Many rural Oregon communities are enduring severe economic hardship. These pictures are just a handful of the dozens of boarded up businesses in the city of Oakridge. The contrast of such poverty in the midst of one of the world’s most biodiverse temperate rainforests is stunning. The forests of the Middle Fork watershed have tremendous quantities of nontimber forest products (NTFPs) that could be sustainably harvested by local businesses in a way that helps the U.S. Forest Service, environmental groups, and other stakeholders meet the goals of ecosystem management, all the while contributing to an economically diverse economy. While supportive of NTFP development, the U.S. Forest Service is itself under financial strain and does not have the appropriate level of staff to improve community access to the resources. As a consequence, living wage jobs associated with NTFP industries remain elusive in the Middle Fork. Projects such as this one are important for creating dialog and cooperation in an effort to overcome the barriers to sustainable development and seize on the significant economic potential of NTFPs in the region.
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Grant Title: Nontimber Forest Product Development and Technical Assistance
Grant Type: USDA Rural Business Enterprise Grant
Grant #: 43-020-0931266716
OMB#: 0348-0004
USDA Liaison: Tom Simonson

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Eric T. Jones. Dr. Jones is an environmental anthropologist with the Institute for Culture and Ecology (IFCAE). He has conducted research, published, and coordinated community development projects on nontimber forest products for fifteen years.

Patrick Mooney. Mr. Mooney is longtime community member of the Middle Fork watershed and has extensive knowledge of nontimber forest product harvesting, processing, and marketing. He founded and operates Oregon Herb and Craft Products.

The Institute for Culture and Ecology. IFCAE is a 501(c)(3) Oregon-based nonprofit whose mission is to improve human and environmental conditions through applied research, education, and community improvement projects. IFCAE is an equal opportunity employer. www.ifcae.org
Grant Overview

Nontimber Forest Products (NTFP – aka special forest products) include floral greens such as salal, medicinal plants like devil’s club, and edibles such as wild mushrooms. Each year in Oregon hundreds of species are gathered by thousands of harvesters and sold by small businesses, brokers, and large wholesalers throughout local, regional, national, and international markets. The Middle Fork watershed is surrounded by one of the most NTFP-rich temperate forests in the world. However, only a fraction of the potential revenue from the hundreds of commercially viable products that occur there are harvested. While this existing harvest currently makes a small but important economic contribution to the regional economy, the potential is vastly greater. With investment, coordination, and infrastructure, Oakridge and other communities in the watershed could potentially use the sustainable management of NTFPs to diversify and significantly augment their economic base. The goal of this pilot project was to begin laying the groundwork for strengthening and expanding NTFP cottage industries in the Middle Fork watershed.

In our proposal we outlined a two-step process. The first step was to form an Action Team led by Pat Mooney, a longtime community resident with extensive experience in NTFP industries. The intention of the action team was to a) find and train people in the community on NTFP business opportunities; and b) promote general understanding in the community about NTFPs, including being a point of contact for helping overcome business obstacles and mitigate problems. The second step was to form an Advisory Council consisting of key stakeholders from around the community that could support and create opportunities for the action team, and to help advance NTFP planning and sustainable growth in the region. This report describes our accomplishments, changes we made during the project year, and future directions under consideration.

A few facts about Nontimber Forest Products

Over 500 commercial NTFP species occur in the Pacific Northwest, and over 200 are known to be commercially harvested. Nearly all of them occur in commercially viable quantities in the Middle Fork watershed.

In 2005 the BLM of Oregon and Washington issued 733 permits (contracts) for the removal of more than 425,000 pounds of floral greenery (e.g., ferns, salal, boughs, transplants).

In 2005 the U.S. Forest Service earned $1,666,880 from 103,662 commercial NTFP sales of permits and lease on national forests in Oregon and Washington.

The PNW floral greens industry employs or buys raw material (e.g., salal bunches) from over 10,000 people and contributes hundreds of millions of dollars annually to the PNW economy.

Hundreds of tons of wild mushrooms are harvested annually from Pacific Northwest forests, employing tens of thousands of full and part time harvesters and other types of workers. Over twenty commercially viable fungi with good markets occur in the Middle Fork watershed including chanterelles, boletes, hedgehogs, truffles and others.

