

Money Does Grow on Trees!

Money Does Grow on Trees!



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With Deborah Ward and Ken Love

Trees for improving profitability, sustainability, and resource conservation on farms and ranches
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Agroforestry: A land-use system in which woody perennials (trees, shrubs, palms, bamboos) are deliberately used on the same land management unit as agricultural crops (woody or not), animals or both, either in some form of spatial arrangement or temporal sequence. In agroforestry systems there are both ecological and economic interactions between the different components.

Subsistence agroforestry



- Includes foraging or gleaning in the wild
- Indigenous crops
- Provides for family and extended family
- Promotes trading goods or services among neighbors
- Allows selling the surplus at local markets

Subsistence Farming: A land-use system in which woody perennials (trees, shrubs, palms, bamboos) are deliberately used on the same land management unit as agricultural crops (woody or not), animals or both, either in some form of spatial arrangement or temporal sequence. In agroforestry systems there are both ecological and economic interactions between the different components.

Overstory/Understory



- Growing the over-story for eventual market
- Harvesting forest products, thinning
- Growing under-story for current market
- Harvesting various non-timber forest products

Slow growing, timber species for various uses: woodworking, furniture, crafts
Short-term woody crops like Eucalyptus are a relatively new type of forestry without established markets; it is likely that regional markets will develop over time where there are customers such as ethanol producers, electric power producers, and the fiber industry. Thinning and pruning may generate sales if carefully planned.

Timber Products



- Access to a portable sawmill can enable a grower to saw her/his own logs into lumber, air-dry it, and sell it directly to specialty woodworkers.

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Markets for all types of wood products (e.g., saw timber, chip and saw, pulpwood) may eventually emerge

Tree can be cut and sold for firewood.

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Bamboo for structure, fiber, craft and food



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In addition to timber, Non-timber forest products are virtually limitless.

Harvest-to-market products such as : Food crops, Culinary herbs, Mushrooms, Live animal products (eggs), Handicraft materials, Floral products

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Guava poles for construction accents.

Living scaffolds for vines, (passion-fruit, gourds, etc)

Firewood,

Mixed Orchard & Market Garden



Agroforestry involves combining a tree planting with another enterprise—such as grazing animals or producing mushrooms—or managing a woodlot for a diversity of special forest products. For example, an agroforestry system might produce firewood, biomass feedstocks, pine straw mulch, fodder for grazing animals, and other traditional forestry products. At the same time, the trees are sheltering livestock from wind or sun, providing wildlife habitat, controlling soil erosion, and—in the case of most leguminous species—fixing nitrogen to improve soil fertility.

Flowers/foilage for ceremony & decoration



Botanicals and herbals



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Noni – traditional tonic

LMC
Palau Noni Capsules
(Morinda Citrifolia)

A Traditional Pacific Island Herbal Product

LAVERNE MEREP CO.
P.O. Box 599 Koror, Palau 96940
Tel.: (607) 488-1776 / Cell.: 775-2192
E-mail: nonicapsules@palau.net

NGEL
Palauan Noni Tea

- Real Brewed
- Natural, No Sugar
- Healthy Herbal Drink

THE ORIGINAL MAUI NONI SINCE 1985
MAUI NONI
JUICE
NET 32 fl oz. (946 ml)

NONI FACTORY

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Pandanus for mats, hats, handicrafts



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Leafy understory herbs: dried for tea



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Kava, 'awa, sakau (*Piper methysticum*)



Minimally processed products such as:

Honey

Herbal medicines

Herbal drinks, teas

Oils

Dyes

Seeds, propagated material

Nursery products

Betel nut (*Areca catechu*)



- Shade
- Fruits for chewing
- Timber for furniture

Minimally processed products such as:

Honey

Herbal medicines

Herbal drinks, teas

Oils

Dyes

Seeds, propagated material

Nursery products

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Products requiring complex processing, such as :

Essential oils

Soaps

Medicinals

Spices, flavorings

Fibers, ropes

Resins, gums, saps



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Animals in Agroforestry: Free Range Chickens, Eggs



Harvest-to-market products such as :

Food crops

Culinary herbs

Mushrooms

Live animal products (eggs)

Handicraft materials

Floral products

Bees: Pollinators & Producers



Services for hire



This Little Forest Crop Went to Market



- On-site farm sales
- Community Supported Agriculture (CSA)
- Farmers' market
- Fairs and shows
- Internet sales
- Direct to Restaurants
- Retail markets

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Community Supported Agriculture



- Sign up your neighbors: for a fee, supply a weekly share of just picked food.
- Provide a seasonal variety of produce and farm products such as eggs and honey.


Cooperative Sales and Farm Tours



Farmer's Markets



- Food is fresh—only hours from the field
- Boosts nutrition; more fruits and veggies
- Pleasure the senses—colors, flavors
- Get to know neighbors, community
- Eating locally avoids packaging, shipping
- Organic farming promotes stewardship



Adding Value

Who adds the value to goods?

- Grower?
- Processor?
- Retailer?

