




1




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Key-NWFP in Italy

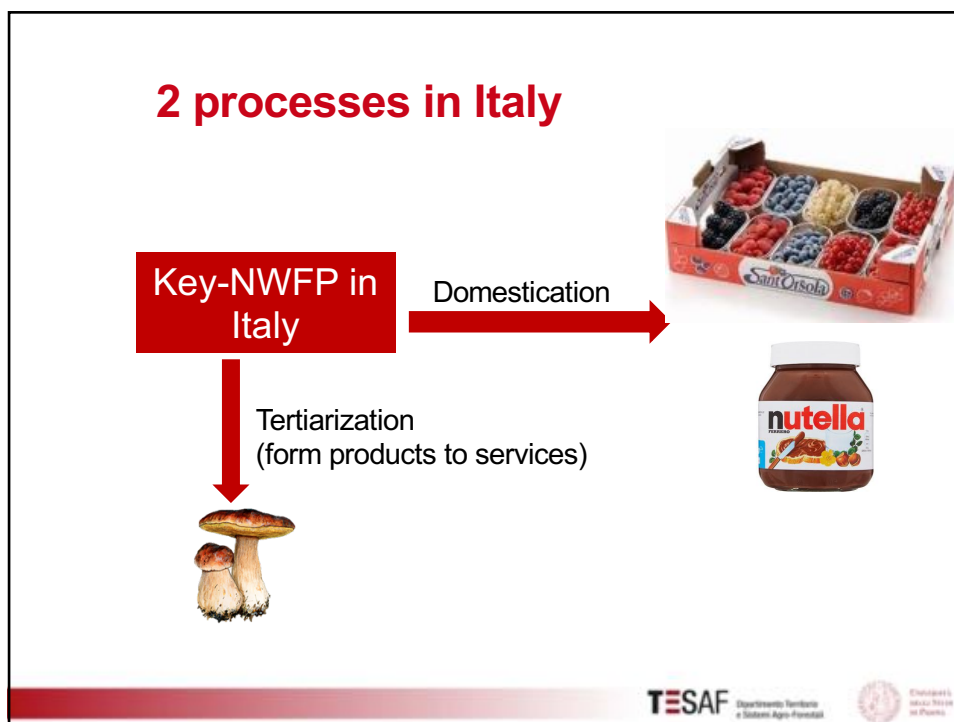
- Wild mushrooms & truffles
- Chestnuts & hazelnuts
- Cork
- Berries
- Medicinal aromatic herbs
- Tannin



