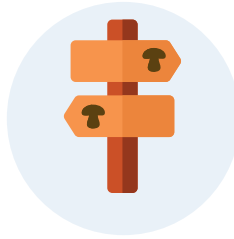


INTEGRATING NWFPs IN TERRITORIAL MARKETING STRATEGIES: TOP 10 TIPS

1. Connect to the territory

The value of NWFPs can increase if they are connected to the territory where they are grown and produced.



2. Benefit the local economy

Local restaurants and accommodation facilities add value by using local, certified products, enhancing the local economy.

3. Highlight NWFP attractiveness

The attractiveness of NWFPs can raise the value of a product beyond price alone, so focus on their unique qualities.



4. Invest in design

An appealing brand and logo are essential for market success, while merchandising, such as t-shirts and bags, can be an additional source of income for the company.

5. Use labels of origin and quality

Promote your niche products with labels of origin and quality but also connect them with well-known international standards, such as organic or wild, to increase credibility and recognition.



6. Make the trademark work for you

Include product controls and procedures in your trademark policy document so that the trademark guarantees quality.

7. Get local businesses on board

Labels are a powerful tool, but they need to be established in conjunction with strong partnerships with market operators and retailers.



8. Embed products with services

Businesses for products and services should work together to multiply value as part of a coherent tourist offer.

9. Create tourist opportunities

Integrating NWFPs in a territorial marketing strategy can contribute to an increase in the tourist portfolio of a destination, so make sure NWFPs are on the tourist map.



10. Get back to nature

Experiential tourism based on certified products, such as tours and harvesting activities, attracts people looking to get back to nature, who are more inclined to buy your local wild product.