



LIFE16-CCA IT 000011

# Commercial plan Italy: Wild asparagus (*Asparagus acutifolius*)

Appendix to the Action C7-3



DESERT ADAPT, LIFE16-CCA IT 000011

2022



**LIFE Project Number:** LIFE16-CCA IT 000011

**LIFE Project name:** DESERT ADAPT

#### Data Project

<b>Project location:</b>	Italy, Portugal and Spain
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<b>Project end date:</b>	01/09/2022 <b>Extension date:</b> : 01/09/2023
<b>Total budget:</b>	€ 4.075.040
<b>EU contribution:</b>	€ 2.439.761
<b>(%) of eligible costs:</b>	60%

#### Data Beneficiary

<b>Name Beneficiary:</b>	Università degli Studi della Campania "Luigi Vanvitelli" (IT)
<b>Contact person:</b>	Ms Simona Castaldi
<b>Postal address:</b>	Via Vivaldi 43, 81100 Caserta, Italia
<b>Telephone:</b>	+39 823 274646
<b>E-mail:</b>	Simona.CASTALDI@unicampania.it
<b>Project Website:</b>	Still to come

#### Report information

<b>Name</b>	Commercial plan: Wild asparagus ( <i>Asparagus acutifolius</i> )
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*This commercial plan is one in a range of similar documents. List of commercial plans available:*

Spain	Italy	Portugal
L5/L6*: <b>Aromatics, Jara</b> (all uses, including oil), <b>Honey</b> .  L7: Nuts ( <b>Pistachio</b> ), <b>Tourism</b> (Bulls & cows)	L1: <b>Aromatics</b>  L2/11: <b>Honey</b> + <b>beekeeping</b> in general (selling/buying bee colonies & queens), <b>Wild asparagus, Pistachio</b>  L4: <b>Sumac</b> ( <i>Rhus Coriaria</i> ), <b>Prickly pear</b> (all products like Fibre, (frozen) juice, fruits etc).	L8: <b>Tourism</b> .  L9: <b>Carob tree</b> .  L10: <b>Strawberry tree. Hunting</b> (link with national hunting orgs, photo hunting options).

\* L numbers are the landowners in Life Desert-Adapt project that sell these products.

## 1 Type of product or service

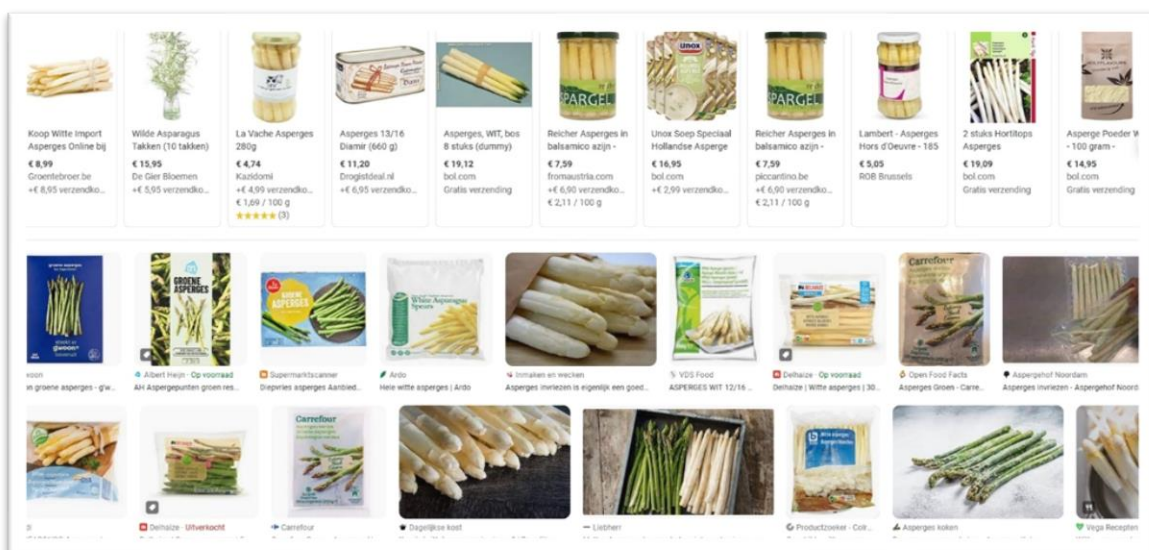
Wild asparagus (*Asparagus acutifolius*) is one of the almost 300 species in the *Asparagus* family. Most are evergreen long-lived perennial plants growing from the understory as lianas, bushes or climbing plants. They can become 10 years and older. The best-known species is the edible *Asparagus acutifolius*, commonly referred to as just asparagus. In some countries there are similar wild edible asparagus family members. The vegetables can usually be harvested when the plant is at least 3 years old. The focus of this commercial plan is the *Asparagus acutifolius* and/or the edible wild asparagus in general. We call it 'wild' because this is the specie you can also find in nature and self-collect. *Asparagus acutifolius* is growing throughout Europe. In Southern Europe it's more common to collect them in the wild and find these on the menus in the restaurant. In Northern Europe it is more common to eat the commercial varieties.