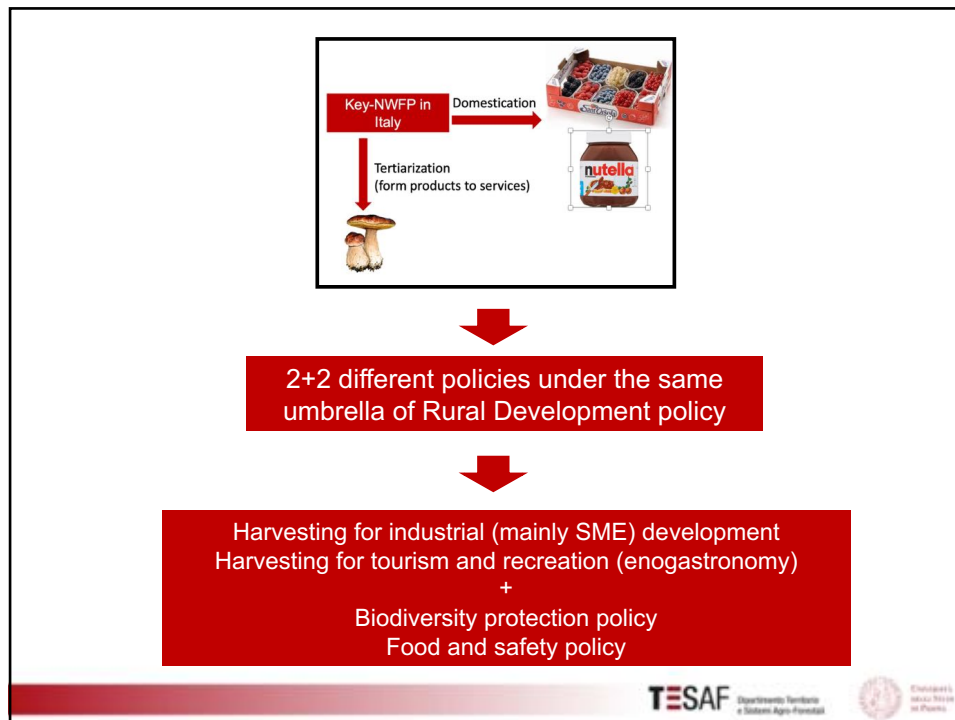

 Dipartimento Territoriale
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 Università di Palermo

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Outline

Regulations

- Property right definition
- Licenses and permits
- Fiscal regime

Incentives

- R&D
- Quality assurance
- Networking and Marketing

Information management

- Monitoring
- Communication and training

European Forest Week

ROME 2021

The bottom of the slide features the TESAF logo and the text 'Dipartimento Territorio e Sistemi Agro-Forestali' and 'Università degli Studi di Padova'.

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- Property right definition
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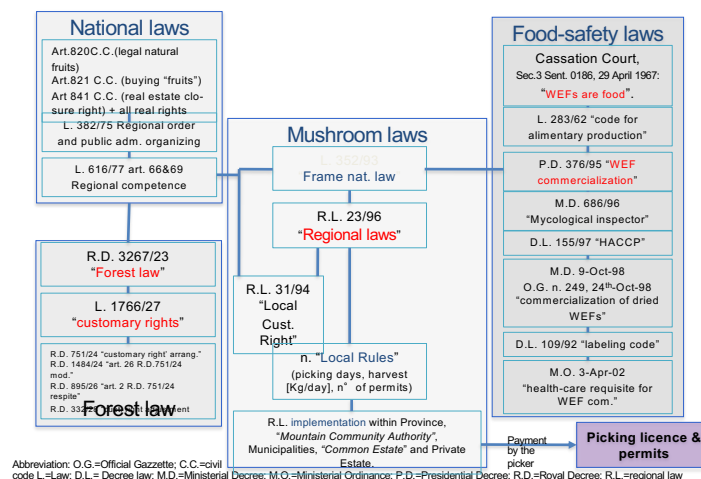
Incentives

- R&D
- Quality assurance
- Networking and Marketing

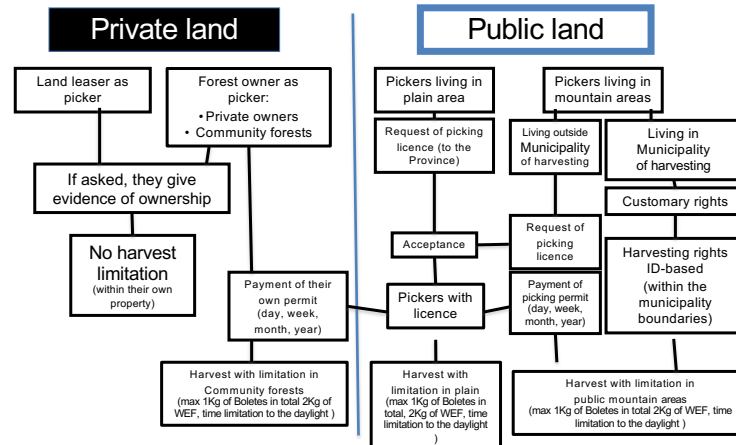
Information management

- Monitoring
- Communication and training

Property rights analysis regulations in Italy



Picking permits



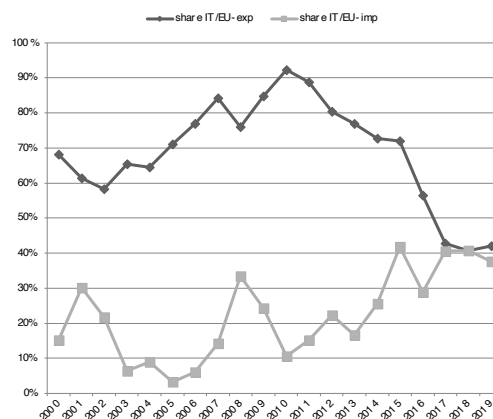
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Fiscal policies

