



Buy Local Initiatives to Support Forests & Forest Products and Services

Lead Authors: Kathryn Fernholz and Ed Pepke, Ph.D., Dovetail Partners

Co-Authors: Harry Groot, Sarah Harris, Gloria Erickson, Tamberly Conway, Ph. D.

September 2022



Executive summary

This report covers the analysis of existing buy-local initiatives in the United States that relate to forests and forest products and help inform local sustainability efforts. We reviewed 22 buy-local initiatives and from our analysis we summarized some of the best practices and the potential for buy-local initiatives to support forest and forest product sustainability.

Introduction

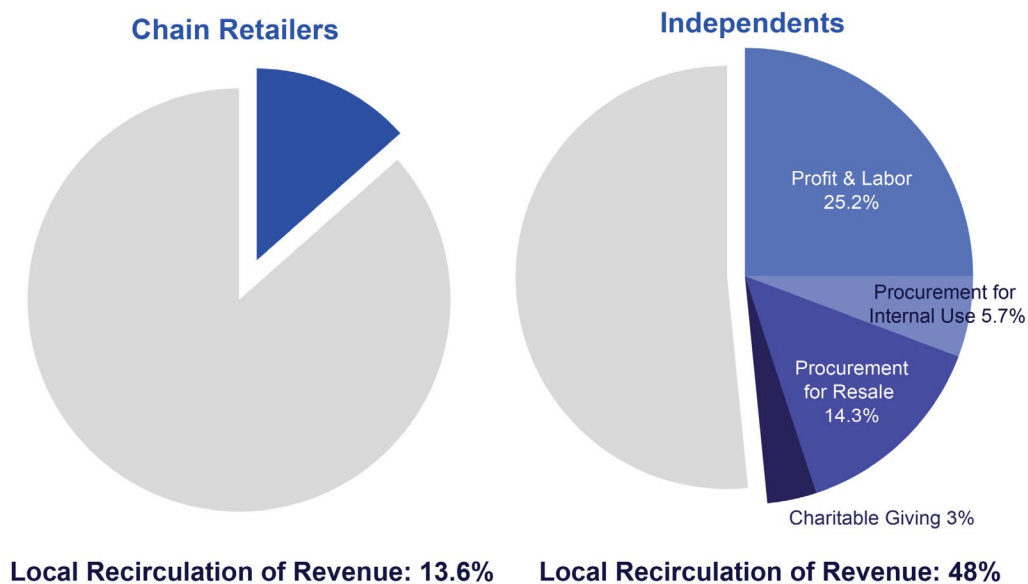
Buy local has been a common tagline and marketing strategy in local or regional farmers' markets and other consumer products for many decades. As transportation and other economic and social changes have facilitated wider trade, goods from outside the local or regional area have become accessible. While the imported goods might have advantages, e.g. lower price or better quality, they compete with local goods and can undermine labor markets, manufacturing, and supply chains. The competition results in lower or halted local production, unemployment, and reduced multiplier benefits. These impacts have motivated many markets to promote buy-local options.

In the United States, there is a plethora of buy-local initiatives for a wide variety of products and services. Some of the initiatives are small and local, while others are regional. There are nationwide programs, e.g. The Great American Buy Local (greatamericanbuylocal.com) which is a national buy-local initiative.

Buy-Local Benefits and Opportunities for Forests

Consumers can "buy local" products grown and processed in their area, so that local workers are supported, community economies are strengthened, and use of fossil fuels for transport is reduced. Whereas purchases of non-local products send funds out of the community, expenditures on locally produced products recirculate through the local economy (on average as much as three times, also see Figure 1), creating a beneficial multiplier effect. With increased sales, companies hire more workers, creating local job opportunities; and this activity results in local tax and payroll receipts.

Figure 1. Comparison of Local Recirculation of Revenues between Chain Retailers and Independents



*Compiled results from nine studies by Civic Economics, 2012: www.civiceconomics.com
Graph by American Independent Business Alliance: AMIBA.net

Source: American Independent Business Alliance <https://amiba.net/project/local-multiplier-effect/>

The Michigan State University Center for Community and Economic Development and Capital Area Local First (Lansing, Michigan area), investigated the impact of supporting locally-owned businesses on the community. Their research also resulted in recommendations for keeping revenue in the local economy to support overall quality of life benefits and outcomes. The positive impacts of local businesses, as outlined by their investigation, include increased consumer choice, retaining community uniqueness, job creation, and local investment. The report examined revenue retention in the Grand Rapids, Michigan economy, showing that, for every \$100 spent, \$73 were retained when purchasing from a local business, as opposed to only \$43 when purchasing from a non-local business.¹ The study outlined the potential for increased support of local businesses to be able to lead to increases in economic activity, higher wages, better benefits, and a stronger local tax base. It is also expected that when local businesses source products and services from other local businesses, a chain reaction of economic, social, environmental benefit may be realized, including reduced emissions from the transportation of products and goods.²

Similar to the efforts in Michigan, a study (Thornberg, 2013) with a focus on San Diego County, California investigated the economic impact of buying local. The researchers found that buying locally stimulates the local economy by increasing jobs and tax revenues. The increase in business profit could impact employee compensation and household spending behaviors. Using data from three cities within San Diego County, the report estimated the economic impact of taxable sales for major categories, direct and indirect jobs supported, county transportation fund revenue, and total spending. For example, considering the major category of motor vehicles and parts dealers, the report estimated 19,870 direct jobs supported and \$1.1 million in wages created in 2011.³ The results also uncover indirect effects, noting that these local purchases stimulated 8,700 additional jobs and \$436.5 million in wages in other sectors.⁴ The researchers concluded that supporting local businesses leads to increased economic opportunities and benefits.

