

# From East to West: Key Lessons for Non-Timber Forest Product Development in Canada's Model Forests

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**Canadian  
Model  
Forest  
Network**

**Réseau  
canadien  
de forêts  
modèles**



**ROYAL ROADS  
UNIVERSITY**

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## Introduction

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Non-timber forest products (NTFPs) are defined as the plant and fungal resources and associated services of forests and under-utilized lands for purposes other than timber, pulpwood, shakes, or other conventional wood products or agricultural products. Examples of NTFPs include: foods such as wild mushrooms, berries, and fiddleheads; medicinal herbs and pharmaceuticals such as ginseng and Canada yew; essential oils from conifers and other personal care products; decorative greenery such as wreath materials; crafts and art; and a wide range of other products harvested from managed and unmanaged forests, under-utilized agricultural lands, and agroforestry systems. Most NTFPs currently harvested in Canada are collected from Crown land with little or no attempt at deliberate management, and limited or no secure long-term tenure over the resource. At the same time, there is significant potential – and in some cases, need – to practice more intensive management of these resources in some parts of the country as is already seen with products such as: wild blueberries, maple and birch trees for syrup production, and fiddlehead ferns.

The last two decades have seen growing interest in the NTFP sector within Canada. With conventional forestry and other resource industries in decline in many parts of the country, there is growing recognition of the need to identify alternative sources of income in forest dependent communities; ideally opportunities that are relatively benign in their ecological impacts and potentially able to provide benefits for a broad cross section of the rural population (Mitchell, 2009).

In the fall of 2009 and the winter of 2010, two workshops responding to the growing interest in non-timber forest resources were held in Nanaimo, British Columbia (November 6, 2009) and Truro, Nova Scotia (February 18-19, 2010). This report summarizes the main outcomes, lessons learned and key messages of those workshops and provides some suggestions for strategies that the Canadian Model Forest Network and its members could follow to support future development in the non-timber forest products sector.

Conference proceedings from the [Non-Timber Forest Resource Forum: Linking Research, Policy and Economic Opportunities](#) and the [From Our Atlantic Fields and Forests](#) workshops are available online. Programs, including speaker biographies, are appended to this report.

The Centre for Livelihoods and Ecology at Royal Roads University prepared this report for the Nova Forest Alliance on behalf of the Canadian Model Forest Network.

## Canada's NTFP Sector: An Overview

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NTFP development across Canada is experiencing a surge of interest and activity. Decline in the conventional forestry sector combined with an increase in demand for natural and local foods and general interest in the non-timber values of forests are some of the reasons for this increasing interest. There is a growing perception among resource managers, researchers, economic development officers, and others that NTFPs have the potential to support economic diversification in rural communities and to contribute to rural livelihoods – although clear strategies for realizing this potential are often lacking. A broad range of successful NTFP-based enterprises exist across Canada, but are often unrecognized and found in isolated regional pockets.

In rural Québec, the region of Gaspé has pursued a creative approach to NTFP development. The region has a rich history of natural resource use by residents, yet has some of the lowest per capita income levels seen in Canada. Consequently, the Gaspé region was a natural fit to pilot new approaches to encouraging the development of alternative resource-based economic opportunities. In 2005, the region created a new position, 'Coordinator of Alternative Natural Resource Development', supported through royalties derived from the timber industry. To date, the Coordinator has successfully worked to enhance production and diversify existing regional NTFP markets, namely conifer boughs and blueberries, and is developing new opportunities in the areas of medicinal plants and wild mushrooms. Commercial mushroom harvesting in the Gaspé region has grown significantly from a modest 100 pounds per year in 2005 to well over 10,000 pounds in 2008 - 2009. As a result, a local mushroom business, 'Gaspésie Wild Inc.' (or Gaspésie Sauvage) was established and over 800 harvesters have received training in proper identification and harvesting techniques. Work is currently underway in other sectors of the regional NTFP industry to improve economic returns for harvesters and establish a local market to grow and stabilize the industry. Research, education and other opportunities are also explored and encouraged. A key point in the Gaspésie story is the recognition of the importance of buyers in supporting sector development; this model puts buyers in a position to link harvesters with markets, and develop important networks to help increase the geographic distribution of Gaspé products. This approach has resulted in an extended gathering season for NTFPs and created additional income generating opportunities for Gaspé residents.

In British Columbia, the popular Buy *BCwild* Initiative received a boost of new funding in 2008/09 to support additional staff resources. The Initiative began in 2005 when in-depth consultations with sector

stakeholders revealed a desire for better, more direct contacts with consumers, and the need to raise awareness and educate the public about non-timber forest resources generally, and their potential benefits to the local economy. Over the last few years the Initiative has gained momentum with increasing recognition of the Buy BC*wild* brand. The creation of an independent website, two successful, consecutive wild product markets ('Shop the Wild'), the launch of a quarterly newsletter and the publication of a milestone Buy BC*wild* Directory all helped to promote the Initiative. The Directory reached new heights with increased distribution through all BC Farmers' Markets, a 30% increase in business listings, and an attractive and professionally produced design. The Buy BC*wild* Directory is evolving once again with the prospect of creating a new, online, searchable e-Directory.

In 2009, Atlantic Canada launched 'From Our Atlantic Woods', the inaugural directory of NTFP businesses in the four Atlantic provinces (New Brunswick, Newfoundland and Labrador, Nova Scotia, and Prince Edward Island) and the state of Maine. The combined efforts of four provinces and one US state illustrates what like-minded groups working together can achieve in terms of a common goal.

In 2009, the National NTFP Network launched a bilingual, quarterly e-Newsletter with the goal of improving communications among individuals and organizations working in the area of NTFPs<sup>1</sup>. The e-Newsletter includes contributions by NTFP stakeholders from across Canada covering a wide range of topics, including industry and business news, research, new initiatives, events and educational activities. The publication reaches a broad cross-section of NTFP practitioners, including researchers, community economic development specialists, entrepreneurs, resource managers, and all levels of government. Subscribers are encouraged to submit articles of interest on current activities, projects, and events.

Canadian Model Forests continue to pursue activities in the NTFP sector. In 2009, the Canadian Model Forest Network published a report entitled 'Non-Timber Forest Products: What's Happening in Canada's Model Forests?'<sup>2</sup> The report summarizes past and current activities and identifies opportunities and challenges in NTFP development for Model Forests. A survey of Canadian Model Forests revealed a broad range of NTFP-based activities, many of which focus on supporting economic development through the commercialization of NTFPs. There is also strong interest in creating extension materials and education and mentoring activities to support small business development, more effective marketing endeavours, and the creation of additional income-generating opportunities at the local level.

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<sup>1</sup> The e-newsletter is available through the Network website: <http://ntfpnetwork.ca/>

<sup>2</sup> Available at: <http://www.modelforest.net/images/stories/finalntfpreport.pdf>

The survey also revealed some common issues and gaps facing NTFP development in Model Forests. Not surprisingly, many of these same issues are of concern to NTFP enterprises operating outside of Model Forests. Overall, there is an identified need for:

- Training and support for small enterprises, including in the area of general business skills;
- Better access to capital and mentors to support the development of the sector;
- Examples of successful models and approaches for building community engagement that can be replicated in other regions;
- Sustained long term funding for programs; and
- Establishing partnerships with other organizations and groups.

The gaps identified by Canadian Model Forests echo those observed in other NTFP endeavours across the country. The two forums: **The Non-Timber Forest Resources Forum: Linking Policy, Research and Economic Opportunities** and **From our Atlantic Fields and Forests** served to bring together NTFP practitioners from coast to coast to discuss trends and opportunities in NTFP development, and to suggest potential approaches for addressing the gaps and navigating the challenges facing NTFP sector development across Canada.

## NTFR Forum: Linking Research, Policy and Economic Opportunities

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On November 6<sup>th</sup>, 2009 in Nanaimo BC, the Centre for Non-Timber Resources (CNTR) at Royal Roads University hosted a Forum entitled *Non-Timber Forest Resources: Linking Policy, Research and Economic Opportunities*. The forum had the goals of sharing experiences, encouraging collaboration, and helping focus research and development activities for NTFP enterprises. More than 80 participants representing First Nations, all levels of government, private and band-owned businesses, community development specialists, resource managers, researchers and non-government organizations attended the forum. The aim of the forum was:

- To strengthen the network and encourage collaboration among a diverse group of organizations and people with an interest in non-timber forest resources (NTFRs)<sup>3</sup>;
- To generate dialogue among participants to share experiences, information and strategies for navigating the challenges and opportunities presented by the sector; and
- To explore the key connections between NTFR-focused research, policy and economic development.

