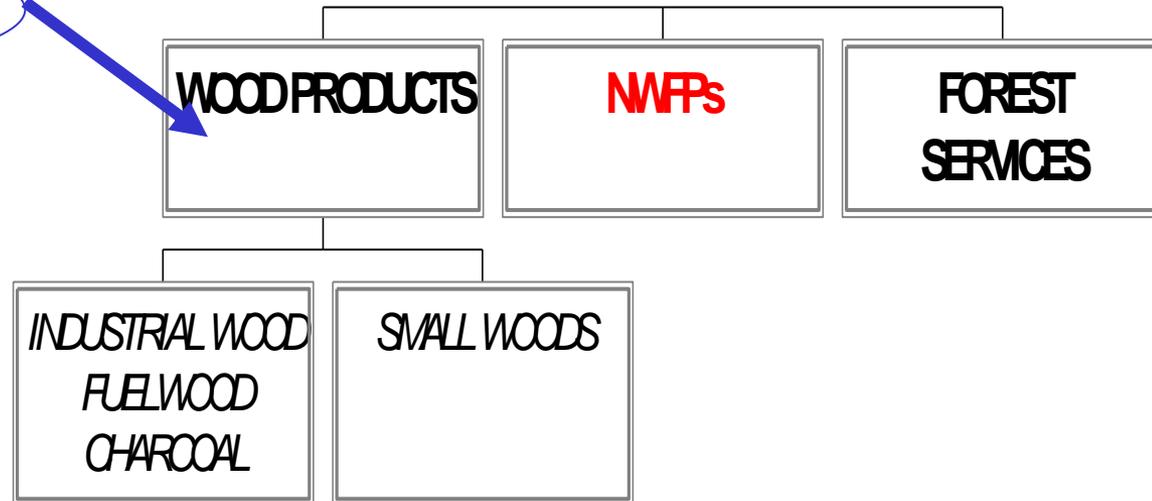
# Italian NWFPs



# NWFPs and F.A.O.'s DEFINITION

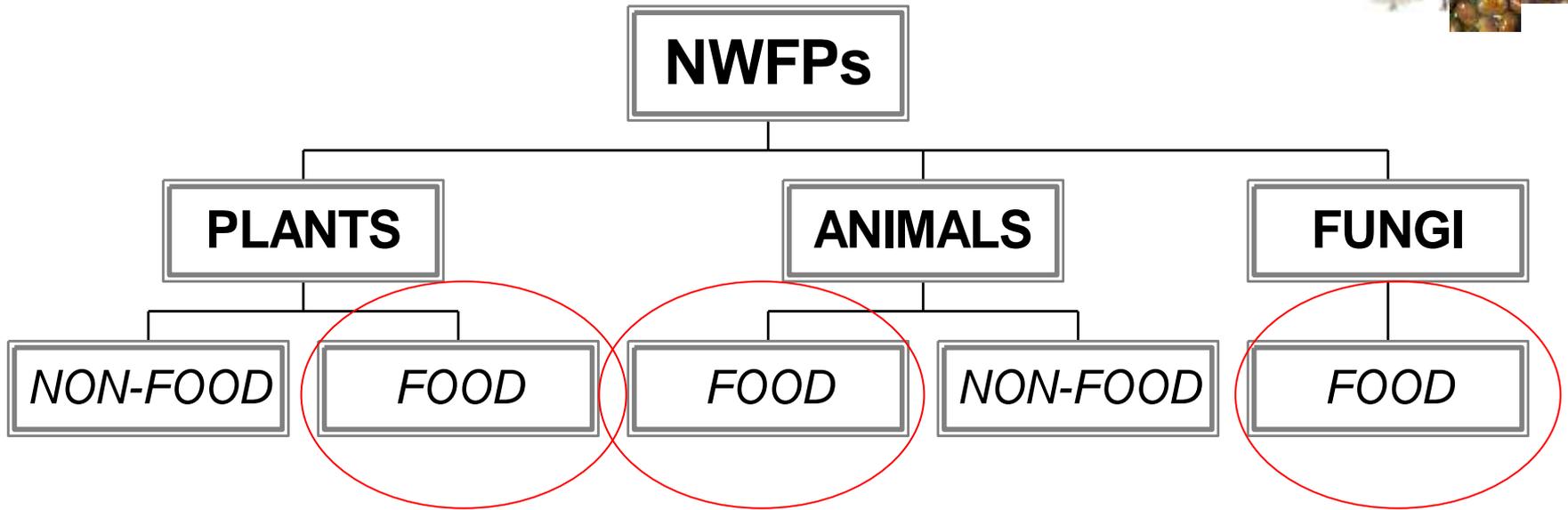


goods of  
**biological origin**  
other than wood,  
derived **from**  
**forests**, other  
**wooded land** and  
**trees outside**  
**forests**



# FROM FOREST LAND:

## *DIFFERENT FOOD NWFPs*



i.e.: , moos, cones, resins, bark, cork,  
Christmas trees, foliage,  
fodder, game, wild honey, fruits,  
berries, nuts, maple sap,  
mushrooms, truffles,  
hide, horns, ...

