

## Borgotaro Mushroom PGI

### Borgo Val di Taro, Italy

The case study sees the Consortium of Parmesan Comunalie (CCP), a consortium of small forest owners and public forest owners, creating a precious market concerning recreational wild mushroom picking.

### Recreational wild mushroom picking: a market story for unplugging and reconnecting with the forest.



#### Setting the scene

Recreational wild mushroom picking has changed over time. “Forest customers” are not the same as in the ‘60s. Today’s recreational pickers have less time to spend in the forests and even less to find the place to purchase the picking permit. Hence, the Borgotaro Mushroom web page will host a section where the pickers can purchase the permit and find out where they can start to seek and collect mushrooms. Novices might have less knowledge of the forest, often getting lost, and the rescue of lost pickers has become increasingly frequent in the last decade.

Thanks to the SINCERE project, CCP will promote adoption of an app-based tool to improve the rescue service in case of emergency. The development will be combined with additional useful information (i.e. paths, mushroom guide, other recreational activities, etc.) and maps.

#### Objectives

- Enhance the commercialisation of the wild mushroom picking permit.
- Increase the offer of recreational services provided by the forest.

#### Challenges

- Convince forest owners to move from a paper based ticket to a digital ticket.
- Overcome the privacy issue for the rescue app implementation.

#### Innovation mechanism

The mechanism has been running since 1964, however the digitalisation of the permits will allow a new, emerging demand to be met, as well improve the pickers’ experience, through provision of other recreational activities in the forest.

The mechanism was designed to link the payment to the higher costs of the forest management for the wild mushroom production in forest..

#### Expected impacts

- ✓ Increment of the demand or in other words an increment of the recreational wild mushroom pickers.
- ✓ Increment of the alternative recreational services generated from forest of the valley.

#### The bigger picture

The main target is to create an income opportunity from the forest of the valley, as well to promote a new way of thinking about the forest outside the valley. Borgotaro’s forests produce several products that can supply the market, however forest managers need to acquire new skills in order to meet the demand of this large array of products.

#### Action

- Dialogue among the forest owners.
- Investment in forest resources.
- The creation of a sustainable economic flow from forest to consumer.

Contact [enrico.vidale@gmail.com](mailto:enrico.vidale@gmail.com)