The one that adds the value generally reaps the benefit.

Ways to add value to your goods



- Process the raw material
- Pre-cut, wrap and package
- Take a unique approach
- Label your product
- Distinct product appearance
- Increase shelf life
- Provide recipes/cookbook
- Gift baskets or multi-pack
- Build reputation, relationship

Promotion - Elements of Design



- Know your product
- Know the competition
- Know your target audience
- Know the buyer's situation
- Why should someone want what you have to sell?
- Why is your product the best for your audience?

Make your name



- Name of product
- Logo or recognizable brand
- Farm or estate label (Made in Palau)
- Slogan
- Awards
- Certification (ie Organic, HOFA)
- Website/email address
- Labeling Requirements



Make your claim

- Convey your message, personality
- Use graphics to illustrate your product
- Unique characteristics
- Ingredients
- Describe what it is (all natural, organic)
- Describe what it is NOT (no pesticides, preservatives, no added coloring)
- How to use the product, recipes

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Palau
Tapioca Chips
Ingredients: tapioca, salt,
canola oil, flavoring
Net wt. 4oz (112 grams)
Best Before: 2008
B&A Kitchen - FH-83
Tel: (680) 488-1253
Hand Made
Product of Palau

LMC
Palau Noni
Yellow Fin Jerky
No Preservatives Added
Best if used before: *Sept 30, 2008*
Ingredients: Yellow
Fin, Soy Sauce, Salt,
Vinegar, Tabasco
Net Wt.
B&A Kitchen
FH-1153
PO Box 1896
Koror Palau 96940
(680)488-1239
Product of Palau

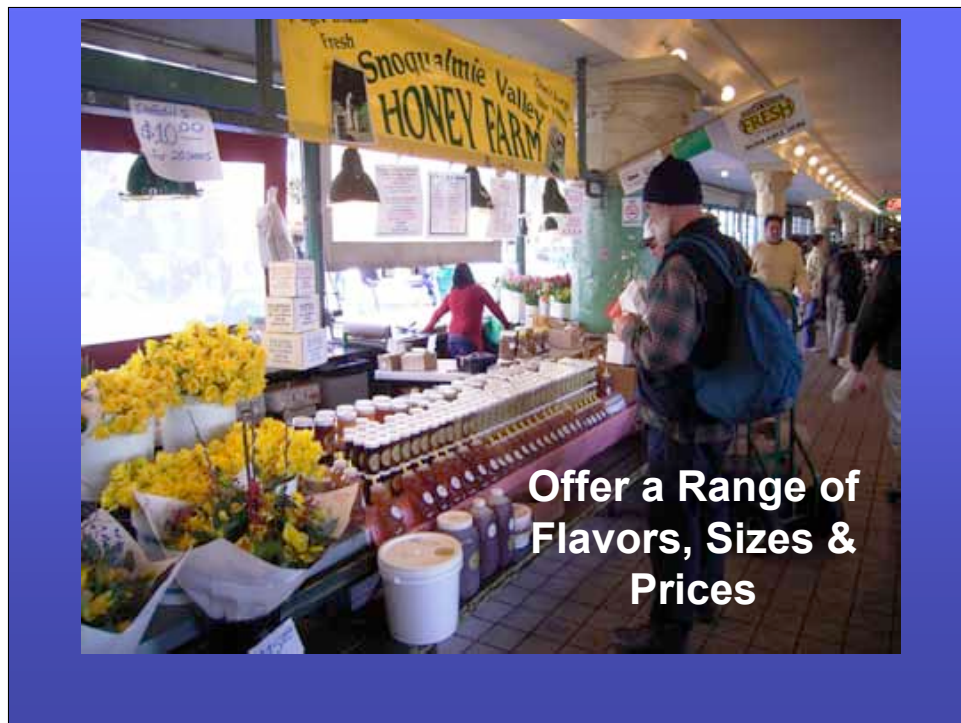
**“Palau Fresh” or “Product of Palau” or
“Grown in Palau” Logo
Helps customer recognize local products**

Get your name out there!



- Sign up for directories
- Add your product to web directories
- Promotional materials
- Advertise

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Educate and Inform



A little something extra goes a long way.

POP



Cookbooks promote local fare



Personal or Promotional Services

- **Friendly employees**
- **Samples to give or taste**
- **Catering services**
- **Tours of farm or operation**
- **Toll-free number**
- **Delivery service**
- **Newsletter**
- **Sponsor community effort**

Offer financial incentives

- **Coupon for next purchase**
- **Money-back guarantee**
- **Offer gift certificates**
- **Discount quantity sales**
- **Offer a catalog with promotional features**
- **Seasonal sales on limited items**
- **Provide services/equipment**

Points to Remember

- **Choice (Sizes, packages & products).**
- **Change (Product & package evolution).**
- **Competitive Intelligence (Keep informed).**
- **Occasions (Private & custom labels).**
- **Waste Not (After markets).**
- **POP (Point of purchase - educate & inform).**

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