The Forum program is attached as Appendix I.

An enthusiastic group of stakeholders from across Canada participated on a planning committee in the months leading up to the forum. In consultation with the committee, the CNTR identified and defined 'Key Focus Points' to help steer presentations and dialogue. The points were phrased as questions to stimulate discussion amongst participants and presenters.

Key Focus Points for the Forum:

- (1) What role do research and policy play in supporting a responsible non-timber forest resource sector?
- (2) What are the key knowledge gaps in the areas of policy, research and economic development involving NTFRs and what can we do to address them?
- (3) What are the key factors and who are the key collaborators contributing to a sustainable and equitable non-timber forest resources sector?

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<sup>3</sup> Non-timber forest resources (NTFRs) generally refer to the species/raw materials or potential services before they have been processed, sold, or otherwise transformed to produce non-timber forest *products*.



(4) What are useful strategies for effective collaboration among policy, research and industry participants to develop the sector?

The 15 speakers in the forum included business owners who shared their practical experience, researchers and government representatives who discussed ecology and management, consumer perceptions, policy, and representatives of a range of innovative development and support initiatives.

Among the speakers were:

- representatives of Biopterre, an organization in Québec that supports research and development in this emerging sector;
- Claude-André Levéillé who discussed his experiences as a community development worker focused on NTFP development projects funded by a coalition of municipalities in the Gaspésie;
- Chief Fred Sampson and Mr. Terry Raymond who presented the inspiring story of Siska Traditions, a modern British Columbian business founded on traditional values;
- Gérald Le Gal from Quebec and Jonathon Forbes from Ontario, with a “combined 100 years experience working in the sector”, who discussed their NTFP-based wild foods businesses and their efforts to develop a wild mushroom enterprise in collaboration with the James Bay Cree.

Prior to the Forum, the CNTR organized and hosted a wild products market and tradeshow. Marketing remains an ongoing challenge for many small-scale NTFP producers and the tradeshow presented an opportunity to sell and showcase their products<sup>4</sup> to a national audience. As is true of other wild product markets, the market provided an excellent opportunity to reach out to an even larger constituency to share information about these resources and raise awareness about the industry.

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<sup>4</sup> Products included wild berry jams and jellies, wild berry wines and liqueurs, wild-crafted natural body care products, native and wild edible plants and wild mushrooms.

## From Atlantic Fields and Forests: Growing your NTFP Business in Atlantic Canada

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From February 18<sup>th</sup> to 19<sup>th</sup>, 2010, the Atlantic Model Forest Network, consisting of the Nova Forest Alliance, Fundy Model Forest, the Model Forest of Newfoundland and Labrador, and the PEI Model Forest Network Partnership, co-hosted a workshop on non-timber forest products and forest certification. The potential for non-timber forest product development to generate sustainable, renewable economic opportunities in Atlantic Canada's forest-based communities was a major motivation for the organization of the workshop. Workshop organizers also hope that the workshop will motivate regional stakeholders to consider the creation of an association focused on the development of the sector in Atlantic Canada.

The workshop addressed a range of business-related topics – marketing, developing and growing a NTFP-based business, social media and business, working with grocery chains, the potential for NTFP co-ops, future opportunities in the NTFP sector – as well as the potential role of NTFPs in community development. Different segments of the NTFP industry were explored in depth, including: fiddleheads (Dwight Thornton of Fiddlehead Heaven Products), maple syrup (Brian Allaway of Acadian Maple Products), other wild foods (Jonathan Forbes of Forbes Wild Foods) and decorative floral products (Lloyd Mapplebeck). Presentations demonstrated that the region already has a sizeable NTFP sector and that the potential exists to expand the industry significantly in coming years.

An emerging area of increasing interest to private woodland owners in the Atlantic Provinces is forest certification. Peter Duinker of Dalhousie University provided a good overview of the 'what', 'why', and 'how', of forest certification and outlined some of the benefits that may stem from forest certification. Concrete examples (by Scott Davis, Forest Certification Coordinator for the Eastern Ontario Model Forest) were provided of Forest Stewardship Council certification for both timber and non-timber (i.e. maple syrup) products.

The conference closed with a panel discussion focused on the question: "From what you've seen and heard over the two days of the workshop, what sort of opportunities do you see for NTFP market development in Atlantic Canada?" The workshop program is attached as Appendix II

## *Synthesis of Presentations*

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### NTFR FORUM, NOVEMBER 6, 2009 NANAIMO, BRITISH COLUMBIA

The Forum explored the role of research and policy in NTFP development and examined how the different areas required to support a sustainable NTFP sector – research, policy, and economic development – could collaborate more effectively for sector development in the future.

#### **RESEARCH**

The research discussed within the forum ranged from consumer views on the concept of ‘wild’ to new methods for incorporating different sources of knowledge and understanding into NTFP inventories.

Wendy Cocksedge, Coordinator of Research and Extension at the Centre for Non-Timber Resources, presented her ground-breaking work on utilizing participatory research to incorporate traditional and local knowledge into NTFP inventories. Aboriginal Peoples continue to rely on what we call NTFPs for cultural, subsistence and economic activities. Over the past several decades, the commercial use and awareness of these resources have risen dramatically due to increased global market demand and other factors, and while the expansion of the sector has been beneficial for many individuals and communities, it has also raised concerns for First Nations around resource and access rights (e.g. cultural access versus commercial use), over-harvesting, and stewardship of the species and their ecosystems. There is currently no methodology in broad use for incorporating data on non-timber forest products into conventional vegetation inventories which creates significant challenges for determining acceptable levels of harvest and ensuring the sustainability of this sector. Working with a number of First Nation collaborators, Wendy’s research has contributed to the development of a better understanding of the habitat conditions required for high levels of presence and quality of cultural use species, making it possible to begin incorporating these species into land use planning, assess sustainable harvest levels, increase access for community members, and recommend forestry silvicultural practices which will maintain or enhance desirable habitat conditions. Wendy’s work has contributed to the inclusion of NTFPs within conventional vegetation inventories hopefully setting the stage for the collection of more and better information on NTFPs in future and increasing the awareness of these species among forest managers.

Eileen Davenport and Will Low from the Faculty of Management at Royal Roads presented preliminary findings of their research examining consumer perspectives on wild products. Data collected at a series

of focus groups combined with questionnaire research undertaken at wild product-focused festivals provide insight into consumers' perceptions and use of 'wild' products. Understanding these perspectives may provide important information on how best to market wild products to target consumers. 'Wild' appears to be an appealing concept for the core consumer group, but the research demonstrated complex and sometimes conflicting views on how wild products are defined by consumers, indicating a need for on-going consumer education and greater consistency in messaging on wild products. The top reasons identified by respondents for buying wild products were: to support local producers, the perceived sustainability of wild production, and the better taste of wild products.

The profiled research has clear implications for business development (in both the projects discussed) and potentially for policy development (in the case of the work on NTFP inventory). Both projects demonstrate the importance of linking the limited research funding that is available with topics of clear importance to the sustainable development and/or management of the NTFP sector.

## **POLICY**

Sinclair Tedder, an economist with the BC Ministry of Forests and Range, provided an informative presentation on the potential influence of policy on NTFP development. Sinclair provided an overview of policy in a general context before discussing examples of non-timber forest resource policy in the US Pacific Northwest and Scandinavian countries. In the absence of policies specifically directed towards NTFPs in most jurisdictions in Canada, one of the key questions must be: do we need a formal policy to regulate access to and the harvesting of non-timber forest resources? If so, what will it look like and who should manage it? Regulation of these resources faces a number of challenges:

- There are a very broad range of resources to consider and manage for over a wide area;
- There are overlapping – and sometimes competing – interests in terms of different forest values;
- It is costly and difficult to exclude others – investment in these resources is not secure and may not be rewarded;
- There are significant monitoring and enforcement costs; and,
- It is not clear that the benefits of regulation will outweigh the costs.

