Strategic Areas to Consider for Marketing and Developing Under-Utilized and Lower-Value Forest Products

<table>
<thead>
<tr>
<th>Inventory</th>
<th>Prvt. Business Interest/Motivation</th>
<th>Markets/Products &amp; Distribution Channels</th>
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</thead>
</table>
| - Regional Industry Infrastructure Inventory  
- Forest Resource Inventory  
- Biological and Scientific Red Flags | - Interest & Experience With Raw Material  
- Capitalization  
- Marketing & Distribution Contacts | - Product Uniqueness/Pricing  
- Competition  
- Distribution Channels (e.g. Wholesale, Retail, or Reps.)  
- Market Opportunities |

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<tr>
<th>Science</th>
<th>Harvest</th>
<th>Management</th>
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| - Wood or Other Technology  
- Forest Product Processing  
- Forest Product Harvest  
- Biology et al. | - Rules & Regulations  
- Technology & Transport.  
- Other Constraints  
- Economics & Taxes | - Prvt. Landowner Objectives  
- Public Land Mgt. Objectives  
- Tribal/Trust Land Objectives  
- Non-Profit Objectives |

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<th>Primary Processing Industry Segment</th>
<th>Who Connects All This?</th>
<th>Secondary Processing Industry Segment</th>
</tr>
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| (Examples for Wood)  
- Hog Fuel (including bark)  
- Clean Chips, Sawdust, Shavings, & Trim Ends  
- Posts & Poles  
- Lumber & Veneer  
- Engineered Products  
- Essential Oils | - Individuals  
- Associations  
- Formal & Informal Organizations  
- Funding  
- Legislation | (Examples for Wood)  
- Commodity  
- Specialty Niche  
- Artisan  
- Art |

<table>
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<tr>
<th>Public Awareness &amp; Involvement</th>
<th>Tech. Transfer, Econ.Development &amp; Training</th>
<th>Govt. Agency Awareness &amp; Involvement</th>
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</table>
| - Individual Companies  
- Industry Trade Groups  
- Private Landowners  
- Elected Officials  
- Communities/Economic Development Groups  
- Media | - Govt.. Forest Prod. Marketing/Utilization  
- University Extension  
- Coop. Field Research  
- Econ. Development  
- Business Assistance | - Federal  
- State  
- Local  
- Tribal/Native Lands |