## A Few Examples of Commercially Viable NTFP Species in the Middle Fork

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<th>Image</th>
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<td><img src="image1.jpg" alt="Image" /></td>
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Activities and Accomplishments

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<td>Advisor Workshops at the Oakridge Fire Hall</td>
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<td>Public Workshops at the Oakridge Fire Hall</td>
<td>09/12/07</td>
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<tr>
<td>One day intensive training workshop</td>
<td>Postponed</td>
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<tr>
<td>Oakridge Chamber of Commerce Talk</td>
<td>01/22/08</td>
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<tr>
<td>Meeting with Middle Fork Forest Service District NTFP Manager</td>
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<tr>
<td>FOIA Request and Direct Mailing to Commercial Entrepreneurs</td>
<td>03/09/08</td>
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<td>Project UPBEAT Anniversary Participation and Outreach</td>
<td>04/20/08</td>
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<td>Tree Planting Festival Booth</td>
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<tr>
<td>Network Building Workshop at the Lowell Grange</td>
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Team Meetings
The core project team met formally each month in addition to holding regular phone conferences regarding the project. Meetings were used for planning, including contacting key individuals, setting dates for activities, securing meeting locations, creating outreach and advertising materials, and to strategize on overcoming barriers and taking next steps.

OSU Master Woodland Management Training Presentations
In August 2007 Pat and Eric lead a workshop for the Oregon State University Extension Programs Master Woodland Mini College held at the Peavy Arboretum near Corvallis. Participation in the college provided us an opportunity to work together to refine teaching materials and presentations we had created for previous events and adapt them for the Middle Fork project. Our four-hour session was attended by 25 people and included PowerPoint presentations by each of us, a large display of NTFPs and reference materials, a walk in the forest to identify NTFPs, and a question and answer session. The audience consisted primarily of small woodlot owners looking to diversify their economic base through NTFP management. The excellent attendance follows a pattern in similar events with private land owners we have held in the last few years. All costs were covered by Oregon State University Extension and none were billed to this project. Appendix 1 is an article written by a reporter from the Capital Press in attendance.

Advisor Workshops at the Oakridge Firehall
The goal of this workshop was to provide an opportunity for community leaders previously contacted about serving on an advisory committee to have a face to face information meeting. A formal invitation to the meeting (Appendix 2) was mailed and emailed to:

1. Gordon Zimmerman, Oakridge City Administrator
2. Randy Dreiling, Executive Director, Oakridge Chamber of Commerce
3. Bill Weathers, Mayor of Lowell
4. Diana Tonkin, Mayor of Westfir
5. Chip Webber, Middle Fork District Ranger, Forest Service
6. John Poet, Middle Fork District Small Sales Coordinator, Forest Service
7. Heidi Clark, Rural Development Initiative Liaison to Oakridge
8. Jenifer Hood, Enterprise Facilitator, UPBEAT
9. James Lindly, Lane Community College Business Development Center & Employee Training
10. Leah Murray, Lane MicroBusiness (LMB)

Given that the prospective attendees were all salaried employees we held the meeting during the middle of the work week toward the end of the day. The Oakridge Fire Department provided their meeting room free of charge. We set up a display of common NTFPs found in the area and we created a fifteen minute PowerPoint slideshow covering the economic importance and potential of
NTFPs in the region, marketing opportunities such as natural product shows, and other useful business information.

Despite indications that nearly all invitees would attend, only Gordon Zimmerman (city administrator of Oakridge) and Jenifer Hood (business assistance person) came. Follow-up letters and phone calls with invitees found the timing turned out to be bad for at least two. Fortunately attendance at this meeting was not critical for the success of our project and we have been communicating with some of the invitees on a semi-regular basis. While we had hoped to have a more formal advisory committee with regular participation, this goal has not been fully realized. We feel it is still an achievable and desirable goal to work towards.

A positive outcome of the meeting was being able to have an in-depth question and answer session with Jenifer Hood and Gordon Zimmerman, important community leaders. Jenifer is also funded through USDA and works closely with the small business community, especially with business plan development. Her efforts are not competitive with our project and over the last 12 months she has networked us to several of her clients interested in NTFP business development. We will continue to develop a collaborative working relationship with her. Gordon Zimmerman is the city administrator for Oakridge and has indicated a willingness to help us build support for the project and to help work through project barriers, much as we had envisioned advisors doing.

