



4th Regional Stakeholder Group meeting



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

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An idea from Norway...

This presentation was inspired by a presentation at the recent **Wild Forest Products Conference** in Barcelona.

The following two slides contain the abstract for that presentation.

See the StarTree website for more about the conference:
<http://star-tree.eu/final-conference-2016>

Including the complete book of abstracts:
[http://star-tree.eu/images/conference/Wild%20forest%20product
s%20in%20Europe%20book%20of%20abstracts%2010102016.pdf](http://star-tree.eu/images/conference/Wild%20forest%20products%20in%20Europe%20book%20of%20abstracts%2010102016.pdf)



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Meat me on the corner. 'Game' theory redressed in cyber clothing

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Wild game harvesting has long traditions in Norway and is still an important element in rural livelihood and culture. Further a significant amount of meat, from more than 200 000 large carcasses, enter into the local food chains. Almost nothing exits, though, from the local level and into retail or restaurant business. Norway has a fairly well functioning market for distribution and sale of wild fish, and to some extent for products like cured wild meat, but none at all for fresh/frozen wild game.

A demand for such products exist, also outside of the hunting areas in rural Norway, but there are no pathways connecting meat to urban customers. Partly due to lacking traditions, poor logistics and to strict hygienic and safety measures from the Meat Control.

The world has seen an influx of smart apps aiming to connect producers/providers and clients/users. 'Über' and 'AirBnB' are two examples of such tools, using GPS and the potential of smart technologies overcome logistic challenges and establish direct contact between 'the most relevant actors'.



A multi and mixed methods strategy will be used, with the use of document studies, interviews and observation in a setting of dialogue meetings and development workshops

This paper aims to advocate the use of novel smart-phone/app technology. Developing share-based apps for wild food/wild products can be viewed as a modernization of traditional share-based cultures that still are alive in local hunting cultures. Thus a project such as this may show interesting pathways to integrate traditional customs with modern-day urbanity – as such a tool to improve linkages between the rural and the urban livelihoods

Secondary aims are to develop practical approaches for enabling apps to be viable and acceptable for both providers and customers, with a special focus on providing for the professional customer (restaurants and meat-shops).

Further, it is well known that the success of an app does not rely solemnly on its technical qualities alone. Less tangible factors also tend to dominate – like perceived usability, market penetration rate, links to, and piggybacking on parallel needs/demands and existing activities.

The paper will present results from the development period, with a focus on how the dialogue between the providers, the customers and the development capacities have been structured and carried out.



An idea for Scotland...

In Norway:

Meat is legally required to be certified

- *The app includes a 'cyber gateway' which must be crossed before accessing markets*

In Scotland:

There is a need for traceability of wild food – public health concerns

- *'Cyber gateway' could require proof of training/qualification of picker*

There is a legal requirement to get the landowner's permission before harvesting wild food for sale

- *'Cyber gateway' could require information about the area in which food was picked*

Pickers are protective of their picking areas, and may have legitimate reasons for not having asked the landowner (e.g. landowner cannot be identified/found)

- *There is potential for data to be anonymised or aggregated*

Landowners have a right to know about commercial picking on their land, and an interest in knowing how much wild food is harvested from their land

- *There could be a system for enabling communication between landowners and individual pickers – if both parties agree*

- *Data could be made available about the food sold from each area*

In both countries

Many people are more interested in hunting or gathering than in marketing!



Potential outcomes:

Johan Barstad is open to suggestions for the proposed app being developed for different uses in different countries.

At best, this idea could facilitate contact between responsible, occasional pickers of wild food and the local food supply chain.

It could also facilitate communication between the pickers and landowners in a very direct and practical way. In many cases the landowner might decide that the value of food gathered from their land is so low that they have little or no interest in the activity - whilst at the same time feeling more at ease with it due to being given information about it.

At best, this would facilitate the development of a cooperative and respectful wild harvesting culture.

However, there are also many potential problems and issues!

Is this idea worth investigating?



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Thank you!



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