



## Forest Goods Growing

**A different way to imagine a forest  
What if the solution came from the South?**

Stéphane PERSON

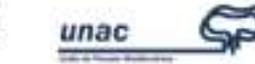
Innovative businesses and entrepreneurship for non-wood forest products: opportunities for the rural economy

28 February 2020

Coordinator



Partners

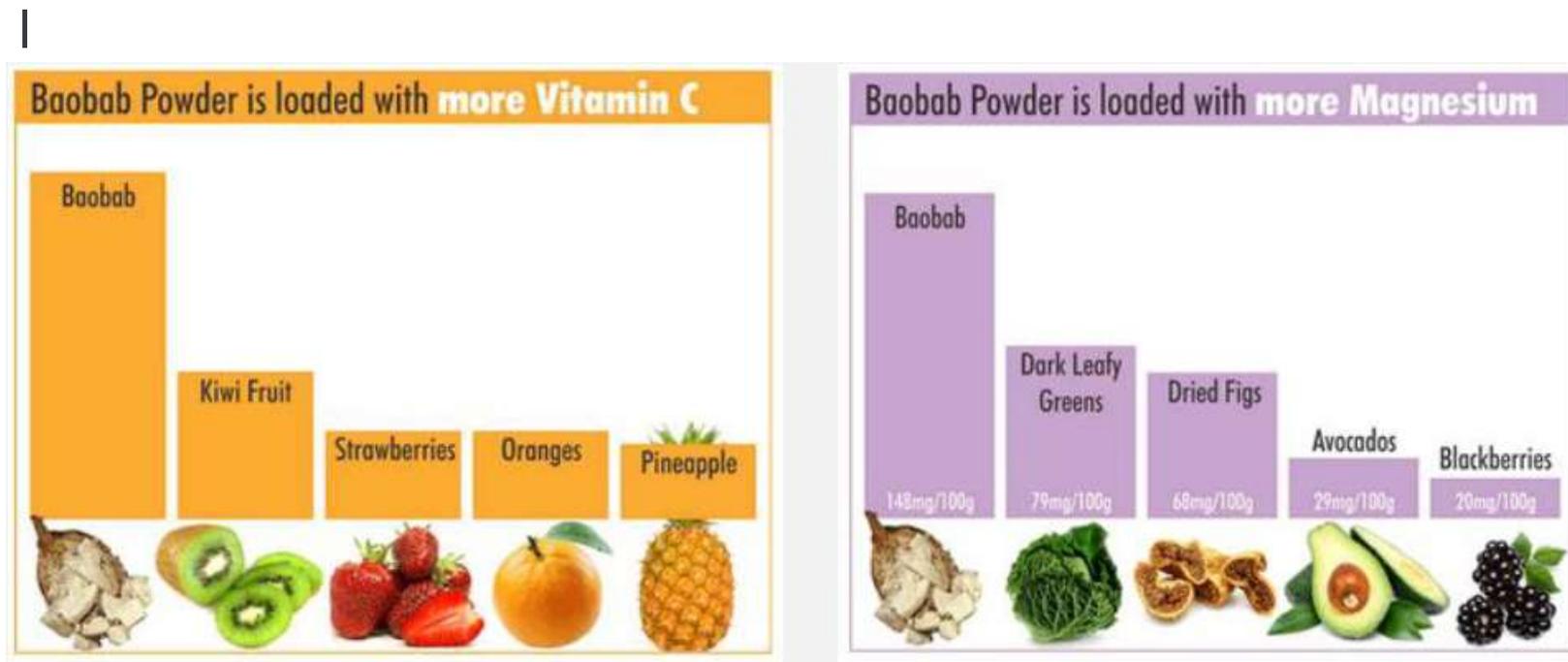


## Overview

- A **long experience** in rural forestry in southern countries and tropical areas
- Consultancy for individual roles within a co-operative
- Addressing gaps to build and develop sustainability with forest resources
- **Provide solutions**, accompany, develop, consult and propose new methodologies in the first steps in the value chain.
- Various contracts with **NGO's**, foundations, municipalities, town planners with a dominant focus on established value chains e.g with baobab, shea butter etc
- Contract timeline would depend on projects - generally my consultancy missions vary depending on project timeline weeks to months.
- Follow up projects are not essential but preferable

## Overview

- The remunerative and promising market of **superfruits** : the example of baobab pulp



## Overview

- The remunerative and promising **market of superfruits** : the example of baobab pulp  
“the global baobab market is projected to reach USD 3.75 billion by 2024 (Market Research Future, 2019).



