

NWFP Innovation Case study

Cairn O 'Mohr Wines



Multipurpose trees and non-wood forest products, a challenge and opportunity

www.star-tree.eu

This project has received funding
from the European Union's Seventh
Programme for research, technological
development and demonstration
under grant agreement No 311919



Startree context

- WP5 - “Innovation systems and processes” in the NWFP sector
- Wanted to analyse innovation processes on a project/enterprise level
- In-depth case studies of rural enterprises carried out in four countries and informed paper: *The Practice of Entrepreneurship: Support for Innovation on private forest land*** (Ludvig, Alice et al, 2015)





Why Cairn O'Mohr?

Successful unique SME that utilises NWFP

Long running and well established

Knowledgable about changing markets, raw material source, areas of external support and conflict



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Summary of findings from Scottish Case study

- Very little formal external support exists for NWFP SMEs
- Informal support crucial for success of business
- Establishment of good relations with landowners important
- Extra income generated by subsidiary aspects of business.
- Increase in public awareness and rising interest in NWFPs by consumers over last few years
- Sense of humour and strong identity essential!



Summary of findings from cross-country paper

- The typical enterprises and start-ups which emerge in this sector tend to be small-scale and family owned.
- Forms of support range from monetary support and consultation of effective support organisations to personal non-monetary exchange-relationships
- The innovative products all have been developed within their contexts and are (locally-culturally) appreciated in parts

