

Wisconsin Forest Industry Roadmap

What is a forest industry roadmap?

The WI Forestry Industry Roadmap will help to retain existing businesses, identify new market opportunities, and drive innovation. This will be a foundational source of information and a compass for policy makers, industry investors, entrepreneurs, regional economic planning groups, and any who seek to invest in growing Wisconsin's forest-based amenities. This document will represent a statewide vision for an environmentally sustainable, economically robust, and diverse forward-thinking industry built on an assessment of current resource capacity and capabilities.

The roadmap will be informed by broad input and consensus on how Wisconsin can enhance our resilient forests for the greater good of managing for recreation, ecological, wildlife and social well-being while having thriving forest markets for our sustainable forest products. Completion of this strategic roadmap will position Wisconsin to anticipate and drive the demand of our 21st century wood fiber customers with sustainable, innovative products that offer Wisconsin a competitive seat at the top of the global wood market.

The Goal or Purpose of the Roadmap is to:

- Communicate to legislators the assets of the forestry industry and how to support it in their policymaking.
- Put Wisconsin on investor's radar, because we have the right raw materials, infrastructure, workforce and systems in place to make investing in this state attractive
- Demonstrate Wisconsin's forest industry can be proactive from one that is currently reactive.
- A guide to inform future actions for state agencies, industry and legislators
- A document that provides enthusiasm for a future work force to pursue careers in WI's forest industry

Questions that need consideration in order to move the Roadmap forward:

- Who can lead the process? (State agency, fed, private business, consultant)
- Clarity on the roadmap deliverables?
- Need to determine the appropriate audience or audiences for Roadmap? (Such as: Legislators, industry investors, future workforce, influential group/leaders)
- The scale and scope for the Roadmap is clearly defined.
- Need clarity for the Roadmap's time frame - near, mid, long-term visioning