Sinclair encouraged NTFP stakeholders (industry participants, resource managers, others with an interest in these resources) to work to steer the direction of any future policies that might be

developed, keeping in mind that policy development should meet ecological, social, and economic objectives, including the improvement of rural peoples' livelihoods. The presentation also clearly illustrated the connection between research and policy by stating that effective policy must be based on informed decisions, and engagement between research and sector practitioners will provide the knowledge required to design effective policy.

Gerry Ivanochko from the Saskatchewan Ministry of Agriculture provided an overview of Saskatchewan's attempt to develop an effective permitting system for NTFPs. The permitting system required buyers and commercial dealers to apply for a 'forest product permit' from the Saskatchewan Ministry of Environment to buy or sell NTFPs. The objectives of the permitting system were to document the extent of the NTFP industry in Saskatchewan and help minimize potential conflict between users of the resource. Sustainability and ensuring the availability of the resource for future users was also a key argument used to support the development of regulations. Gerry described the permit application process and the challenges that arose, including the low rate of permit returns and concerns over the accuracy of the information collected, the inefficient timelines for receiving permits, and reluctance on behalf of the buyers to provide information considered confidential. The permitting system of environmental regulation along with other forestry regulation came under scrutiny in 2008-09 resulting in a shift to a results-based regulatory framework. The previous focus on permitting was seen as hindering economic development with no clear indication that the approach provided incremental benefits to the environment. Although the impact of this new approach on the NTFP sector is not yet known, it is anticipated that the move will help facilitate sector development. Further changes under consideration include the removal of permit requirements for berry and mushroom harvesting given that these activities are now perceived as being 'low risk'.

Policy can create economic opportunities (i.e., potentially through tenure certainty to enhance investment) or it can have a detrimental effect on business (onerous additional costs with no clear benefits). The presentations on policy suggest the importance of properly informed policy design – including research that involves working closely with sector participants – to ensure that policy meets its objectives and doesn't create unintended negative impacts on the sector.

## ECONOMIC OPPORTUNITIES AND COMMUNITY DEVELOPMENT

The NTFR Forum assembled representatives from a number of NTFP-based businesses to discuss experiences and share their knowledge of NTFP development, and also welcomed presentations from groups focused on supporting sector development.

Over the past five years, the Gaspé Peninsula has been the site of an interesting intervention aimed at the development of the region's NTFP industry. The Gaspé project recognizes that in order to generate sustainable income through harvesting, a set of essential and interdependent factors must come together: the resources, the pickers, and the market. These elements form the basis for a successful commercial NTFP industry in the Gaspé. The NTFP Coordinator (Claude-André Léveillé) has worked to enhance the production and marketing of existing products in the region (i.e., blueberries and conifer wreathes), as well as to develop new opportunities in medicinal plants and wild mushrooms. Prior to 2005, almost no harvesting of wild mushrooms took place; four years after the creation of the Coordinator position, a local mushroom business has been established (Gaspésie Wild Inc.) and over 800 harvesters have been trained in proper identification and harvesting techniques.

The Gaspé experience has clearly demonstrated the important role of buyers in sector development: they act as middlemen between gatherers and the market and can play an indispensable role in raw material quality control and picker training. Developing networks between buyers and regional stakeholders can be beneficial because it will foster geographic distribution of economic activity, and increase the volume of production and the diversity of products. These factors will help extend the gathering season which in turn creates welcome opportunities to generate additional income for residents of this economically depressed region. Although Claude-André's position is the first of its kind in Quebec (and the only current example), the Gaspé NTFP development project is an interesting, relatively low cost model worth exploring for application in other jurisdictions.

Chief Fred Sampson and Terry Raymond gave a presentation on Siska Traditions Society, a First Nation-owned NTFP business in the BC interior. Siska Traditions was formally established in 2002 in part as a reflection of a desire to diversify the community economy and to demonstrate the connection between the Siska Nation and the environment in which they live. Siska Traditions produces a variety of products, including: jams and jellies from Saskatoon berries and huckleberries, syrups, herbal teas, soaps and healing salves. This values-guided business is marked by the use of traditional ecological knowledge, a community engagement process and sustainable harvesting guidelines and principles (through Siska

Traditions Ethical Picking Practices – STEPP). Knowledge keepers in the community play an important role in shaping the activities of Siska Traditions, and pass on traditional knowledge to youth and others in the community. The business arm of Siska Traditions Society turned a small profit this year. But measuring success in this case is not about turning profits, but connecting harvesters and others with the land and engaging youth. Future plans include developing a business and marketing plan for Siska Traditions Society and exploring new markets for their products. The Society continues to explore new product development and is engaged in strategic partnership discussions with Esh-Kn-Am Investments Joint Venture, a First Nations-owned entity.

Tim Brigham, Coordinator of Education and Capacity Building at the Centre for Non-Timber Resources, provided an overview of the Buy *BCwild* Initiative and the role of the Centre in sector development. Brigham discussed the various activities of the Initiative, including ‘Shop the Wild’, a festival-themed wild products market, the Future *Beneath the Trees* electronic Newsletter, the consumer studies research program, and the Buy *BCwild* Directory. The Buy *BCwild* Initiative arose from a desire to develop strategies for supporting the developing NTFP sector in British Columbia. Although the initiative has clearly generated positive impacts in terms of raising awareness of the sector, establishing useful linkages between businesses and the market, and creating effective models for promotion and awareness-raising that have been utilized in other jurisdictions, the sustainability of the program remains a significant challenge. Strong sector champions have yet to emerge, and the industry remains too fragmented to adopt and sustain a program that has been provided free for sector participants in the past. There is an urgent need to develop more cost effective models that have greater potential for sustaining themselves over the long run.

Dave Sutherland, general manager of the Nova Forest Alliance, provided an overview of NTFP development in the Atlantic Provinces. Dave described the most important/high value non-timber resources in the region and discussed the evolving consumer demand for natural and local products in Atlantic Canada. Marketing initiatives have also developed in the region, including the launch of ‘From Our Atlantic Woods’, the first NTFP business directory in Eastern Canada which also includes the state of Maine. Collaborations are an important feature of the ‘landscape’ for many of the more developed sectors connected to NTFPs (i.e., Christmas tree, maple syrup, and lowbush blueberry producers). The Nova Forest Alliance is interested in exploring the potential to develop an association and possibly a cooperative to spearhead the development of the NTFP industry in Atlantic Canada. Clearly, there are already a number of producers working with NTFPs in the region and larger buyers, such as Sobey’s, are

aware of the growing interest in locally produced foods. Working together – and the cooperative model has already proven its potential in this part of the country – could help the industry attain the legitimacy and scale it needs to become a more significant presence in the economy of the region.

Maxim Tardif and Hervé Bernier travelled from Québec City to share Biopterre’s model with forum participants. Biopterre is a non-profit bioproduct development centre that works to support small- and medium-sized businesses with bioproduct related development, including NTFPs. Biopterre follows an integrated approach to product development, starting with inventories (locating, identifying, assessing available biomass); market assessment; processing and specialty product development for the food industry; and the transfer of knowledge to producers through coaching and technical support. Increasingly, Biopterre has come to realize that community involvement is essential for development to be effective. Expert advice is crucial, but it is also essential that local people are trained to ensure that knowledge is developed and maintained in the community. Biopterre is also reaching out to other organizations across the country to share information about their model and gain insights into new approaches they can incorporate into their work.

The different models for supporting NTFP-based economic development discussed during the workshop included models that were developed within communities (Siska Traditions) and those that had their origins in external programs (Biopterre, Buy BC*wild*). The consistent strands running across the presentations and the associated discussions included the importance of formal and informal research as part of these programs in areas such as market development, cooperative potential, inventory methods and others. Another thread common to a number of the discussions was the need for and importance of collaboration – both in terms of sharing information but also in the sense of agencies, groups and businesses working together to promote and help develop the sector. As Dave Sutherland of Nova Forest Alliance pointed out, many of the more successful NTFP ‘sub-sectors’ (lowbush blueberries, maple syrup) have developed multiple associations that provide a range of services to members. Continuing this development in other parts of the sector currently unrepresented, may help promote the sector as a legitimate economic activity deserving of more attention by communities, economic development agencies, and other areas of government.



