

# BELLOTA Y RAÍZ

Álvaro León López  
Alejandro Jiménez Valdés

Innovative businesses and entrepreneurship for non-wood forest products: opportunities for the rural economy

28 February 2020

Coordinator



Partners

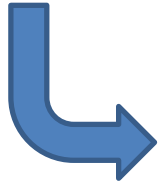


## WHO ARE WE?



## BACKGROUND

Environmental care



Environmental education



Products designing



Brainstorming



*Bellota y Raíz*

# OUR DEHESA – THE ACORN



## PROBLEMS DETECTED

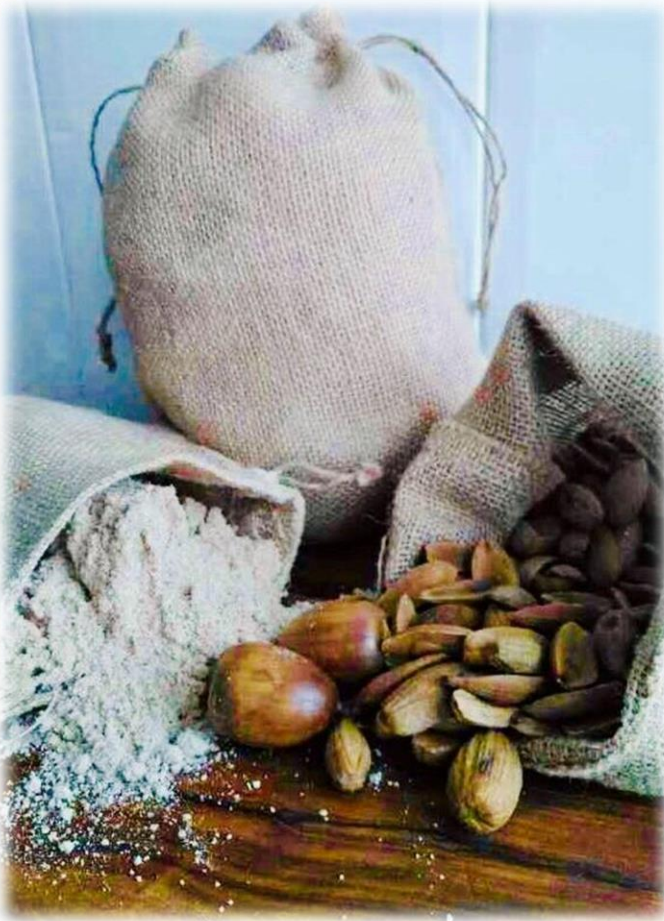


## OUR JOB

- Low impact food
- New attractive flavours
- Innovation and tradition



# HOW



## STATE OF THE ART

- Unexplored world
- Some other projects
- Biggest challenge: Create market  
Regulation



Decisions  
Investments



Recovering  
Growing



Profits  
Innovation



2021

2025

2026→

# THANK YOU FOR YOUR ATTENTION



*Bellota y Raíz*

Alvaro León y Alejandro Jiménez

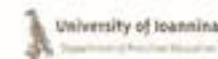
[bellotayraiz@gmail.com](mailto:bellotayraiz@gmail.com)

+34 650106246

Coordinator



Partners



INCREDIBLE receives funding from the European Commission's H2020 programme through the RUR-10-2016-2017 call, Thematic Networks compiling knowledge ready for practice

[www.incredibleforest.net](http://www.incredibleforest.net)