

# Chapter 10: Utilization and Marketing

A strong forest products industry contributes to the economic well-being of the state and helps ensure that the interest and financial resources are available for maintaining healthy forests. Producing income from state-owned lands is also an important part of DNR Forestry's mandate. Consequently, an important part of what we do is to encourage markets and promote the use of forest products.

## Analysis, Assistance, and Education

DNR Forestry's utilization and marketing program encompasses three main areas:

**Resource Analysis.** Resource analysis paints a picture of forest product supply and demand and how they change over time. It provides information for manufacturers on the kind and amount of raw materials available today and likely to be available at various points in the future. We also keep track of the demand for wood products.

**Business Assistance.** Our business assistance program helps reduce waste by providing information on technologies to improve wood use. We also help businesses with planning and marketing and link forest products manufacturers with suppliers and consumers. We encourage the establishment of wood-based, value-added industries. For example, we currently are encouraging land-owners to plant hybrid poplar on marginal agricultural lands.

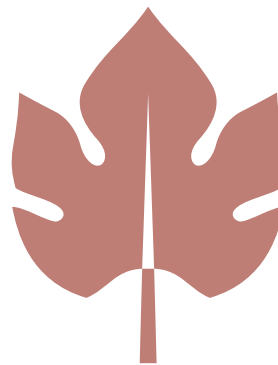
**Education.** Our educational efforts focus on helping the public understand the value of the wood products industry for forest and economic health.

Currently supply and demand for Minnesota forest products are about equal, and our efforts focus on maintaining this balance. To help keep our forest-based economy strong while protecting forest ecosystems, we are also encouraging the development of enterprises that produce nontraditional products, including foods, decorative objects, herbs, and other items, from forests.

**Strengthening Minnesota's Forest Industry.** In 2003 the governor established the Advisory Task Force on the Competitiveness of Minnesota's Primary Forest Products Industry to recommend strategies to strengthen the industry in response to a loss of forest products-related jobs in recent years. The task force offered a number of recommendations, including increasing timber production, improving environmental review, improving transportation, and encouraging third-party certification, which promotes environmentally sound forest management. The report is available at [www.dnr.state.mn.us/forestry](http://www.dnr.state.mn.us/forestry).

### DNR Forestry's Utilization and Marketing Program:

- helps find markets for timber
- encourages development of nontraditional forest products such as birch twigs, balsam boughs, nuts, and seeds
- reduces waste by finding and developing markets for wood scraps and other byproducts of wood products manufacturing
- publishes a newsletter providing information on wood utilization and marketing and connecting buyers and sellers of wood products
- publishes directories of forest products manufacturers for forest managers and businesses
- maintains information on wood product supply and demand
- encourages the use of wood and wood byproducts for fuel.

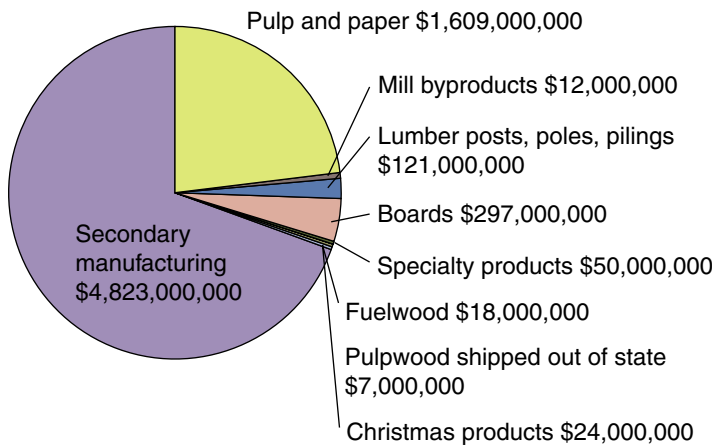


For information on marketing opportunities see *Minnesota's Special Forest Products*, available for download at [www.dnr.state.mn.us/forestry/um](http://www.dnr.state.mn.us/forestry/um).

**Economic Impact.** The forest products industry has a huge positive impact on Minnesota's economy. More than 55,000 Minnesota workers get at least some of their income from the industry. Each dollar of timber sold supports about \$41.60 in economic activity for the state. Including value-added products, the industry contributes more than \$6.9 billion annually to our economy. It's the fourth-largest manufacturing industry in Minnesota based on employment (behind computer and electronics equipment, fabricated metal products, and food manufacturing).

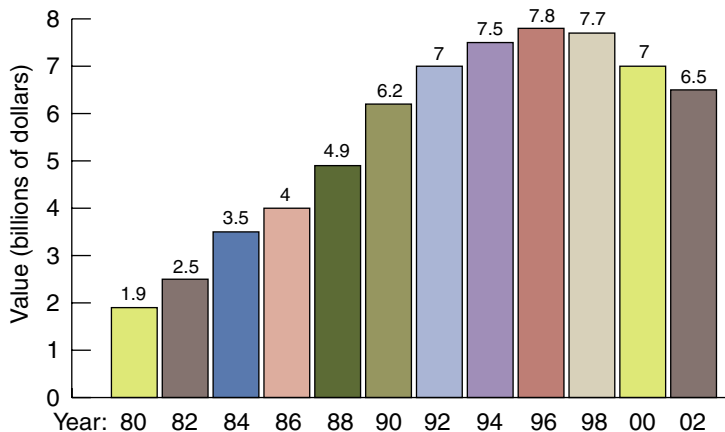
**Special Forest Products.** Interest is growing in Minnesota and around the country in the production of special forest products, also known as nontimber or nontraditional forest products. This growing industry allows individuals and businesses to derive income from forests while minimizing impact and promoting long-term sustainability of both the resource and the local economy. Examples of special forest products include Christmas trees, balsam boughs, bark, cones, nuts and seeds, herbs, and decorative vegetation such as ferns and mosses.

**Value of Forest Products Manufactured in Minnesota**



Source: Minnesota Forest Industries, 2001

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Source: Minnesota Forest Industries

**Selected Publications**

The following publications are available from DNR Forestry or at [www.dnr.state.mn.us/forestry/um](http://www.dnr.state.mn.us/forestry/um).

*Minnesota Primary Forest Products Producer Directory*, lists sawmills, pulp and paper mills, oriented strand board mills, veneer mills, and dry-kiln facilities.

*Minnesota Secondary Forest Products Producer Directory*, lists wood-product manufacturing companies.

*The Market Place*, quarterly newsletter provides information, including free ads, for foresters and members of the forest products industry.

*Minnesota's Forest Resources*, annual publication provides information related to Minnesota's forest resources and forest products industry.