

FOREST FARM WELNA

RESTORATION FORESTRY















THREATS

BIODIVERSITY

CLIMATE

DISCONTENT CUTTING OF TREES

POOR RESULTS





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INSIGHTS

- ECOLOGY DOESN'T STOP AT OUR FRONT DOOR
- WE LOOK THROUGH ECONOMIC LENS TOO MUCH
- RECOGNITION THAT FORESTRY IS AN OLD DESIGN

*CAN WE BASE A FORESTRY MODEL ON AN
ECOLOGICAL PRINCIPLE?*

ECOLOGY AS LEADING PRINCIPLE

FORWARDING:

- ECONOMIC VALUES
- SOCIAL VALUES
- SCENIC VALUES

*CONCLUSION: DON'T BASE MODEL ON CUTTING
DOWN TREES!*

FOREST FARM WELNA

CHALLENGE



IMPLEMENTATION OF FOOD
PRODUCTION IN LEGAL FRAMEWORK OF
NATURE PROTECTION

PREPARATION SINCE 2016

**COLLABORATION
PILOT LOCATION WELNA
4 BUSINESSCASES**





Model samengesteld:
vakken
met randlengtes voor aanwinning
en gastronomie.
Personeelsdeel ca. 10%

verdichten met soorten
kattende lue
diverse winterdierlucht mengen
met veldslagen.



Combinatiemodel
alles mogelijk, af-
hankelijk van welke
prioriteiten en toe-
gevoegde waarden.

Halfpen deel
Zo laten

Wand en waarde behouden.
Aanwilt op biodiversiteit.



4 DESIGNS WELNA

I VOLUME PRODUCTION

LIMITED NUMBER OF SPECIES

FOR SELLING TO WHOLESALERS

BIGGER QUANTITIES

EASY HARVEST

(SWEET CHESTNUT, SWEET CHERRY, WALNUT, HAZELNUT,
CRAB APPLE, WILD PEAR, MEDLAR, QUINCE, BLUEBERRY, SEA
BUCKTHORN, RASPBERRY, AUTUMN OLIVE, HONEYSUCKLE...)

4 DESIGNS WELNA

2 BOTANICAL GASTRONOMY

LARGE NUMBER OF SPECIES (60+)

FOR SELLING TO NICHE (RESTAURANTS, CHEESEMAKERS, ...)

SPECIAL PLANTS & TASTES

JUST IN TIME HARVEST

(SASSAFRAS, HONEY LOCUST, HOLY OAK, KOREAN NUT PINE,
MULBERRY, SHIPOVA, PLUM, CZECHUAN PEPPER, CHINESE
CEDAR, JAPANESE ANGÉLICA, LILAC CHASTETREE, ...)

4 DESIGNS WELNA

3 EXPERIENCE

SPECIES CHOSEN FOR FORM, FLOWERING, TASTE, ESTHETICS, ...

RENTING SPACE (WORKSHOPS, ACTIVITIES)

PICK YOURSELF ROUTE

EDUCATIONAL (COOKING, GRAFTING, BOTANY, ...)

(SUGAR MAPLE, SWEET CHERRY, LIME, GINKO, JAPANESE
WALNUT, JAPANESE DOGWOOD, BENTHAM'S CORNELL, SILVER-
BELL TREE, MAGNOLIA VINE, RASPBERRY, ...)

4 DESIGNS WELNA

4 BIODIVERSITY

MORE NATIVE SPECIES

EXTRA FOOD AND HABITAT FOR ORGANISMS

LEAST INTRUSIVE

GUIDED TOURS AND PICKERBASKETS

(SWEET CHESTNUT, SMALL LEAVED LIME, GOAT WILLOW,
SERVICE TREE, CORNELIAN CHERRY, HAWTHORN, IVY,
HAZELNUT, RIBES, RUBUS, RUM CHERRY, SEA BUCKTHORN, ...)

INTERESTING TO INVEST?

WOOD FORESTRY

- LONG TERM PLANNING
- LITTLE INVESTMENT
- OUTSOURCED TASK AND KNOWLEDGE STRUCTURE
- MARGINAL PROFIT
- NO GROWTH MODEL

FOOD FORESTRY

- LONG TERM PLANNING
- INVESTMENT €500.000
- BUILD UP NEW TASK AND KNOWLEDGE STRUCTURE
- BREAK EVEN 15 YRS
- GROWTH MODEL

PROGNOSIS 2037

OVERALL RESULT €100.000

PAID WORK 800 DAYS

VS.

MARGINAL RESULTS

LITTLE MANAGEMENT

HOW?

