

# WNC FOREST PRODUCTS COOPERATIVE MARKETING PROJECT

Grantor: USDA Forest Service's Southern Research Station— American Recovery and Reinvestment Act  
Project Lead: Land-of-Sky Regional Council

Project focusing on assisting **forest-based businesses** develop and diversify while **generating jobs** for un/underemployed Forest Producers

[www.wncforestproducts.org](http://www.wncforestproducts.org)



**164 jobs created or retained**  
(69.2 FTE)

**\$4.2 million and 68+ jobs**  
*estimated community impacts for  
financial and job benefits*



## Project Highlights:

- \* \$1.974 million ARRA grant awarded to Land-of-Sky Regional Council through competitive process by USDA Forest Service
- \* Project began in December 2009 with project proposals requested in February 2010. Project was completed December 2011.
- \* **15 Businesses and Non-profits** in 9 counties in WNC selected through highly competitive process
- \* **4 Cooperating Organizations and 16+ Technical Advisory Agencies** provided Technical Assistance, workshops, marketing & branding
- \* Completed **market analysis** and **consumer survey** for forest foods including ramps, trout, mushrooms, and honey
- \* **50:50 marketing cost-share program** for forest products
- \* **Innovative eBook** for forest product marketing and education
- \* **WNC Forest Owner's Resource Directory:** [wncforestowners.org](http://wncforestowners.org)
- \* **WNC Forestry Success Stories**— video documenting workshops and on-site demonstrations for business and regional marketing, education and outreach, see at: [www.wncforestproducts.org](http://www.wncforestproducts.org)



**Does Your Forest Talk Money?**  
*Landowner Workshop Series*  
Over **300 attendants** at  
7 workshops throughout WNC

**Curbside Consulting**  
*Workshops providing Technical  
Services for Business Participants*



## Forest Producer Groups :

**Appalachian Designs** used \$74,900 to develop a dry kiln, concentration yard, and certification program for small diameter wood products.

**Bark House Supply Company** was awarded \$90,700 to expand the market and sell home furnishings made from sustainably managed, locally sourced and manufactured forest materials.

**The Boggs Collective** received \$108,000 to create a cooperative workshop, woodshed, woodworking school and virtual gallery to support craftspeople and forest producers.

**Clear Creek Wood Products** received \$91,500 to operate a shaving mill from small diameter timber procured from area harvesters.

**Community Forestry Project** used \$104,998 to promote sustainable forestry through worker training, product development and cooperative marketing in horse logging, sawmill operation, and production of value-added forest products.

**Green River Forest Products** received \$96,700 to construct dry kilns to bundle, market, and transport environmentally safe and marketable firewood.

**Hickory Nut Gap and Big Sandy Mush** accepted \$99,519 to form a partnership to improve sustainable community forestry through local lumber, small scale sawmills, woodland and medicinal plants, ecotourism, eco-education, land conservation, and the use of local building materials.

**Blue Ridge Wild Timbers** used \$81,340 to construct dry kilns and develop marketing and education materials to increase capacity for locally sourced firewood while establishing cooperative relationships with unemployed loggers.

**Furniture Specialties Inc.** was awarded \$119,880 to gain Forest Stewardship Council (FSC) certification, conduct seminars, assist local vendors become FSC certified, and market the benefits of green furniture constructed with sustainably harvested wood.

**NC Mountain Mushroom Cooperative** received \$83,200 to coordinate production of regional growers to collectively market and promote cultivation of gourmet and medicinal mushrooms and sustainably draw from underutilized timber resources to produce mushroom substrate, making this product available to the public.

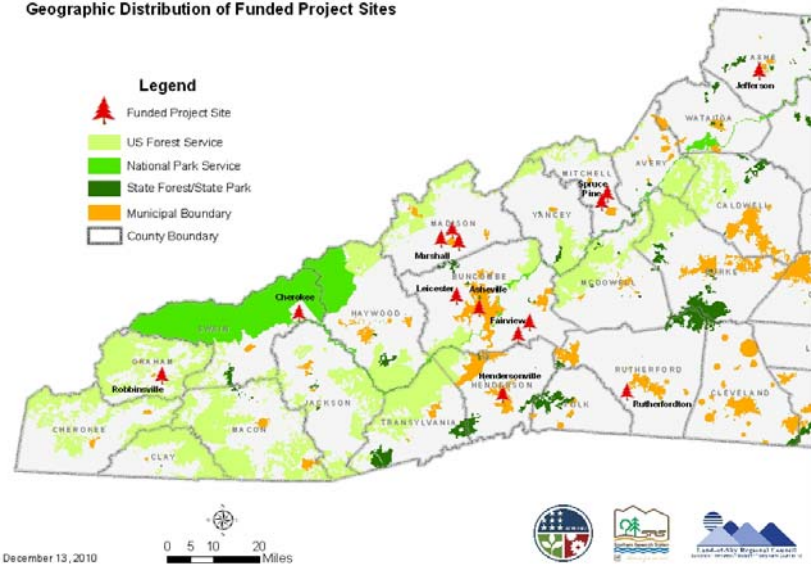
**Highland Craftsman, Inc.** used \$87,550 to certify locally sourced hardwood trees for structural purposes, certify local professionals to provide grade stamping, and provide this service to other businesses.

**Recovering Traditional Cherokee Delicacies** accepted \$62,327 to train and employ unemployed forest producers to harvest, grow, and market forest food products traditionally gathered by Cherokee tribe members, including wild edible greens and mushrooms.

**Smoky Mountain Native Plants** received \$90,000 to create a network and cooperative of producers to grow, harvest, and market value-added ramp products.

**Mountain Valleys RC&D** used \$102,947 to train loggers and forest workers to sustainably open old roads and trails in private forests while implementing forest stewardship plans for innovative approaches to forest uses.

**WNC Forest Products Marketing Project**  
Geographic Distribution of Funded Project Sites



## Co-operating Organizations:

- \* Appalachian Sustainable Agriculture Project
- \* NC State University Department of Horticultural Science, Mountain Horticultural Crops Research & Extension Center
- \* Southern Forest Network
- \* NCDENR Division of Forest Resources
- \* Turner HD Media
- \* Earthwise Designs

