

Marketing Analysis of Local Markets & Uses: Urban Trees, Logs, and Lumber

Urban Wood Utilization Options

October 12, 2016

Baltimore County Agricultural Center

Baltimore, Maryland

Delton Alderman

Forest Products Marketing Unit

Forestry Products Laboratory

USDA Forest Service

Madison, WI

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Analysis of Local Markets and Uses for Urban Trees, Logs, and Lumber

Marketing

Marketing Research

Market Research

Target markets

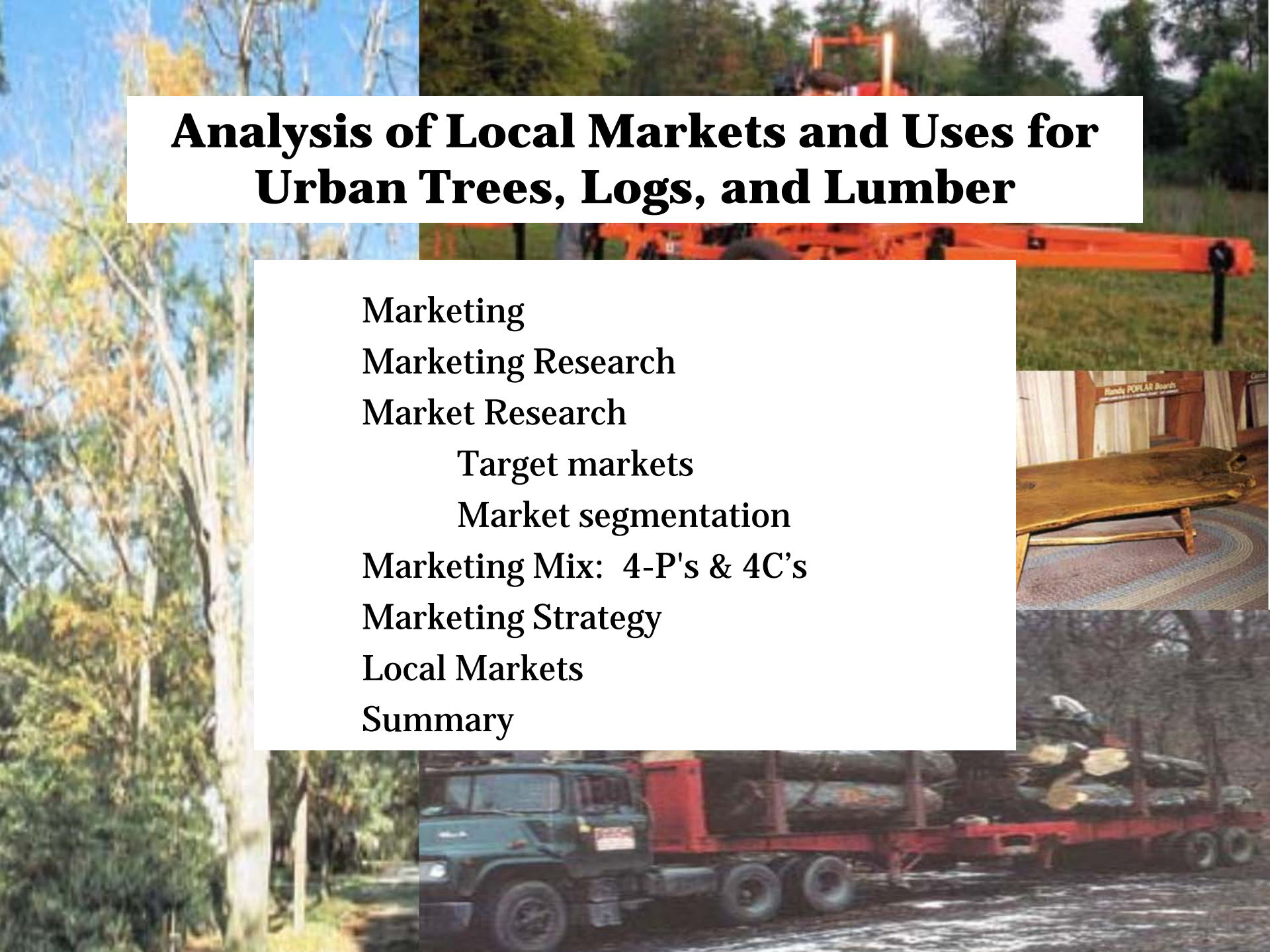
Market segmentation

Marketing Mix: 4-P's & 4C's

Marketing Strategy

Local Markets

Summary





Urban Wood Utilization: Kenosha, Wisconsin





Marketing

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.¹

Create long-term and mutually beneficial exchange relationships between you and the individuals and companies you interact.



Marketing Research

“The process or set of processes that links the producers, business customers, and end-users to the marketer through information.

