



Combining wood and non-wood forest products: experiences of forest owners and entrepreneurs

Business must go on! Exporting to distant markets and product development trends today, Oct 7th 2020

Project manager Iida Viholainen

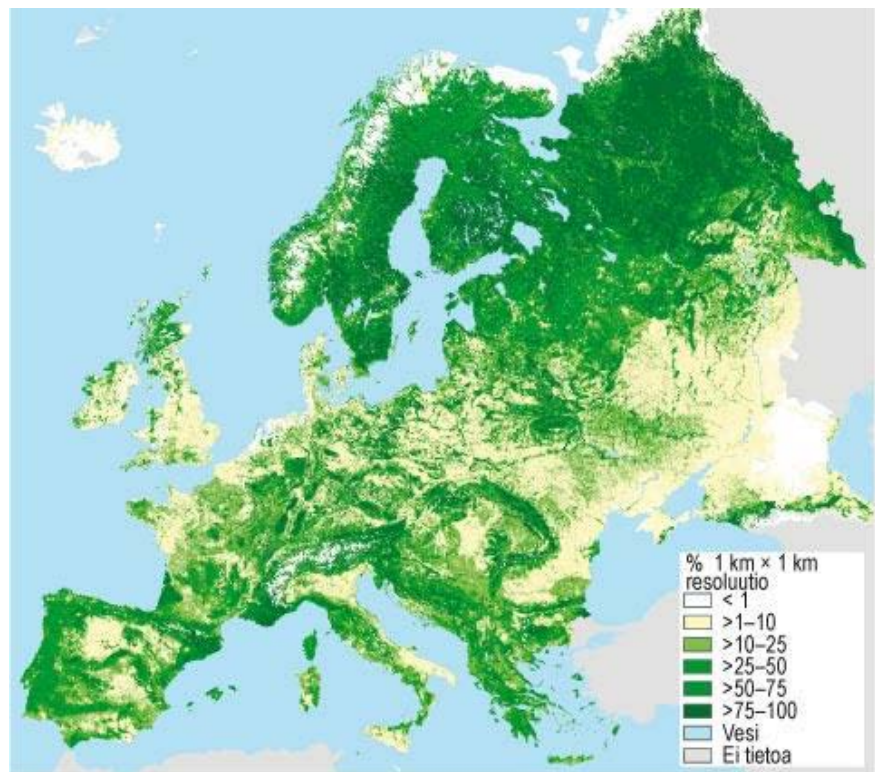
Finnish Forest Centre



Finnish Forest Centre

- Promoting sustainable forestry, for example
 - › Forest management planning
 - › Advice, education and information
 - › Promoting local cooperation
 - › Supervising forest law regulations
- Forest Centre receives a state subsidy for its activities and it is under the supervision and guidance of the Ministry of Agriculture and Forestry.

Forests as a possibility



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Finland's forests as a possibility

- 73 % forest cover in Finland, 33 % in Europe
- 13 % is under protection
- 40 % of national GHG-emissions in Finland are sequestered by Finnish forests
- 450 000 forest owners
- 60 % of Finnish forest are owned by private forest owners
- 5-6 million hectares of certified organic collection area

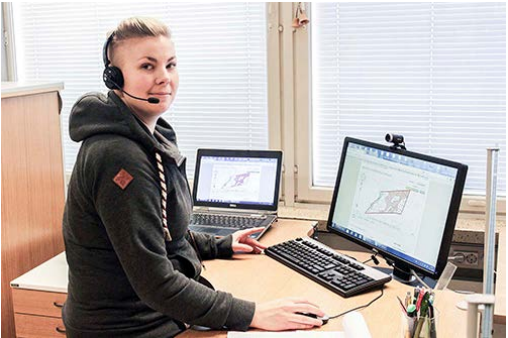


Forest Centre: services for forest owners

- Metsään.fi eService
- Direct client work
- Training (e-learning platforms, face-to-face, seminars)
- The objective is to enhance active forest use and management and nature management

