

Opportunities for WI Forestry Industry

UWEX's distillation of the listening sessions have yielded several overall themes that align with strategic questions asked in each breakout session. Though the distillation and coding is ongoing, initial results coded as "opportunities" have been shared. Themes and potential initiatives from preliminary results are:

Outreach and Marketing

- *Extend "buy local" messaging to forest products made in WI*
- *Spread the fact/idea that sustainable and active harvesting is needed to tie up more carbon credits*
- Increase awareness across the forestry sector and the general public
- Encourage partnerships with industry stakeholders and government
- Create strategic branding for the forestry industry, e.g Make WI America's Forest Products Land like WI Dairyland
- Better coordinate [marketing/branding/outreach] efforts across the forestry industry

Product Innovation; Research and Development

- *Conduct market intelligence research to help evolve WI forest products industries to produce new products where demand is growing and for specialty forest products*
- Develop deeper relationship with the Forest Products Lab to research ways to utilize all the byproducts to create innovative and niche products
- pursue specialty forest products, e.g white oak barrels for breweries, food packaging created from wood pulp

Infrastructure and Facility

- *Encourage younger workforce in logging and forestry (WIG or TIP proposal?)*
- Invest in research and development efforts to find future products/markets
- Increase and/or strengthen research and collaboration with UW-Stevens Point and other universities
- Explore methods from Scandinavian countries for ideas on mass timber and cross laminated
- Manage forests sustainably in all aspects of conservation
- Develop a rapid response plan for large scale timber casualty events like tornados

Policy

Council on Forestry to lead potential policy related initiatives

- *Inform federal and state legislators about the need for good service from railroads*
- Develop regulations that encourage use of timber from WI
- Revive use of forest products in Wisconsin