# RAW NWFPs in ITALY

(source: ISTAT Statistica Forestale 1955 and Annuario, n° 49 - 2006)



**NO VALID STATISTICS FOR  
PROCESSED NWFPs**

	<i>from forest</i>	<i>from forest and other wooded land</i>	
	<i>1949-50 ton</i>	<i>1949-50 ton</i>	<i>2002 ton</i>
CHESTNUTS	228427	258490,2	55115,7
HAZELNUTS	1311,30	28838,3	45728,2
ACORN	62793,20	112542,2	3513,9
MUSHROOM	3524,70	4759,9	2112,6
TRUFFLES		30,4	187,5
PINE NUTS		3243,0	3433,2
MANNA		88,3	
CORK		12816,5	11118,4
RESIN		738,4	
BARK FOR TANNING		4030,1	
LEAF AND TWIGS FOR TANNING		551,3	
STRAWBERRIES	478,80	503,9	53,1
RASPBERRIES	438,20	494,3	46,2
BLUEBERRIES	367,60	367,6	209,5
"CORNIOLE" fruits of <i>Cornus mas</i>	59,90	59,9	
JUNIPERUS BERRIES	678,80	678,8	
"CORBEZZOLI" fruits of <i>Arbutus unedo</i>	194,30	194,3	
"FAGGIOLA" fruits of <i>Fagus sylvatica</i>	120,10	120,1	
MEDICINAL and AROMATIC PLANTS	9345,00	9345,0	

# RAW NWFPs in TRENTO

(source: PAT-Servizio Statistica, 2008: La produzione lorda vendibile dell'agricoltura e della silvicoltura in provincia di Trento nel 2005)



TAB. 6.1A - PRODUZIONE LORDA VENDIBILE DELLA SILVICOLTURA (2003 - 2004 - 2005)

Valori a prezzi correnti **Gross Total Annual Value**

## *Mushroom and other fruits from forest*

	2003	2004	2005
Prodotti dei boschi	1.292.664,13 €	1.983.358,55 €	6.779.691,00 €
Legname da opera	24.832.887,86	17.452.660,99	20.837.820,36
Legna da ardere	5.152.582,77	5.130.013,80	6.364.426,00
<b>TOTALE</b>	<b>31.278.134,76</b>	<b>24.566.033,34</b>	<b>33.981.937,36</b>

TAB. 6.1B - COMPOSIZIONE PERCENTUALE DELLA PRODUZIONE LORDA VENDIBILE DELLA SILVICOLTURA (2003 - 2004 - 2005)

	2003	2004	2005
Prodotti dei boschi	4,13 %	8,07 %	19,95 %
Legname da opera	79,39	71,04	61,32
Legna da ardere	16,47	20,88	18,73
<b>TOTALE</b>	<b>100,00</b>	<b>100,00</b>	<b>100,00</b>

**8% is the contribution of NWFPs to Total Economic Value as to forests in Trentino (source: I. Goio, G. Gios, 2005)**

# RAW NWFPs: ORIGIN, PRICE and PLACEMENT



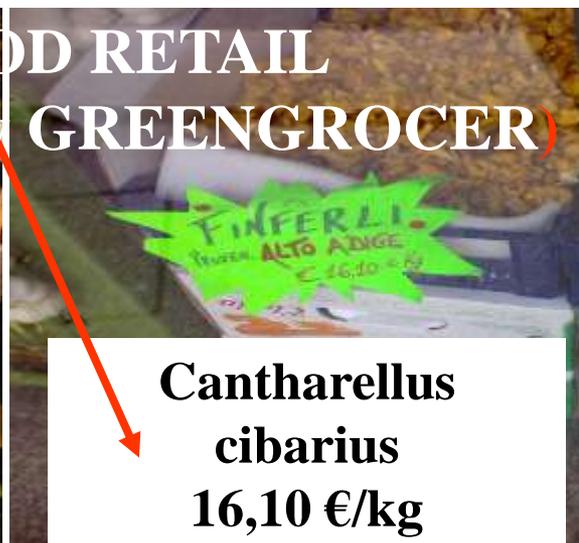
**FARMER MARKET**

**Vaccinium myrtillus**  
**14,00 €/kg**

**Cantharellus cibarius**  
**10,00 €/kg**



**Boletus P.G.I.**



**FOOD RETAIL**  
**(high quality GREENGROCER)**

**Cantharellus cibarius**  
**16,10 €/kg**



**Cantharellus lutescens**  
**22,50 €/kg**

# PROCESSED NWFPs: ORIGIN (SFM???, wild???, country), PRICE and PLACEMENT



## FOOD SUPERMARKET

## HOBBY SUPERMARKET

**FAIR**



Smoked sausages of  
Roe Deer, Red Deer,  
Chamois, Wild Boar



juice of wild  
bluberry



Icelandic Moos, Bechnuts capsules, Alder,  
cones, brak discs

**FAIR**



essential oil  
of birch







# NWFPs PROMOTION (LABELLING):

*where is the link to SFM (use and abuse of label “forest” “wild”?)*



## Wild berries?

Organic wild berries? Or  
Organic cultivated berries?



Pine Nuts: SFM?, CoC?  
Tree species? Country?

# NWFPs PROMOTION (LABELLING):

where is the link to SFM (use and abuse of label “forest”?)