Wrong policies has dramatic effects



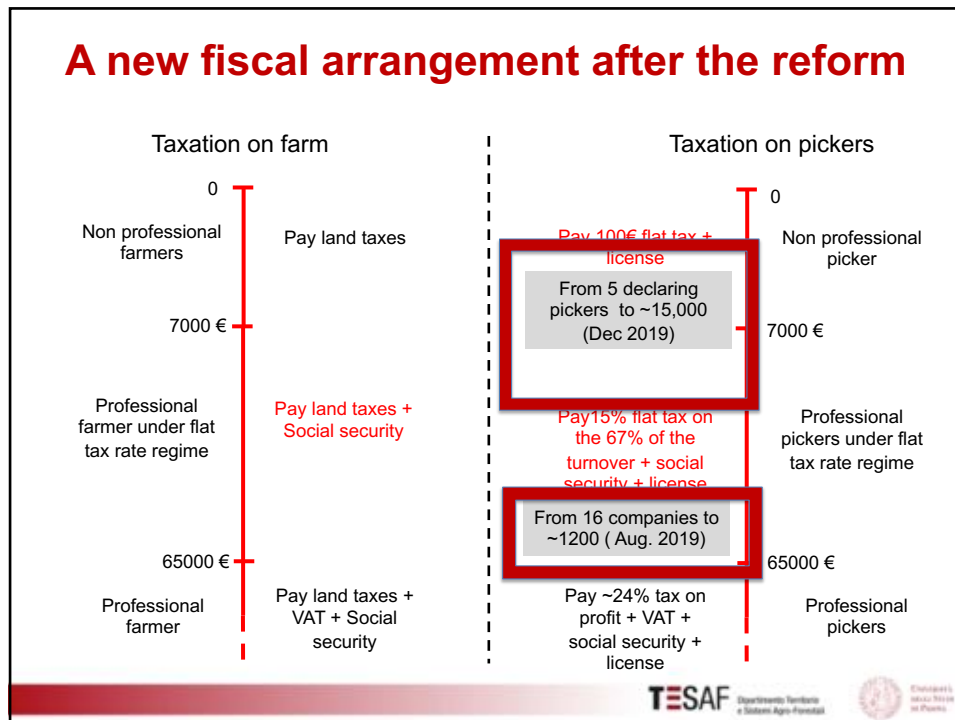
Application of heavy taxation system has destroyed the national supply chain