**FROM ATLANTIC FIELDS AND FORESTS: GROWING YOUR NON-TIMBER FOREST  
PRODUCT BUSINESS IN ATLANTIC CANADA, FEBRUARY 18-19, 2010 TRURO, NOVA  
SCOTIA**

The Atlantic Fields and Forests workshop explored topics focused on business development and growth, woodlot certification, identifying new markets, and the benefits of a cooperative approach within the NTFP sector.

**BUSINESS GROWTH AND DEVELOPMENT**

Jonathon Forbes, a wild foods pioneer, spoke about the development of his wild foods business, 'Forbes Wild Foods'. Jonathon stressed the intrinsic quality of wild food products – an important facet of his overall market strategy – and reminded the audience of the importance of sustainability and quality in everything he does, an approach he believes the sector as a whole should adopt. Access to capital to develop their businesses and buy raw materials, and developing the knowledge required to be successful are just two examples of key challenges facing producers new to the sector. He stresses responsible picking and maintaining good harvesting records to cover any traceability issues that may occur; the new Good Agricultural and Collection Practices framework (discussed in more detail below) is a clear example of the emerging requirements facing producers. A leading factor in current market development is the consumer demand for local products that he believes is beginning to outstrip 'organic' as a key feature in consumer decision-making. The opportunity to deal directly with consumers and learn about their interests and needs provides a wealth of information, and the explosion in farmers' markets is creating new opportunities for products that can be branded as 'local' and 'wild'.

Dwight Thornton, President of Fiddlehead Heaven Forest Products, discussed different approaches to adding value to your NTFP business. Adding value, including through educating your customers and 'telling the story', creates an experience for customers that helps with marketing your products. Dwight recommends looking for niche markets within existing markets that may otherwise appear saturated by delivering added-value, high-quality products that meet your markets' needs.

Lloyd Mapplebeck, associate professor at Nova Scotia Agricultural College, provided an overview of the potential of NTFP goods and services in the marketplace. Lloyd discussed floral products and decorative items; wholesale products including nutraceutical (health supporting and enhancing) products; wild berries, Canada yew and white birch and possibilities for wild food products, including jams, jellies,

syrups, teas, preserves and wines. He produces craft and decorative products, and has identified a healthy demand for these products in local markets. Creativity and sustainability were key points stressed during his presentation.

Connie Kehler discussed the role and need for a recently developed program she is leading on the creation of Good Agriculture and Collection Practices (GACP). The GACP provide a cornerstone for safe collection practices for the NTFP sector, and help provide the confidence that buyers need to purchase these products. Based on the Hazard Analysis Critical Control Point (HACCP) system, GACP is focused on product quality, safety and traceability. Through training, harvesters learn and apply approved collection and safe handling standards, learn proper plant identification, and create and follow documentation to prove they have met the requirements of the GACP. The principle behind the GACP is very simple: say what you do, do what you say, and provide the documentation to prove it. An increasing number of producers are following this system and more buyers – including large supermarket chains across the country – are increasingly requesting that suppliers of these products have these systems in place.

Tim Brigham of the Centre for Non-Timber Resources at Royal Roads University spoke about issues and trends in the NTFP sector in Canada. Understanding relevant trends for the NTFP sector often involves the need to understand other sectors of the economy. Some of these relevant trends include increasing interest and demand for local foods and developments in health product markets for nutraceutical (health promoting) foods. Brigham also stressed the need for more research on consumer perceptions of wild products and provided some initial results on work on consumer focus groups undertaken at Royal Roads. These results suggest some confusion over what ‘wild’ means and that there may be some need and potential benefit in finding practical approaches to more clearly defining wild products.

## **WOODLOT CERTIFICATION**

Peter Duinker began the discussion on forest certification with an overview that covered forest certification history, governance, and potential benefits. Forest certification is a process of independent assurance that a specific forest is managed sustainably. Although price premiums – based on the belief that consumer concerns over forest management would translate into improved prices – were the initial promise of certification, the reality now is more about maintaining market share through certification. It is also difficult to choose between the different standards commonly available in terms of effectiveness, though the Forest Stewardship Council has the highest and most positive profile in terms of public perception.

Glenn Keays spoke about current trends in forest certification and the global marketplace. Globally, only 8% of forests are certified. Canada accounts for approximately 40% of the world's certified forests with certification occurring through three major schemes: Forest Stewardship Council (FSC), Canadian Standards Association (CSA), and the Sustainable Forestry Initiative (SFI). There has been no increase in certified forest area in the past several years, most likely because the supply of certified softwood in the markets is in excess of end-user demands. Certification is perceived by many landowners as being too expensive and complicated and providing uncertain returns/benefits for the investment. The major drivers perceived for forest certification in the future are green building systems (such as LEED), certified paper, biomass for energy, and general public and niche markets. The most fertile ground for the future expansion of certification is in the area of smaller, private woodlots that in many areas have yet to demonstrate a significant uptake of certification schemes.

Mike Hutchinson stated that any successful Sustainable Forest Management strategy in Nova Scotia must “include small-private woodlot owners and consider information, education, systems to facilitate landscape level planning, industry support, small-private woodlot owner groups, long term planning and top level support from government”. Certification provides benefits through standards for forest management, including conservation of water, wildlife habitat, long term planning and accountability for management decisions. It provides public assurance of sustainable and ecological forest management and can provide training opportunities and improved market access for the woodlot owner.

Scott Davis shared the experience of the Eastern Ontario Model Forest with forest certification. He provided an overview of the Model Forest – with its significant focus on private woodlots and group certification – and discussed the impacts of mill closures in the area. Their decision to support FSC certification responded to the need to find a tool that would help get wood to market. A more recent development has been supporting FSC certification for maple syrup.

Lesley Farrow works with woodlot owners and woodlot owner groups to improve forest management practices through forest certification. She provided an overview of current projects at the Mersey Tobetic Research Institute, and closed with her main message concerning forest certification: sustainable forestry makes sound environmental sense and can have economic advantages, as well as bringing benefits to local communities.

## SALES AND MARKETING

Brian Allaway, President of Sales and Marketing for Acadian Maple Products, emphasized product diversification and market expansion to increase sales. As Acadian Maple Products grew, they saw that diversification was an opportunity for expansion, as well as a key to ongoing success. The company first began to explore new markets when they realized that focusing on trade shows and gift shops were limiting their potential for success. They expanded their marketing to include restaurants and cruise ships, and are now looking at grocery chain markets. They also expanded their product line recognizing that “If you can sell two products to a customer, rather than one, you made two sales instead of one.” Acadian Maple Products now includes blueberry products, maple wine, and other maple-flavoured products.

Jeff Brown presented an overview of using electronic media to market your products. Social media is the new medium; he encourages producers to use these tools to target new consumers and increase the profile of their business. Twitter, Facebook, MySpace, and blogs offer great networking opportunities as well. ‘Social media produces results – traffic to your site, greater visibility, new business contacts and more opportunities to grow your business’. A further benefit of note is that most networking websites (including Facebook and MySpace) are free, although investments in time will be needed to develop the skills required to take full advantage of these emerging opportunities.

Paul MacLeod is the Director of Category Management with Sobeys Atlantic and discussed opportunities for NTFP producers to get their products into Sobeys stores. Sobeys is very interested in carrying ‘local’ products if safety, quality and supply requirements are met; food safety is a top priority. To collaborate with Sobeys, producers can go directly to the stores and make contact with managers to begin the process. If a producer has enough supply to meet potential demand, they are encouraged to contact and distribute through the centralized distribution centre. Paul also perceives ‘local’ products as having a growing position in the marketplace and notes that consumers are demanding to know more about the food they buy.

Ron Smith of VarFor Limited Forest Consultants discussed opportunities for NTFP producers to increase sales and improve market access. He stressed the uniqueness of these products, and encouraged producers and service providers to ‘sell the story’ behind the product. He also discussed branding and its potential for increasing recognition and awareness of the product. Atlantic Canada is small; Ron stressed that working collaboratively will be essential to the success of the Atlantic NTFP sector.