Italian Origin

Organic honey

**IL MIELE del Bosco**  
Miele Italiano

ITALIAN FOREST HONEY  
VERBODEN AUSTRIJSE WILDBLOEM

Il Miele del Bosco è prodotto dalle api con il nettare dei fiori di sottobosco mescolato alla rugiada degli alberi. Ha colore scuro, sapore aromatico e intenso. Il Miele del Bosco è controllato dalla raccolta al confezionamento per garantire l'integrità delle sue preziose qualità.

Netto - Netweight  
**400g e 14,11oz**

Consumare preferibilmente entro:  
Best before:  
Mindestens haltbar bis:

AGRICOLTURA BIOLOGICA

**IL MIELE DEL BOSCO**

NASCE DAL NETTARE DEI CENTO FIORI NASCOSTI NELLA PROFUMATA UMIDITÀ DEL BOSCO. IL MIELE DI BOSCO HA IL DELICATO E FRESCO PROFUMO DEI NOSTRI MONTI.

Rigoni di Asiago

bioagri cert

INFORMAZIONI NUTRIZIONALI

ENERGIA	kcal	302
	KJ	1263
PROTEINE	g	0,4
CARBOIDRATI	g	75
GRASSI	g	0

IT BAC  
054701000110

Prodotto controllato e certificato da Bioguard S.r.l. Aut. D.M. M.P.A.E. del 29/07/2002 n. 91822 in applicazione del reg. CEE n. 2082/91.

Presentata e distribuita da:  
RIGONI DI ASIAGO  
Laboratorio di Via Ceccholini  
36030 Foze - Italia  
e-mail: info@rigonidiasiago.com

8 001505 001778

Skipper Frutti di Bosco  
contiene FRUTTOSIO,  
zucchero naturalmente  
presente nella frutta,  
per dare al tuo bambino  
tutta la genuinità e l'energia  
della natura.

UN BOSCO 100%

FRUTTI DI BOSCO  
UN FRUTTOSIO

3x200ml

ISO 9001: berries from forest?

UN BOSCO 100%

09/2009  
18299C

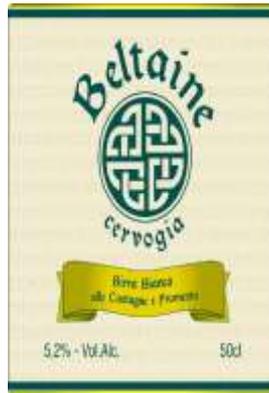
Pine Nuts: certification of pesticides residues and traceability



Beer from chestnut P.G.I.

# The “BELTAINE” Beer:

*how to use a Brewery integrating traditional Chestnut Cultivation with different Markets linked to “ethnographic path” and spa*



# Törggele time:

*how to integrate roasted chestnuts into autumnal typical fresh and processed products; a way to extend the tourism season*



Autumn  
'Törggele' time 2001

## Autumn - 'Törggele' time



Autumn walks with friends and calling in at mountain farmhouses or inns for refreshment - called 'Törggelen' - is a favourite traditional activity in South Tyrol. The 'Nuien' (new wine made from grapes which a couple of weeks before were still in the vineyard) plays an important part, along with traditional dishes including 'Speck' (cured, cold smoked bacon), home made sausages with Sauerkraut or red cabbage, roast chestnuts followed by home made pastries, and much more. 'Törggelen' is a delight for all lovers of genuine food and drink, especially when enjoyed outside in the warm autumn sunshine from October to mid November.

**On the left you will find informations on mountain restaurants offering snacks and new wine, mountain refuges and cable cars.**



# NWFPs and QUALITY MARKS:

*no declaration on SFM origin/promotion*



## FAIR TRADE



## BIODYNAMIC FARMING



## ORIGIN (PDO, PGI)



## ORGANIC FARMING



**PDO Marrone di San Zeno**  
**PDO Castagna Cuneo**  
**PDO Farina di Neccio**  
**della Garfagnana**

**PGI Fungo di Borgotaro**

**PGI Nocciola del Piemonte**

**PGI Nocciola di Giffoni**

**PGI Castagna di Montella**

**PGI Marrone del Mugello**

**PGI Castagna del Monte Amiata**

**PGI Marrone di Castel del Rio**

## CORK STOPPERS

*ISO 4711:1987*

*ISO 7322:2000*

*UNI ...*

*UNI ISO ...*

# PGI Fungo di Borgotaro / 1:

*mushrooms (boletes): importance of cooperation among owners and pickers*



Parma, Italy - Windows Internet Explorer

Google

Modifica Visualizza Preferiti Strumenti ?

Pagina Strumenti

## Il fungo di Borgotaro

CONSORZIO COMUNALE PARMENSI

NEWS ED EVENTI

D	L	M	M	G	V	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AGOSTO

CONSORZIO COMUNALE PARMENSI

www.comunale.com

### News ed eventi

**06 Settembre 2008**  
*Autunno Gastronomico Valtarese*

È stata presentata la 49esima edizione dell'Autunno Gastronomico Valtarese, una ... maggiori informazioni

### Galleria fotografica

Guarda tutte le foto di funghi inviate dai visitatori del sito, ed invia la tua foto! Vai >>

### Newsletter alert system

### Stanno nascendo?

In quest'area troverai informazioni in merito alla crescita dei funghi, divisi per zona e comune...