The trend has stopped due to the adoption of a new policy

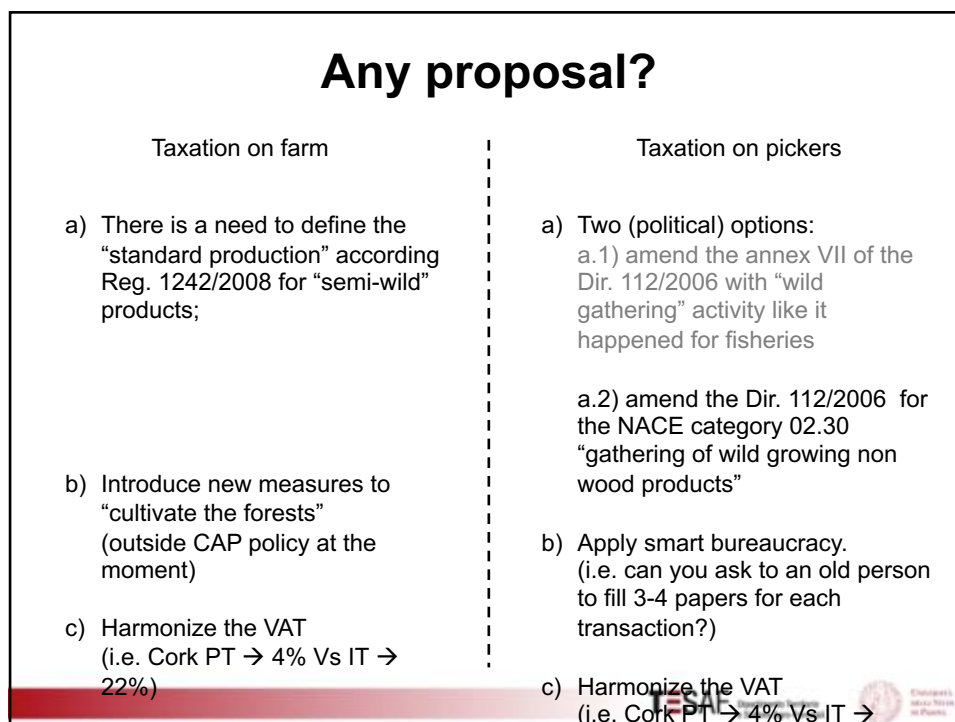
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Outcomes of the reform

	June 2016 (comma 109)	December 2018 (L122/2016)	30 August 2019 (L. 145/2018)	31 December 2020 (L. 145/2018)
Professional truffle pickers (Nace 02.30)		38	701	1104
Occasional commercial truffle pickers	12-15	~600	~4500	~6300

Source: Agenzia delle Entrate (2021)

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**A major role played by
the EU Rural
Development Policy +
H2020, + Interreg + Life
programs**

Important the role played by
the **Leader approach** (model
communities with
participatory approaches in
local development)

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Monitoring of driver of truffle growth (EC WildFood project)



Monitoring station
for CO₂ storage
monitoring

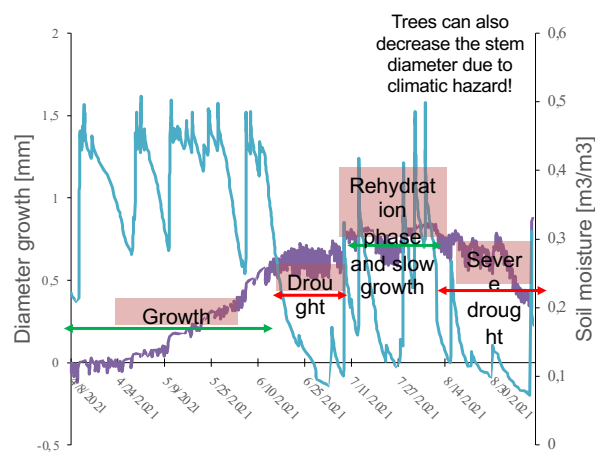
Source: Petit, Sartori and Vitale (in press)

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Monitoring of driver of truffle growth (EC WildFood project)



Source: Petit, Sartori and Vitale (in press)

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Product innovation «Forest eggs»



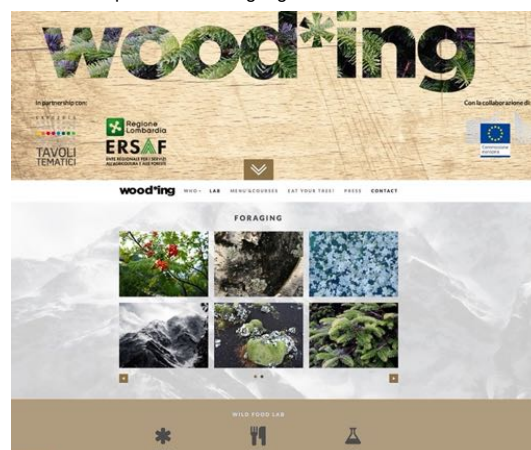
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Innovation in services provision: foraging