Public Workshop at the Oakridge Fire Hall
The goal of this meeting was to introduce our project, provide a general overview of NTFPs to the general public, and locate five people wanting to start an NTFP business or existing businesses that would benefit from our expertise. The public meeting was held from 5:00 to 6:30pm immediately following the advisory council meeting and thus included the NTFP display. Our thinking behind choosing this time was that it was after work, before dinner, and not too late in the evening. We advertised in two local newspapers (Appendix 3) and distributed posters throughout the Middle Fork watershed (Appendix 4). We created a questionnaire (Appendix 5) to be distributed at the meeting to gather information on participants interested in getting assistance, and to screen the group for an initial five people who showed the strongest interest and aptitude for intensive follow-up work with our project team.

Several individuals called in during the week leading up to the meeting, indicating their interest in the topic and that they would be attending. Unfortunately only one person attended. That person already had a small business and was interested in how to expand into NTFPs. The next day we sent a message to the advisory committee for insight on why the meeting had such low turnout. No clear answer emerged but timing was considered a possible factor. Many people in the community have to commute to the Eugene-Springfield area for work and may not have been able to make the meeting. For residents not living in Oakridge the location may have been a factor. We decided to try again in the spring in the Jasper-Lowell area of the Middle Fork Watershed, a more central location. In addition to posters and advertising we felt a direct mailing to known NTFP harvesters and businesses would produce a greater turnout.
**One Day Intensive Training Workshop**  
The intent of this meeting was to begin working (at no cost to them) with a core set of individuals who showed interest and initiative toward being involved in, or improving their, NTFP commercial activities. Given limited resources, our goal was to work with people already showing aptitude for NTFP commerce as opposed to trying to interest people who had little or no experience with NTFPs. We were prepared to help workshop participants in a number of areas including talking through product ideas, identifying and helping work through barriers hampering their business development, and introducing harvesting and processing techniques if needed. Our hope was that this initial meeting would begin establishing a working relationship with a group of individuals, who through their success would be a model for others in the community to follow.

Since the general public meeting was not well attended and therefore we were not able to identify an appropriate set of individuals for intensive training we opted to cancel the date we had set and rethink our approach. We decided to try again in the spring after we had done more outreach, including direct mailing and phone conversations with NTFP harvesters and small businesses. Based on those interactions we decided a general networking meeting (described below) followed by person to person interactions (described below) would be a better strategy.

**Oakridge Chamber of Commerce Talk**  
After the low turnout at the September meetings we were invited by Randy Dreiling (Executive Director, Oakridge Chamber of Commerce) to give a presentation at the monthly member meeting. We accepted the invitation figuring that this would help alert the business community to our project and they in turn might help us identify potential participants, serve as advisors, or collaborate in some other way. Eric attended the January 2008 meeting in Oakridge and gave a 10 minute presentation followed by a brief question and answer session. Participation in this meeting resulted in an invitation by the Forest Service district NTFP manager to meet and discuss the project and issues surrounding NTFPs on the district. This meeting is described next.

**Meeting with Middle Fork Forest Service District NTFP Manager**  
On January 22, 2008 Eric met with John Poet, the Middle Fork Ranger District NTFP manager. Although the following summary is rather pessimistic about the state of NTFPs on the district, Mr. Poet was quite helpful and indicated a strong interest in seeing the program improve in future years.

A key finding is that there is hardly any infrastructure within the district and agency in general to support NTFP commercial activities. This is changing on some of the 600 or so National Forest districts in the U.S. due to the passing of Section 339 which allows districts to retain their receipts for program management, as opposed to returning them to the National treasury as in the past. This is not the case on the Middle Fork where there is almost no support for NTFPs and the emphasis is now on recreation, not extractive industries. Mr. Poet is only allowed to work part-time on the NTFP program and in that time he must also carry out enforcement duties to try and control the growing theft of firewood and other NTFPs on the district. This leaves little time for community outreach, planning large NTFP sales (for bid), meeting inventory and monitoring requirements, and conducting other NTFP related management activities.
The district was able to offer its first large sale (of boughs) in eight years last year ($1,900 minimum bid on 240 acres) but had no bidders. The manager felt that the lack of any bids was because of better sales in Washington, but one local company argues that a more attractive sale could have been created by working with the local community and regional businesses to understand their product needs better. The district NTFP manager also indicated that other forests like the Gifford Pinchot do much better at NTFP sales because they are "right next door to the main clearinghouse" for products. Though it is true that the Shelton, WA area is where many of the floral green companies are headquartered, most have purchasers that operate throughout the northwest so location is not a major factor. Furthermore, an examination of the permits provided during the FOIA process does not support this claim. The majority of harvesters are from Oregon, and many from the Middle Fork area.