Entra >>

### Il fungo di Borgotaro si confrontano...

Discuti con altri appassionati di funghi nell'area forum del nostro sito.

ARCHIVIO NEWS

CONSORZIO COMUNALE PARMENSI

Hotel - Ristoranti - Musei

Ristorante **Vocchia Compiano** ai piedi del castello

Dove mangiare il fungo IGP

Fotografia Fungo

Il Kit del Fungaiolo

Credits | Legal Notes

NORMATIVA PER LA RACCOLTA  
FUNGO PORCINO I.G.P.  
DOVE MANGIARE IL FUNGO  
STRUTTURE RICETTIVE  
NEWS ED EVENTI  
STANNO NASCENDO  
GALLERIA FOTOGRAFICA  
FORUM  
RICETTE  
KIT DEL FUNGAIOLO  
UTILITIES  
CONTATTI



# PGI Fungo di Borgotaro / 2:

*mushrooms (boletes): importance of cooperation among tourism activities*



Happy Ticket.  
Molto di più che  
la sola raccolta dei funghi

Porcino  
Park



Fungo di Borgotaro - funghi porcini, fiera del fungo - Parma, Italy - Windows Internet Explorer

http://www.fungodiborgotaro.com/ita/stanno-nascendo.jsp

File Modifica Visualizza Preferiti Strumenti ?

Google Crea associazione Cerca Segnalibri 425 bloccati Controllo Invia create associazione Impostazioni

Collegamenti

Fungo di Borgotaro... Fungo di Borgotaro - f...

FORUM  
RICETTE  
KIT DEL FUNGAIOLA  
UTILITIES  
CONTATTI

Ultimo aggiornamento: 11-9-2007

COMUNE	ZONA	TESSERINO	CRESCITA
	Clicca la zona per vedere la cartina	Clicca sul colore per il prezzo relativo	Cons. (100%)
Albareto (I.G.P.)	Comunale di Montegrappo, Groppo, Tombeto e Boschetto, zona Monte Gottero	Verde	<input type="range"/>
Albareto (I.G.P.)	Comunale di Albareto, Gotra e Buzzò, Consorzio La Rocchetta e Consorzio Monte Scheggia, zona Paesi dei Due Santi	Verde	<input type="range"/>
Borgo Val di Taro (I.G.P.)	Comunale di Baselica, Pontolo (zona di Monte Malabarco)	Blu	<input type="range"/>
		Blu	<input type="range"/>
		Rosso	<input type="range"/>
		Rosso	<input type="range"/>
		Giallo	<input type="range"/>
		Grigio	<input type="range"/>

Devi mangiare il fungo IGP?

Le ricette  
Hai una ricetta speciale per cucinare i funghi? Dicci qui!

Il Kit del Fungaiolo  
Manuale, cartine per il cercatore esperto e molto altro.

E sei già sul loro sito?

Scarica questi file prima di partire alla ricerca dei funghi.

Cartina della riserva  
Prenotamenti per la fiera

E sei già sul loro sito?

start | Posta in arrivo | Fungo di Borgot... | questionario - M... | KINGSTON (G...) | 100% | 12:35



# FOREST CERTIFICATION SCHEMES

*(Council Resolution of 15 December 1998 on a Forestry Strategy for the European Union)*



- market-based instruments which seek to:**
- **improve consumer awareness of the environmental qualities of *sustainable forest management* and**
  - **promote the use of wood and *forest products* as *environmentally friendly* and renewable raw materials**

