Virginia Grown Forest Products Program

Virginia Department of Forestry, Virginia Department of Agriculture and Consumer Services

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Background

• Initiated through Forest Industry Roundtable Meetings in 2009 and 2010

• Meetings were part of state efforts to identify and address issues affecting forest industries in Virginia.

• Better promotion of Virginia’s Forests and related products was identified as a key need.
• After reviewing other state, regional and national programs, decision was to partner with VA Dept. of Ag. & Consumer Services’ (VDACS) successful Virginia Grown Program

• Program will be administered by VA Dept. of Forestry (VDOF)
What does the Vermont Quality Wood Products logo stand for?

- Integrity
- Superior detail and Vermont craftsmanship
- The finest hand selected woods
- Time-honored traditions
Why?

• Growth of Local Foods movement;
• Energy savings from shipping products a long way;
• Increasing awareness of supporting local economies during recession;
• Tie into existing Virginia Ag program;
• Time may be right for local promotion.
Program Goals

• Promote the value of using Virginia Grown Forest Products
• Increase recognition and demand for Virginia forest products.
• Provide marketing materials and assistance to Virginia forestry businesses and manufacturers
• Promote Virginia’s renewable forest resources
Why?

- Local economies are driven by small and independent businesses. Did you know, for every $100 spent in locally owned independent stores, $68 returns to the community through taxes, payroll, and other expenditures? If you spend $100 on a national chain only $43 stays here. Without widespread adoption of taxing on e-commerce almost nothing stays in the community after online purchases!
Promotional Materials and Assistance

• Forest-products-specific Virginia Grown logo
• Grand announcement and unveiling of the Virginia Grown Forest Products program at the Richmond Expo on May 18, 2012 at 11:00am
• Virginia Grown section on the VDOF website
• Promotional banners, displays, posters, etc., available for loan.
Virginia Grown
The Forest Resource

Nearly two-thirds of the Commonwealth of Virginia is forested—that’s almost 16 million acres of land! Healthy and productive forests can be harvested properly to provide more than 5,000 products (such as lumber, paper, furniture, firewood, chewing gum, maple syrup, etc.) that people use in their daily lives. Following the harvest, the land can be replanted with tree seedlings so that everyone can benefit from the forests of tomorrow.

Forestry is big business in Virginia. More than 144,000 people work in the forest products and related industries—that’s 1 out of every 33 working Virginians. This economic engine is responsible for more than $23 billion in total economic output each year.

Most of Virginia’s forestland (12 million acres) is owned by private individuals and families. These 375,000 private landowners are the primary stewards of this vital land, and the decisions they make affect all Virginians. Consulting foresters, timber buyers, loggers, and other forestry professionals must work together with landowners to ensure there is both a steady stream of timber from which to make wood products and a ready supply of tree seedlings for replanting purposes. The Virginia Grown Forest Products program helps in that regard by letting consumers and forest product producers know that sustainable/renewable forests are the mutually beneficial goal.

Forest Products are Nature’s Gift

How the Program Works

The Virginia Department of Forestry has a small number of promotional items that are available to help forest product producers and retailers inform and educate consumers about the benefits of buying locally grown and locally manufactured wood products. These promotional items include Virginia Grown price labels, window decals, vinyl banners, posters and temporary tattoos for children and adults. In addition, the Virginia Grown Forest Products logo is available for free on the VDOF website (www.dof.virginia.gov) to download so that you can create your own promotional signs and materials that support your information, education and marketing program. If additional funding is made available for this program, VDOF intends to offer more promotional materials to forest products producers so that the program can grow and expand.

How Can I Get Started?

If you are a forest products producer, manufacturer or retailer, simply go to www.dof.virginia.gov and click on the Virginia Grown Forest Products link. This portion of the VDOF website offers the opportunity to download the new logo for use in your marketing efforts. You’ll also find the small catalog of promotional materials currently available to support your initiatives.
Promotional Materials and Assistance

- Decals, point of purchase materials, informational brochures available for order from VDOF website.
- Periodic articles in various publications and media
- Displays at various public events
- Work with partners to expand visibility of Virginia’s forest products and industry
- Investigate additional resources and opportunities to promote program
For Additional Information
Contact

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