Without increased support from the district, large sales are going to remain rare. Most large sales would require an Environmental Assessment and possibly an Environmental Impact Statement, taking up to six months to prepare and staff time and resources that the district is unwilling to provide at an adequate level.

The district does almost no systematic inventory and monitoring of NTFPs and consequently the NTFP manager knows little about the specific quantities of commercially important species in specific areas of the forest. Permits provide only anecdotal information on product location since the agency records most species in product groups (rather than by species) in general product categories, and specific harvest locations are not recorded. Furthermore, environmental assessments and other management planning documents for the district provide little or no evaluation on the impacts of district management activities (e.g., spraying, fire suppression, thinning, road maintenance, recreation such as ski and mountain bike trails) on nontimber forest product ecology, cultural uses, or economic viability. Consequently, NTFP harvesters and small businesses must spend limited capital resources scouting their own potential harvest areas, return to the district office to see if they can purchase a harvest permit, and then face uncertainty about competition from others in the same area or damage or destruction from other management activities. Studies (Jones et al. 2002, McLain et al. 2004, others) suggest that harvesters, when given a vested interest in the well being of the resource, will practice stewardship of the resource. Under the Middle Fork approach to management there is little incentive for harvesters and small businesses to be stewards. They are pitted against each other. This is an unfortunate dynamic since good stewards working in a cooperative relationship with the agency would likely be helpful in helping fight theft, as is the case in other regions.

In summary the U.S. Forest Service Middle Fork district provides little management for nontimber forest products beyond basic permit sales to individuals. The district lacks an understanding of what commercial NTFPs exist across the hundreds of thousands of acres that make up the district and does little active management to encourage NTFP productivity. Many harvesters and small buyers describe the Middle Fork as an area rich in many different kinds of commercial NTFPs but complain about a lack of access to harvest areas and cooperation from the district. Getting the U.S. Forest Service Middle Fork ranger district to invest in their NTFP management and work collaboratively with the community will be essential to NTFP commercial expansion in the area.
**FOIA Request and Direct Mailing to Commercial Entrepreneurs**

In February 2008 we requested a copy of permit and lease sales on the Middle Fork National Forest District. We felt this information would give us a better of NTFP activity in the district and provide contact information for potential participants in our NTFP training project. The Forest Service was willing to provide this information but asked us to submit the request as a Freedom of Information Act (FOIA) request. We did this and received the information within the month.

This project does not have the budget for an in-depth analysis of the FOIA data but a preliminary analysis yields a few important points. Just looking at 2007, the Middle Fork Ranger District had:

1. 1,300+ NTFP permit sales;
2. 500+ different individuals purchased permits.
3. The majority of individuals were from the Middle Fork or southern Willamette Valley area.
4. Least expensive permit was $10. Most expensive was $793. The average permit cost was $36.
5. Total permit sales (not counting leases) resulted in $47,300 revenue for the district.
6. Firewood and mushroom sales were most common, but sales were also made for floral greens, medicinal plants, transplants, and others.

It is safe to say from this data that commercial NTFP activity already involves a lot of people in the region and is not an insignificant economic contributor to the Middle Fork economy. It’s important to recognize that permit revenue is only a small part of what is put into the economy from these sales. For example, the majority of the money paid to local harvesters would most likely come from outside the Middle Fork watershed and is most likely locally spent. Outside harvesters and buyers are likely buying gas and supplies in the area.

Given the amount of people in the data we decided to focus on those involved in floral green activities, an area in which Pat Mooney has extensive experience with. Additionally, northwest floral green markets have been strong since the 1930s. We selected 100 names and sent a letter (Appendix 7) letting people know about our project and the opportunity for assistance. Within a week we received 20 responses, most involving 30 minute phone conversations. We invited the respondents to an information meeting at the Lowell Grange on May 14th in the evening (described below).