<http://www.wood-ing.org/>



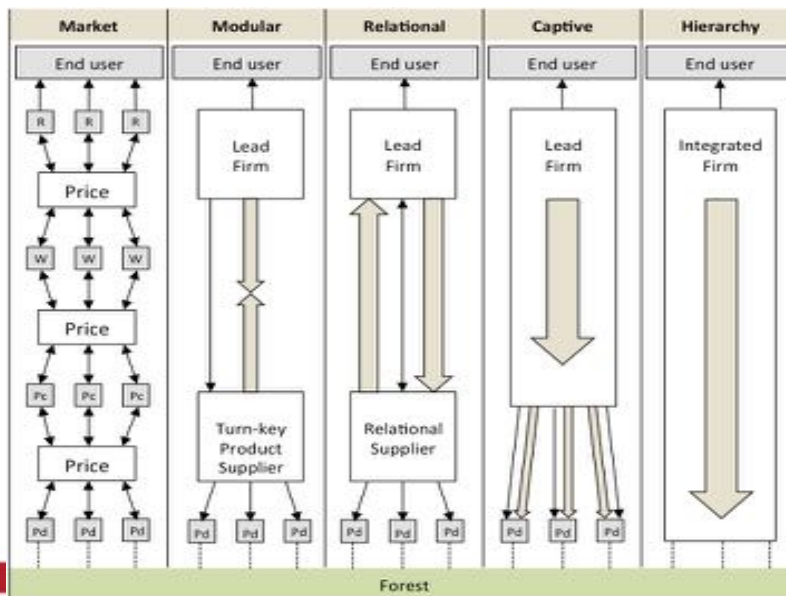
Training
Education
Research of new recipes
Cooking
Restaurant mngmnt

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Networking \leftrightarrow Innovation (EC StarTree project)



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Networking \leftrightarrow Innovation

LA TRAIL DEL FUNGO PORCINO

WELCOME TO TRAIL OF PORCINO MUSHROOM

SEARCH

Search in the web site

name events firm Send

EVENTS

Lunedì 24 Settembre 2007
AUTUNNANDO DI VALLE IN VALLE 6-7 ottobre a Bedonia (PR)

Terroitorio

THE TRAIL

MAP OF THE TRAIL

ITINERARI

TOWNS ALONG THE TRAIL

PARKS

MUSEUMS

TOURIST INFORMATION

FOTOGALLERY

FIRMS

Bed & Breakfast

Casificio / Salumificio / Av. Vini

Farmhouse holidays

Fattoria Didattica

Hotel

Museo / Collezione privata

Ristorante

Sale of local products

Link

Fienno di Borgonaro

Meteo Agnate

Strada del Prosciutto

Emilia Romagna Turismo

Enterprise news

Lunedì 24 Settembre

AUTUNNANDO DI VALLE IN VALLE 6-7 ottobre a Bedonia (PR)

Martedì 28 Agosto

FIERA DEL FUNGO DI BORGONARO IGP

Il fungo porcino di Borgo val di Taro, prodotto

Write your e-mail...

Departamento Territorio e Sistemi Agro-Forestali

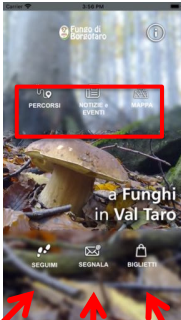
StarTree

Enterprises: 62 (in 2008); > 100 in 2011

- 15 Agritourisms/ Farm businesses
- 12 Hotels/Guest quarters
- 8 Bed&Breakfasts/Inns/Hostels
- 9 Cheese, sausage and wine growing and producing factories
- 2 Didactic farms
- 3 Museums/Private collections
- 30 Restaurants/Porterhouses
- 26 Typical products sellers

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New way to sell the tickets (EC SINCERE project)