- information is used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.²

Consumer marketing research, and
Business-to-business (B2B) marketing research

The background of the slide is a collage of four images. The top-left image shows a blue sky with bare tree branches. The top-right image shows a red excavator in a wooded area. The middle-right image shows a wooden bench and a colorful rug. The bottom image shows a red flatbed truck carrying a green car.

Market Research

An organized approach to gather information on your target markets or customers

Target markets

An individual or group of customers a business has decided to aim its marketing efforts and ultimately its merchandise towards.³

Market segmentation

Geographic – by Address, Location, Climate, Region, or Product-related segmentation – (relationship to a product)⁴

Sources: ³ Business-to-Business Marketing; Paul Hague, Nick Hague and Matt Harrison. <https://www.b2binternational.com/publications/b2b-marketing/>;

⁴ Kurtz, Dave. 2010. Contemporary Marketing; South-Western Cengage Learning; 9/9/16

The background of the slide is a collage of four images. The top-left image shows a blue sky with some bare tree branches. The top-right image shows a red construction vehicle, possibly a backhoe, in a wooded area. The bottom-left image shows a green tree with yellowing leaves. The bottom-right image shows a green truck pulling a red flatbed trailer loaded with construction materials, driving on a road.

Target Markets

A Group of Customers that You Decide to Aim Your Marketing Efforts and Your Product(s)

Target markets may be defined as:

Geographic: Location

Demographic/Socio-Economic: Gender, age, income, occupation, education, household size, and stage in the family life cycle

Psychographic: Similar attitudes, values, and lifestyles

Behavioral: Occasion of use, degree of loyalty

Product-related: Relationship to your product(s)

Target Markets

Each target market has 'Needs' and 'Wants' that differ in some degree from your other target markets

These differences may be:

- Types of products purchased
- Product uses
- Frequency of purchase or ...?

Differences indicate a need to alter your positioning strategy to **'match or exceed'** the *'needs'* and *'wants'* of each target market





Marketing 4-P's or Marketing Mix

Singular or combination of all of the assets available to a marketer to engage the target market(s)

Product – a good or service, which is offered to customers; “...quality, features, benefits, style, design, branding, packaging, services, warranties, guarantees, life cycles, investments and returns.”⁵

Price – a customer evaluates the price of the item or service and then decides if the product will benefit them – the total cost to customer to assume the product; “list pricing, discount pricing, special offer pricing, credit payment or credit terms.”⁵

Marketing 4-P's or Marketing Mix

Promotion – “...advertising, external communications with the media, direct selling and sales promotions” and “Promotion is the marketing communication used to make the offer known to potential customers and persuade them to investigate it further.”⁶

Place or distribution – is the location where a business doing their business; “...direct or indirect channels to market, geographical distribution, territorial coverage, retail outlet, market location, catalogues, inventory, logistics and order fulfilment.”⁵

How do you get your products to the customer?



Marketing Four C's

The Customer Viewpoint

Customer solution:

Meeting your clients needs and wants

Cost:

Your expenditures to satisfy your clients

Convenience:

Purchase and/or credit terms at the consumer's 'convenience' instead of your place

Communication:

Give and take between your customer and you – forces you to be interactive⁷

What's not discussed a lot in Marketing – Know Your Product!

1. Species and customer preference
2. What external and internal defects are acceptable to your customers?
3. Ring count/density and ring pattern
4. Diameter(s) and length(s)
5. Customer price points
6. End product(s)





Marketing Research

Describe the research problem and the type of information needed

Why is this information is needed?

Specific market research strategies can be developed once the above two steps have been completed

Marketing Research

Market segmentation: Identify, describe, and analyze segments

Product positioning: Understanding “of how” the value proposition is received by the customers

Consumer and B2B behavior analysis

Customer analysis



The background of the slide is a collage of four images. Top-left: A close-up of trees with yellow and orange autumn leaves against a blue sky. Top-right: A person in an orange safety vest operating a piece of orange machinery, possibly a chainsaw or stump puller, in a wooded area. Bottom-left: A narrow view of a dirt road or path lined with green trees. Bottom-right: A green semi-truck pulling a red flatbed trailer loaded with large logs, driving on a road.

Assess a Market's Attractiveness

Step 1: Identify unmet and underserved needs

Step 2: Identify specific customers

Step 3: Assess your competitive advantage

Step 4: Assess resource needs

Step 5: Assess market readiness for products/services

Step 6: Craft your opportunity story – why buy from us?

Step 7: Is the opportunity attractive?

Market Research

Southern Maryland Arts & Culture

An Online
Arts & Culture
Community Serving
Calvert, Charles, and
St. Mary's Counties



[Home](#) [Calendar of Events](#) [Registry of So. Maryland Artists](#) [Arts Classifieds](#) [Arts Education](#) [Arts News](#) [Arts Advocacy](#) [Map](#)
[Contact Us](#)

The Crafts Guild of St. Mary's County
26005 Point Lookout Road
Leonardtown, Maryland 20650

(see map)
St. Mary's County

Business

Visual Arts: cooperative

A self-sustaining artists' cooperative offering a wide variety of hand-crafted, original works created by local Maryland artisans, as well as classes and workshops taught by members of the Crafts Guild of St. Mary's County, Inc.

