

COST Action FP1203 – “NWFPs network”



Value chain of NTFPs in Macedonia

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Problem statement → research objectives

- Lack of scientific data about NTFPs and their markets ;
- Ignored in research and management – unawareness for economic potential of NTFPs;
- Important means for economic growth and SFM in local communities;

➤ Presenting situation of SME`s related to NTFPs;

➤ Describing value chain of NTFPs;



Research question

- Which are the key factors in the value chain of NTFPs?
- Marketing Mix model:
 - Product, Price, Place, Promotion (4Ps)




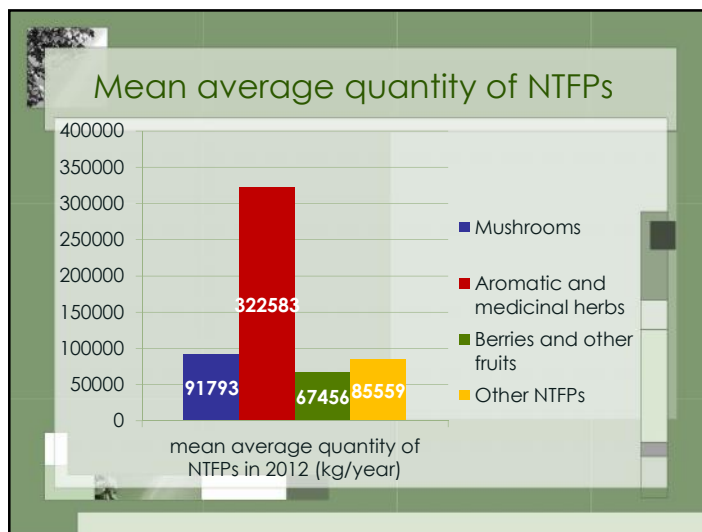
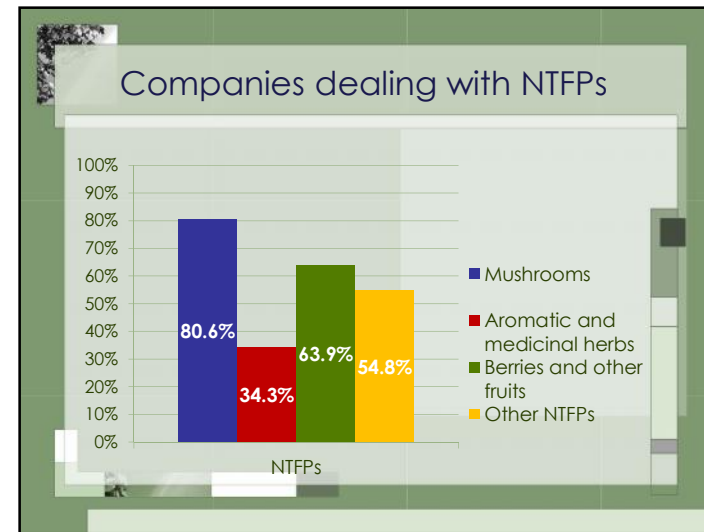
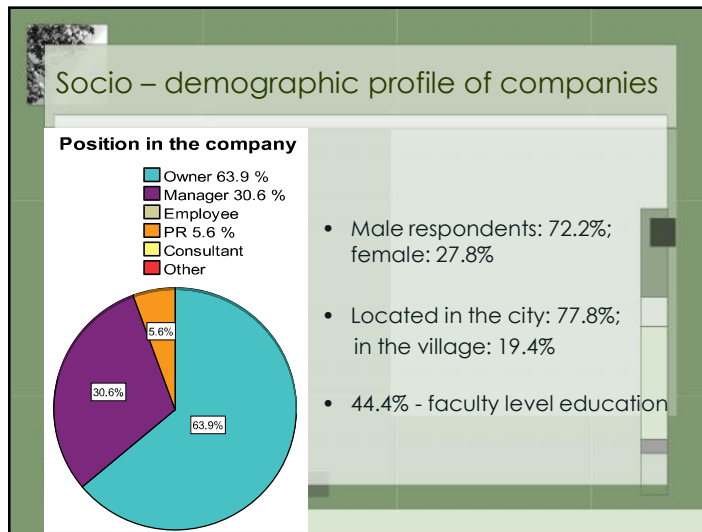
Methods

- Quantitative data
- 40 registered companies (Central register office) – approached 36 companies which were willing to cooperate
- No registered collectors in Macedonia – companies were asked to provide the list of pickers with whom they are collaborating

