



The role of agriculture in territorial identity and competitiveness of rural areas
 Case study Italy
 San Vito di Cadore; 3 April, 2011

Italian Alpine forests and rural development

tesaf Davide Pettenella
 LEAF Dept. - Land, Environment, Agriculture and Forestry
 University of Padua - Italy



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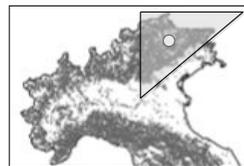
This PP can be downloaded from the web site:
www.tesaf.unipd.it/pettenella

1. Introduction: the Italian Alpine forest context

Forest cover:

- Italy: 10.4 M ha
- Alpine area: 3.2 M ha
- North-east Alpine area: 1.3 M ha

= traditionally the most productive for the softwood segment (75% of the national removals)



Source: 2nd IFNC

A declining wood-value chain

- Italy is the 6th world importer of wood products, the 2nd European one
- Wood industry production moving abroad
- Strong substitution process in the domestic production (panel vs. solid wood; recycled paper vs. virgin fibres) →
- Emerging market for wood biomass
 - 1st world importer of fuelwood
 - 4th world importer of chips and wood wastes

In this context the Belluno province represents the core of the problem

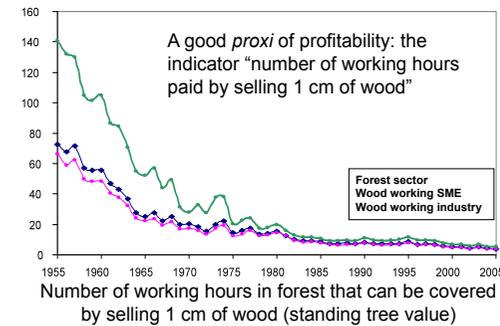
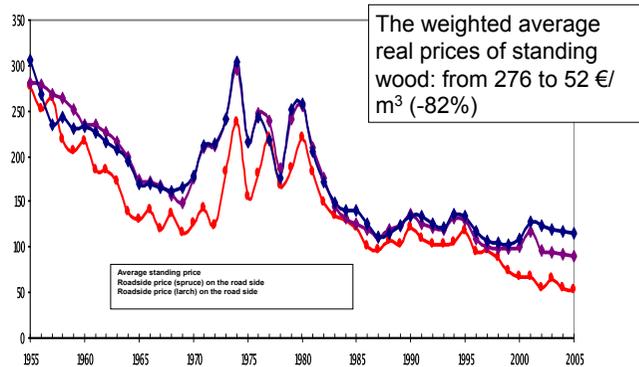
Forest cover (ha) and removals (m³) in the North-East

	Forest cover	%	Industrial wood	Fuel wood	Total	%
Belluno	210,993	17.2%	21,157	57,937	79,094	7.0%
Trento	375,000	30.6%	276,700	149,000	425,700	37.5%
Bolzano	337,000	27.5%	328,000	169,300	497,300	43.9%
Udine	220,739	18.0%	62,178	53,056	115,234	10.2%
Pordenone	81,076	6.6%	8,872	7,570	16,442	1.5%
Totale	1,224,808	100.0%	696,907	436,863	1,133,770	100.0%

Sources: IFNC (2005) for the forest cover; ISTAT for harvesting data

	Removals/forest cover (m ³ /ha)	Fuelwood/Total removals (%)	Industrial wood/sawmill (m ³)
Belluno	0.37	73.3%	572
Trento	1.14	35.0%	2635
Bolzano	1.48	34.0%	4100
Udine	0.52	46.0%	876
Pordenone	0.20	46.0%	986
Totale	0.93	38.5%	2308

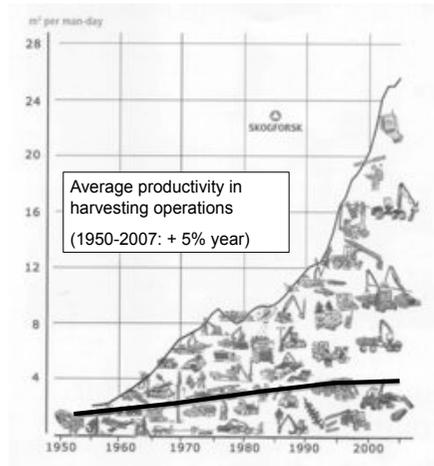
Why?



In 1955 1 cm of wood sold covered the cost of 141 working hours of a forest worker.

In 2005 only 5.3 working hours (-96%).

Innovations in forestry in Sweden



Main challenges

- How to increase the competitiveness of domestic wood supply?
- In a market where wood supply has very low level of profitability, can the forest resources play a role in rural development?

Land fragmentations

Carnia area (Friuli VG Region); average size of the plot 800 m²
In the Cadastral books the owners of XIX century are still recorded!
(source: Sandro Di Bernardo).



