



PIEDMONT

TERRITORIAL MARKETING

SAVE THE TRUFFLE: PRESERVING NATURAL TRUFFLE ECOSYSTEMS

GUIDED TOURS TO PROMOTE TRUFFLE CULTURE AND RESTORE THEIR ECOSYSTEMS.

1. The city of Alba, in Piedmont region (Italy), and the surrounding area of Langhe and Roero are well known for wines, hazelnuts and some local gastronomic specialties, such as white truffle. Over the past 25 years, increased wine production has led to a **reduction in truffle forests of almost 30%.**



2. "Save the Truffle" is a for-profit private company which aims to restore and preserve natural truffle ecosystems. The company offers **walks into the forest to hunt for wild truffles** and presents an alternative value chain, not based entirely on final product sales. Part of the revenue is invested in **education activities** in local schools and in **preserving truffle forests.**

3. Since 2015, thanks to truffle tourism, "Save the Truffle" has planted around 400 trees, cleaned around 5 hectares of truffle forest and saved around 3 hectares of forest. Almost 600 schoolchildren and 8 truffle hunter associations (about 500 total members) have been involved in **educational activities.** These activities have strengthened relations with local administrations and **converted old traditions into current techniques to manage the forest.**

INTEGRATING TOURISM AND GASTRONOMY: TOP TIPS FOR SUCCESS!



INTERNATIONAL TARGET

"Save the Truffle" gains global visibility through smart use of modern tools (eg. crowdfunding) and subsequent interest from national and international press.



GUIDED TOURS

The company offers customised private experiences suiting consumer needs and expectations. Flexibility is one of the key features of their tours.



BRANDING & MERCHANDISING

An appealing brand and logo are essential to be attractive on the market. Apart from guided tours, another source of income is merchandising, such as t-shirts or bags.

Only active forest management can enhance and sustain wild truffle production. Forest managers should not only seek sustainable forest practices but also financial sustainability to maintain active forest management.

Private companies based on tourism can contribute to safeguarding natural truffle ecosystems.



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