### Commercial varieties

They also grow asparagus in intensive agricultural systems but in most cases these are special varieties/hybrids made out of *Asparagus acutifolius*. This is a totally different sector. These come in white, purple and green hybrids. Green ones are getting sunlight during their growth while the white ones grow in the dark (growers keep them under the soil). The purple one is a specie from Australia. Take a look at [this site](#) to get an impression of the conventional vegetable growing versions of the asparagus. We sometimes refer to these commercial ones when it comes to prices etc.

### Traditionally there are the following main uses.

- **Fresh asparagus.** Asparagus are usually sold fresh. In cold storage you can keep them edible for a few days.
- **Canned asparagus.** It is not difficult to preserve asparagus and drop them into jars. In that way you can still eat asparagus out of the regular harvest season.
- **Frozen asparagus.** Offcourse you can also freeze them. Only the commercial varieties are used for this. This is fast growing market around the world.
- **Processed asparagus for soup or other products.** You will also find asparagus in soup. This is a reasonable big and growing market. Only the commercial varieties are used for this.





## 2 Potential uses of the product or service, and prices.

The fresh Asparagus is a typical local or regional product. There is no need to export because they (can) grow in all countries. See below under 'national'. For soup production and the frozen products they only use commercial varieties. Therefore this is not further addressed in this plan because the focus is on the wild asparagus.

The following are the most interesting uses of this specie.

### International market

Type of use	Explain what it means
<b>Canned asparagus.</b>	<p>Wild Asparagus preserved in glass jars can be a niche market. In this way you could preserve your wild asparagus and sell them with a story. Nevertheless it seems that this market is not well developed and limited to home growers and small production lines only. Maybe this is caused by the fact that asparagus in general are very easy (and cheaply) available in all kind of forms. This makes it very difficult to compete.</p> <p>As background information: the Export price of commercial varieties stands at €4,8/kg. In average you can grow 6.400 kg/ha. This means an income of €6.404/ha. Be aware that maintenance and harvesting is labour intensive and thus costly.</p> <p>Wild picking averages are off course much lower. Perhaps up to 50 KG/ha in a more natural forest area. But organizing this in a commercial way can also lead to serious sustainability questions. A true market for wild picking does not exist.</p>



### Local, national or regional market

Type of use	Explain what it means
Fresh asparagus	Direct selling of fresh asparagus

### Used literature:

- [Life Desert-Adapt species database.](#)
- [Pfaf database of species.](#)
- [NWFPS: Wild asparagus.](#)
- [Market news USDA](#) (for daily asparagus prices around the world, ofcourse about the commercial variety.
- [Tridge. Asperge prices around the world \(commercial varieties\).](#)

### 3 Target customers, markets and competitors

#### International market

Market types			
Name of solution, product or service	Best target customers for each product: Explain your preferred target groups; consumers, retailers (shops), distributors, other landowners, wholesales, catering industry	Best target market for each product: Local, regional, national, international	Include basic information about the competitors. How big are they? Where are they located?
<b>Canned asparagus.</b>	<b>Consumers, &amp; retailers,</b> through online sales platforms, ready-made products by yourself.	<b>International or national.</b> Because there is demand for this product in each EU country (and outside the EU).	<b>Very small number competitors.</b> Market hardly exists.

