

# Forest Products Utilization & Marketing Success Story: Minnesota

## Wood Industry Directories

### The Challenge

Healthy forests and healthy forest-based rural economies depend on both proper management of the forest resource and markets for forest products. Most forest management work is accomplished through timber harvesting activities made possible by harnessing the power of the marketplace. If markets for forest products are not maintained, rural economies fail to reach their full potential. Additionally, forests cannot be actively managed for forest health, protection, products, and other values.

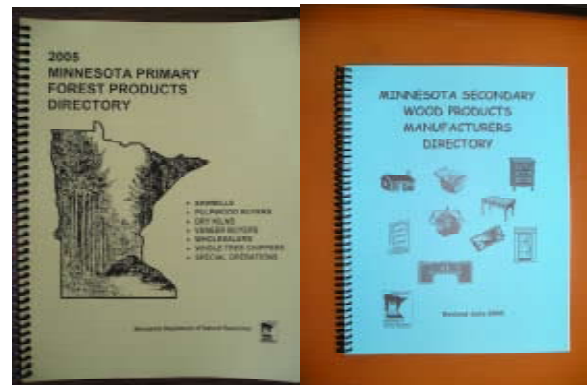
Federal and State assistance has helped stimulate and support sustainable management of forests through the use of market forces. One example of assistance that has helped maintain and develop forest product markets in Minnesota are DNR wood industry directories. The wood-using industry is an important element of Minnesota's economy. Figures for 2005 indicate that over 41,000 Minnesotans are employed in the forest products manufacturing industry. Often however, companies are unable to efficiently market their products or find raw material suppliers without assistance.

### The Solution

In order to provide marketing assistance and information transfer to help wood manufacturers stay competitive in today's global economy, key marketing information about them must be gathered and made available through up-to-date industry directories. Directories are provided in both hard copy and web-based, searchable formats. Over 500 hard copies are distributed, and the web directories receive over 2,000 visits each month!

*"Wood industry directories have been a valuable tool for providing marketing assistance to Minnesota's small and medium sized forest products companies."*

— Keith Jacobson  
Minnesota DNR Forest Products Utilization  
Program Leader



Information for the directories is collected via surveys, and is then entered into a DNR database of wood product manufacturers. Cooperators in producing the directories have included USDA Forest Service, State & Private Forestry; University of Minnesota Extension; Minnesota's Forest Industries; and individual forest products companies. Hard copies of the directories have been printed with grant funds provided by USDA Forest Service, State & Private Forestry.

### Resulting Benefits

Directories are a "bread and butter" tool of utilization & marketing assistance.

Minnesota Wood Products Manufacturers Industry Directories are produced to:

- Facilitate the marketing of wood products produced in Minnesota
- Stimulate the use of native species by manufacturers
- Promote Minnesota wood products nationally and internationally
- Facilitate the development of new products
- Help foster an awareness of the importance of Minnesota's wood products industry
- Promote community economic development
- Improve stewardship of Minnesota's forest resources through use of market forces

### Sharing Success

DNR wood industry directories are available on the web, where they are used by thousands.  
<http://www.dnr.state.mn.us/forestry/um/index.html>

Additionally, Minnesota DNR has consulted with several other states on the development of their own web-based directories.