## Overview

- A local mediterranean superfruit : the strawberry tree (*Arbutus unedo*) :



## Overview

- A local **mediterranean superfruit** : the strawberry tree (*Arbutus unedo*) :
- A great richness in **vitamins C** and E, polyphenols, antioxidants, potassium, and zinc.
- An **abundant resource** with monospecific stands, near Montpellier (Boissière valley) called locally “arboussas”
- A **resilient specie** with a good resistance to drought (heat wave in June 2019).
- An **ability to coppicing**: possible to imagine a rejuvenation of current stands at a lower cost by clear cutting and coppicing
- Recent initiatives of **innovative process** of the fruit (compote, beer) confirmed the commercial potential of arbutus-based products.

## Background

- **Agronomist** specialized in rural forestry and agroforestry
- Twenty years of experience in the field of **rural development** and **natural resource management**
- Convinced that the valorization of NWFP could be a real **opportunity** to fight against deforestation and poverty giving more value to the growing forest
- **Consultancy and training** : project evaluation, technical advice, strengthening producers groups
- Experience and skills on “rural” **entrepreneurs monitoring** and supporting (“sponsorship”)



## Gaps addressed

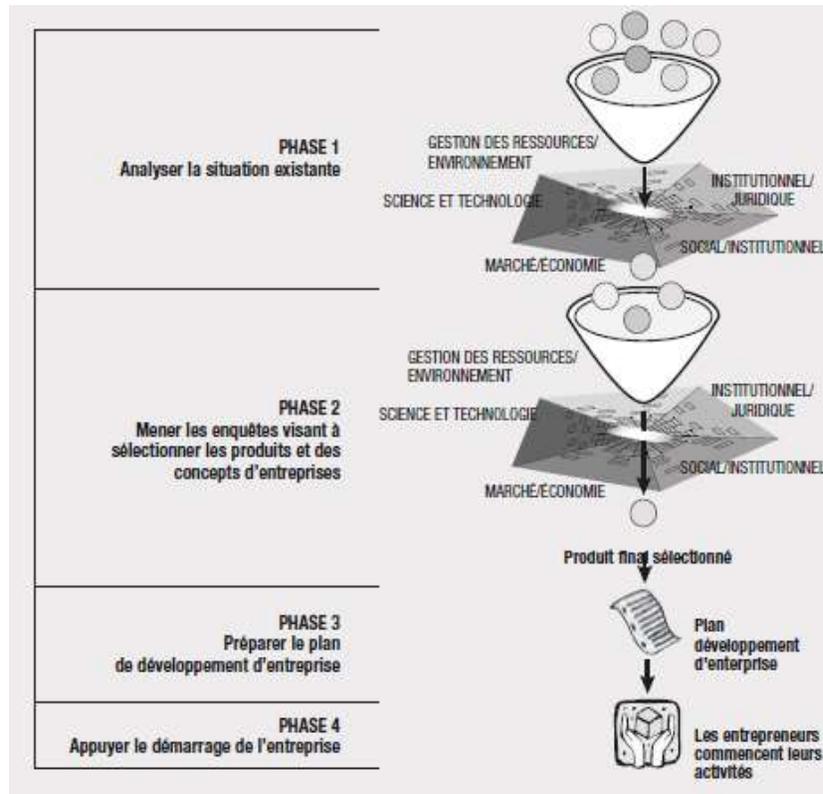
- Propose more **remunerative** and **sustainable management** of the Mediterranean forest to private and public owners (biomass energy)
- Ensure a **sustainable supply** of products quality and quantity for the niche markets (superfood,...)
- Develop the **local economy** and promote the creation of jobs, businesses/entrepreneurship in rural areas (harvesters, processors, other activities connected..)

## Solution proposed

- **Adapt** efficient **tools** and **approachs** used/inspired by in tropical areas for the “northern” context may be more adapted (context and means often limited) for specific targeted actors
- 1) Adapted guidelines for **small rural entrepreneurs** (means and funds limited), pragmatic approach to build step by step his business
- 2) Find “**low tech**” solutions more adapted for the targeted actors through workshop and collaborative events (l’atelier paysan)
- 3) Design a **sustainable forest managment** for private owners/municipalities valorizing a **large range** of products but focused on one **promising specie**

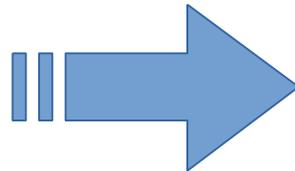
## Solution proposed

1) Adapted **monitoring tools** for small rural entrepreneurs : MA&D approach focused on NWTP business / Business project support contract (CAPE)



## Solution proposed

2) Implement “low tech” and collaborative technical solutions



## Solution proposed

3) Design a **sustainable forest management** valorizing a large range of products but focused on one promising specie



## Conclusion

- An **emergency** to change the way to manage forest regarding the consequences of climate change (forest fires)
- **Immense needs** and the resource still largely under-exploited
- Significant **progress** have to be made in terms of methodologies/**approach**



# Thanks for your attention

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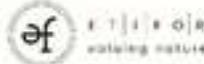
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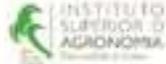


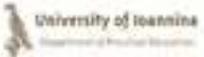
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