

A Value-Added Wood Products Marketing Guide for Manufacturers and Entrepreneurs

The Adirondack North Country Association and the U.S. Forest Service Wood Education and Resource Center have a new publication available online at http://www.na.fs.fed.us/pubs/werc/vamg/value_added_mkting_guide_hr.pdf and in CD format.

About the Publication:

This guide provides marketing “how to” advice for small wood products businesses throughout the United States. Nine chapters cover general marketing concepts and promotional techniques, as well as the more specialized topics of online marketing and sales, regional branding of wood products, forest product certification, and exporting. Seven appendixes list resources and agencies that provide assistance to wood products companies. Contact information is included for Federal and State agencies, wood products trade associations, wood products manufacturing directories, and numerous not-for-profit organizations that can provide support to wood products companies. The appendixes also include a list of marketing and regional branding Web sites that represent best practices in using the Internet to promote wood products.

Audiences:

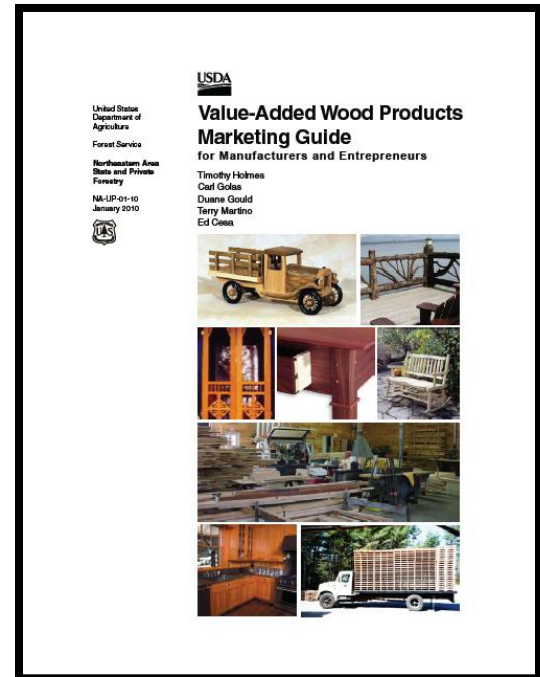
- Owners and managers of primary and secondary wood products businesses
- Entrepreneurs

Adirondack North Country Association (ANCA):

Incorporated in 1954, ANCA is a nonprofit economic development association serving 14 counties in Upstate New York. ANCA has directed a number of research projects on the region’s wood products industry and has offered one-on-one technical assistance services to forest products companies throughout the region.

Wood Education and Resource Center:

The Wood Education and Resource Center is



located in Princeton, WV, and administered by the Northeastern Area State and Private Forestry unit of the U.S. Department of Agriculture Forest Service. The Center's mission is to work with the forest products industry toward sustainable forest products production for the eastern hardwood forest region. It provides state-of-the-art training, technology transfer, networking opportunities, applied research, and information.

Additional Resources:

Wood Education and Resource Center
<http://www.na.fs.fed.us/werc/>

Adirondack North Country Association
<http://www.adirondack.org/>

Value-Added Wood Products Marketing Guide CD. Please contact Ed Cesa at the U.S. Forest Service, Morgantown Field Office at (304) 285-1530 to obtain a copy.