## THE COOPERATIVE APPROACH

Gérald le Gal is a champion for the NTFP sector in Quebec. He is a founding member and president of ACCHF (l'Association pour la commercialisation des champignons forestiers [wild mushroom harvesting association]) as well as founder of Gourmet Sauvage, a company specializing in the harvesting, processing and marketing of wild edibles. He is the author of a book on wild edibles and hosts a television series in Québec on wild edible plants. Gerald's presentation focused on meaningful and effective collaboration; working together towards a common goal and building the sector with better access to capital, training, resource management and policy development. He shared his knowledge and experience on a broad range of topics, including processing and marketing, building an association, collaborating with Universities, working with rural and Aboriginal communities, and establishing standard harvester training courses. Gérald closed on an inspirational and directive note: "An association starts with two people talking, and attracting a wide range of people to the conversation. It needs to happen here too."

Fred Pierce, a business development officer with the Nova Scotia Cooperative Council, provided an overview of the history and value of cooperatives. Cooperatives are of significant benefit to smaller, rural communities, and an increasing number of community development groups are exploring the potential of forming cooperatives. Government can provide up to 30% equity to help develop the coop. The Co-op council provides governance, networking and training support to regional co-ops.

## Key Considerations for Future NTFP Development

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Presentations and discussions from the *NTFR Forum: Linking Policy, Research and Economic Opportunities* and the *From our Atlantic Fields and Forests* workshop revealed significant overlap in terms of the current overarching ‘themes’ related to NTFP development. In Canada, there is unrealized potential in many aspects of NTFP development, from product and business development, to marketing, education and training, and the research required to ensure the viability and long-term sustainability of the sector. At the same time, pockets of activity – including within a number of Canada’s Model Forests – are demonstrating the potential for future development of the sector, even in the face of limited support. Many of these activities are also taking place in isolation. As stressed in a number of presentations across both events on both sides of the country, there is a clear need to improve networking opportunities and collaboration among NTFP stakeholders to avoid duplicity of effort and learn from and build on each other’s experiences. The joint approach in BC and Atlantic Canada to promote the industry through producer directories is a small but positive example of learning useful lessons from another region’s experiences. Quebec’s work with association development and ‘growing the industry from within’ may well provide useful models for other regions to pursue in future.

Apart from a summary of the key points shared in the presentations and discussions from the two events, this report also seeks to describe some of the key themes that need consideration for the future development of the sector. These themes are listed in no particular order, recognizing that a theme’s level of importance and relevance will vary from place to place and situation to situation.

### TRAINING

- ❖ Training is an integral component to achieving sustainable development within the NTFP sector. Training can take many different forms, from the quite formal (set training programs with certificates of completion; inclusion of NTFP education in professional development for foresters and others ) to the much more informal (i.e., training provided at a buying station). Training and raising awareness are required at many different levels: harvesters need training in proper identification, sustainable harvesting techniques, post-harvest handling, etc. and resource managers need training in how to manage non-timber and timber resources on the same landbase. Economic development officers, civil servants and others need to understand what the opportunities are, and what is needed to help realize these opportunities for the benefit of local communities. Work has been done in different regions (BC, Manitoba, Quebec) to develop ethical and sustainable harvesting

programs, but there is a need to disseminate this information to other jurisdictions and explore the opportunity and need to take a landscape scale approach to resource management and possibly standardized training.

- ❖ Siska Traditions Society, a First Nations-owned and -operated NTFP business in British Columbia, has developed the 'Siska Traditions Ethical Picking Practices' (S.T.E.P.P.) program. Community members who harvest and sell to the Band-owned business must complete S.T.E.P.P. training by Elders within the community. Not only does the training provide the confidence to Band members that harvesting practices will respect traditional values and ecological imperatives, it has also proven to be a successful means of achieving community engagement by connecting youth with Elders. This program may provide important lessons for other Aboriginal communities interested in managing and developing these resources within a culturally respectful framework.
- ❖ The 'Good Agricultural and Collection Practices' (GACP) program was created based on the well-known Hazard Analysis and Critical Control Point (HACCP) framework. These guidelines were developed to meet food quality, safety and traceability objectives. GACP is a nation-wide system outlining protocols on plant identification, collection and safety standards, shipping and handling requirements and traceability evidence. The program is progressing with training across the country and has received a significant boost through its acceptance by large retailer chains that now require compliance from suppliers. This and other similar programs are likely to increase in importance as retailers address the need for increased traceability and product safety.
- ❖ Train-the-Trainer programs. Capacity building within communities and among harvesters and entrepreneurs will strengthen NTFP development efforts. Achieving these goals depends on creating a cadre of trainers capable of effectively delivering training programs as is the goal with training by the A.C.C.H.F. (The Quebec Association for Wild Mushrooms) and in the harvester training program being led by the University College of the North and Royal Roads University. Training will disseminate knowledge and best practices throughout the sector and help in building a reputable, safe, ethical and sustainable NTFP industry.

## RESEARCH

- ❖ Both events made a strong case for research having a crucial supporting role in sustainable NTFP development. Although genuine progress has been made in identifying and addressing some of the research gaps, more is required to ensure necessary information is available for informed decision-making and policy development. Significant information and methodological gaps still exist in areas such as inventories and monitoring, sustainable NTFP harvesting and management, market and non-market valuation, and suitable models for NTFP policy.
- ❖ In a period of declining research budgets, a concerted effort by sector stakeholders is required to convince funders of the importance of providing support to sector-focused applied research. This sector provides a diverse suite of possible research topics. Groups interested in getting research done need to continue their efforts to build relationships with institutions that can provide the expertise and students required to complete research.
- ❖ Traditional Ecological Knowledge (TEK) is an important resource for cultural, ecological, and other research on NTFPs. Research partnerships between outside researchers and Aboriginal ‘knowledge keepers’ – utilizing a participatory research approach that addresses concerns over how knowledge is controlled and used and other issues – will offer useful perspectives on NTFP development and management.

## POLICY/REGULATION

- ❖ Discussions regarding possible policy development for this sector have been ongoing for some years, but little in the way of implementation has actually taken place. Unsuccessful policy experiments (such as in Saskatchewan) present important opportunities for learning about what works, what doesn’t work, and why in the area of NTFP-related policy. There is a general acknowledgement among many of the forum participants that increased regulation (especially in the areas of access, resource management, and possibly other areas such as food safety) may be inevitable and possibly even desirable, but little clarity currently exists on what form NTFP policy should take.
- ❖ According to many observers, Canada currently lacks the tenure regimes required to support the sustainable management, development, and use of NTFPs. The absence of supportive tenures may lead to consequences such as an unwillingness among entrepreneurs to invest in the sector when



there are no clear rights over resources, suppressing sector development and the creation of additional economic opportunities for rural communities. Conflicts may increase as markets develop in the absence of appropriate legislation defining access rights. Research is required into identifying and testing potential tenure models that will ensure the sustainable and appropriate use and stewardship of NTFPs.

- ❖ The NTFP industry should be encouraged to participate in discussions of policy that have the potential to impact the sector. Industry participation will reduce the likelihood that inappropriate policies are developed that are unworkable, stifle industry development, or have other negative or unintended impacts. Industry participation may require a concerted effort on the part of government to recognize the legitimacy of the sector and create opportunities for participation; there may also be a role for a third party (such as a Model Forest) in helping to organize and support participation.

### FIRST NATIONS INTERESTS AND CONCERNS

- ❖ In many parts of the country, there is general acknowledgement that Aboriginal peoples are not just another 'stakeholder group' when it comes to their interests in non-timber forest resources. Aboriginal people have a special relationship with these resources, and these resources still play an important role in Aboriginal culture and in the economy of many communities. Sector development activities must take into account this special relationship and recognize and acknowledge Aboriginal rights and title if the industry is to develop in a responsible and sustainable way.
- ❖ Many First Nations are exploring the potential for sector development to meet economic and other objectives (i.e., reconnecting youth with traditional cultural knowledge and practices). There is also concern over co-optation of intellectual property and other rights due to uncontrolled/irresponsible development within the sector. Work is proceeding on the development of protocols to provide an increased level of confidence for Aboriginal organizations wishing to explore collaborative research and/or development within the sector.

### BUSINESS AND MARKETING

- ❖ NTFPs offer many possibilities for income generation in communities across Canada. These opportunities include a broad range of products (including berry-based products, mushrooms,

specialty woods, pharmaceuticals, floral greens, etc.) but also an array of other non-timber services such as recreation, ecotourism, and carbon credits.