2. Strengthening the role of forests in rural development: 3 strategies

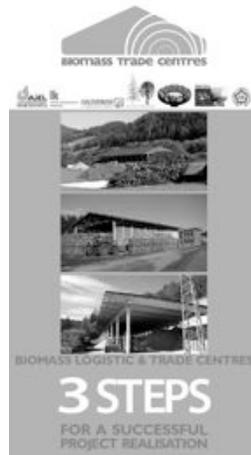
A. Wood products: value-chain approach

Some positive examples of innovative marketing:

- Vertical integration
- New selling systems
- Promotion (← research)
- Landownership reform

Vertical integration

- Biomass trade centres: platforms for the concentration and storage of wood for energy
- Energy services companies (ESCO): from selling the wood standing to selling the heating services



New selling systems

- 5-years sale contract for different plots (instead of the traditional small annual sales)

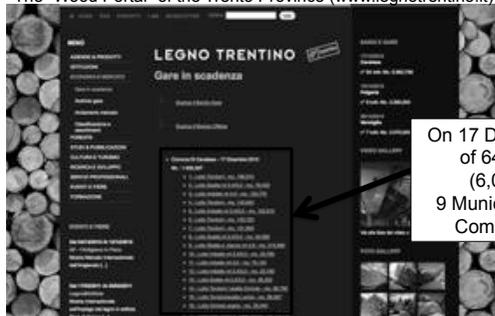


<http://www.assidelcansiglio.it>

Auctions of timber organization

- Large sales, promoted through Internet, by various forest owners

The "Wood Portal" of the Trento Province (www.legnotrentino.it)



On 17 Dec an auction of 64 log stocks (6,000 m³) by 9 Municipalities and Community forests

Promotion

- Abruzzi earthquake → need to re-build quickly new residential areas → wood houses ← PPP
- SOFIE Project (www.progettotosofie.it)



Promotion: certification and Labelling

Forest Stewardship Council (FSC): the 1st forest enterprise in the Alps

Programme for the Endorsement of forest Certification (PEFC): much spread in the North-East



Not only wood: *Pinus mugo* aromatic essence PEFC certified (PEFC 2006)



2. Strengthening the role of forests in rural development: 3 strategies

B. NWFP&S “commoditization”

i.e. a change from a public good to a club or private good
 → creation of sources of income for the provider of forest products and services

Landownership reform

- In Veneto Region a recent law allows the reconstructions of “Regole” (forest and pasture land owner by the local inhabitants) → transformation of Municipal properties in common property
- ± 30 Regole existing nowadays

But...

- No more Forest Consortia among public forest owners
- Very few associations of forest owners

Mushrooms and truffles



Aromatic and medicinal herbs

Aerial paths for nature observation and environmental education



www.jungleadventure.it / www.sellaneveaparco.it

Forest Adventure Parks: 55 in Italy in few years



Forest sports:

- Mountain biking
- Horse and mule riding
- Orienteering
- Survival camps
- Archery
- Trial
- Skyrunning
- Tree climbing

.....

Prestazioni

- Briefing iniziale
- Corso di sopravvivenza di due giorni nel bosco
- Escursioni lungo il percorso
- Kit pronto di emergenza
- Pomeriggio in silenzio

Corso di sopravvivenza
- Nordica

Descrizione

Un'attività di due giorni di avventura all'aria aperta e avvincente la veste di un'esperienza di sopravvivenza nel bosco.

Guida esperta e accompagnamento a fioritura per illustrare le regole essenziali di sopravvivenza come: ricerca ed orientamento, costruzione un rifugio di emergenza, accendere un fuoco, cercare e raccogliere in base di prodotti. Insieme alla guida vivono 2 giorni indimenticabili trascorrendo come si comportano i nostri lontani antenati per sopravvivere nel bosco e sfuggire ai pericoli.

Durante questi due giorni imparerete a vivere lontano da ogni comodità quotidiana e metterete alla prova voi stessi, superando i maggiori ostacoli, affrontando diverse prove che vi faranno riscoprire la natura e godere a pieno quello che offre.

La guida vi accompagnerà lungo un percorso, Avrete il guida vi proporranno una serie di esercizi per imparare a sopravvivere in un bosco. Ovviamente non sarà previsto nessun premio al capo, sarà solo a procurarsi il cibo. Per una notte non dormite al letto nel vostro letto, ma al cielo in un bosco e dormire avvincente e svegliare con il fruscio degli alberi e tutti i suoni del bosco.

Forest services and tracks for disables people

Sentiero natura Zannes



Il sentiero natura di Zannes si trova alla fine della Val di Funes, una delle più belle valli dolomitiche ai piedi della maestosa catena delle Ode. Il sentiero è stato realizzato dall'Azienda Provinciale Foreste e Demanio, ed è il primo sentiero naturalistico dell'Alto Adige attrezzato per persone disabili.

