



EMILIA-ROMAGNA

TERRITORIAL MARKETING

FUNGO DI BORGOTARO: THE FIRST WILD MUSHROOM PROTECTED GEOGRAPHICAL ORIGIN TRADEMARK IN EUROPE

HOW MUSHROOM BECAME THE MAIN ECONOMIC DRIVER OF AN ITALIAN VALLEY

1. In the Taro Valley (Emilia-Romagna region, Italy), Consorzio Comunalie Parmensi (CCP) is a **public entity** managing more than 13,000 hectares of forest. Due to local traditions relating to mushrooms, public **forest owners developed a management strategy to enhance the wild mushroom productivity** of the forest to benefit the local economy.



2. In 1996, the Borgotaro Mushroom was awarded PGI (Protected Geographical Indication) status. CCP **integrated this trademark into the valley's territorial marketing strategy** in order to attract a new type of consumer who harvests forest mushrooms for recreation. With mushroom tourism increasing rapidly, local forest managers have placed mushroom production as a main objective, **applying myco-silviculture techniques**.

3. **Annual revenues** from commercialisation of recreational wild mushroom **picking permits** range between **0.5 and 1.2 M €**, while the wild mushroom supply chain can generate additional annual revenues of around 0.5 M€ of added value. Commercialising products and services can **double revenues for the forest owner**, who can invest in wild mushroom productivity through new myco-silviculture techniques and in public institutions such as schools and hospitals.

INTEGRATING TOURISM AND GASTRONOMY: TOP TIPS FOR SUCCESS!



WEBSITE

Innovative online features, such as updated information on mushroom growing rates in the forest and collection areas, attract users to the website.



SIGNPOSTS

Signs guide pickers and tourists to where they can find local mushrooms, such as shops, accommodation and restaurants.



FINANCIAL MECHANISMS

Revenue from picking permits is reinvested into myco-silviculture and in maintaining public facilities such as schools and hospitals.

In the Taro Valley, revenue from NWFPs exceeds that collected from timber. Mushrooms are so relevant for the local economy that most public properties managed by local consortia follow a myco-silviculture approach, and mushrooms have become the backbone of the territorial marketing strategy.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774632

Learn more about innovation on NWFPs
www.incredibleforest.net



Coordinator



Partners