**UPBEAT Annual Event Participation and Outreach**

On April 20, 2008 Pat Mooney attended the anniversary celebration of the local Unique Program for Business Enhancement and Advancement Together (UPBEAT) development project coordinated by Jenifer Kay Hood. The event was held in Oakridge and offered dinner and a chance to socialize. Pat interacted with many of the attendees and discussed our project, provided general information about NTFP opportunities in the area, and invited them to attend upcoming events.

**Tree Planting Festival Booth**

After the low turnout at the September events one idea that emerged in our strategy meetings was to try holding a public meeting again but in a high traffic area. Two options that seemed reasonable were a roadside display with free cider along the well-traveled highway in Oakridge or a booth at a public event. We opted to have a booth at the annual Tree Planting Festival in Oakridge. Space was donated to us and Pat Mooney staffed the display. He was able to speak to a number of people and provided an outreach flyer for the project (Appendix 6). A few people followed up by phone and were invited to the Lowell Grange event.
On May 14, 2008 in the evening we held our second public information meeting at the grange hall in Lowell. During the outreach activities and the phone conversations from the direct mailing, 10 people indicated they would be attending the meeting. Three actually came and we had a productive discussion about the project, their experiences with NTFPs, and possible next steps. We will continue to do follow-up with these participants. Given that our meetings have not been well attended we are likely to stick with the more successful person-to-person approach described below.

One-On-One Interaction and Training
The most successful method for connecting with NTFP commercial interests during this project has been through one-on-one exchanges. We have met people through participating in existing community events like the Tree Planting Festival Booth and through actions like the direct mailing or referrals from community leaders like Jenifer Kay Hood. A few of these exchanges have occurred over email but most have been over the phone, with some in-person contact. The reason for the one-on-one approach success is probably linked to the convenience, efficiency and low-cost of phone discussions versus the inconvenience, possible fear, and travel costs of attending a public meeting. Using the one-on-one direct approach we feel we are building a core group of people that we can work with well into the future. Where it is beneficial and feasible to do so, we will network this group of people together.
Discussion and Next Steps

Despite the small $5,000 budget this project was able to make headway in advancing nontimber forest product commercial development in the Middle Fork. We have gained the support of community leaders, advanced awareness of NTFP opportunities, and begun to build a core group of people with a common interest in expanding their business capacity.

Large, but not insurmountable, obstacles remain to NTFP development in the Middle Fork. The NTFP resource base itself is not a problem as these products are plentiful in the watershed (which for perspective has a larger forested area than the landmass of many entire nations). Though living wage jobs associated with NTFPs are scarce in the Middle Fork, the hundreds of harvesters and small businesses identified through the permit data suggest that harvester interest isn’t a major barrier either. The biggest barriers are lack of access and infrastructure.

The U.S. Forest Service controls the majority of access to NTFP resources in the region and without their cooperation and investment, NTFP businesses will likely remain suppressed and many will choose to quit or harvest illegally as has been the case in other areas where agency support was lacking. The U.S. Forest Service must also provide infrastructure support as they have done for timber, fire suppression, road building, recreational activities and other management actions on the district. Support should include staff and resources to inventory and monitor NTFPs, measure the impacts of other activities (e.g., spraying) on NTFP ecology, culture, and economics and community outreach. Support should also include doing proper planning, especially that as required by the National Environmental Policy Act and the National Forest Management Act.

At the time of writing this report county payments from the Federal Government under the Secure Rural Schools Act are being phased out leaving rural communities such as the Middle Fork with a vital need to find new sources of sustainable revenue.

Nontimber forest product markets are expanding globally and countries such as Canada, Finland, Russia, and China, are investing heavily in expanding their NTFP industries to capture a significant share of these global markets. In the U.S. there are pockets here and there where NTFPs have played and continue to play a major role in the local economy. The Middle Fork is not one of them. This is not to say that NTFPs are not an important source of extra income for many people in the area, they unquestionably are and most likely play an important though overlooked role in people’s ability to remain in rural areas. However, NTFPs do not provide more than a handful of living wage jobs in the Middle Fork at this time. With action, will, and cooperation there is no reason that the Middle Fork could not realize major economic benefits from NTFPs and create dozens, even hundreds of living wage jobs associated with NTFP procurement and processing.

Our team will continue to move forward on NTFP development in the area. We welcome cooperation and collaboration in our efforts to increase awareness, provide technical training, help people overcome barriers, and create sustainable businesses as part of a diversified economy intimately linked with the biological diversity of the Middle Fork area.

