



# Regional Stakeholder Group

Third RSG meeting, 15 April 2016



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

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# Themes from StarTree research



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# Embedded & artisan vs bulk products:

- \* small scale
- \* value is created
- \* same across Europe



# Some marketing stories

## 1 Honey - “raw”, “sustainable”, local, bulk...



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# Some marketing stories

## 2 Local venison - remote community?



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# Some marketing stories

## 3 Mushrooms - still keeping a low profile



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# Some marketing stories

## 4 Scaling up

### \* Cheap labour:

Latvian baskets, Scottish honey farm, Malaysian pickers, Italians proposing tax breaks

### \* Pressure on resources

conflict down south, Imported bees, unreliable supplies



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# Foraging to farming - another way of scaling up

- \* Catalanian truffles
- \* Scottish raspberries
- \* Scottish elderberries (English elderflowers)
- \* hogweed!
- \* domestic scale: nettle patches and forest gardens
- \* colourful edges and throwing in a handful of wild garlic bulbs
- \* final destination? scorched-earth truffle plantations, prophylactically sprayed willow plantations, wildflowers banished from commercial orchards, Perthshire covered in plastic – or working with the wild?



# Sustainable harvesting

- \* within StarTree, championed by Wales and Scotland
- \* some of the best knowledge comes from foragers
- \* - but conservationists have knowledge to add (*the needs of gnats...*)
- \* species by species, product by product
- \* codes of conduct are tricky!
- \* people protect what they value? - or tragedy of the commons?
- \* *Europe is largest import market for NWFPs (except for cork, chestnuts & truffles)*



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# “NWFP is a non sector”

- \* **“...it is fragmented.** There is no common lobby. So support structures are basically not there.”
- \* “...you can learn a lot from fish. Italian mushroom quotas were copied from fish ones.”
- \* “you need to unify people, not products. e.g. the landowners join together, or the pickers join together”
- \* “why study NWFPs?” “because it's the only way to provide money for rural populations, people who go into the forests”
- \* “products from the living forest - a living ecosystem with trees involved”
- \* “Wild Forest Products Fair” in Wales, “Wild Forest Products in Europe” in Barcelona



# “NWFP is a non sector”

## Cairn o' Mohr ingredients



# “NWFP is a non sector”

## Cairn o' Mohr wild & woodland ingredients



■ Wild – elderberry, elderflower ■ Tree product – oak leaf, apple



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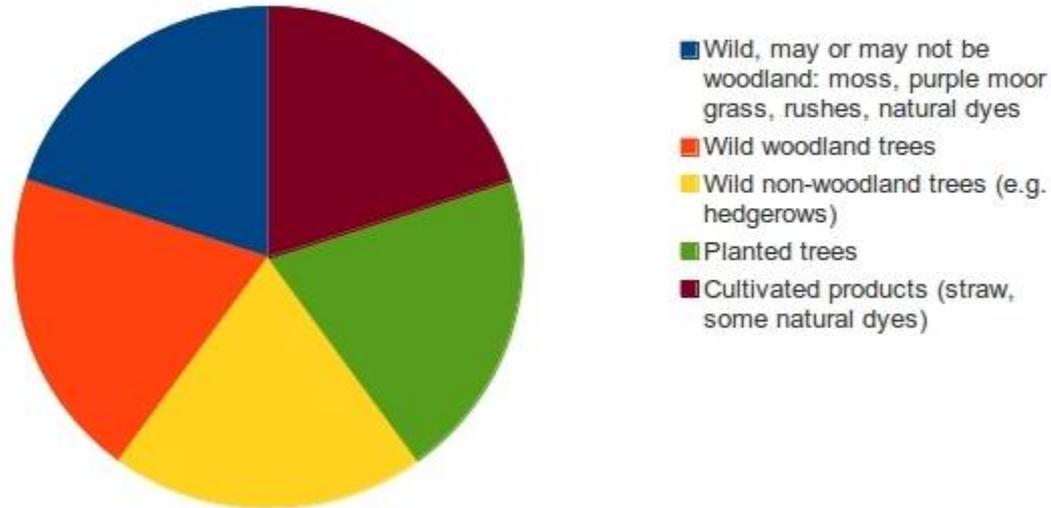
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# “NWFP is a non sector”

## West Moss-side materials

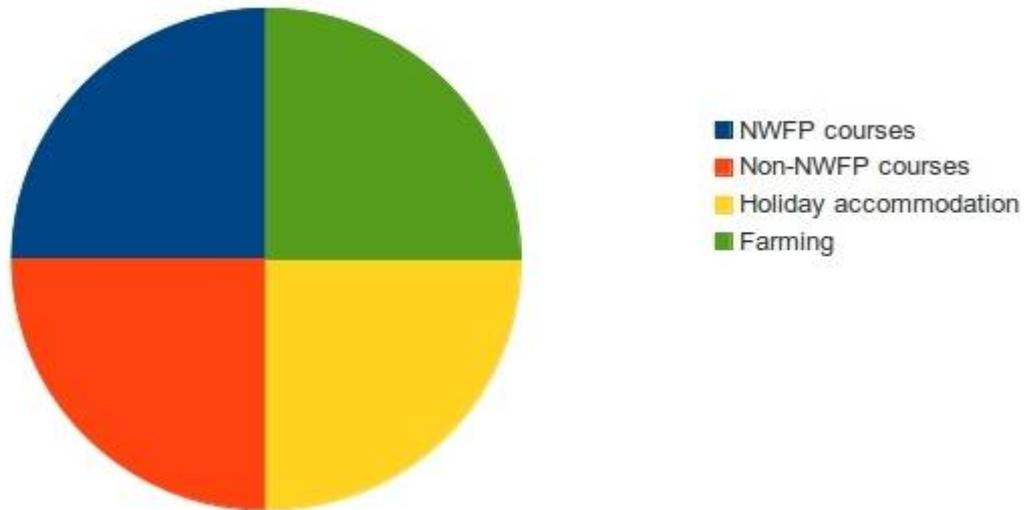
farmland, moorland, hedgerows, woods; wild and cultivated



# “NWFP is a non sector”

West Moss-side business model

NWFP = part of the offering, part of the appeal, part of the motivation



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# The definitions don't work...

- \* Non-Timber Forest Products
- \* Non-Wood Forest Products
- \* Wild Harvests
- \* Alternative Forestry
- \* Foraging
- \* Wild Forest Products



**...but vision & Action does!**



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## 3rd Regional Stakeholder Group meeting



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