












Photo by visitfiemme.it

Tradition and history meet innovation in nature. Magnifica Comunità di Fiemme is one of the oldest examples of social resource use reinvented.

COMPANY IDENTITY

	Magnifica Comunità di Fiemme	Name
	Italy	Country
	www.mcfiemme.eu	Web site
	1991	Starting year
	190,000€ (2015)	Annual turnover
	Mature/Stable	Current status
	Local	Market scale
	Direct markets	Market-based instruments
	First joint Forest Stewardship Council® (FSC®) Forest Management and Chain of Custody Certification within the Alpine Region (1997)	Awards

FROM IDEA TO BUSINESS



The Magnifica Comunità di Fiemme (MCF) was founded in the year 1111 A.D. by the Bishop of Trento. From that moment till now, MCF has managed around 20,000 ha of land, of which 11,000 are spruce forests. The forest owner system, which is based on local dweller ownership, has permitted the use of stable internal policy aims on the forest management for centuries. Thanks to this, MCF provides high quality spruce timber -including the one for the famous Stradivari's violins- and it has been representing a reference model for productive forests. However, the well-designed forest management has also had other outputs: wild mushrooms. Trentino is the region in which modern mycology started, hence the use of mushrooms as food, or recreational activity, is part of the culture. Wild mushrooms attract thousands of recreational pickers, who have been paying for a picking permit to have access to the mushrooms since 1991 (the year when formally wild mushrooms harvesting rights were stated). In total, the annual turnover generated by recreation wild mushroom picking only, can reach 200,000 €/year. The income is partially reinvested in forest management and control activities, while the remaining part is distributed proportionally among forest owners (i.e. the locally resident people). The MCF also stimulated the local hotels to sell "mushroom packages" for pickers willing to overnight in the area. Local hotels provide a set of services -like mushroom cleaning and dehydration rooms- within their touristic packages. The payment scheme is only applied within the forest managed by the MCF. It might be very innovative outside Italy, however, within the Country, similar payment schemes are widely applied. What is innovative, in the case of MCF, is the twinning of valuable wood and mushroom production. One innovative aspect is connected to the commercialization of the picking permit which is the possibility to pay for the permit in the local bank cash machine, as well as the service provided by the hotels for cleaning and drying the mushrooms collected by the guests.



The reinvestment is linked to the implementation of control, wild mushroom management and myco-event organization.

ACTORS INVOLVED

	Mix public-private (MCF)	Promoters
	Public (province administration) Mix public-private (MCF)	Developers
	Mix public-private: • Financier (MCF)	Investors
	Private: • Supporter (Hotels and B&Bs, involved from early '80s) Public: • Supporter (11 municipalities, from 1991)	Other actors

IMPACTS



positive: new seasonal job opportunities for permit control or seasonal hotel staff that stay longer. 4 mushroom guards are hired by the MCF for permit control and several young people are hired by the hotels.

Social

positive: extension of the tourist season till the fall, which is generally considered low season.

Economic

positive: as mentioned above, there are no direct impacts due to wild mushrooms.

Environmental

positive: creation of a protocol to define the indicators used for the repartition of recreational wild mushroom income. The repartition mechanism was the most discussed aspect of the implementation of the scheme. Apparently, the utilizable forest area per forest owner (municipality) and the number of overnight stays spent in each municipality by the wild mushroom pickers solved the unfair repartition of the picking permit income.

Institutional

MAIN WEAKNESSES



Big changes in wild mushroom availability in forests, or in other words, climate change. Limited rainfall during July, August and September means limited availability of wild mushrooms.

FUTURE DEVELOPMENTS



Marketing strategies will be designed to stimulate hotels to promote “wild mushroom packages” for recreational wild mushroom pickers. The picking permit will be paid for by the municipality and the MCF, if the picker overnights in the area.