The Artisans Center's one-of-a-kind, creative treasures provides visitors a wholly unique retail experience-visit our Gallery where you may find one or more of the artists hard at work, willing to satisfy your curiosity by answering questions or providing a quick demonstration.

From homemade baked goods and jams to jewelry, pottery to fiber art, glass work to woodwork, and every art form in between, including our year-round Christmas art the Southern Maryland Artisans Center is dedicated to the preservation and appreciation of hand-crafted, American-made, local art.

<http://www.somdarts.com/>



 **st. john's lutheran church**
of sweet air

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Country Fair Day
Saturday, October 8
7am-4pm

music, food, flea market, silent auction,
children's games and more!

[click here for more info!](#)



Come Join Us For Worship!

Sundays 8-08 and 11-08am traditional and 9-38am contemporary

<http://www.stjohnssweetair.org/>

Market Research



Countryside Artisans

of Maryland

- artisans
- articles
- local color
- eat, stay, & enjoy the area
- artists at work
- studio tour brochure
- map

We are a group of craftspeople and artists located in the foothills of Sugarloaf Mountain in rural Maryland. Working out of our cottage studios, we create quality handcrafted items. We offer for sale original prints, paintings, hand blown glass, pottery, hand spun yarns, knitted and woven apparel, wine, woodenware, jewelry, wrought ironware, home and garden furniture, annuals and perennials.

As you move through our site, you will discover our artists and their studios. Visit these cottage artisans as they open their studios to you and offer an array of handcrafted gifts for sale. We also have the tour brochure with a map for you to print and take with you.

We host three free self-guided studio tours a year, in the spring, fall and winter. Tours are Friday, Saturday and Sunday from 10am to 5pm each day.

Next Studio Tour

October 7, 8, 9, 2016

10am-5pm each day
(rain, snow or shine)

2016 Tour Dates

April 15, 16, 17
October 7, 8, 9
December 2, 3, 4 and 9, 10, 11

<http://www.countrysideartisans.com>



MARYLAND

The Official Site of the Maryland Office of Tourism

Home | Places To See | Things To Do | Places To Stay | Places To Eat | Getting Here | About MD

Home > Events > Country Crafts Guild Fall Arts & Crafts Show

Country Crafts Guild Fall Arts & Crafts Show

Related Items:

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- ATTRACTIONS
- ACCOMMODATIONS
- EVENTS
- COUNTIES
- DESTINATIONS
- DINING

EXPLORE by REGION

- Western
- Capital
- Central
- Southern
- Eastern Shore

TRY OUR NEW INTERACTIVE MAP

Trip Planner
DATE: 10/07/2016
ITEMS: 0

FREE Destination Maryland Travel Guide and Passport discount card. Order or view now.

Browse a variety of unique handcrafted items including: Christmas decorations and ornaments, fresh greenery and wreaths, pottery, quilts, tree skirts and stockings, American Girl doll clothes and accessories, hand knit items, pet accessories—if you can think of it, you'll likely find it at the Country Crafts Guild Fall Arts and Crafts show.

The Show takes place at the Rock Hall Fire House from 10:00a.m. to 4:00p.m. each day.

<http://www.visitmaryland.org/events-calendar>

Market Research



MARYLAND DEPARTMENT OF NATURAL RESOURCES The Industry of Maryland's Forests



Rural Action Assembly
Ripken Stadium, Aberdeen
October 17, 2013



Market Research



MARYLAND FORESTS

ASSOCIATION, INC.

Maryland's Voice for Forest, Wildlife, and Natural Resource Management.



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[Landowner FAQs](#)

[Join MFA](#)

Welcome

Maryland Forests Association, Inc. (MFA), is Maryland's voice for forest, wildlife, and natural resource management. The MFA website is a tool to learn about Maryland's issues concerning forest resources, forest land ownership, forest management, and forest products industry.

We believe...

...forest conservation is best accomplished through education; for ourselves and for all who benefit from our forest resources. Read more about MFA at [About Us](#).

New - Member Benefit!

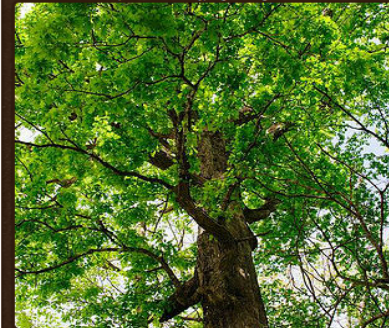
If you are an active member within the MFA you are eligible to receive a 7% discount with Forestry Suppliers, Inc. [Take a look at their catalog](#) to see the range of great products that they offer. [Email the MFA](#) for more information on how to take advantage of this great deal!

News and Highlights

The Summer 2016 edition of *The CrossCut* is now available online. Visit the [MFA Newsletter page](#) to view the current issue.