- ❖ Access to capital is a challenge for NTFP-based businesses, as is access to information, training and markets. A cooperative model for the sector warrants more attention, as does increasing our understanding of how markets function, and which opportunities have the greatest potential to provide the best returns. Preliminary work has been completed on evaluating consumer perceptions of wild products – including identifying consumer incentives and preferences – but more work is required if effective market strategies are to be developed. Growing trends, such as buy local and increasing interest in functional foods, hold significant potential for supporting future industry growth.
- ❖ There are on-going discussions of the need to bring ‘legitimacy’ to the NTFP sector, a sector that has developed an unfortunate reputation in some circles for dubious business practices and under the table dealings. As the sector matures and faces increasing regulation (at least in some areas), an increasing proportion of producers will likely be forced to normalize activities, similar to what has occurred in other sectors of the economy. Quality control – including traceability across the marketing chain, proper post-harvest handling, etc. – is becoming a clear prerequisite to accessing certain markets and will likely feature prominently in the growth of sector segments, such as wild foods and personal care products (i.e., herbal medicines).
- ❖ As is true in other sectors, diversification and value-added strategies may help contribute to viable businesses. NTFP-based businesses can exploit their advantages in the areas of product uniqueness and ‘telling the story’ or marketing the ‘experience’. Businesses need to invest in carving out their niche within the market.

### EFFECTIVE COLLABORATION

- ❖ The need for better information and sharing of experiences as well as collaboration on mutual activities were re-occurring messages in the forum and workshop. In a fractured sector with often-limited financial resources, it is an ongoing challenge to forge effective and long-term connections. A fundamental need in developing the NTFP sector is enhanced communication; association development (see below) and other strategies may help address this gap. The Centre for Livelihoods

and Ecology (formerly the Centre for Non-Timber Resources) at Royal Roads University is in the process of creating a 'knowledge centre' that will compile and disseminate information, stimulate discussion on sector issues, and create new opportunities for collaboration among sector participants.

- ❖ Associations such as Quebec's ACCHF deserve attention as potential models for more effective collaboration. Finding ways to support the creation of similar regional/provincial or sector-oriented associations would provide a strengthened voice for the sector with government and act as a potential vehicle for the delivery of services that could enhance sector development. Associations could also develop strategies to get NTFPs more consistently and forcefully on government agendas.
  
- ❖ Finally, the importance of sector 'champions' – who have the vision, skills, and determination to drive the sector forward – cannot be overstated. The NTFP sector is not unique among industries in this regard, but in a sector so diverse in terms of products and stakeholders groups, and facing significant gaps in terms of recognition and policy development, the importance of an individual, institution or group demonstrating leadership is of great importance. The Canadian Model Forest Network is playing the role of champion in parts of the country; Royal Roads University, Laval University, and Biopterre are other examples of institutions demonstrating leadership in their respective regions and areas of work. The Canadian NTFP Network newsletter plays a role in sharing information and connecting the various initiatives. There is always room for new groups interested in supporting appropriate sector development, and if the last decade is any indication, interest in NTFPs will likely continue to grow. Increasing the levels of collaboration and communication between the different groups involved – something that the events described in these pages strived to do – will help strengthen an emerging sector that has significant unrealized potential to contribute to livelihoods in communities across Canada.

## Appendix I



# ***A Future Beneath the Trees*** **Non-Timber Forest Resources: Linking Research, Policy and Economic Opportunities**

**Friday November 6<sup>th</sup>, 2009**  
**Vancouver Island Conference Centre**  
**101 Gordon St., Nanaimo, British Columbia**  
**<http://buybcwild.com/2009-ntfr-forum>**

# **PROGRAM**

We are grateful for the generous support of our Forum Sponsors

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**Y**ear after year, interest in the non-timber forest resources (NTFR) sector continues to grow. Along with this growing interest come new interventions, new participants, and new and renewed questions about how we can build a sector that is sustainable, viable, and respectful of other values, rights, and needs. The NTFR Forum on Linking Research, Policy and Economic Opportunities provides an important opportunity to learn from and network with a diverse group of researchers, community development practitioners, resource managers, educators, business people, and others concerned with the NTFR sector across Canada. We hope you will use the Forum to learn, share ideas, and challenge your own and others' assumptions about NTFRs.

#### **Forum Goals**

- To strengthen the network and encourage collaboration among the diverse group of people with an interest in non-timber forest resources;
- To generate dialogue among participants to share experiences, information and strategies for navigating the challenges and opportunities presented by the sector;
- To illuminate the key connections between research, policy and the economic development of NTFRs.

#### **Key Focus Points**

- (1) What role do research and policy play in supporting a responsible non-timber forest resource sector?
- (2) What are the key knowledge gaps in the areas of policy, research and economic development involving NTFRs and what can we do to address them?
- (3) What are the key factors and who are the key collaborators contributing to a sustainable and equitable non-timber forest resources sector?
- (4) What are useful strategies for effective collaboration among policy, research and industry participants to further develop the sector?

# A Future *Beneath* the Trees Agenda

<i>Thursday, November 5<sup>th</sup></i>			
4:00 pm – 9:00 pm  Newcastle Island Lobby	<p align="center"><b>Shop the Wild Showcase</b></p> <p>Join us for a Shop the Wild market and explore the wild and wonderful products available through the non-timber forest resource sector.</p>		
<i>Friday, November 6<sup>th</sup></i>			
7:45 – 8:45 Newcastle Island Lobby	<p><b>Forum Registration and Morning Reception</b></p>		
9:00 – 9:15  Mt. Benson Ballroom	<p align="center"><b>Welcome and Opening Remarks</b></p> <p>Geraldine Manson, Snuneymuxw First Nation Dr. Brian Belcher, Director, Centre for Non-Timber Resources</p>		
9:15 – 10:30  Mt. Benson Ballroom	<p align="center"><b>Opening Plenary Session</b></p> <p align="center"><b><u>Setting the Stage: Linking Research, Policy, and Economic Opportunities</u></b></p> <p>Wendy Cocksedge, Centre for Non-Timber Resources, BC Jonathon Forbes, Forbes Wild Foods, ON Sinclair Tedder, Ministry of Forests &amp; Range, BC</p>		
10:30 – 11:00	<p><b>Nutritional Break</b></p>		
11:00-12:00	<p><b>Concurrent Dialogue Session One</b></p>		
	<table border="1"> <tr> <td align="center"> <p><b><u>Building the Sector: The Value of Working Together</u></b></p> <p>Gerald Le Gal, Gourmet Sauvage, QC and Jonathon Forbes, Forbes Wild Foods, ON</p> <p align="center">Lantzville Room</p> </td> <td align="center"> <p><b><u>NTFPs and Community Development: The Gaspésie Story</u></b></p> <p>Claude-André Léveillé, Coordonnateur du développement des Ressources Naturelles Alternatives, QC</p> <p align="center">Millstone River Room</p> </td> </tr> </table>	<p><b><u>Building the Sector: The Value of Working Together</u></b></p> <p>Gerald Le Gal, Gourmet Sauvage, QC and Jonathon Forbes, Forbes Wild Foods, ON</p> <p align="center">Lantzville Room</p>	<p><b><u>NTFPs and Community Development: The Gaspésie Story</u></b></p> <p>Claude-André Léveillé, Coordonnateur du développement des Ressources Naturelles Alternatives, QC</p> <p align="center">Millstone River Room</p>
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12:00 – 1:00	Lunch		
1:00 – 2:45	<p style="text-align: center;"><b>Concurrent Dialogue Session Two</b></p> <table border="1"> <tr> <td> <p><b><u>NTFR Development: Sharing the Benefits</u></b></p> <p>Terry Raymond, BC <i>'Non-timber forest resources and community economic development'</i></p> <p>Eileen Davenport, BC <i>'What do we mean by 'wild'? Research on consumer perspectives'</i></p> <p>Maxim Tardif, QC <i>'The Biopterre model: A unique approach to NTFP development'</i></p> <p style="text-align: center;">Millstone River Room</p> </td> <td> <p><b><u>Regional Experiences with NTFR development, support, and regulation</u></b></p> <p>Gerry Ivanochko, SK <i>'Regulation of NTFPs in Saskatchewan: Lessons Learned'</i></p> <p>Tim Brigham, BC <i>'The Buy BCwild Initiative: Supporting Sector Development'</i></p> <p>Dave Sutherland, NS <i>'NTFPs in Atlantic Canada'</i></p> <p style="text-align: center;">Lantzville Room</p> </td> </tr> </table>	<p><b><u>NTFR Development: Sharing the Benefits</u></b></p> <p>Terry Raymond, BC <i>'Non-timber forest resources and community economic development'</i></p> <p>Eileen Davenport, BC <i>'What do we mean by 'wild'? Research on consumer perspectives'</i></p> <p>Maxim Tardif, QC <i>'The Biopterre model: A unique approach to NTFP development'</i></p> <p style="text-align: center;">Millstone River Room</p>	<p><b><u>Regional Experiences with NTFR development, support, and regulation</u></b></p> <p>Gerry Ivanochko, SK <i>'Regulation of NTFPs in Saskatchewan: Lessons Learned'</i></p> <p>Tim Brigham, BC <i>'The Buy BCwild Initiative: Supporting Sector Development'</i></p> <p>Dave Sutherland, NS <i>'NTFPs in Atlantic Canada'</i></p> <p style="text-align: center;">Lantzville Room</p>
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2:45 – 3:00	Nutritional Break		
3:00 – 4:15	<p style="text-align: center;"><b>Panel Discussion</b></p> <p style="text-align: center;"><b><u>Where do we go from here?</u></b> <b><u>Reflections on key issues in NTFR research, policy and development</u></b></p> <p><b>Mt. Benson Ballroom</b></p> <p>From their diverse perspectives, the panel will reflect on the day's discussions and explore key issues and ideas in research, sector support, and policy.</p> <p><b>Panel Members</b>  Brian Belcher, Centre for Non-Timber Resources  Gerald le Gal, Gourmet Sauvage  Chief Fred Sampson, Siska Indian Band  Sinclair Tedder, Ministry of Forests and Range</p>		
4:15 – 4:30	Closing Remarks		