Citations:
Cash crops in eye of beholder

Lots of potential can be found in forest; 'hate wreaths'

By MATEUSZ PERKOWSKI
Capital Press

Where some people see only weeds and brush, Pat Mooney sees potential cash crops. Pacific Northwest forests are teeming with salable products that don't require a chain saw to harvest — if you're willing to do the research and develop contacts with clients, according to Mooney, owner of Oregon Herb and Craft Products.

"Generally, if a forester is trying to kill it, I can find a market for it," he recently said during an Oregon State University Master Woodland Manager seminar about non-timber forest products.

As he walked along a trail at OSU's Peavy Arboretum near Adair Village, Ore., Mooney found numerous examples of often overlooked but marketable objects:

- Ferns can be sold for flower arrangements, and certain edible species are considered delicacies.
- Tree moss can be used for multiple decorative purposes.
- Oregon grape can be dug up and its roots sold for medicinal extracts.
- Tree stumps can be turned into landscape scenery.
- Even poison oak can be included as an ornament on a "hate wreath" composed of barbed wire, Mooney joked.
- "Every plant has got something you can do with it," he said.

Non-timber forest products tend to be used for decorations, for food, or for botanical and medicinal applications.

Ferns and flower arrangements, for example — are the biggest sector of the industry, but there are plenty of other niches, said Eric Jones, a researcher at the Institute for Culture and Ecology, who co-hosted the seminar with Mooney.

"We really shouldn't underestmate how many things are out there," he said, noting that 400 commercially sold species grow in Pacific Northwest forests.

In some cases, woodland owners can derive products in conjunction with regular forestry operations.

For example, Douglas fir boughs are a potential source of decorative material that often is wasted.

With gourmet dining on the rise in metropolitan areas, wild berries and mushrooms are in demand among restaurants geared toward using local foods.

And some pesky weeds — notably St. John's Wort — are used as natural remedies for a variety of ailments.

"Every season has a product," said Mooney. "There's always something out there that can be harvested."

Apart from changing on a seasonal basis, the type of plants available to harvest also transitions as the forest matures; a young forest is typically associated with different species than a mature one, and vice versa, he said.

"The age of your forest very much determines what can grow there," said Mooney.

Some herbs and other plants can be managed for harvest, blurring the line between farming and foraging, said Jones.

Such "wild simulated" agriculture is more common with ginseng root growers in the Eastern U.S., he explained.

Forest owners interested in non-timber forest products should first identify everything they have growing on their properties, then study how the plants are currently being used or how they've been applied in past, Mooney said.

After that, it's a matter of analyzing the market for such goods, Mooney said. "You've got to figure out where you fit in."

Cold-calling potential customers can be intimidating, so Jones recommends sending out samples to companies that use similar materials. With luck, some will respond with pictures or recommendations of what they want, he said.

Naturally, woodland owners should be realistic regarding the size of their venture.

"You're probably not going to supply Wal-Mart," Jones said.

Nonetheless, the fact that non-timber forest products are collected in limited quantities makes it easier for new foragers to break into the industry, he explained.

Yields are difficult to predict when products are gathered in the wild, so many wholesalers prefer to buy from several sources rather than one large company, he said.

"The bigger the network of smaller suppliers, the better your chances of a consistent supply," Jones said. "There are a lot of opportunities for small-scale people to get into this."

Staff writer Mateusz Perkowski is based in Salem, Ore. E-mail: mperkowski@capitalpress.com.
Dear [Insert Name],

My name is Eric Jones and recently my colleague Pat Mooney and I received a USDA grant to promote special forest product (aka nontimber forest product) small businesses in the Middle Fork Willamette. I am writing to invite you to two events associated with our project.

Both events are on September 12 at the Oakridge Fire Department training room.

The first is from 3:00 to 4:30 pm and is for people who have agreed to be on our advisory committee, or who are interested in joining. Pat and I will provide a brief overview of our project plan and objectives followed by a discussion.

The second meeting for the general public is from 5:00 to 6:30 pm in the same room. There will be a slide show, product displays, and a chance for people to ask questions and share ideas about special forest product small business.

If you cannot make the meeting please let me know and I will arrange a time when we can meet individually. If you have any questions please don't hesitate to contact me at etj@ifcae.org or 683-1846.