MFA Regional Seminars 2016 is about to conclude with the third meeting in Western Maryland. This continues the series of great venues organized by our hosts with our association. **Continuing Education credits** are available. [See our events calendar for specific CEUs.](#)

White Oak: Vern Wilkins, Indiana University, Bugwood.org 5470013



Upcoming Events

Please view the MFA event calendar for a complete listing of upcoming industry events ranging from educational to social networking.

MFA Regional Meetings

The third and last regional meeting is Thursday! On line registration is closed but walk-ins are welcome on site. Print the registration form [here](#) and fill out ahead of time to speed check-in.

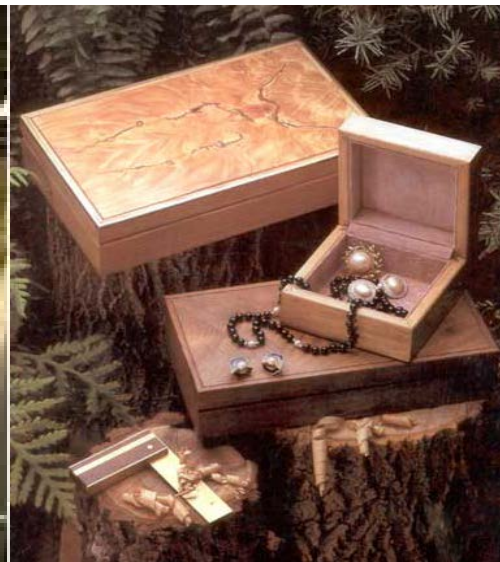
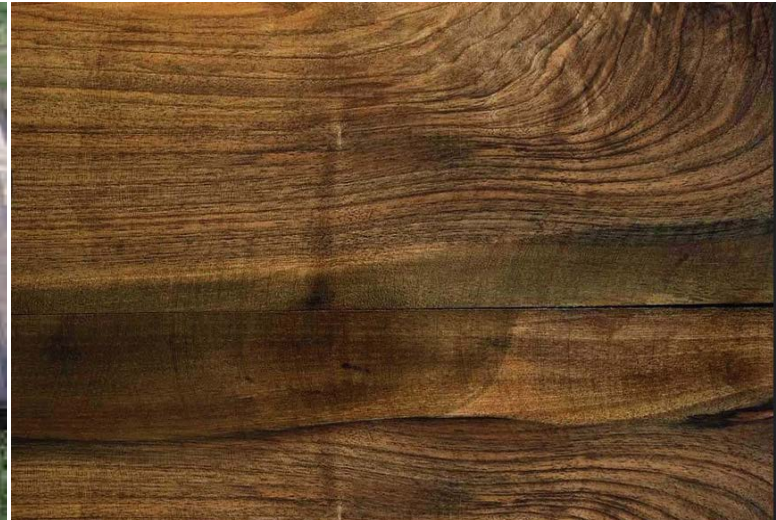
Western Maryland
October 6, 2016
Green Ridge State Forest

<http://www.mdforests.org>

Product



Product



Product



Product Strategy

Identify How Each Product 'Fits' the Target Market

Other issues to be addressed:

- New product suggestions
- Adjusting the mix of existing products
- Product deletion candidates

Enhances:

- Product development driven by customer needs
- New products can be manufactured efficiently and effectively
- Time to market is minimized

Price



Big Logs can be produced into Large Slabs

George Nakashima



GEORGE NAKASHIMA WOODWORKER

Source: <http://www.nakashimawoodworker.com/furniture/3/22>; 9/13/16



Price

Why you should know your markets



Christie's

A Coffee Table, 1978

Price Realized: \$149,000

<http://artist.christies.com/George-Nakashima--53811.aspx>; date accessed: 9/15/16

The background of the slide is a collage of four images related to the lumber industry. Top left: A close-up of trees with yellowing autumn leaves against a blue sky. Top right: An orange excavator or skid steer loader working in a wooded area. Bottom left: A narrow view of a dirt road lined with tall, thin trees. Bottom right: A green semi-truck pulling a red flatbed trailer loaded with large logs, driving on a gravel road.

Do You Price for Success?