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## And Special Thanks to our Speakers...

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### **Brian Belcher, Director, Centre for Non-Timber Resources, British Columbia**

Brian joined Royal Roads University (RRU) as Director of the Centre for Non-Timber Resources (CNTR) in September 2007. Previously he was at the Centre for International Forestry Research (CIFOR) in Indonesia for 10 years and at IDRC/INBAR based in India for the four years before that. The overall focus of Brian's work is on understanding and improving the role and potential of natural resources to meet development and environmental objectives. Brian's research has focused mainly in Asia, with recent projects in Jharkhand and Meghalaya (India) and Guangxi Province, China. Brian also led an international (Asia, Africa and Latin America), multi-case comparative analysis of 61 cases of small-scale commercial forest products (NTFP), and he is currently involved in the CIFOR-led Poverty and Environment Network comparative study on forest-based income. Since joining CNTR Brian has developed new projects in Canada and internationally, including a SSHRC-funded assessment of the livelihood benefits of an investment in NTFP training and marketing in Northern Manitoba, and CIDA-supported work on participatory livelihoods monitoring in Laos and Cameroon.

### **Herve Bernier, CEO Biopterre, Quebec**

Since January 2008, Hervé Bernier has served as the CEO of Biopterre, Bio-products Development Center. He has a Bachelor degree in chemical engineering from Sherbrooke University and a M.Sc. in agricultural engineering from McGill University. He has worked as a project engineer for the Quebec Department of Environment and has been a professor and technology development project manager at the Agriculture and Food Technology Institute where he also created and managed two departments (The Technology and Development Department and the International Co-operation Department) for seven years. Before being recruited as the CEO of Biopterre, Mr. Bernier was CEO of Agrobiopole BSL, a non-profit organization whose mandate is to foster innovative and structured projects for regional economies in the field of food processing, agri-environment and agro-forestry.

### **Tim Brigham, Coordinator, Education and Capacity Building, CNTR, British Columbia**

Tim is the Coordinator for Education and Capacity-Building at the Centre for Non-Timber Resources at Royal Roads University in Victoria. He has been involved in numerous projects focused on community economic development, both in Canada and internationally, mainly with Aboriginal communities. Among the projects and activities Tim has been involved with over the past 10 years is consulting and training on NTFP-based community development, the creation of innovative educational programs, and the establishment of sector development initiatives. In Russia, Tim has worked on projects focused on the ecologically, socially, and economically sustainable development of NTFPs in communities in Siberia and the Russian Far East.

### **Wendy Cocksedge, Coordinator, Research and Extension, CNTR, British Columbia**

As Coordinator for Research and Extension, Wendy specializes in NTFP resource management - specifically inventory and compatible management - as well as capacity-building, community economic

development and sector development. Wendy has 8 years of experience in ethnobotanical participatory research with rural communities, including both Aboriginal and non-Aboriginal, and extensive partnership development with academic, government, industry and non-governmental organizations.

**Eileen Davenport, Buy BCwild Consumer Research, British Columbia**

Eileen Davenport was born in the UK where she trained as a sociologist and urban and regional planner. She is now an independent consultant, living in Victoria, B.C and specializing in Fair and Ethical Trade, Standards and certification, and NGO research and evaluation. She has previously lived in New Zealand and Australia, and worked throughout the Pacific, Asia and Africa. She is currently part of a consultant team working for WFTO (World Fair Trade Organization) to develop and pilot a new Fair Trade certification for Fair Trade organizations, and is also working with the Centre for Non Timber Resources at Royal Roads University on the “Shop the Wild” project. She has worked in universities, the public sector and for NGOs and has published a number of articles with Dr. Will Low on various aspects of Fair and ethical Trade and NGO capacity building. Over the last ten years Eileen has worked on research, evaluation and impact assessment for a number of NGOs and multi-lateral agencies including Oxfam NZ, Oxfam International, NZAID, World Bank, and ADB.

**Jonathon Forbes, Forbes Wild Foods, Ontario**

Jonathon Forbes is the owner of Forbes Wild Foods, a Toronto-based company that harvests and markets a wide variety of wild foods. Jonathon began the business about a decade ago after a lifetime of cooking and making wild preserves. In addition to his work as a successful forager and businessman, Forbes has an interesting and diverse work portfolio that includes chairing boards for Oxfam, setting up programs for the Ontario Arts Council, and working for the Ontario Ministry of Culture and Communications.

**Gerry Ivanochko, Ministry of Agriculture, Saskatchewan**

Gerry has worked in La Ronge, Saskatchewan for over 20 years with the Saskatchewan Ministry of Agriculture. He is the Provincial Specialist in Northern Agriculture. Gerry works with producers/wildcrafters, processors and marketers in the wild rice and other non-timber forest products. He also worked overseas in Ghana, West Africa for six years in small-scale irrigation projects. Gerry has recently returned from a one year CUSO posting in northern Thailand where he worked on a research project with the Thai Department of Agriculture to replace opium cultivation with alternative crops; ie. coffee, fruit trees and Macadamia nuts.

**Gerald Le Gal, Gourmet Sauvage, Quebec**

A former teacher, development officer and commercial fisherman, Gerald Le Gal has occupied many positions in Canada and abroad. In 1993 he founded Gourmet Sauvage, a company specializing in the harvest, processing and marketing of wild edibles. He is President of a Quebec association working to develop the wild mushroom harvest in Quebec and is also involved in a similar project with the Cree Nation of James Bay. Le Gal is the author of a book on wild edibles and he also hosts a television series in Quebec on wild edible plants

**Claude-André Léveillé, Conférence régionale des élu(e)s Gaspésie – les Îles (CRÉGÎM), Quebec**

After earning a college studies diploma in wildlife management at St-Félicien and an undergraduate degree in biology at Rimouski, Claude-André Léveillé worked to integrate wildlife and recreational tourism aspects into land development. Since 2002, he has focused mainly on developing non-timber forest products as a source of economic diversification within the region. After working with Gaspé Peninsula forestry groups, he moved to the Conférence régionale des élu(e)s Gaspésie – les Îles where he has coordinated alternative natural resource development since 2005. His mandate is to develop the field of wild resources in the region by integrating them into Gaspé Peninsula communities as a source of diversification and sustainable revitalisation. There are two main aspects to this development: the harvest of wild resources and the integration of this area of activity into land development (public and private forest).

