

# WNC Forest Products Cooperative Marketing Project

Social and Economic Uses of Southern Appalachian Forests  
Livable Regions and Communities in Appalachia  
July 12, 2012

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Land-of-Sky Regional Council



Photo by Tom Elmore



Photo by Ian Snyder



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Craftsmen, Inc.



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# **Project Overview & Results**

- **\$1.974 million ARRA grant awarded to Land-of-Sky Regional Council through competitive process by USDA Forest Service's Southern Research Station**
- **Goal – generate jobs for un/underemployed Forest Producers through diversifying products, marketing, and regional cooperation**
- **Led to creation/retention of 164 jobs directly**
- **68+ estimated additional jobs in community**
- **\$4.2 million estimated community financial impact**
- **90% job retention rate**

# Project Structure

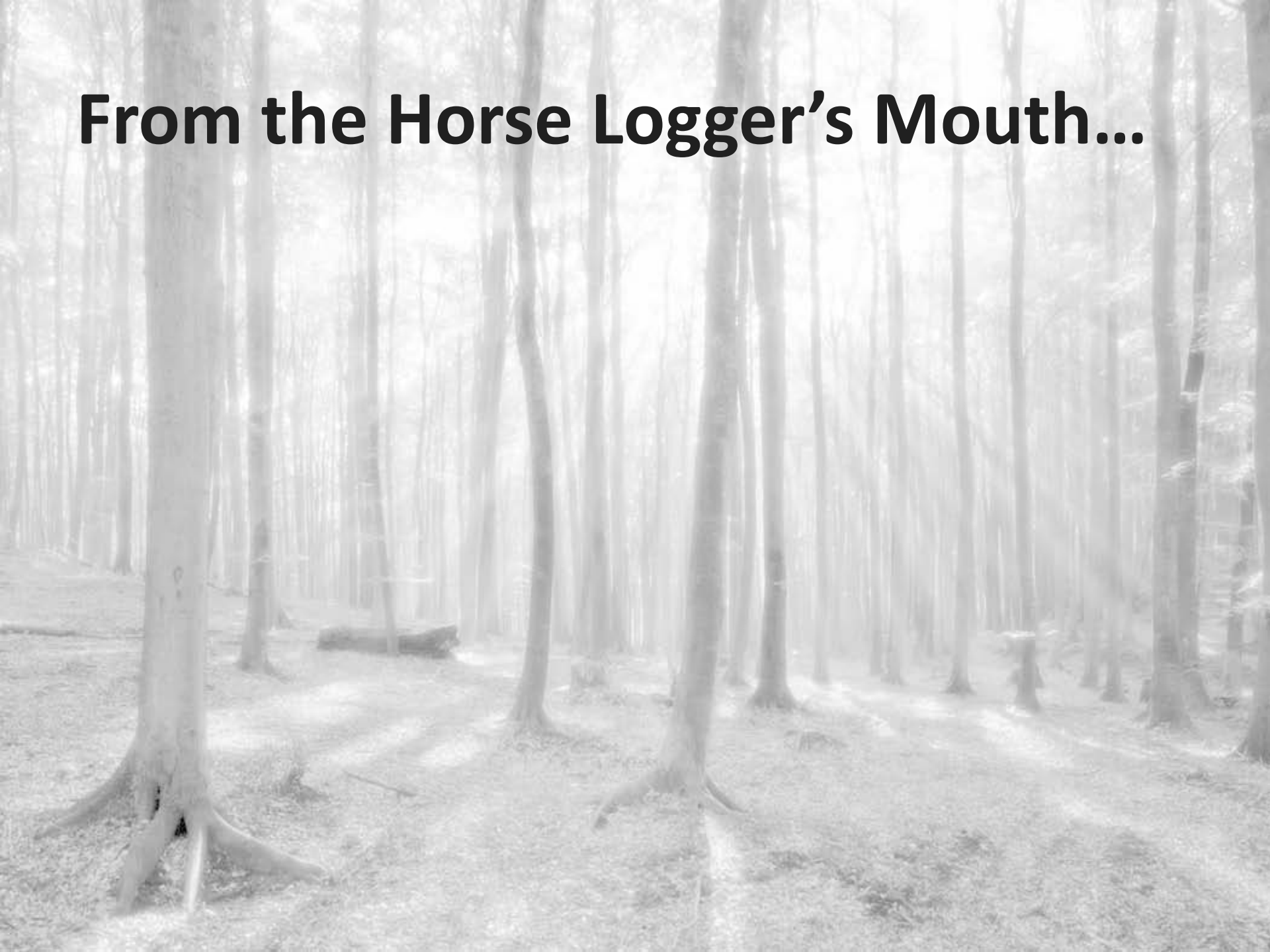
- **15 Businesses and Non-profits in 9 counties in WNC selected through competitive process**
- **4 Cooperating Organizations providing Technical Assistance, workshops, marketing, regional branding**
- **Regional Technical Advisors providing specialized assistance in fields such as legal, accounting, web design, and budgeting**

# Project Accomplishments



- **Market Analysis and Consumer Survey for Forest Foods**
- **50:50 Marketing Cost-Share Program**
- **NCSU Extension information sheets for Forest Foods**
- **One-on-One Technical Assistance, marketing, branding**
- **Innovative eBook for forest product marketing and education**
- **Workshop series - *Does Your Forest Talk Money?***
- **WNC Forest Owner's Resource Directory: [wncforestowners.org](http://wncforestowners.org)**
- **Curbside Consulting Workshops**
- ***WNC Forestry Success Stories* – video documenting workshops and on-site demonstrations**

# From the Horse Logger's Mouth...



# DOUBLETREE FARM COMMUNITY FORESTRY PROJECT



# THE BOGGS COLLECTIVE



Rimas Zailskas



The Boggs Collective



**APPALACHIAN DESIGNS**



Elly Wells



Elly Wells



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# BARK HOUSE SUPPLY COMPANY



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# BLUE RIDGE WILD TIMBERS



E. Anderson

**FURNITURE SPECIALTIES**



# RECOVERING TRADITIONAL CHEROKEE DELICACIES



# GREEN RIVER FOREST PRODUCTS





Green River Forest Products/E. Anderson



HIGHLAND CRAFTSMEN



Photo by E. Anderson

# NC MOUNTAIN MUSHROOM COOPERATIVE





**MOUNTAIN VALLEYS RESOURCE CONSERVATION AND DEVELOPMENT COUNCIL  
LOGGER TRAINING PROGRAM**



# SMOKY MOUNTAIN NATIVE PLANTS ASSOCIATION



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**HICKORY NUT GAP & BIG SANDY MUSH  
COMMUNITY FORESTRY PROGRAM**







# Parting Thoughts...





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