**Do you price for profit,
or does it just happen?**

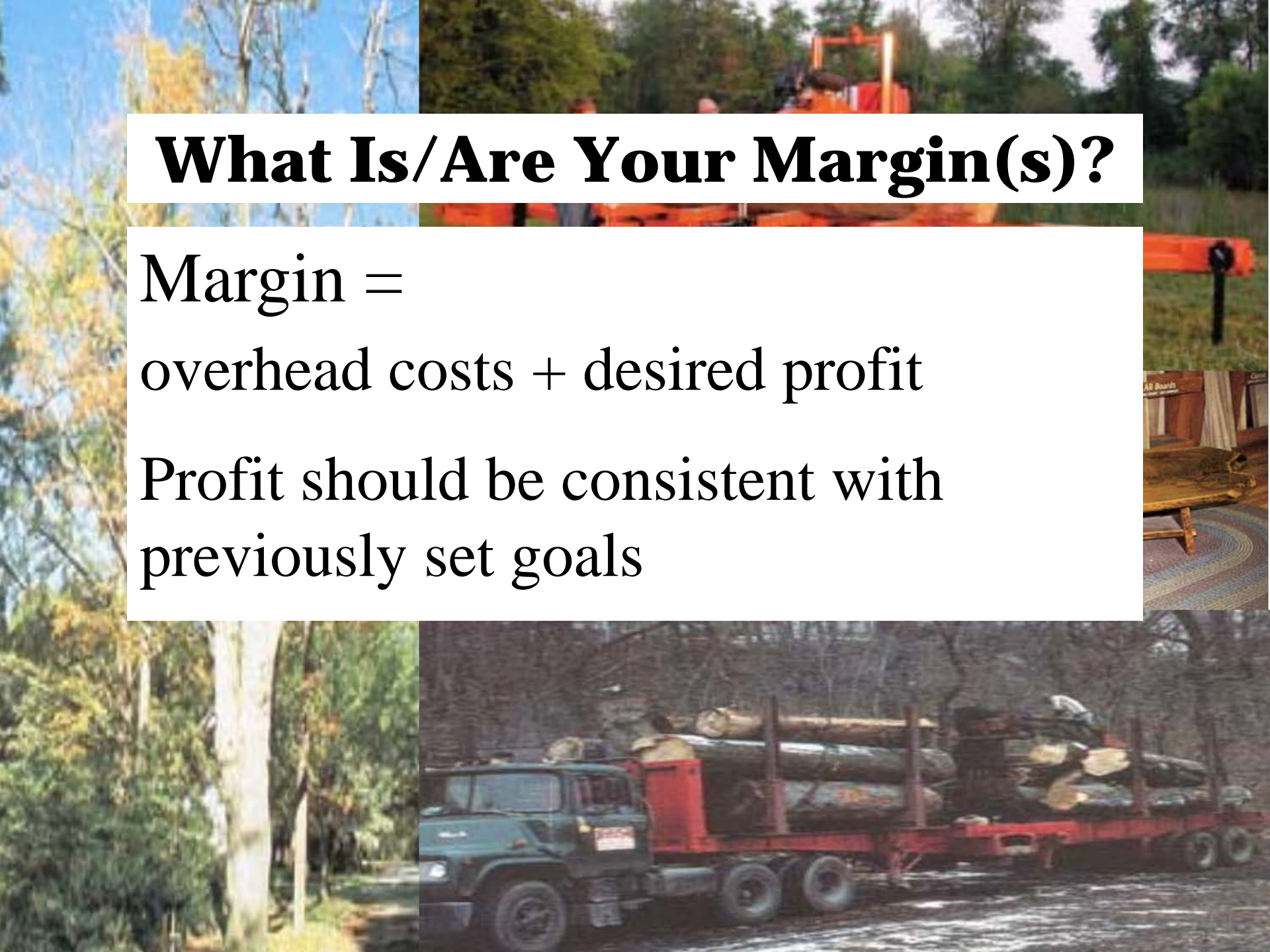
- What are your goals for profit?
- Cost analysis is the “nuts and bolts” of your pricing strategy

What Is/Are Your Margin(s)?

Margin =

overhead costs + desired profit

Profit should be consistent with
previously set goals





Production Costs

Overhead Costs:

Cost items that do not vary with production volume. Building rent, property taxes, etc.

Variable Costs:

Cost items that vary proportionately with production volume. Examples are raw materials, hourly wages, etc.

The background of the slide is a collage of four images. Top-left: A blue sky with bare tree branches. Top-right: An orange excavator working in a wooded area. Middle-right: A wooden bench and a colorful rug. Bottom: A green truck pulling a red trailer on a road.

Pricing For Profit

Break-even point: Total revenue equals total cost (variable and fixed)

Contribution: The difference between the selling price and variable cost per unit

Profitability: When revenue exceeds the total cost of operating the business

Shuttering point: When revenues do not cover variable costs of production

The background of the slide is a collage of four images. The top-left image shows a blue sky with some bare tree branches. The top-right image shows a green tree with a red excavator arm visible in the background. The bottom-left image shows a green tree with a wooden post in the foreground. The bottom-right image shows a green truck with a red trailer carrying logs on a dirt road.

Time Value of Money

The greater value of receiving income today versus future

Present value or Net Present Value

Sawing slabs

or

Log auctions

Which alternative yields the greater income?

or

Is it a combination of the two?

Place or Distribution

Specialty Lumber

We mill and dry our own live edge slabs on site, and work with local sawyers, to ensure that we are using the best stock possible, suitable for heirloom quality pieces. These slabs are available for viewing in our showroom, and can be purchased unfinished or incorporated into a table project or custom design.



