

Research title

Investigating consumers demand for wild forest products

Indagine sulla domanda dei consumatori di prodotti selvatici

Tutor

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State of the art and aims of the project

In the recent years, there has been a notable increase in the popularity of wild forest product (such as wild game meat, berries, forest nuts, aromatic plants, mushrooms) among consumers. Wild forest products, in fact, possesses all the positive attributes that “modern” consumers search in food production. Whether a supply chain for wild forest products is economically sustainable depends on whether there is a demand for these products, which in turn depends on how consumers perceive them. The PhD project aims to broaden knowledge of consumers' attitudes and feelings towards wild forest products, such as the hunted wild game meat, and explores whether consumers would support a professional supply chain for these products, offering more information to stakeholders (i.e., producers, processors, and retailers) to develop products and marketing strategies that effectively target individual consumer needs. Findings from this study can help policy makers to design new strategic interventions for the management of markets for wild products.

Recent publications of the tutor in the field

1. Gaviglio, A.; Demartini, E.; Marescotti, M.E. (2017) Opportunities and limitation from an Italian alpine case study. *Calitatea – Access la Succes*, 18(2):215-222.
2. Demartini, E.; Vecchiato, D.; Tempesta, T.; Gaviglio, A.; Viganò, R. (2018) Consumer preferences for red deer meat: a discrete choice analysis considering attitudes towards wild game meat and hunting. *Meat Science*, 146:168-179.
3. Gaviglio, A.; Marescotti, M.E.; Demartini, E. (2018) The local value chain of hunted red deer meat: A scenario analysis based on a northern Italian case study. *Resources*, 7(2):34.
4. Viganò R., Demartini E., Cottini A., Gaviglio A., Lanfranchi P., Calderone E., Balocchi E. (2018). *Filiera Eco-Alimentare. Un progetto di valorizzazione e certificazione delle carni di selvaggina*, 3, Argomenti SIMeVeP
5. Marescotti, M.E; Caputo, V.; Demartini, E.; Gaviglio, A. (2019) Discovering market segments for hunted wild game meat. *Meat Science* 149:163-176.