












Photo by Bergila

*It is among the few known cases in which the principle of bio-economy is applied in practice within a real business.*

## COMPANY IDENTITY

	Bergila	<b>Name</b>
	Italy	<b>Country</b>
	<a href="http://www.bergila.com">www.bergila.com</a>	<b>Web site</b>
	1912	<b>Starting year</b>
	1,588,000€ (2015)	<b>Annual turnover</b>
	Mature/Stable	<b>Current status</b>
	National and international	<b>Market scale</b>
	Direct markets	<b>Market-based instruments</b>
	Bioland, EU eco-label, South Tyrol Quality (Qualität Südtirol)	<b>Awards</b>

## FROM IDEA TO BUSINESS







Bergila was founded in 1912 and has been a producer of essential oils of different wild plants like Pinus mugo, spruce, siberian pine, and other plants since then. The company tried to diversify its product portfolio introducing a collection of wild plants, as well their cultivation. Especially for the wild plants collection, the company organized a harvesting plan to assess the sustainability of its business at Province scale. The promoter of the harvesting plan was Mr. Niederkofler, current owner of the company, and the basic idea was to integrate the potential environmental production to the needs of the company, or in other terms design the company business according to the environmental carrying capacity. The company is among the most interesting business cases within the sector of medicinal and aromatic plants. It is probable that Bergila is among the few cases in Europe that was able to link a harvesting management plan (sustainability of wild plant collection), product traceability (art. 18 of the Regulation (EC) 178/2002) and economic exploitation of the wild plants. Bergila is a practical example of a company implementing a standard similar to TRENTINERBE, called South Tyrol Quality (Qualität Südtirol), which has a powerful and positive effect on customers choices.



There are no direct investments in forests, but the development of wild plant collection has a direct impact on the forest and the wild plant habitat. Hence, even if there is no direct payment, the indirect payment works just as well for achieving resource sustainability. Moreover, the harvesting practices are designed in a way that limit or even enhance the habitat conservation (i.e. chess-like cut of mugo pine, release of untouched patches of target plants, etc.).

## ACTORS INVOLVED

	Private (Bergila)	<b>Promoters</b>
	Private (Bergila)	<b>Developers</b>
	Private (Bergila)	<b>Investors</b>
	Private: <ul style="list-style-type: none"> <li>• Customers (customers/tourists)</li> <li>• Certification bodies (Abcert and ICEA)</li> </ul> Public: <ul style="list-style-type: none"> <li>• Control (Autonomous Province of Bolzano)</li> </ul>	<b>Other actors</b>

## IMPACTS



*positive:* stable job opportunities for the employees of the company. The company spends 1.2 M€ on the production: money, that for the most part; 2/3, remains on site.

**Social**

*positive:* the presence of stable business in remote rural areas is crucial for the local economy. Moreover, the company is able to "extract" value from species that have almost null value or even a cost for the public administration.

**Economic**

*positive:* the sustainable harvest of the plants collected in the wild. The plan designs the collecting areas and keeps records about the harvested species and quantities, in order to estimate the risk of over exploitation of the collected species.

**Environmental**

*positive:* better coordination with the public administration in charge of the control of the over-harvesting.

**Institutional**

## MAIN WEAKNESSES



Climate change might be an obstacle for the company as well as the presence of local competitors: wild harvesting without control might lead to a fast depletion of the main harvested plants. The management of natural monopolies is not simple especially if the demand requires higher quantities compared to the limited, real supply. Also institutional changes can be a threat for the business; hence, any change in the actual harvesting rights have a direct impact on the business model.

## FUTURE DEVELOPMENTS



The company considers, as a kind of personal mission; to continuously keep the principle of sustainability on wild gathering while considering both the problem of climate change, together with the capability of keeping people and enhance their wellbeing opportunities in remote rural areas.