Walnut Book Matched Slabs

No. 10064 and 10065

8/4 thick

99" L x 42-45" W

Contact for pricing

Walnut Book-Matched Slabs

No. 10066 and 10067

8/4 thick

98.5" L x 31-39" W

Contact for pricing

Walnut Book Matched Slabs

No. 10079 and 10078

8/4 Thick

78" L x 35" 38" W

Contact for pricing

SOLD - Walnut Book-Matched Slabs

No. 10068 and 10069

8/4 thick

98" L x 36-40" W

SOLD

Baraboo Wood Works

Madison, WI

www.baraboowoodworks.com

Urban Wood

Ann Arbor or Flint, MI

<http://urbanwood.org>



Place or Distribution



Turning, blanks, & Live Edge Slabs [LEARN MORE](#)

- UNIQUE SHAPED SLABS
- CUSTOM MILLING
- NATURAL EDGE SLABS & BLOCKS
- WOODMIZER™ CALIFORNIA
- TIMBERY SAWMILLS SALES

Far West

Sheridan, CA

<https://farwestforest.com>

Place or Distribution



Distribution Strategy

Define Specific Distribution Strategies for Each Target Market

Issues to be addressed are:

- Intensity of distribution (market coverage)
- How distribution will be accomplished
- Assistance provided to distributors
- Role of your sales force in your distribution strategy

The background of the slide is a collage of four images. Top-left: A close-up of trees with yellow and orange autumn leaves against a blue sky. Top-right: A person in an orange safety vest operating a piece of construction machinery, possibly a backhoe, in a wooded area. Bottom-left: A green pickup truck parked on a dirt road next to a large tree. Bottom-right: A green pickup truck pulling a red flatbed trailer loaded with large logs, driving on a gravel road.

Promotion

Promotion Strategy

**Promotion is Used to Start and Maintain a
Flow of Communication between You
and Your Target Markets**

Attributes or benefits of each product should be identified for each target market

Emphasize how your product differs from competitors →

Your competitive advantage(s)

The background of the slide is a collage of four images related to the lumber industry. Top left: A close-up of a tree trunk with a blue sky and other trees in the background. Top right: A large log being moved by an orange crane or loader in a wooded area. Middle right: A wooden bench or table made of logs, with a sign that says 'AR Boards' and 'Custom' visible. Bottom: A green truck pulling a red flatbed trailer loaded with logs, driving on a dirt road.

Promotion

Promotion Strategy

Strategies should be developed for:

- Personal selling
- Advertising
- Sales promotion
- Public relations
- Web and Social Media
- Most important → Word-of-Mouth



Promotion

Content Marketing

“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.”⁸

Promotion

Content Marketing: Story Telling

“Storytelling is not intended to be a “selling” tool; it’s a method of building strong relationships with your customers and a thriving community of loyalists over time.

Your story identifies what your passions are and serves as the foundation for all your future content developments.”

“Words and visuals must work as a cohesive and complete team to paint the full picture of a brand story.

Your package design, website, blog theme, catalogue, or brochure might be drop-dead gorgeous, but if the words in it aren’t compelling, no one will keep reading.

When the design is interesting, all of your words create a more powerful experience.

On the flipside, if the design is bad, your brilliant words will go unread and your story untold.”

Information Sources

USDA Forest Service: Research & Development

<http://www.fs.fed.us/research/urban>

<http://www.fs.fed.us/research/urban-webinars>

<http://www.fpl.fs.fed.us/documnts/fplgtr/fplgtr132.pdf>

http://www.fs.fed.us/research/highlights/highlights_display.php

USDA Forest Service: State & Private – Northern Area

<https://www.na.fs.fed.us/urban/inforesources>

http://www.na.fs.fed.us/pubs/tps/recycle/recycling_trees.pdf

<http://www.na.fs.fed.us/werc>



The background of the slide is a collage of four images. The top-left image shows a clear blue sky with some bare tree branches. The top-right image shows a forest with green trees and a red piece of machinery, possibly a skid steer loader. The bottom-left image shows a dirt road winding through a forest with green trees. The bottom-right image shows a green truck pulling a red flatbed trailer loaded with logs, driving on a road.

Information Sources

USDA Forest Service

Forest Products Marketing Unit

Forest Products Laboratory
Madison, WI

<http://www.fpl.fs.fed.us/research/units/fpmu/index.shtml>

USDA Forest Service

Engineering Properties of Wood, Wood based Materials, and Structures

Forest Products Laboratory
Madison, WI

<http://www.fpl.fs.fed.us/research/units/fpmu/index.shtml>

The background of the slide is a collage of four images. The top-left image shows a clear blue sky with some light clouds. The top-right image shows a construction site with a large orange excavator. The bottom-left image shows a dense forest with green and yellow trees. The bottom-right image shows a construction site with a large pile of dirt and a red excavator.