Primo sentiero naturalistico percorribile su sedia a rotelle

Il sentiero comincia dal parcheggio di malga Zannes, dove sono disponibili parcheggi riservati ai disabili, toilette attrezzate per disabili e un tabellone informativo. Il sentiero attraversa il prato Plus e un ponte di legno di nuova costruzione, costeggia Kalkhofen e la casa forestale fino al recinto degli animali, in cui si trovano caproni, cervi e daini e ritorna nuovamente al parcheggio di Zannes.

Stazioni in scrittura Braille

Nell'itinerario di tre chilometri rientrano prati coltivati dagli agricoltori, boschi intatti, pascoli fioriti ai piedi delle imponenti cime dolomitiche. I 24 punti di sosta sono dotati di tabelle che informano sulla games e sulle peculiarità naturalistiche della zona, in parte modificata dall'uomo; in alcune "stazioni" le notizie sono anche in scrittura Braille per non vedenti. I nomi delle pascole lasciano immaginare che cosa vi si da scoprire: "Montagne da toccare" e "Auditorio della natura" sono solo due degli esempi. Le stazioni forniscono però anche informazioni, dati e che sulla flora, fauna e cultura paesaggistica di Funes.

<http://www.provincia.bz.it/foreste/azienda-provinciale/funes.asp>



Forest concerts



www.isuonidelledolomiti.it



Forest art exhibitions

Arte Sella
www.artesella.it
 > 100,000 visitors/yr



Forest therapy

<http://www.selviturismo.com>



Forest schools and kindergarten

Povo (TN)
www.asilonelbosco.it

Tree houses and tree-hotels



La Suite sulla Quercia (Bolsena Lake).

E-marketing

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

La offre record in beneficenza

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



ultimo aggiornamento: 27 novembre, ore 18:42
Roma - (Adrikrono/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). All'asta il tartufo più grande dell'anno. Divisi. In Parlamento, uniti a tavola. Sul tartufo l'accordo è bipartisan

condividi

Voluntary market for carbon offset investments

Important initiative (Carbomark) by the Veneto and Friuli VG Regions

"To sell C offset credits from Italian forest is like to sell the Trevi fountain" to a stupid tourist (E.Pompet – CFS – 31.1.2011)

<http://www.lifegate.it>

<http://www.azzeroco2.it>

2. Strengthening the role of forests in rural development: 3 strategies

C. Networking

NWFPs as a component of a **larger network** based on the concept of "territory" (French "*territoire*") → "territorial marketing"

Two important functions of NWFPs

- a sort of brand (*genus loci* of a local community: its competitive advantage)
- an instrument to connect people and activities ...



Imago product:
PGI Borgotaro
Boletus

Enterprises: 62 (in 2008)

- 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

Törggelen holidays in South Tyrol: B&B in Sept-Oct; target: retired German speaking people):

- marron picking → roasted +
- walnuts +
- vino novello +
- speck

Autumn - "Törggelen" time

Autumn walks with friends and calling in at mountain farmhouses or here for refreshment - called "Törggelen" - is a favorite traditional activity in South Tyrol. The "Mare" (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 (bacon), cold smoked baccan, home made sausage with Sausenbrot 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 information on mountain restaurants offering snacks and new wine, mountain villages and cable cars.

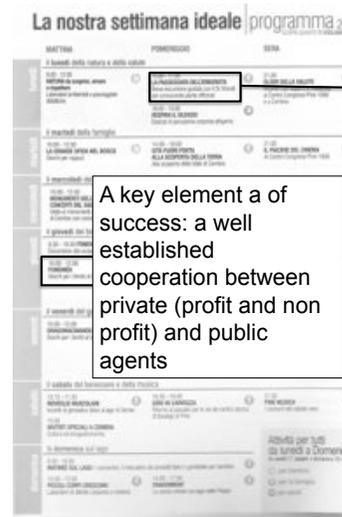
http://www.wanderhoteleuropa.com/it/wandern/angebot_05.html

Chestnut: networking

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



Google search		hits
Strada della castagna	Chestnut road	35,200
Strada del tartufo	Truffle road	361,000
Strada del fungo	Mushroom road	265,000
Strada del porcino	Porcino road	58,900
Strada del marrone	Marron road	78,400



A key element of success: a well established cooperation between private (profit and non profit) and public agents

- A walk in the forest with an herbalist
- Nordic walking in the forest
- A play in the forest with the mushrooms
- A **systemic approach**: large unique events + weekly events
 - morning/afternoon/night
 - with/without payment
 - different clients (children, adults, retired person, ...)

3. Conclusions

A proper relationship between **State and private** sector:

"The State when it is needed, The market whenever possible" (G.Tremonti)

Two components of the most advanced form of networks:

- **A (contractual) coordination** among economic agents for the supply of products and services to increase profit and/or stability (a market share)

- **A mutual trust:**

← input = **social capital**

→ output = not only market products are supplied but also "**relational goods**"

For successful marketing in marginal economic areas and with seasonal activities, a key factor is mutual trust and cooperation

