




Chestnuts & Truffels


Italian Case Studies

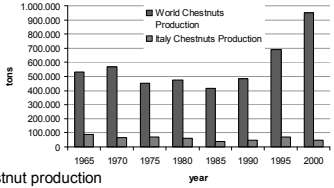
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Chestnut - Production




- Decline of production (700 000 t beginning of 20th Century to 63 200 in 2000):
 - urbanisation processes loss of traditional uses,
 - diseases



- 209 000 ha for chestnut production
- Division "Marrone" and "Chestnut"
- Regions: Campania 51%, Calabria 12%, Lazio 11%, Piemonte 9%, Toscana 7%

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Chestnut – Marketing Characteristics



Positive	Negative
<ul style="list-style-type: none"> - good nutrient values - different final uses - high added value products through processing - easy storage (refrigeration) - various by-products (honey, mushrooms) 	<ul style="list-style-type: none"> - Difficulties in obtaining a nut clean and of homogeneous size - Production variability - Fresh nuts quality maintenance problems - Fungal infection and insect attack to fresh fruits, weevil damage during storage and later - Harvesting costs, high and concentrated labour requirements

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Chestnut – Production chain




- Low degree of mechanisation (aspirators, tree shakers), collection by hands or with nets
- 89 000 agricultural enterprises (76 000 ha)

Distribution of consumption of chestnuts (Bellini, 2003)

	Chestnut and Marrons	Marrons
Peeled, for animal feeding and other uses	5 %	< 5 %
Self consumption	5 %	10 - 15 %
Internal markets (fresh consumption)	40 %	20 - 30 %
Processing industry	10 %	35 - 40 %
Dried	10 %	
Export	30 %	15 - 20 %

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Chestnut – Policy & Research




- Large incentives for restoration of chestnut orchards (financial support by regions)
- Chestnut project within the Leader II – program of European Union


- Access:
 - Private orchards, public access is forbidden
 - Gathering of wild chestnuts is allowed
- Research:
 - diseases, cultivation, graft and crown care
 - recovering of old chestnut orchards and transformation of chestnut coppice
 - harvest techniques

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Chestnut – Marketing



- Certification under EU regulations
 - Registration of Protected Designation of Origin (PDO)
 - Protected Geographical Indication (PGI)
 - Traditional Speciality Guaranteed (TSG)
 - Organic production



- New selling systems (internet)

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Chestnut – Marketing



• Networking and promotion, e.g.

- National Association of “Towns of Chestnut” (fairs, “street of chestnuts”, museum)
- Association of valorisation of chestnut (www.marrone.net)



- Territorial Marketing, e.g. “Chestnut days” in South Tyrol: Young Vine, roasted Chestnuts and traditional food

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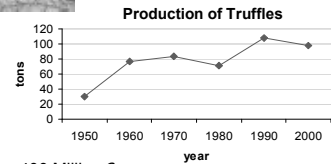
Truffles



White Truffle



Black Truffle



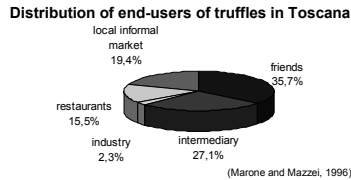
- Value: 400 Million €
- Regions: Piemonte, Umbria, Abruzzo, Marche, and Emilia-Romagna
- Large amounts sold unofficially

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Truffles – Product Chain



- 200,000 truffle collectors in Italy
 - 16 % members of associations
 - 78% > 50 years old with long family traditions
 - hobby, additional or entirely income
 - Time consuming (up to 200 days, 4 hours per day)



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Truffles – Product Chain



- around 40 middle men and companies (one is controlling 75 % of world market)
- export to central Europe and United States
- Prices depend on:
 - Kind of truffle (950 €/ kg black truffles, up to 3000 €/ kg white truffles)
 - Origin (e.g. high prices in Piemonte)
 - Season
 - Place along market chain

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Truffles – Policy framework



- National frame law about the collection, cultivation and commercialisation of truffles (LN 752/ 1985)
 - Responsibility is delegated to the Regions
- Law defines 3 different productive areas:
 - non cultivated areas,
 - cultivated forests (forests with improvement for truffle production)
 - Plantations for truffle production (forests planted with mycorrhized trees)
- Experts check these areas for Regions
- Agreements between collectors association and forest owners, e.g. Toscana
- Licence for truffle collectors

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Truffles – Policy instruments & Research



- Certification: “Traditional products”
- Networks:
 - National Association “Towns of Truffles”
- Research:
 - Mycorrhysation techniques
 - Cultivation
 - Production enhancement

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Truffles – Field of Innovation

- nursery/ plantation (certification system to assure mycorrhization)
- mark of origin (no official trademark for truffles from Italy)
- distribution (e-commerce)



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Truffles – Territorial marketing



http://www.umbriadoc.com/eng/prodotto/tipico/generale/prodotto/tipico/doc_tartufo.htm

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