



Photo by Alto Adige Innovazione

*It was the first formal legal standard implemented in Italy that allows for the formalization of several business activities to develop from the informal market and enter the formal economy.*

#### COMPANY IDENTITY

	TRENTINERBE	<b>Name</b>
	Italy	<b>Country</b>
	<a href="http://www.trentinoagricoltura.it">www.trentinoagricoltura.it</a>	<b>Web site</b>
	2003	<b>Starting year</b>
	Over 1.3 M€ (2016)	<b>Annual turnover</b>
	Expansion	<b>Current status</b>
	Local	<b>Market scale</b>
	Voluntary price signals	<b>Market-based instruments</b>
	National best practice for wild plants gathering	<b>Awards</b>

## FROM IDEA TO BUSINESS



The initiative started with the provincial government, due to a gap in national legislation related to production and wild collection of medicinal and aromatic plants (Law 99/1931). The provincial government promoted the adoption of a local standard to collect or cultivate wild plants for medicinal and aromatic use, named "TRENTINERBE". The standard was adopted in 2003 with a formal act valid within the boundaries of the Autonomous Province of Trento (Northern Italy). The basic idea was to regulate the use of medicinal and aromatic plants from the collection to the transformation into the final product. Today, 42 out of the 80 companies dealing with medicinal and aromatic plants within the province, are adopting the TRENTINERBE standard under the direct control of the Province Authority. TRENTINERBE can be adopted after the applicant has attended a course, passed the final exam and applied to the Province. TRENTINERBE standard is a guarantee of quality and traceability from the collection to the commercialization of the end products, providing the market with the evidence of well-known and responsibly managed sources for wild products.

## ACTORS INVOLVED



Public

**Promoters**



Public

**Developers**



Public:

- Financier (Agriculture department of the Autonomous Province of Trento)

**Investors**



Private:

- Producers (local company)

Public:

- Controller

**Other actors**

## IMPACTS



*positive:* new job opportunities in terms of new business activities in remote rural areas.

**Social**

*positive:* the overall turnover of the 42 companies involved was estimated around 30-35,000€/per year on average, all based on the commercialization of products that have low or limited value. The standard was a guarantee of the quality that is immediately recognized through a logo applied to the package.

**Economic**

*positive:* reduction of overharvesting in some areas.

**Environmental**

*positive:* clarification of the procedure that needs to be used for processing the medicinal and aromatic plants correctly. Moreover, the public authority defined the standard gross revenue for the farmers involved in the cultivation of medicinal and aromatic plants: a fundamental parameter to have access to the agriculture fiscal regime (low taxation).

**Institutional**

*negative:* legal overlap with the national and EU legislation; the mechanism codified a set of norms which are already prescribed by the EU norms.

## MAIN WEAKNESSES



Lack of production and commercialization platforms: the small companies cannot compete easily with big economic actors operating within the sector (especially the German ones) especially in terms of pricing policy. The standard is too stiff in terms of variety of products a company can deliver to the market, moreover, they were brought to the attention of the Ministry of Health due to self interpretation of the different directives that rule the sector.

## FUTURE DEVELOPMENTS



Potential future developments are mainly linked to the updating of training courses and the development of new marketing/promotional activities and channels (e.g. participation to fairs and events) to enhance the marketability of the products. Currently, however, forecasted developments are still limited due to the uncertainty of the legal and fiscal framework.