



EMILIA-ROMAGNA

TERRITORIAL MARKETING

A TRADEMARK FOR WILD BILBERRIES

HOW TO INTEGRATE WILD PRODUCTS IN THE GASTRONOMY OF THE EMILIA-ROMAGNA REGION (ITALY)

1. Emilia-Romagna region (Italy) is well known for several products of **gastronomic excellence with European origin labels**, such as parmesan cheese, processed meat and balsamic vinegar. Yet many other local food supply chains could have better visibility in the gastronomy of the region.



2. The label "**Traditions and Flavours of Modena**", supported and promoted by the Modena Chamber of Commerce, aims to **promote local niche products**. The label includes wild mountain bilberries and other products, such as chestnuts and potatoes harvested in the Modena territory. **Trademarked products are integrated with the gastronomic offer** of local EU-labelled products, taking advantage of their international visibility and recognised quality.

3. Figures for 2018 are encouraging for the wild-labelled bilberries sector. **9 enterprises** (mainly focusing on transformation) currently utilise the label promoted by the local chamber of commerce. **141 pickers' licenses** were released for professional harvesting **320 tons of wild bilberries** harvested and traded by pickers can use the trademark.

INTEGRATING TOURISM AND GASTRONOMY: TOP TIPS FOR SUCCESS!



NICHE PRODUCTS

Promoting local niche gastronomy products of the Modena Apennines, including partnerships with well-known EU-labelled products, is essential for attracting tourists who consume *in situ*.



TRADEMARK

The trademark "Traditions and Flavours of Modena" guarantees that the products comply with strict standards and procedures. A common territorial label, covering several products, is more efficient than single product labels.



LOCAL ECONOMY

Thanks to the trademark, income possibilities also emerged in marginal areas. The labelled products create new business opportunities in the first step of the value chain.

A territorial label increases consumer awareness of the origin and quality of local gastronomy. Thanks to the trademark, local products connected to the territory emerge as a market specialty, creating new income opportunities and contributing to the growth of the region's tourism gastronomy portfolio.

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