➤ Primary data

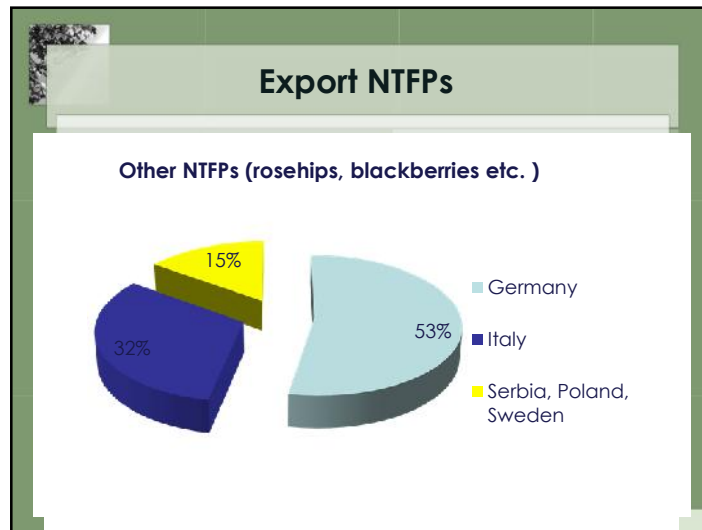
- survey with two different semi-structured questionnaires (companies and pickers in the field)
- collected data analyzed with SPSS (frequencies, Kruskal-Wallis test, binomial test, t-test)





Prices of NTFPs

NTFPs		Average buying price (kg/euro)	Average selling price (kg/euro)	Total income (kg/euro)
Mushrooms	Mean	4,02	5,58	1,56
	Minimum	2	2	0,30
	Maximum	9	11	5,0
Aromatic and medicinal herbs	Mean	2,435	7,175	4,74
	Minimum	0,7	0,9	0,20
	Maximum	6,0	19,0	13,0
Berries and other fruits	Mean	1,537	1,948	0,41
	Minimum	0,4	0,5	0,10
	Maximum	3,0	3,5	1,0

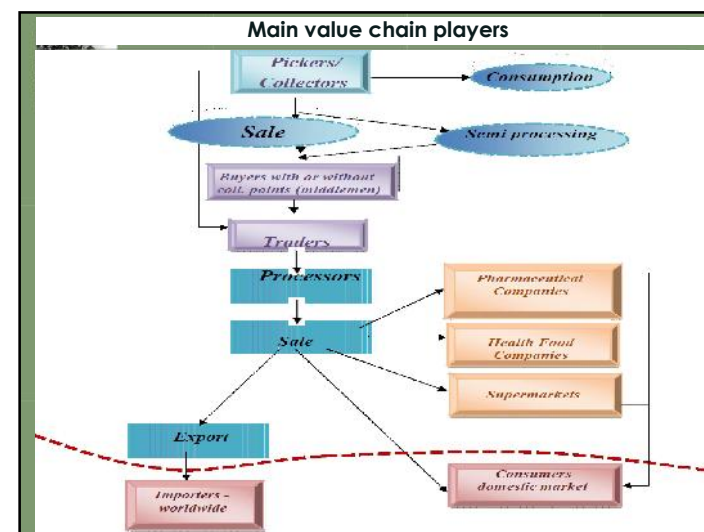


- ### Marketing tools
- The use of marketing tools (PR, advertising and branding) - very rarely used in the sector of NTFPs
 - Positive opinion
 - Importance of developed channels of distribution: positive role (Binomial test, $p = 0.000$)
 - Importance of family or company brand: positive role (Binomial test, $p = 0.002$)
 - Neither positive nor negative opinion
 - Importance of advertising (Binomial test, $p = 0.500$)

Pickers (Collectors)

- Male respondents: 84.78%, female: 15.22%
- Employed - no: 52.2%, yes: 47.8%
- Importance of NTFPs regarding family budget:
 - > 45.7% - important; 30.4% - very important;

Collected NTFPs	Mean value for household consumption		Mean value for selling	
	kg	%	kg	%
Mushrooms	21.78	6.37	312.63	93.63
Aromatic and medicinal herbs	21.27	34.60	153.00	65.40
Berries and other fruits	21.64	10.29	118.21	89.71
Other	19.25	1.83	259.22	78.17



Discussion and Conclusions 1/2

- Business owners – mostly male persons (72.2%), completed college education, average age 46 years, private companies
- Pickers of NTFPs – male persons (84.78%), average age 50 years, high school, most pickers – unemployed, NTFPs important for family budget
- Demand driven market: pickers depends from buyers to collect NTFPs; no grading rules for NTFPs quality → pickers with reduced market power
- Supply driven value chain: everything depends on the supply of NTFPs

Discussion and Conclusions 2/2

- Price of NTFPs – market driven, determinate by the buyers (factors: weather, quality of NTFPs, influence of international market)
- 50 % capacity utilization of companies - possibility, potential of the companies for higher buying, processing and selling of much more NTFPs
- Greater demand versus supply of NTFPs
- Weak marketing and promotion of NTFPs sector
- Efficient and effective work of companies, contribute to promoting the NTFPs sector by self and NTFPs as economically important products, especially among collectors

Thank you for your attention!



A collage of various non-timber forest products (NTFPs) including mushrooms, berries, and flowers.