- DEMONSTRATE!
- SHAREABLE BLUEPRINT
- PROMOTE & MOBILIZE



DEMONSTRATE THAT:

PHYSICAL FOREST DOES NOT DISTURB PROTECTION GOALS

> REMAINS HABITAT SPECIES, 60% CANOPY COVER, ...

PRESENCE OF PEOPLE (HARVEST, MANAGEMENT, TOURS, EDUCATION) DOES NOT DISTURB PROTECTION GOALS

> LEARNING NEW SKILLS & CREATING NEW PROTOCOLS

- IT WORKS AT ALL

> GET SOIL GOING, GETTING PH UP, HEALTHY GROWTH

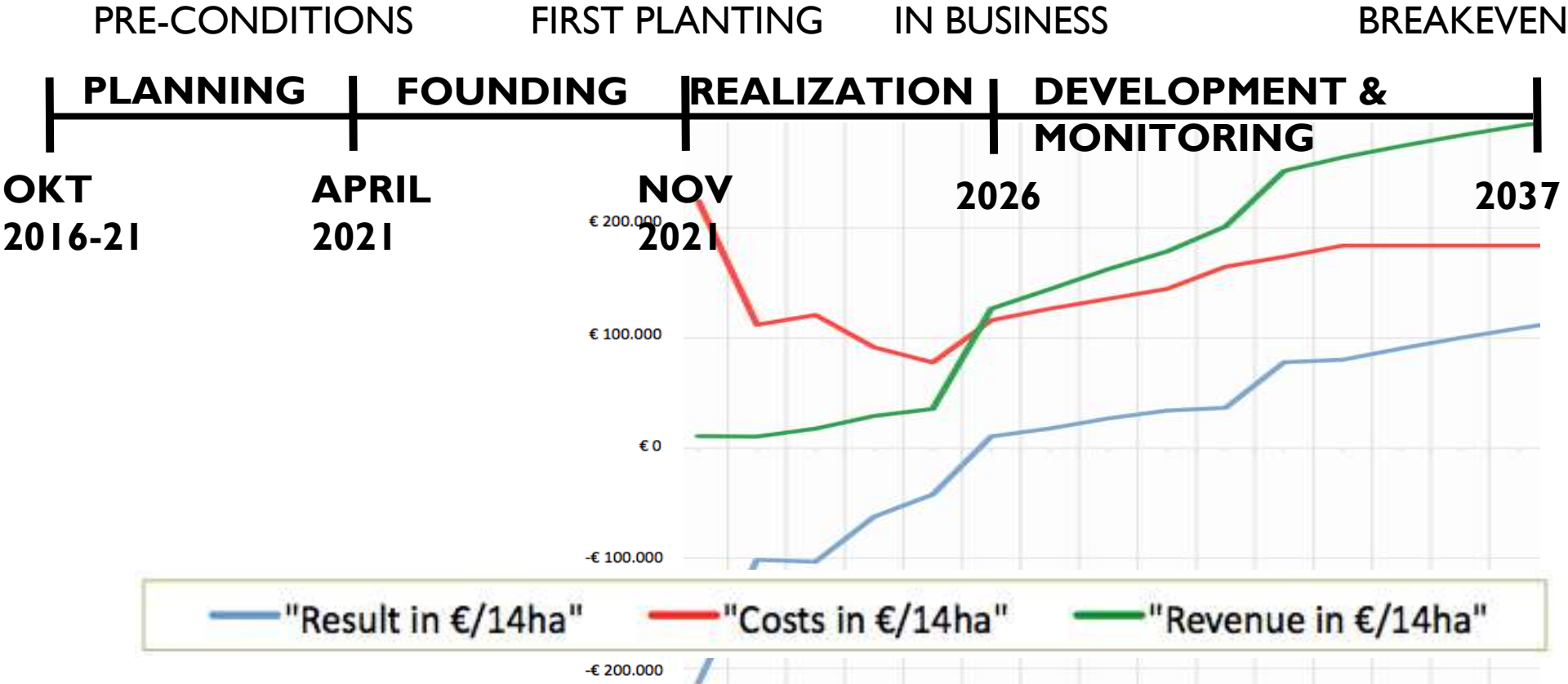
BLUEPRINT NEW FORESTRY MODEL

- CO-OPERATING WITH INSTITUTES
 - MONITORING
 - COLLECTING DATA
 - SHARING DATA
- MAKING IT REPEATABLE

PROMOTION & MOBILIZATION

- INSPIRING PEOPLE
- INFORMING PEOPLE
- PROMOTING NEW NATURE NARRATIVE
- MAKING PRACTICAL ECOLOGICAL WORLDVIEW
- SHARING LESSONS LEARNED TO BROAD PUBLIC

TIMELINE



THE FUTURE FOREST FARM

A NEW ECOSYSTEM WE ARE PART OF

