

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

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| <p>Inventory</p> <ul style="list-style-type: none"> - Regional Industry Infrastructure Inventory - Forest Resource Inventory - Biological and Scientific Red Flags | <p>Prvt. Business Interest/Motivation</p> <ul style="list-style-type: none"> - Interest & Experience With Raw Material - Capitalization - Marketing & Distribution Contacts | <p>Markets/Products & Distribution Channels</p> <ul style="list-style-type: none"> - Product Uniqueness/Pricing - Competition - Distribution Channels (e.g. Wholesale, Retail, or Reps.) - Market Opportunities |
| <p>Science</p> <ul style="list-style-type: none"> - Wood or Other Technology - Forest Product Processing - Forest Product Harvest - Biology et al. | <p>Harvest</p> <ul style="list-style-type: none"> - Rules & Regulations - Technology & Transport. - Other Constraints - Economics & Taxes | <p>Management</p> <ul style="list-style-type: none"> - Prvt. Landowner Objectives - Public Land Mgt. Objectives - Tribal/Trust Land Objectives - Non-Profit Objectives |
| <p>Primary Processing Industry Segment (Examples for Wood)</p> <ul style="list-style-type: none"> - Hog Fuel (including bark) - Clean Chips, Sawdust, Shavings, & Trim Ends - Posts & Poles - Lumber & Veneer - Engineered Products - Essential Oils | <p>Who Connects All This?</p> <ul style="list-style-type: none"> - Individuals - Associations - Formal & Informal Organizations - Funding - Legislation | <p>Secondary Processing Industry Segment (Examples for Wood)</p> <ul style="list-style-type: none"> - Commodity - Specialty Niche - Artisan - Art |
| <p>Public Awareness & Involvement</p> <ul style="list-style-type: none"> - Individual Companies - Industry Trade Groups - Private Landowners - Elected Officials - Communities/Economic Development Groups - Media | <p>Tech. Transfer, Econ.Development & Training</p> <ul style="list-style-type: none"> - Govt.. Forest Prod. Marketing/Utilization - University Extension - Coop. Field Research - Econ. Development - Business Assistance | <p>Govt. Agency Awareness & Involvement</p> <ul style="list-style-type: none"> - Federal - State - Local - Tribal/Native Lands |