Paths
News
Maps

Trace me

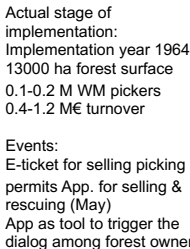
Report

E-ticket



Rescue system

Persone di fiducia




Actual stage of implementation:
Implementation year 1964
3000 ha forest surface
0.1-0.2 M WM pickers
0.4-1.2 ME turnover


Events:
E-ticket for selling picking permits App. for selling & rescuing (May)
App as tool to trigger the dialog among forest owners

Challenges:
New data to increase the wild mushroom production in forest and manage the user in the forests.
Payment evolution: revenues based on the actual use of the single forest


Available for android here:
<https://play.google.com/apps/details/4700275190889108392>
iOS version is forthcoming



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Università del Piemonte Orientale

Networking

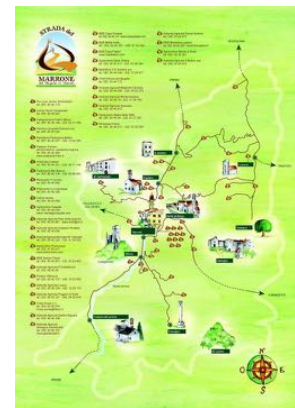


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Road, trail, path... the tools for connecting different economic actors



	Links (Aprile 2012)	Links (Aprile 2016)
Strada del castagno	35.200	577.000
Strada del tartufo	161.000	180.000
Strada del fungo	265.000	431.000
Strada del "porcino"	58.900	98.000
Strada del marrone	78.400	423.000

La Strada del
marrone in
Mugello
(Tuscany)

Fonte: nostra indagine su Google

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E-marketing

News > Cronaca > Il tartufo da 900 grammi a un magnate cinese per 330.000 dollari

La cifra record in beneficenza

Il tartufo da 900 grammi a un magnate cinese per 330.000 dollari



ultimo aggiornamento: 27 novembre, ore 18:42
Roma - (Adnkronos/Ign) - Stanley Ho si porta a casa il tartufo toscano più grande del 2010 e uno molisano da 350 grammi. Ha superato ogni offerta ma l'Italia "si è battuta bene". L'evento all'hotel Cavalieri Hilton in collegamento satellitare con Londra e Macao (FOTO). [Alfista il tartufo più grande dell'anno. Divisi in Parlamento, uniti a tavola. Sui tartufi l'accordo è bipartisan](#)



Tartufo all'asta

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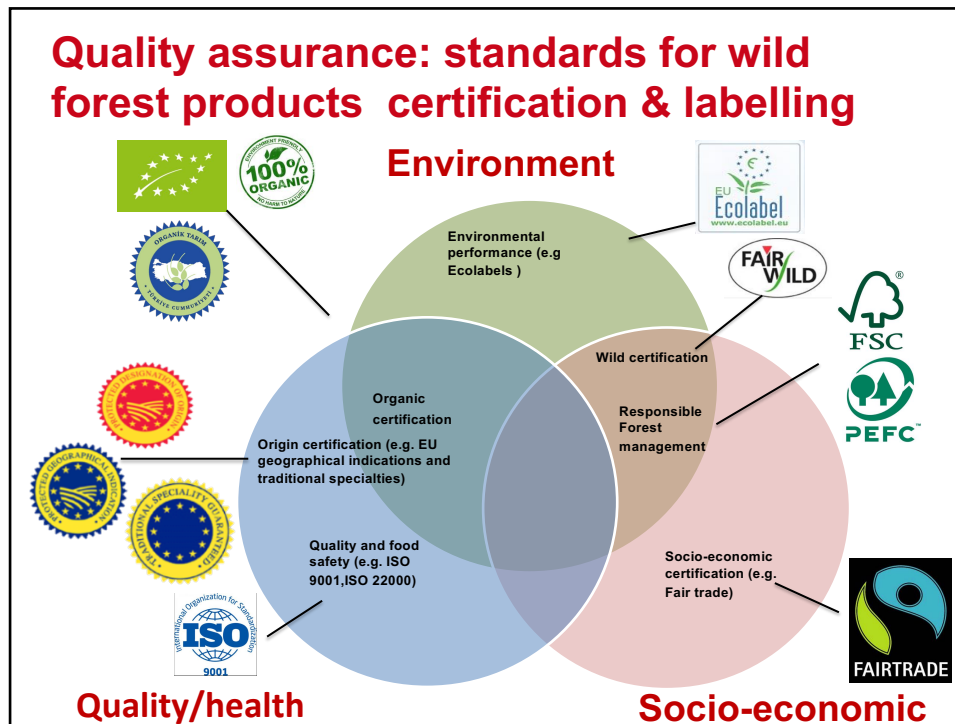
New selling systems