# PEFC SCHEMES



**(Identification and  
Traceability of WFPs/NWFPs from forest along chain)  
Chain of Custody (CoC)**



**Sustainable Forest Management (SFM)**



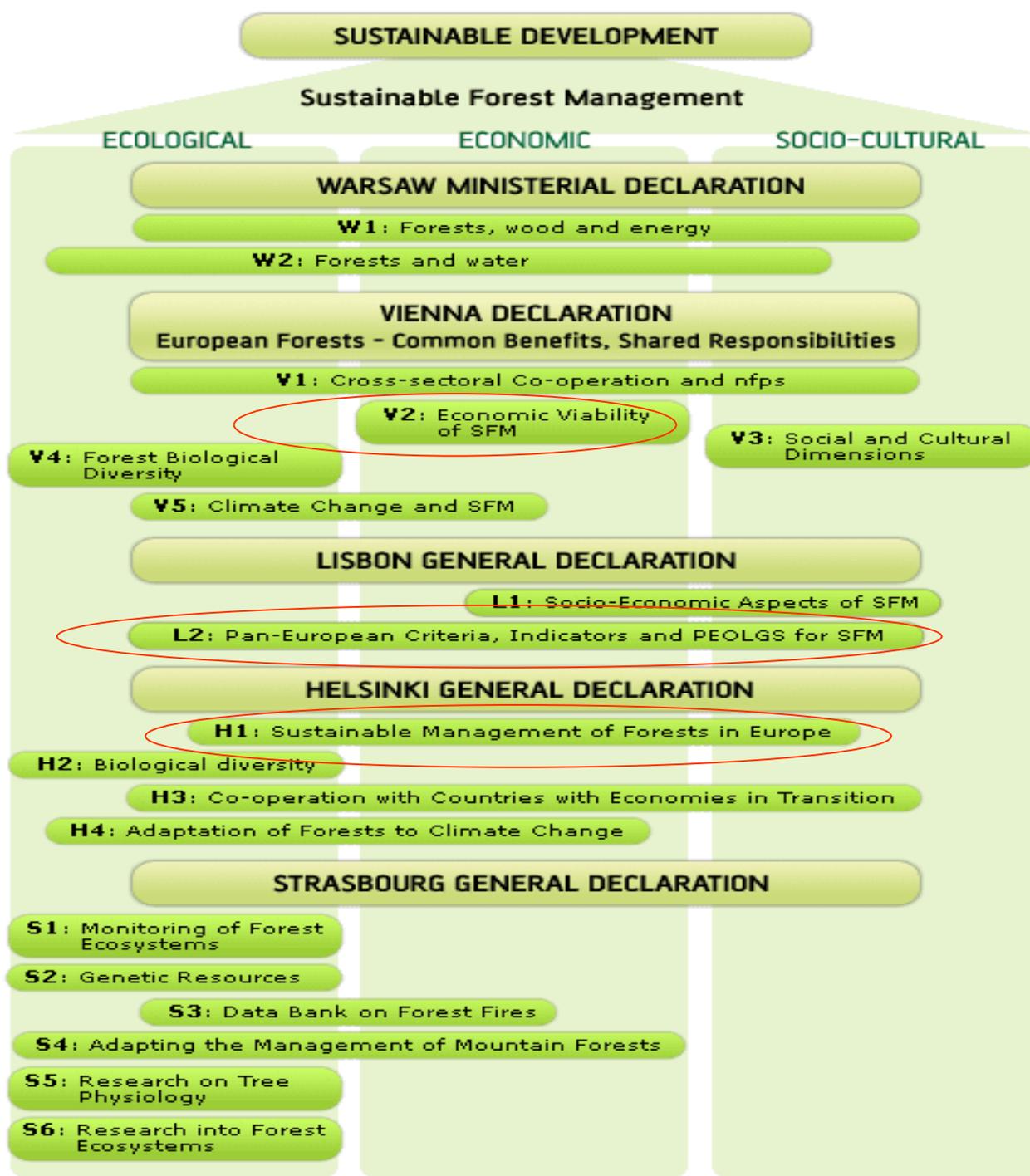
**Lea** *Legna  
energia  
ambiente*

QUESTE GRIGLIATE  
SONO COTTE CON LEGNA  
PROVENIENTE DA BOSCHI  
GESTITI  
IN FORMA SOSTENIBILE  
NEL RISPETTO  
DELL'EQUILIBRIO DEL  
BOSCO E DELLE SUE  
RISORSE

**PEFC**

IMPRESA BOSCHIVA DE LUCA ELIO  
VENDITA LEGNA DA ARDERE  
Azienda certificata PEFC/18-32-01/01  
Arzano di Cappelletto Maggiore (TV)  
I-31012 Via Savolles, 26 Tel/fax: 0438/55.55.01

# SFM, NWFPs and Ministerial Conference on the Protection of Forest in Europe



# SFM, NWFPs and MCPFE - Helsinki 1993

*(Resolution H1)*



H/I. Noting that the report ‘The Forest Resources of the Temperate Zones’ (the UN-ECE/ FAO 1990 Forest Resource Assessment) shows that the European forest resource is continuing to expand in terms of area, standing volume and increment, and that the demand for **non-wood** products and services is increasing in absolute and relative importance,

## PART I: GENERAL GUIDELINES

11. Because of the expanding European forest resource, the use of wood and **non-wood** forest **products** should be encouraged on a basis compatible with the **sustainable management** of forests, thereby providing and increasing the potential for traditional and new forest products, sales of which can provide, for both the owner and society, a ready means of financing forest management.

# SFM, NWFPs and MCPFE - Lisbon 1998

*(Annex 2 of the Resolution L2 Pan-European Operational Level Guidelines for Sustainable Forest Management)*



## **CRITERION 3. Maintenance and encouragement of productive functions of forests (wood and **non-wood**)**

### **3.1 Guidelines for Forest Management Planning**

a. Forest management planning should aim to maintain the capability of forests to produce a range of wood and **non-wood forest products** and services on a sustainable basis.

### **3.2 Guidelines for Forest Management Practices**

c. Harvesting levels of both wood and **non-wood forest products** should not exceed a rate that can be sustained in the long term, and optimum use should be made of the harvested forest products, with due regard to nutrient offtake.