Information Sources

CAL FIRE Urban and Community Forestry

<http://www.fire.ca.gov>

Illinois Wood Utilization Team

Marketing Urban Trees For Higher Uses in Illinois:
Resources for Arborists and Managers

<http://illinoisurbanwood.org>

Urban Wood User's Resource Guide

<http://illinoisurbanwood.org/first-release-urban-wood-users-resource-guide/>

Michigan Urban Wood

<http://urbanwood.org/>

Pennsylvania Department of Conservation and Natural Resources

Community Urban Wood Utilization Planning Worksheet

http://www.dcnr.state.pa.us/cs/groups/public/documents/document/dcnr_010083.pdf

The background of the slide is a collage of four images. The top-left image shows a blue sky with bare tree branches. The top-right image shows a person in an orange safety vest using a chainsaw in a forest. The bottom-left image shows a dense green forest. The bottom-right image shows a green logging truck with a red trailer carrying large logs on a dirt road.

Information Sources

Minnesota Department of Natural Resources, Division of Forestry

http://files.dnr.state.mn.us/forestry/um/urbanWoodMarket_Ash.pdf

Pennsylvania Department of Conservation and Natural Resources

Community Urban Wood Utilization Planning Worksheet

http://www.dcnr.state.pa.us/cs/groups/public/documents/document/dcnr_010083.pdf

Virginia Department of Forestry

<http://dof.virginia.gov/health/cost-effective-tree-removal.htm>

Wisconsin Urban Wood

<http://www.wisconsinurbanwood.org>

The background of the slide is a collage of four images. The top-left image shows a blue sky with some clouds. The top-right image shows a person in an orange shirt working with a chainsaw. The bottom-left image shows a green tree. The bottom-right image shows a green truck with a red trailer carrying logs.

Information Sources

Private

Delta Institute

Wood Utilization Best Management Practices

<http://delta-institute.org/delta/wp-content/uploads/Urban-Wood-BMP.pdf>

Dovetail

Urban Forests & Urban Tree Use

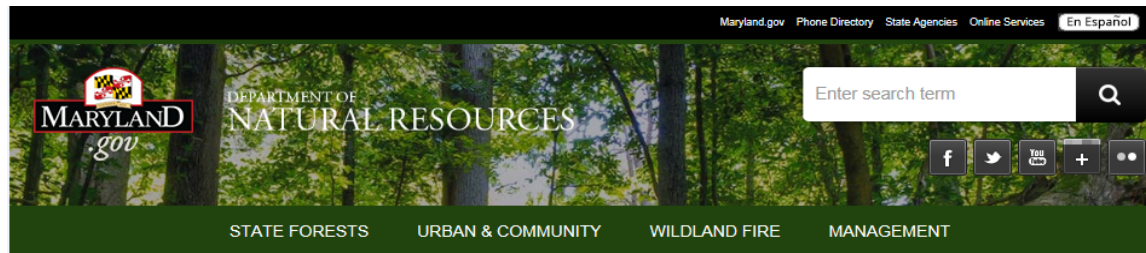
http://www.dovetailinc.org/reports/Urban+Forests+and+Urban+Tree+Use_n638

Assessment of Urban Tree Utilization & Forestry Programs
of Richmond, VA, and Raleigh, NC

http://www.dovetailinc.org/reports/Assessment+of+Urban+Tree+Utilization+%26+Forestry+Programs+of+Richmond,+VA+and+Raleigh,+NC_n743


Information Sources

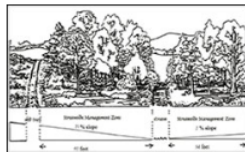
Maryland



Forest Service

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- › Volunteer Opportunities
- › Chesapeake Forests
- › Sustainable Forestry Council
- › Governor's Commission on Sustainable Forestry
- › Vision, Mission and Goals
- › The Online Forester

 **2015 Maryland Erosion and Sediment Control Standards and Specifications for Forest Harvest Operations Manual**



Welcome to the Forest Product Operator's List

As a service to you, we have made this list available for your online viewing. To begin a search, enter the company name, business type, or county to find a currently licensed Forest Product Operator.

NOTE: We use popup windows to give you this fast, easy self-service feature. To use this feature, you must first disable your popup blocker. We only use popup windows to bring you the best possible customer service on DNR Online.



According to Title 5, Section 608, Annotated Code of Maryland, any person engaged in a forest products business must have a license issued by the Department of Natural Resources. This includes all sawmills, pulpwood and logging contractors and firewood dealers. Other business types may be licensed with us for example, mulch suppliers, land clearing companies, tree removal companies, and lumber brokers.

Find the List

Chipper (Whole Tree)

Anne Arundel

Service and County Search

OR

Generic Company Search

OR

License Number Search

The background of the slide is a collage of four images related to forestry. The top-left image shows a clear blue sky with some bare tree branches. The top-right image shows a red logging machine, possibly a skidder or grapple, in a forest. The bottom-left image shows a dirt road winding through a lush green forest. The bottom-right image shows a green logging truck with a red trailer carrying logs, driving on a road.