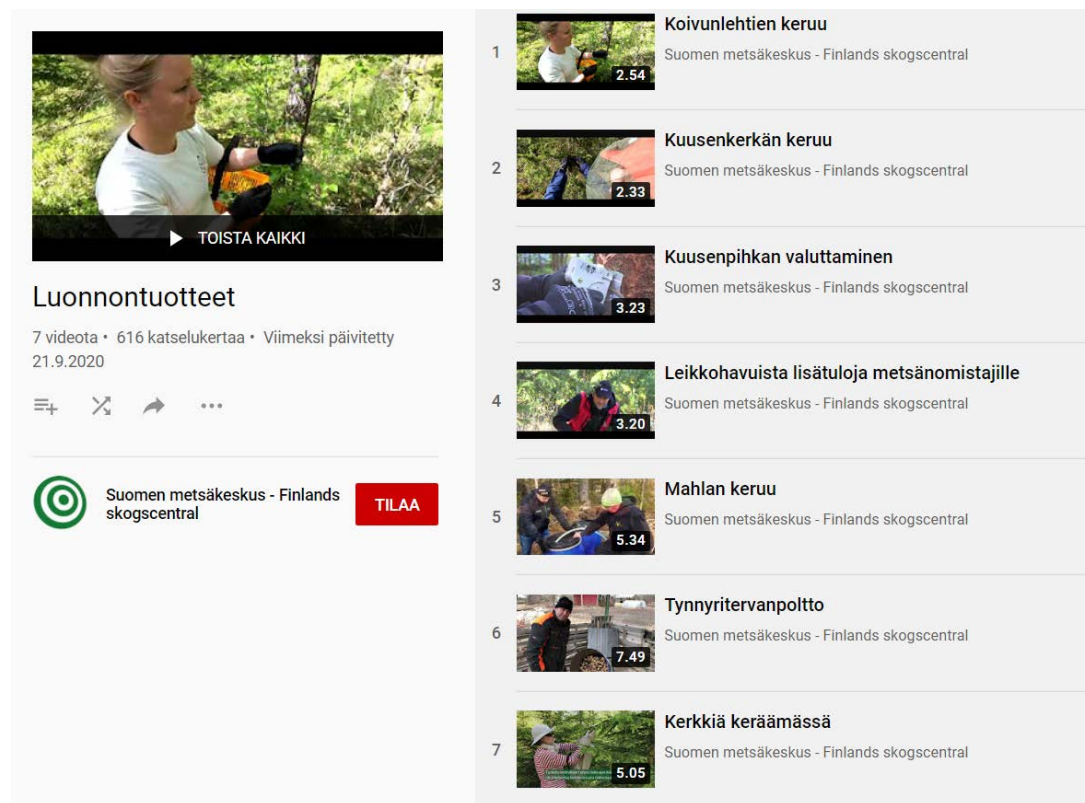
More: <https://www.metsaan.fi/en/briefly-english>

Services for forest owners



Trainings for forest owners

- Training videos on NWFP in Youtube
 - › Collecting birch leaves
 - › Spruce sprout
 - › Birch sap
 - › Spruce resin



The screenshot shows a YouTube channel page for 'Suomen metsäkeskus - Finlands skogscentral'. The main video is titled 'Luonnontuotteet' (Natural products) and has a duration of 2:54. Below the video are social media sharing icons and a 'TILAA' (Subscribe) button. To the right, a list of seven training videos is displayed, each with a thumbnail, a number, a title, and a duration.

Number	Video Title	Duration
1	Koivunlehtien keruu	2:54
2	Kuusenkerkän keruu	2:33
3	Kuusenpihkan valuttaminen	3:23
4	Leikkohavusta lisätuloja metsänomistajille	3:20
5	Mahlan keruu	5:34
6	Tynnyritervanpoltto	7:49
7	Kerkiä keräämässä	5:05

Services for companies and organisations

- Metsään.fi eService, direct client work and training
 - › Peer-to-peer learning
 - › Creating cooperation between actors
 - › workshops
- The objective is to enhance both services and profitability of our clients



Kerääjä - NWFP value chain in one platform

- Kerääjä website – a platform bringing together NWFP raw material suppliers, pickers and producing companies
- Published by the Finnish Nature-based Entrepreneurship Association and funded by the Ministry of Agriculture and Forestry.



NWFP – non-wood forest product

More:
<https://www.keraaja.fi/>



Challenges

- Knowledge of NWFP on forest owners is still lacking
 - › Everyman's right
- Joining the organic forest certification is difficult
- Advisors as key links between FO and actors do not have enough information on NWFPs
- NWTP enterprises do not have enough raw material
- Traditional forest sector is strong
- More high value products to market



Future objectives

AIMS

- Organic certification for forest should be easily accessible for FO via Metsään.fi e-service.
- More NWFP companies to the Metsään.fi e-service
- Enhance FOs knowledge on NWFPs
- More licenced pickers and more raw material for companies
- Increase cooperation within all NWFP actors



Thank you

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