Non-Timber Forest Products:
Wild mushroom value chain:
the case of Dalla Valle Oy in Finland

Enrico Vidale

2. Survey methodologies.
3. Results: the company datasets and trends.
4. Company value-chain analysis: from the pickers to the final customer.
5. Conclusions.

Introduction
• Lorenzo Dalla Valle founded the namesake firm in the 1995 developing the boletes market export oriented between Finland and Italy.
• The production started in 1997 (fresh and frozen fruiting bodies)
• The season 2003 offered an exceptional sprouting season that brought 20,000 pickers in the Eastern Finland Forests. In the North Karelia the company processed 1,100 t of boletes wholly sold into the Italian market.
• In 2007 the company reached the 90% of the Finnish national production (Kg).
**Methodology**

A) Company data collection:
1. **Structured interview** to the company board, direct observations and research of documents or publications addressed to the Dalla Valle Company (Patton 1990).

B) Company data analysis:
1. Descriptive statistic between national and company datasets
2. Flow diagram for the qualitative data

**Findings**

Dalla Valle Company data description: from national to company scale

Company structure: main players within the internal chain
**Conclusions: Company level**

Positive points:
- **Straight link** between the company director and pickers: **loyalty marketing**.
- **High product concentration** in Finland.
- **Company marketing**: very careful toward the Finnish pickers, low against the Italian distribution.
- **Inventory cost reduction** (fresh product instead frozen ones).
- **Good income repartition** at different level of the supply chain.

Negative points:
- **Lack technology innovation**.
- **Lack on price competition**.
- **Chinese production** represent the international price maker.
**Conclusions: local level**

Opportunities:
- Source of income in rural areas.
- Possibility to link the mushroom production with other NTFPs
- Use of a forest product not exploited
- Link between pickers and forest among the new generation

Problems:
- **Unpredictable production**: high risk on investments.
- Lack of investment on mushroom management.
- Congestion of pickers near the cities.
- Lack of data and uncertain trustfulness.

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Thanks for your attention!

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Interview samples asked to the company