#### Local, national or regional market

Market types			
Name of solution, product or service	Best target customers for each product: Explain your preferred target groups; consumers, retailers (shops), distributors, other landowners, wholesales, catering industry	Best target market for each product: Local, regional, national, international	Include basic information about the competitors. How big are they? Where are they located?
<b>Fresh asparagus</b>	To be sold locally	Local	No relevant competitors, just wild picking

#### Used literature:

- [Foraging and Preserving Wild Asparagus.](#)
- [Wild Asparagus: How to Find It, Pick It & Eat It.](#)

## 4 Market forecast

### International market

Market forecast			
Name of solution, product or service	Describe the current market conditions. For example the forecasted growth or for example a regulation with direct influence on the market. Small/medium/big markets.	Demand. What do you expect? What information is it based on?	Price development. What do you expect? What information is it based on?
Canned asparagus.	<b>This is a small niche market at this moment.</b> There is hardly a market in place.	<b>We expect a potentially growing market for the years to come.</b> The asparagus market in general, in various forms, is growing. A new niche market product can join the general increase.	<b>No prices in place.</b> The market is not available yet. But in general you could take the overall market price + extra because of your special product with a good story.

### Local, national or regional market

Market forecast			
Name of solution, product or service	Describe the current market conditions. For example the forecasted growth or for example a regulation with direct influence on the market. Small/medium/big markets.	Demand. What do you expect? What information is it based on?	Price development. What do you expect? What information is it based on?
Fresh asparagus	Same trend as international level.	High and increasing demand	Same trend as international level

### Used literature:

- [Amazon](#) (search per specie)
- <https://www.etsy.com> (search per specie)



## 5 Your opportunities & threats, and how to sell it.

### International market

Your potential advantages and threats by selling this			
Name of solution, product or service	Explain opportunities by targeting this product or service.	Advise what the best ways are to sell this product or service (the marketing mix). Think about added-values, packaging, web-shops or not etc	What are the current threats to the market?
<b>Canned asparagus.</b>	<p><b>Potentially a good price and growing market.</b> You should enter the market now and also tell the story behind the product to sell it. These would be your 'speciality asparagus assortment'.</p> <p>Make a small assortment of products (nobody does that yet). You can preserve the asparagus with different herbs or other vegetables.</p>	<p><b>Directly to consumers or retailers</b> throughout online sales platforms. No need to sell to intermediate chain segments.</p>	<p><b>Unknown product.</b> Product is not yet very well known in the rest of Europe so you have a good story to tell and create your own market. This will take time and effort.</p>

### Local, national or regional market

Your potential advantages and threats by selling this			
Name of solution, product or service	Explain opportunities by targeting this product or service.	Advise what the best ways are to sell this product or service (the marketing mix). Think about added-values, packaging, web-shops or not etc	What are the current threats to the market?
<b>Fresh asparagus</b>	High and increasing demand. Very rare cultivating as crops, mostly wild picking	Direct selling or local shops	No relevant treats, but logistics is important once must be consumed fresh

### Used literature:

- [Wild asparagus lover. Everything you need to know.](#)



## 6 Potential customers.

List the potential customers for each products. List at least 5 potential customers for each product or service.

### International market

Customers			
Name of solution, product or service	Name and location	website	Why?
<b>Canned asparagus.</b> If you sell the asparagus yourself you can use the normal sales platforms around. See below.			
a)	Amazon	<a href="https://www.amazon.com">https://www.amazon.com</a>	Online sales platform, search for the specie.
b)	Etsy	<a href="https://www.etsy.com">https://www.etsy.com</a>	Online sales platform, search for the specie.
c)	OLX PT, espargos	<a href="https://www.olx.pt/d/agricultura/sementes-arvores-e-produtos-agricolas/q-espargos/">https://www.olx.pt/d/agricultura/sementes-arvores-e-produtos-agricolas/q-espargos/</a>	Search the specie and see what is online now.
d)	Ebay	<a href="https://www.ebay.com">https://www.ebay.com</a>	Search the specie and see what is online now.
e)	Lazada	<a href="https://www.lazada.com.ph">https://www.lazada.com.ph</a>	Search the specie and see what is online now.

### Local, national or regional market

Customers			
Name of solution, product or service	Name and location	website	Why?
<b>Fresh asparagus</b>			
a)	Direct selling at the farm or small local shops	Farm website	Must be sold fresh and to increase price