Project background. The grant is for $5,000 and has two objectives: 1) form an advisory committee of six or so community leaders to help us network and to overcome obstacles (we know everyone is quite busy so we see the advisory role as taking minimal time), 2) promote general awareness of special forest product small business opportunities and provide some hands-on training, both in class and in the forest. Though small, we hope this USDA seed money will help us leverage more substantial long-term funding to create a lasting program in the next year. Also, we want to be careful to augment rather than compete with any existing programs in the community.

Thank you,

Eric

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Portland, Oregon 97228-6688. USA
Telephone: 541-683-1846
E-Mail: etjones@ifcae.org
Website: www.ifcae.org
Appendix 3
Newspaper Advertisements for General Meeting

COMING EVENTS

PUBLIC MEETING ON SMALL BUSINESS SPECIAL FOREST PRODUCT OPPORTUNITIES
Come learn about special forest product income opportunities for small businesses in the Middlefork Willamette region. There will be a slide show, product displays, and a chance to ask questions and share ideas. Join us at the Oakridge Fire Dept. on Sept. 12, 5-6:30 pm. Participation is limited to the first 35 people. For more info, email Eric Jones, etj@ifcae.org or call 683-1846. Attendees will be eligible to apply for a free training course to be held later.

The Post September, 2007 Page 7

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Appendix 4
General Public Meeting Poster

Special Forest Products Meeting

Do you have an idea for a small business that uses forest materials like specialty woods, berries, greenery and transplants. Would you like to sell raw and/or processed special forest products in markets beyond the local economy? Join Pat Mooney and Eric Jones for a general information meeting to learn about ways you can make your small business concept a reality.

Wednesday
September 12, 2007
5:00 pm to 6:30 pm
Oakridge Fire Dept.

For More Information
email etj@ifcae.org or
call 683-1846

Institute for
Culture and Ecology
Appendix 5
Application and Questionnaire for Intensive Training

Application for Small Business
Special Forest Product Free Training

Background

What: In this eight hour workshop participants will have a chance to work with several experts on creating or refining a special forest product idea, sketching out a plan with measurable objectives, and seeing harvesting and processing techniques for several major products in the area. Part of the training may be outside. Participants will need to bring their own lunch.

When: Saturday October 6, 2007.
Where: To Be Announced (Somewhere in Middlefork area, we will call you with the exact location)

Questionnaire
Please complete this questionnaire and put it in the box before you leave the meeting. You will be contacted within a couple of days. Keep your answers brief, use the back of the form if you need.

Name: Email:

Phone: Mailing Address:

1) List any special forest products that you currently harvest to sell?

2) Do you have a special forest product business at this time? If so, please describe what it is and what new product(s) you want to develop.

3) If you do not have an existing business what is your idea for creating one?

4) What steps have you taken to implement your idea?

5) Are you experiencing any barriers with your product or idea and what are they?
SPECIAL FOREST PRODUCT INCOME OPPORTUNITIES

In the Middle Fork Willamette Watershed

For more information call Pat Mooney at: 541-517-4036

We would like to learn about your interests in special forest products and discuss how we might help you earn or improve your income from harvesting, buying, and/or processing from Middle Fork area public and private forests.
April 24, 2008

Dear [insert name],

In reviewing special forest product permits at the Middle Fork Ranger District in Oakridge for the last few years I see that you purchased a small commercial use permit for a product other than mushrooms or firewood.

The Institute for Culture and Ecology has been awarded a grant from the U.S. Dept. of Agriculture to offer advice and training to people harvesting and/or buying special forest products to improve their economic opportunities. We held a workshop in Oakridge in September 2007 and now we are following-up that effort with direct invitations to harvesters and buyers to provide them assistance. There is no cost to you.

We would like to learn about your interests and to discuss ways we might help you improve your special forest product income. This is an opportunity for you to get information on starting or expanding a cottage or small business that is based on harvesting, buying, and/or processing special forest products from the Middle Fork region on public and private forests.

The community partner and contact for this project is Pat Mooney. He can be reached at: 541-517-4036. We only have funds to work with a handful of people so if you interested please call by May 10, 2008 if you can.

Sincerely,

Dr. Eric T. Jones
Anthropologist
Institute for Culture and Ecology
Post Office Box 6688.
Portland, OR 97228.

Courtesy Faculty: Oregon State University
Senior Research Associate: University of Oregon