**Terry Raymond, Siska Traditions Society, British Columbia**

Terry has worked for the past 3 years as Administrator for Siska Traditions Society. In addition, he previously served as Past Electoral Area Director and Past Chair for the Fraser Valley Regional District (FVRD) (four years); Electoral Area Director's representative on the executive of the Union of B.C. Municipalities (UBCM) (3 years); Chair of the Aboriginal Relations Committee at U.B.C.M. (three years); Past Director on the Fraser Basin Council (four years), and represented local government at the Yale and In Shuck-ch Treaty Tables until 2008.

**Chief Fred Sampson, Siska Indian Band, British Columbia**

Chief Fred Sampson was elected to Siska Band Council in 1996 and was elected Chief in 2000 for a five year term, and was re-elected in 2006. Sampson currently serves as Chair for Siska Traditions Society, is the Fisheries Representative for Nicola Tribal Association, sits on the Board of Directors for Stuwix Resources and is active in First Nations land and resources stewardship and management issues. In 2003, Chief Fred Sampson headed the "Bridging the Canyon Project". As project chair, Sampson saw opportunities for relevant technologies and brought communities together to find innovative solutions including heading the proposal now bringing broadband connectivity into the Fraser Canyon. As chair of Siska Traditions Society, Chief Sampson is using cutting edge technology to protect and continue traditional land use and culture practices in the contemporary context.

**Dave Sutherland, Nova Forest Alliance, Nova Scotia**

David graduated from Dalhousie University with a degree in Biology before heading to UNB for a Forestry degree. From there, he was hired by North Colchester Forest Co-op where he worked for 16 years managing small private woodlots for over 200 landowners. In 2000 he was hired as Coordinator for the Association for Sustainable Forestry, a province-wide silviculture program that provided technical and funding assistance to private woodlot owners in Nova Scotia. David is currently working on a Master's degree in Environmental Studies at Dalhousie University. David's role as General Manager with Nova Forest Alliance began in 2002, and he finds it his most rewarding job to date. He considers himself one of the fortunate few who has never had to leave Nova Scotia to find work. He lives in River John, Pictou County, with his wife Mary Beth, daughters Margaret and Emily, and son Sandy.

**Maxim Tardif, Biopterre, Bioproduct Development Centre , Quebec**

Maxim Tardif is an Agri-Environment graduate from the Agricultural Technology Institute (ITA Campus La Pocatière). He has been developing a unique professional expertise in the NTFP since 2006, first for the Center of Expertise on Agroforestry Products (CEPAF) and since 2008, for Biopterre as a Team Leader for the department of agroforestry and windbreaks establishment. Mr. Tardif is also a coordinator for numerous NTFP-inventory projects in different communities of Quebec and a speaker for a variety of presentations, trainings and transfer of knowledge projects for Biopterre and the NTFP sector.

**Sinclair Tedder, Ministry of Forests and Range, British Columbia**

Sinclair Tedder has worked as an economist with the Ministry of Forests and Range for 16 years. For over 10 years, he has taken an interest in non-timber forest resources and has sought to understand whether or not government has a beneficial role to play. Sinclair is also currently in the process of completing his PhD in forest resources management at the Faculty of Forestry, UBC. His dissertation is looking at why, when and how a government should, or should not, intervene in a common pool resource market, such as non-timber forest resources.



## Appendix II

### From Atlantic Fields and Forests

February 18 & 19, 2010

Best Western Glengarry, Truro, NS

#### AGENDA

THURSDAY, FEBRUARY 18, 2010

8:30 – 9:00	Registration
9:00 – 9:10	Welcome
9:10 – 9:40	<b>Brian Allaway</b> – President Sales & Marketing; Acadian Maple Products <i>The History of a Successful Maritime NTFP: Acadian Maple Products</i>
9:40 – 10:10	<b>Jeff Brown</b> - Owner and Trainer; Alpha Computer <i>Understanding &amp; Using Social Media for Your Business</i>
10:10 – 10:30	Networking and Nutrition Break
10:30 – 11:00	<b>Paul MacLeod</b> - Director of Category Management; Sobeys Atlantic Limited <i>Partnering with Sobeys Atlantic</i>
11:00 – 12:00	<b>Gérald Le Gal</b> - Author, TV Personality, Entrepreneur; Gourmet Sauvage Inc <i>NTFP'S and Their Evolving Role in Rural Communities</i>
12:00 – 1:00	Networking and Lunch
1:00 – 1:30	<b>Dwight Thornton</b> - President; Fiddlehead Heaven Forest Products <i>Standing Out in the Crowd: How Added Value Can Work For You</i>
1:30 – 2:00	<b>Claude-André Léveillé</b> - Alternative Natural Resource Development Coordinator; CRÉGÎM <i>Supporting Regional Organization of NNTP's: The Gaspé Peninsula Story</i>
2:00 – 2:45	<b>Jonathan Forbes</b> – President; Forbes Wild Foods <i>A Personal Look at the Development and Growth of an NTFP Business</i>
2:45 – 3:00	Networking and Nutrition Break
3:00 – 3:30	<b>Fred Pierce</b> - Business Development Officer; Nova Scotia Co-operative Council <i>Co-operatives in the Nova Scotian Landscape</i>

3:30 – 4:00      **Lloyd Mapplebeck** - Associate Professor; Department of Plant and Animal Sciences, Nova Scotia Agricultural College  
*Identifying the Possibilities for Non Timber Forest Products*

**(A portion of the) Funding for this event has been provided by Natural Resources Canada through the Canadian Forest Service's *Forest Communities Program*.**

**FRIDAY, FEBRUARY 19, 2010**

9:00 – 9:30      **Peter Duinker** - Director, School for Resource & Environmental Studies (SRES), Dalhousie University  
*Forest Certification 101: Some Basics for Woodlot Owners*

9:30 – 10:15      **Concurrent Session**

*Session A*      **Glenn Keays** - Senior Consultant, Sustainability Services; AMEC Earth & Environment  
*Forest Certification Systems and Trends in the Global Marketplace*  
*OR*

*Session B*      **Keith Williams** - CEO; Corylus Consulting  
*Opportunities for Formal and Informal Skills Development in the NTFP Sector*

10:15 – 10:30      Networking and Nutrition Break

10:30 – 11:15      **Scott Davis** - Certification Coordinator; Eastern Ontario Model Forest  
*Certification of Forest and Non-Timber Forest Products in the Eastern Ontario Model Forest*

11:15 – 12:00      **Connie Kehler** - Executive Director of the Saskatchewan Herb and Spice Association and the Canadian Herb, Spice and Natural Health Product Coalition  
*Good Agriculture and Collection Practices (GACP's)*

12:00 – 1:00      Networking and Lunch

1:00 – 1:30      **Concurrent Session**

*Session A*      **Mike Hutchinson** - Forest Technologist and Projects Coordinator; Federation of Nova Scotia Woodlot Owners (FNSWO)  
*Current Woodlot Certification Programs in Nova Scotia*  
*OR*

*Session B*      **Melvin Nash** - Author, President of JM Nash and Associates, President of Fiddlehead Canada  
*Fiddleheads: A Premium Organic Food Product for the 21<sup>st</sup> Century*

1:30 – 2:00      **Concurrent Session**

<i>Session A</i>	<b>Lesley Farrow</b> - Forest Researcher; Mersey Tobeatic Research Institute <i>Building Capacity for Small Woodland Owner Forest Certification in Nova Scotia</i> <i>OR</i>
<i>Session B</i>	<b>Ron Smith</b> - Independent NTFP Consultant / VarFor Limited <i>Working Together To Increase Sales and Improve Market Access, Without</i> <i>Compromising NTFP Quality or Sustainability</i>
2:00 – 3:00	<b>Tim Brigham</b> - Education & Capacity Building Coordinator; Centre for Non Timber Resources, Royal Roads University <i>Future Marketing Opportunities in the Canadian NTFP Sector and Current</i> <i>Activities at the Centre for Non-Timber Resources</i>
3:00 – 3:15	Networking and Nutrition Break
3:15 – 4:00	<b>Panel Discussion:</b> Tim Brigham                      Gérald Le Gal                      Claude-André Léveillé
4:00	Closing Remarks – David Sutherland; Nova Forest Alliance