# SFM, NWFPs and MCPFE - Vienna 2002

## IMPROVED PAN-EUROPEAN QUANTITATIVE INDICATORS

### for SUSTAINABLE FOREST MANAGEMENT



#### 1. QUANTITATIVE INDICATORS

Criteria	No.	Indicator	Full text
C 1: Maintenance and Appropriate Enhancement of Forest Resources and their Contribution to Global Carbon Cycles	1.1	Forest area	Area of forest and other wooded land, classified by forest type and by availability for wood supply, and share of forest and other wooded land in total land area
	1.2	Growing stock	Growing stock on forest and other wooded land, classified by forest type and by availability for wood supply
	1.3	Age structure and/or diameter distribution	Age structure and/or diameter distribution of forest and other wooded land, classified by forest type and by availability for wood supply
	1.4	Carbon stock	Carbon stock of woody biomass and of soils on forest and other wooded land
C 2: Maintenance of Forest Ecosystem Health and Vitality	2.1	Deposition of air pollutants	Deposition of air pollutants on forest and other wooded land, classified by N, S and base cations
	2.2	Soil condition	Chemical soil properties (pH, CEC, C/N, organic C, base saturation) on forest and other wooded land related to soil acidity and eutrophication, classified by main soil types
	2.3	Defoliation	Defoliation of one or more main tree species on forest and other wooded land in each of the defoliation classes "moderate", "severe" and "dead"
	2.4	Forest damage	Forest and other wooded land with damage, classified by primary damaging agent (abiotic, biotic and human induced) and by forest type
C 3: Maintenance and Encouragement of Productive Functions of Forests (Wood and Non-Wood)	3.1	Increment and fellings	Balance between net annual increment and annual fellings of wood on forest available for wood supply
	3.2	Roundwood	Value and quantity of marketed roundwood
	3.3	Non-wood goods	Value and quantity of marketed non-wood goods from forest and other wooded land
	3.4	Services	Value of marketed services on forest and other wooded land
	3.5	Forests under management plans	Proportion of forest and other wooded land under a management plan or equivalent
C 4: Maintenance, Conservation and Appropriate Enhancement of	4.1	Tree species composition	Area of forest and other wooded land, classified by number of tree species occurring and by forest type
	4.2	Regeneration	Area of regeneration within even-aged stands and uneven-aged stands, classified by regeneration type

# CoC PEFC for RAW and PROCESSED NWFPs



**Appendix 8** (approved by PEFC Council General Assembly on 27 October 2006): *PEFC Council specification for the origin for the purposes of PEFC label and declarations for non wood forest products*

to

**PEFCC 2002:2010**: *Chain of Custody of Forest Based Products – Requirements*



# SFM, NWFPs and MCPFE - Vienna 2002

## IMPROVED PAN-EUROPEAN QUALITATIVE INDICATORS for SUSTAINABLE FOREST MANAGEMENT



### 2. QUALITATIVE INDICATORS

#### A. Overall policies, institutions and instruments for sustainable forest management

- A.1 National forest programmes or similar
- A.2 Institutional frameworks
- A.3 Legal/regulatory frameworks and international commitments
- A.4 Financial instruments/economic policy
- A.5 Informational means

#### B. Policies, institutions and instruments by policy area

Ind. No.	Crit.	Policy area	Main objectives	Relevant institutions	Main policy instruments used			Signific. changes since last Ministerial Conference
					Legal/regulatory	Financial/economic	Informational	
B.1	C1	Land use and forest area and OWL <sup>2</sup>						
B.2	C1	Carbon balance						
B.3	C2	Health and vitality						
B.4	C3	<del>Production and use of wood</del>						
B.5	C3	Production and use of non-wood goods and services, provision of especially recreation						
B.6	C4	Biodiversity						
B.7	C5	Protective forests and OWL						
B.8	C6	Economic viability						
B.9	C6	Employment (Incl. safety and health)						
B.10	C6	Public awareness and participation						
B.11	C6	Research, training and education						
B.12	C6	Cultural and spiritual values						

<sup>2</sup> OWL = other wooded land

# SFM, NWFPs and MCPFE Vienna - 2003

## *Resolution V2 - Commitments*



**V2/9. improve enabling conditions for the market-based provision of a diversified range of **non-wood goods** and services from **sustainably managed forests**, inter alia, through identifying and removing unintended impediments and setting appropriate incentives,**

**V2/11. enhance the **competitiveness** of the forest sector by promoting **innovation** and **entrepreneurship** among all relevant stakeholders, notably for the efficient provision of new and improved wood and **non-wood goods** and services,**

# S.F.M., NWFPs and PEFC ITALIA/1

*(standard ITA 1001-1: individual and group level)*



## **Indicator 3.1b Contents of the local forest planning**

### ***COMPULSORY INDICATOR***

#### ***MEASURING PARAMETERS:***

Reference within the forest management plan, or its equivalent at company, inter-company level or at higher planning level, regarding indicator

3.1.a or in the current legislation, of guidelines concerning: ...

- the methods for undertaking silvicultural operations, considering grazing and rights of use, as well as management activities connected to the production of **non-timber** products and recreational services (when these activities occur in the area under consideration);...

#### ***CRITICAL THRESHOLD:***

Presence and respect of measuring parameters.

#### ***AREAS FOR IMPROVEMENT:***

Supporting local forest planning through accurate and up-to-date inventories and mapping instruments.

#### ***EXAMPLES OF DATA SOURCES AND INFORMATION GATHERING:***

Forest management plans or equivalent planning tools at enterprise, inter enterprise or at a higher planning level.

