



Focus Group 35 Diversification opportunities through plant-based medicinal and cosmetic products

The main question of the Focus Group is: **How to create diversification opportunities for farmers through innovative value chains of plantbased medicinal and cosmetic products?**

The first meeting of the Focus Group focused on the discussion of concrete agroforestry cases:

1. **Collect data, studies and existing knowledge** regarding the demand for plants for medicinal and cosmetic use;
2. **Identify existing value chains** of plant-based medicinal and cosmetic products where farmers play a substantial role. The identified value chains should take into account different climatic conditions, agro-ecosystems and forms of cooperation along the value chain;
3. **Identify the main actors and drivers** of the value chains of plant-based medicinal and cosmetic products considering knowledge, skills, technical, legal, economic and organisational requirements;
4. **Assess the economic viability and environmental performance** of the identified value chains, notably with regard to the diversification of farmers' and foresters' income and the environmental performance of the holding and of the whole value chain;
5. **Suggest innovative business models** to foster integrated links between production/agribusiness/applied research;

The experts have identified the most important knowledge gaps to be filled and the highest potential for innovative value chains that would facilitate the implementation of plantbased medicinal and cosmetic products production. Subsequently, 8 topics for mini papers emerged. These mini papers are the starting point of the discussion at the second meeting.

The specific objectives of the second meeting are to:

- present and discuss the preliminary outcomes of the mini papers
- provide recommendations in terms of further research needs and ideas for Operational Groups and other innovative projects.
- define a dissemination strategy for the results of the focus group

Day 1: Wednesday 23 October 2019

8:30	8:50	Welcoming words, scope and purpose of the meeting
8:50	9:00	Reminder: what is an Operational Group?
9:00	10:40	Working session : Mini Papers (in small groups)
10:40	10:55	Coffee break
10:55	11:15	Presentation of mini papers (first round, 4 MP, 5 minutes each)
11:15	11:35	Open discussion : comments of mini papers
11:35	11:55	Presentation of mini papers (second round, 4 MP, 5 minutes each)
11:55	12:15	Open discussion : comments of mini papers





12:15	13:30	Lunch
13:30	14:00	Travel by bus
14:00	15:30	Visit 1 : Iteipmai http://www.iteipmai.fr/en Presentation of the institute by Anne Buchwalder, director Practical activities with farmers, different forms of collaboration at several levels, examples.
15:30	16:00	Travel
16:00	18:00	Visit 2 : Promoplantes http://www.promoplantes.com/index.php?varLang=EN Visit of the drying, sorting, grading and packing units, discussion with French farmers and Laurent Martineau from Promoplantes and also President of the Iteipmai.
18:00	18:30	Travel by bus
19:30	21:00	Networking dinner

Day 2: Thursday 24 October 2019

8:30	8:45	Introduction to the 2 nd day (travel and logistics)
8:45	9:00	Wrap up of the 1 st day
9:00	10:30	Working session (in small groups) : Ideas for Operational Groups, innovative projects and research needs from practice
10:30	10:45	Coffee break
10:45	11:55	Presentation of the identified research needs and Operational Groups for each mini paper
11:55	12:15	How to disseminate the Focus Group results ?
12:15	12:30	Next steps and closing
12:30		Lunch and departure