Information Sources

Maryland

Maryland Department of Natural Resources

http://dnr.maryland.gov/forests/Pages/fpo_search.aspx

Maryland Urban & Community Forestry

<http://dnr.maryland.gov/forests/Pages/Urban-Community.aspx>

Maryland Forest Products Utilization and Marketing

<http://dnr2.maryland.gov/forests/Pages/programs/fpum.aspx>

Maryland Forests Association, Inc

<http://www.mdforests.org>

Information Sources

NATIONAL & REGIONAL RESOURCES

Ash Utilization Options Project
semircd.org/ash

Dovetail Partners Reuse
dovetailinc.org/programs/responsible_materials/recycling_and_reuse

Emerald Ash Borer Info
emeraldashborer.info

ForestInfo.org
forestinfo.org

International Society of Arboriculture
isa-arbor.com

Reuse Wood
reusewood.org/guide/topic/urban-wood

Southeastern Urban Wood Exchange
Urbanwoodexchange.org

Tree Care Industry Association
tcia.org

U.S. Forest Service Urban & Community Forestry
na.fs.fed.us/urban

U.S. Forest Service Wood Education & Resource Center
na.fs.fed.us/werc

Wood-Mizer Pro Sawyer Network
woodmizer.com/us/Services/Fin-d-a-Local-Sawyer

STATE & MUNICIPAL RESOURCES

Arkansas Sawmill Directory
arforestsbuyersguide.com/listings.aspx?cat=Sawmills&secID=%&cat=Sawmills

California Urban Forests Council
caufc.org

CalPoly Urban Wood Resource Guide
ufei.calpoly.edu/urbanwood

Colorado CoWood
csfs.colostate.edu/cowood

Connecticut Urban Wood Utilization
ct.gov/deep/cwp/view.asp?a=2697&q=544798

Illinois Custom Sawmill Directory
illinoisurbanwood.org/wp-content/uploads/2016/03/IL-Custom-Sawmill-Directory.2016-1.pdf

Illinois Wood Utilization Team
illinoisurbanwood.org

Indiana: ElkhartWood
elkhartindiana.org

Indiana Sawmill Directory
indianaforestproducts.com

Iowa: Davenport Urban Wood Utilization
cityofdavenportiowa.com/egov/apps/services/index.egov?view=detail&id=762

Kansas Sawmill Directory
kansasforests.org/forest_products/forest_product_docs/Kansas_Sawmills_2016_New.pdf

Kentucky Forest Product Industry Directory
ca.uky.edu/kentuckywoodindustry

Maryland: Baltimore Urban Wood Project
baltimorewoodproject.org

Maryland: Baltimore Camp Small Zero Waste Initiative
treebaltimore.org/programs/camp-small

Michigan Forest Products Industry Directory
michigan.gov/wood

Michigan: Southeast Michigan's Reclaimed Wood Marketplace
urbanwood.org

Minnesota Primary & Secondary Forest Products Directories
dnr.state.mn.us/forestry/um/index.html

Montana DNRC Wood Directory
dnrc.mt.gov/divisions/forestry/forestry-assistance/biomass/buy-montana-wood

Nebraska Sawmill Directory
nfs.unl.edu/primary-processors

North Carolina Urban Forest Council
ncufc.org

Ohio Wood Products Directory
ohiowood.osu.edu

Oklahoma Sawmill Directory
forestry.ok.gov/Websites/forestry/images/Oklahoma_Primary_Wood_Product_Producers_Directory1.pdf

Oregon: Clackamas Urban Lumber Program
clackamas.us/forests/urbanlumberfaq.html

Oregon Urban Forest Directory
orforestdirectory.com

South Carolina Forest Mill Directory
state.sc.us/forest/refind.htm

South Dakota Log Finder
apps.sd.gov/AG50LogFinder/default.aspx

Vermont Urban Wood & Community Forestry
vtucf.w3.uvm.edu/wood-utilization

Washington Small-Scale Sawmill Directory
ext.nrs.wsu.edu/forestryext/sawmill

Wisconsin: Sustainable Atwood
sustainableatwood.org

Wisconsin Urban Wood
wisconsinurbanwood.org

Wisconsin Urban Wood Use Options Directory
dnr.wi.gov/topic/forestbusinesses/documents/urbanwooddirectory.pdf

CANADA

Ontario, Canada: Your Leaf Toronto
yourleaf.org/links

Summary

Keep it Simple

Know your product(s)

Know your market(s)

Develop your marketing strategy & tactics

Develop Prices

Establish your distribution channel

Promotion

The background of the slide is a collage of five images related to forestry and wood products. Top left: A tall, thin tree with yellowing leaves against a blue sky. Top center: Two men standing next to an orange piece of forestry machinery in a wooded area. Top right: A close-up of an orange log skidder. Middle left: A large log lying on the ground next to a person wearing a yellow hard hat and a red shirt. Middle right: A large, flat wooden board leaning against a wall. Bottom: A green truck pulling a red trailer loaded with logs, driving on a road.

Questions?

Thank you

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