# S.F.M., NWFPs and PEFC ITALIA/2

*(standard ITA 1001-1: individual and group level)*



## **Indicator 3.2a Quantity of forest products and services.**

*DESCRIPTIVE INDICATOR*

*MEASURING PARAMETERS:*

- **List of forest products (e.g. wood, game, chestnuts, truffles, berries, medicinal plants, cork, mushrooms): \_\_\_\_\_.**
- ...
- **Number of annually issued picking/harvesting licences/permits for (indicate the applicable non-timber product) \_\_\_\_\_, over the last no. \_\_\_\_\_ years: \_\_\_\_\_.**
- **Percentage of forest surface within the enterprise allocated for game: \_\_\_\_\_.**

*AREAS FOR IMPROVEMENT:*

Production of timber and non-timber benefits should not decrease over time, if compatible with the socio - economical and environmental protection conditions.

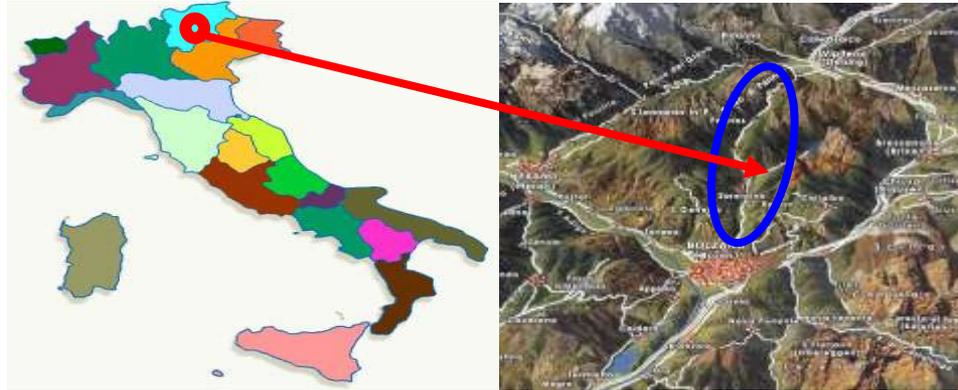
Collection of information on goods and services produced by forest in planning and forestry administration at enterprise and group organization level shall be enhanced.

*EXAMPLES OF DATA SOURCES AND INFORMATION GATHERING:*

Local forest inventory; forest management plan or equivalent tool at enterprise, inter-enterprise or at a higher planning level; documents issued by the regional forest services; specific research and local studies; interviews; enterprise administrative documentation.

# MUGO PINE in VAL SARENTINO / 1 :

*Raw material from SFM certified stands*



PEFC™

PEFC 18-22-02

# MUGO PINE in VAL SARENTINO / 2 :

*Raw material processed as essential oil (mugolio) in CoC certified firms*



PEFC 18-31-24



100% ätherisches Latschenöl (Pinus mugo). Produkt zur Raumluftverbesserung. Von Kindern fernhalten, Schleimhaut und Augenkontakt vermeiden.

100% olio essenziale di pino mugo (Pinus mugo). Tenere lontano dalla portata dei bambini. Non portare a contatto con occhi e mucose. Prodotto per profumare l'ambiente.

20 ml



**LATSCHENÖL  
OLIO DI  
PINO MUGO**



**Sarntal VAL Sarentino**



da foreste gestite in maniera sostenibile

aus nachhaltig bewirtschafteten Wäldern

Dreiersee - Cristallerie Hohezeig  
Dumfries/Waldkammer 2 - Seckauerthal / Gerschnitz  
Südtirol - Alto Adige Italia



PEFC/18-31-24 aus nachhaltig bewirtschafteten Wäldern da foreste gestite in maniera sostenibile

**Georg Thaler**  
Latschenkieferöl  
olio di pino mugo

100% ätherisches Latschenkieferöl  
olio essenziale di pino mugo  
Produkt zur Luft- und Raumverbesserung  
Prodotto per profumare l'ambiente

I-39058 SARNTAL, Unterreinswald 10  
Tel/Fax: +39 0471 62 51 06  
[www.latschenkieferoel.com](http://www.latschenkieferoel.com)



Von Kindern fernhalten, Schleimhaut und Augenkontakt vermeiden / Tenere lontano dalla portata dei bambini. Non portare a contatto con occhi e mucose.

100ml e

# MUGO PINE in VAL SARENTINO / 3 :

*from wood through “organic certified” cosmetics and wellness centre ...*



# MUGO PINE in VAL SARENTINO / 4 :

*... to food and innovative dishes from appetizers to desserts*



# MUGO PINE in VAL SARENTINO / 4 :

*... to food and traditional and innovative products*



# MUGO PINE in VAL SARENTINO / 5 :

*“mugo pine path and museum” within the tradition*



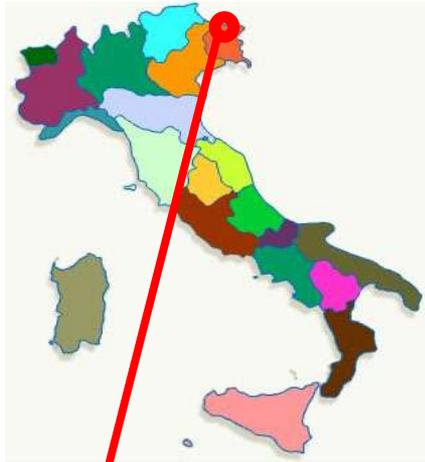
# MUGO PINE in VAL SARENTINO / 6 :

*with mugo pine local economy will never walk alone:  
work in sinergy for a success*



# Italian Brewmaster of the year 2011 / 1 :

*CoC PEFC certified beer flavored with buds of Mugo pine and needles of Scots pine*



