

## **Seabuckthorn: A Success Story**

Seabuckthorn provided a breakthrough in combining strategic desert conservation needs of China with local economic needs in north and northwest China. Seabuckthorn plantations and R &D in post harvest processing of wild fruit into variety of valuable products including medicines, have made marvellous impact on both the household and regional economy. China has now well managed seabuckthorn forests covering more than one million hectares and by the end of 2004, seabuckthorn agroenterprise was a multi billion agroenterprise in China.

Seabuckthorn success story is one of the outstanding examples of development approaches for hills which combine horticulture and forestry to promote an economically and ecologically productive hill farm economy. A forest of wild seabuckthorn bushes represents characteristics of a good forest on the sloping lands and river valleys, as well as economically productive features of a fruit orchard. Local farmers of the areas have strong economic interest in maintaining the seabuckthorn forests and government institutions have long term strategic (ecological) interests in promoting it.

LEH BERRY brand name in India, is a result of replication of the Chinese success story. Ten years of efforts of international agencies and encouraging private investment has led to the establishment of RS 100 crore LEH BERRY brand agro-enterprise in India since the year 2001, benefiting farmers of Ladakh ( Nubra valley)in J&K and tribal districts of Himachal Pradesh.