- Direct sales: **"Pick-up your chestnuts"**: selling directly to the consumers the right to collect chestnut for a fixed rate or in relation to the weight of collected fruits
- **"Adopt your own chestnut tree"**: chestnuts picking and organised picnics under the chestnut tree
- **e-business**:
 - B2B: fresh chestnuts, semi-finished products, ...
 - B2C: jams, dried nuts,...

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Total N° of registered products	N° of products made with NWFP
299	29

4 Honey

1 mushroom

13 chestnuts

4 nuts

28

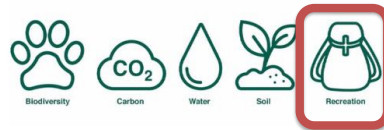
Quality assurance: standards for NWFP certification & labelling



1st standard initiative for NWFP at world level



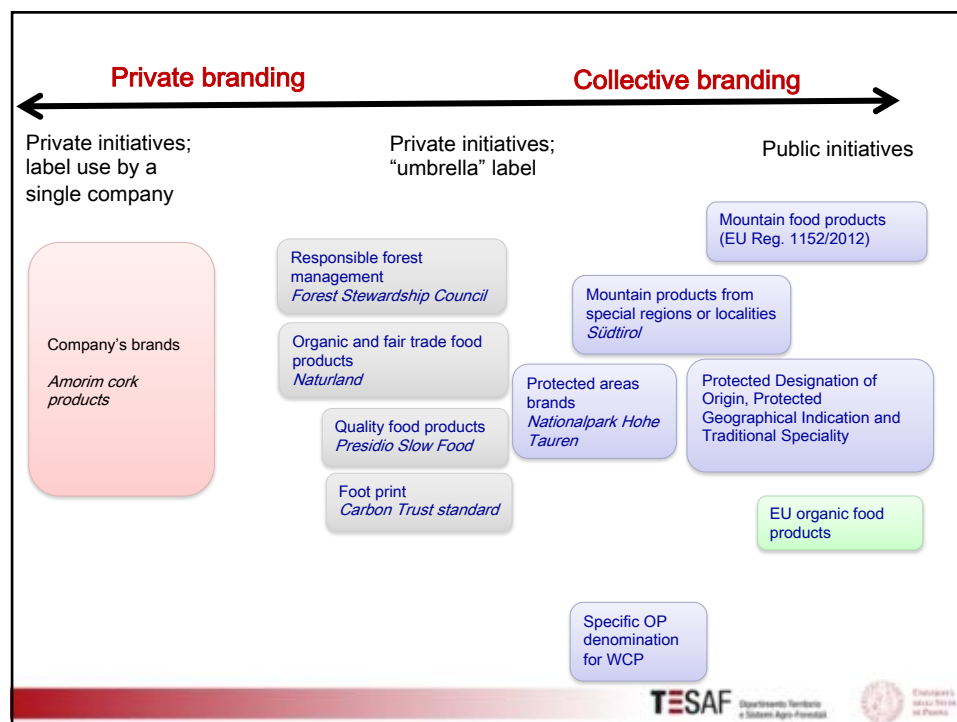
Since 2018 a specific standard for 5 ES



TESAF



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EU Geographical indications and traditional specialties