# Beer flavored Mugo and Scots pine / 2 :

*from local SFM PEFC certified stands to CoC certified NWFP beer ingredients*



# Beer flavored Mugo and Scots pine / 3 :

*into the brewing to final products (prized by Unionbirrai Haraban Gold Medal Beer of 2012 – Class 4)*



# Beer flavored Mugo and Scots pine / 4 :

*not only sold into the own pub and hotel/restaurant ...*

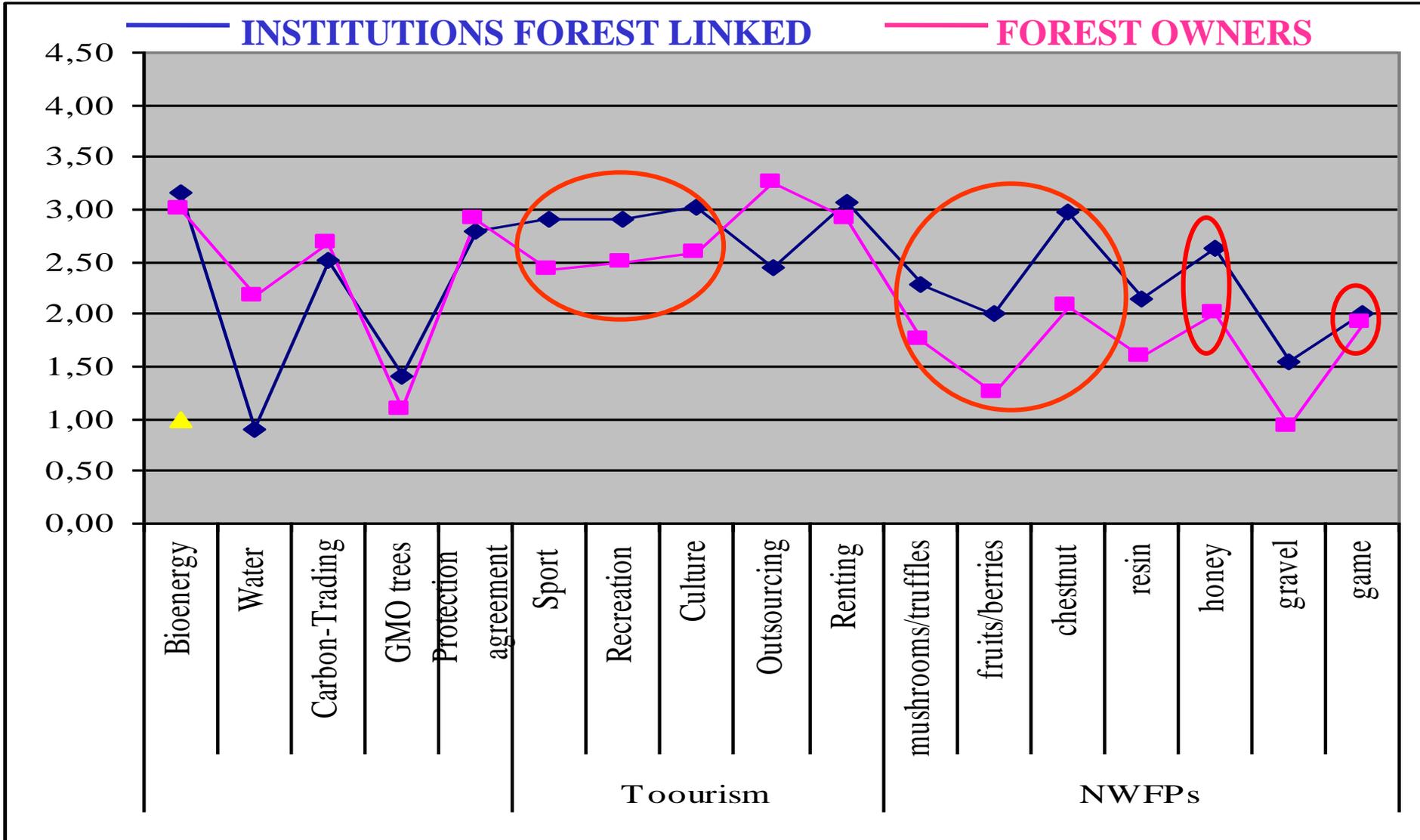


# White truffle PEFC certified



# NWFPs and Tourism in Trentino-Italy

*The Opinion of Forest Owners and Forest-linked Institutions*



# Lessons learnt



- Think long term and dare to take **strategic choices** in order or to integrate either to increase income/profit of the firm
- Establish **tactical partnerships** with different actors not only linked to forestry chain
- **Collaborate** with those above actors
- Preferably **join an association or union** helps to lead **new markets** and to reach efficiently to the **effective information** to identify **innovative processing techniques and processed products** (adding value function) needed by different consumers/customers/ clients (knowledge of the markets)
- **Diversify** products in order to **deseasonalise** selling period and meet the most diversified consumers/customers/clients
- Qualify products through **services**
- Ensure and enhance quality of the products (and services linked) also through **certification** of the sustainable management of forest originating NWFPs assuring the **traceability** along the manifold chains/actors processing it



**Thank you  
for your attention**

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