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 plant-based 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 plant-based 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**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>8:30</td>
<td>Welcoming words, scope and purpose of the meeting</td>
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<td>8:50</td>
<td>Reminder: what is an Operational Group?</td>
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<td>9:00</td>
<td>Working session: Mini Papers (in small groups)</td>
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<td>10:40</td>
<td>Coffee break</td>
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<td>10:55</td>
<td>Presentation of mini papers (first round, 4 MP, 5 minutes each)</td>
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<td>11:15</td>
<td>Open discussion: comments of mini papers</td>
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<tr>
<td>11:35</td>
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</tbody>
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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
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 2nd day (travel and logistics)
8:45 9:00 Wrap up of the 1st 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