3 European Union schemes promote and protect names of quality agricultural products and foods

Name	Description	Logo
Protected Designation of Origin - PDO	Covers agricultural products and foodstuffs which are produced, processed and prepared in a given geographical area using recognised know-how	
Protected Geographical Indication - PGI	Covers agricultural products and foodstuffs closely linked to the geographical area. At least one of the stages of production, processing or preparation takes place in the area	
Traditional Speciality Guaranteed - TSG	Highlights traditional character, either in the composition or means of production	

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Ente di Promozione

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Fundamental tool for territorial branding, the visual system.

logo

Both provinces developed a

TRENTINO

SÜDTIROL

"The most desired place to live in Europe"

Values of the brand



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Ente di Promozione

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Standardization: fresh mushrooms class information for gatherers

CLASS I:

M. has to be whole, solid and without worms. Pores has to be white.



CLASS II:

M. has to be whole, solid and wormless. Pores has to be complete and yellowish or yellow.



CLASS III:

M. has to be sliced in half. Pores has to be green. If pores are thick, half of them has to be taken off from their edges. In a rainy day, only the stem of the m. is included in class III.



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Training to pass the exam for the mushroom picking licence



A.M.E.R.

Home Chi siamo Dove siamo Attività sociali Attività scientifiche + Approfondimenti

Corsi

I corsi tenuti dall'A.M.E.R. Onlus. Per le date dei prossimi corsi vedere le notizie in basso.

La nostra associazione organizza presso la nostra sede i seguenti corsi:

- Corso di formazione micologica valido per ottenere il tesserino per la raccolta funghi
- Corso erbe commestibili e velenose
- Corso di preparazione all'esame per la raccolta dei tartufi
- Corso di microscopia pratica
- Corso di micologia avanzato
- Corso sugli alberi e sugli arbusti legati al mondo dei funghi
- Corso per il riconoscimento dei frutti di bosco e del sottobosco

Tutti i corsi saranno effettuati solo al raggiungimento di un minimo di partecipanti, con prenotazione obbligatoria presso la segreteria.


A causa dell'emergenza Covid-19 tutti i corsi si svolgono attualmente in modalità online.

<https://www.ameronlus.it/corsi.php>

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MEDfOR
Mediterranean Forestry and Natural Resources Management

Co-funded by the Erasmus+ Programme of the European Union

MEDfOR Network

List of Institutions that support the MEDfOR Programme.

Full list of international and national institutions representing several segments of the Mediterranean forest and natural resources the program:

1. CIHEAM - Mediterranean Agronomic Institute of Chania, Research Centre, Greece
2. AIFM - Association Internationale Forêts Méditerranéennes, International Association
3. EFIMED - European Forest Institute, International Organization
4. FAO - Food and Agriculture Organization, International Organization

<https://www.medfor.eu/>

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ECOSTAR in a nutshell

- **Project type:** Erasmus+ Knowledge Alliance Project
- **Goal:** Promoting Entrepreneurship in the field of Marketing and Economics of Ecosystems and Biodiversity (MEEB)
- **Outcomes:** Online course and Accelerator
- **Lead partner:** University of Padova, TESAF
- **Partners:** 9 partners from 5 countries (USA, ESP, RO, UK, IT)

11/23/21

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 38 Università di Padova

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Regulations	<i>Stick</i>	
<ul style="list-style-type: none"> • Property right definition • Licenses and permits • Fiscal regime 		
Incentives	<i>Carrot</i>	
<ul style="list-style-type: none"> • R&D • Quality assurance • Networking and Marketing 		
Information management	<i>Semon</i>	
<ul style="list-style-type: none"> • Monitoring • Communication and training 		

The bottom right corner of the slide includes the TESAF logo (Departamento Territorio e Sistema Agro-Forestal) and the logo of the University of Puerto Rico.

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