There are also criticisms that can be made of buy-local efforts and additional research provides further evaluation of the benefits and disadvantages of local and non-local consumer options, including the purchase of carbon offsets to address emission impacts associated with global sourcing. The authors of “Why buy local” (Ferguson, 2020) argue that, by buying non-local goods and purchasing carbon offsets, consumers are supporting lower income communities around the world, resulting in overall gains in economic well-being.⁵ While supporting local farmers generates revenue that can be retained within communities, buying globally is a strategy for reducing the economic burdens and inequities. Effective political, social, and economic policies and actions can ensure that benefits of consumption are distributed more equitably. This could be an effective purchasing policy when applied with intention and knowledge, i.e., sourcing from communities where effective political, social, and economic policies and actions ensure that benefits of consumption are distributed more equitably.⁶

By knowing where wood and other forest products originate, consumers can “buy local” products grown and processed in their area. This can create all of the local economic benefits identified in other studies - jobs, tax revenues, lowered environmental impacts, etc. In addition, local sourcing of forest products can help to restore and care for local forests. These efforts also educate and raise awareness with the general populace about the importance of protecting and improving forest health and increasing the sense of connection to and responsibility for their local forested lands.

¹Robinson, Nandi, and Rex LaMore. *Why Buy Local? An Assessment of the Economic Advantages of Shopping at Locally Owned Businesses*. Sept. 2010. <https://ced.msu.edu/upload/reports/why%20buy%20local.pdf>

²For further discussion of business clustering as a socio-economic strategy, see: *Forest-Based Economic Clusters: Models for Sustainable Economic Development*. 2009. Dovetail Partners. Available at: <https://dovetailinc.org/upload/tmp/1582127436.pdf>

³ In 2011, taxable sales in the City of San Diego totaled to \$19.5 billion.

⁴Thornberg, Christopher, and Jordan Levine. *The Economic Impact of Buying Local*. Beacon Economics, LLC, 2013. <https://sdbusinesschamber.com/wp-content/uploads/2016/12/Beacon-Economics-Report.pdf>

⁵Ferguson, Benjamin, and Christopher Thompson. “Why Buy Local?” *Journal of Applied Philosophy*, vol. 38, no. 1, 2020, pp. 104–120. doi:10.1111/japp.12459. <https://onlinelibrary.wiley.com/doi/full/10.1111/japp.12459>

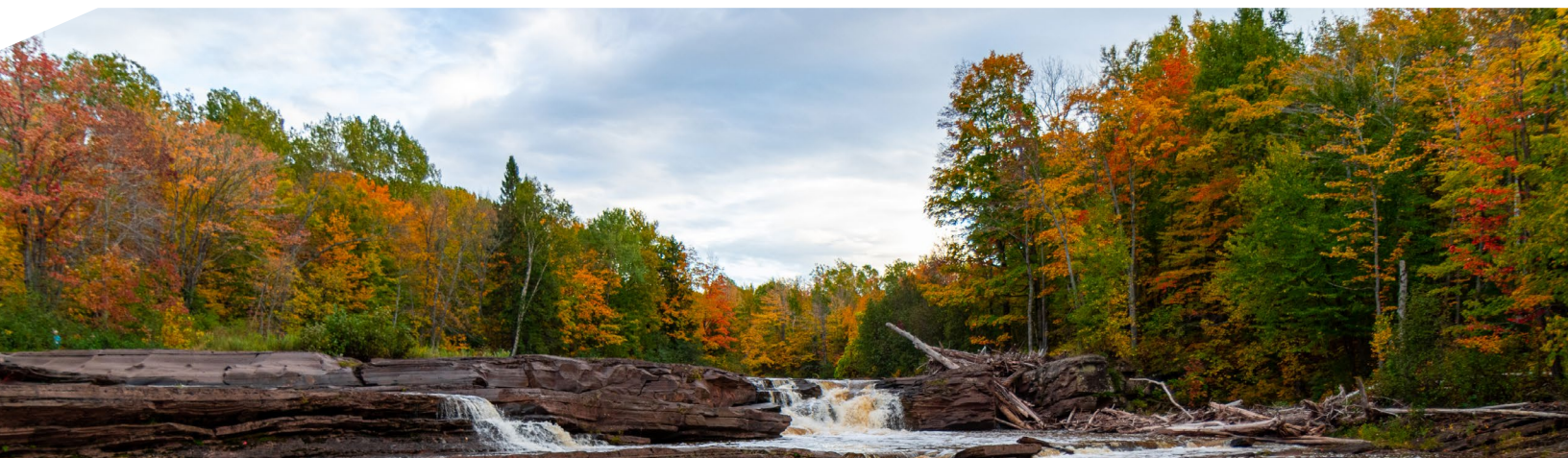
⁶ For additional discussion of the impacts of global consumption, see: “Why Not in My Backyard” (Dovetail, 2005), available at: <https://dovetailinc.org/upload/tmp/1586451171.pdf>

Buy-Local Initiatives & Programs

As the name implies, buy-local initiatives promote regional services and goods. Their methods differ greatly as we learned from this research. The attributes of one initiative might not be advantageous to another program. This project began by compiling and then assessing a listing of buy-local programs that may have relevance to forests and forest products. A total of 22 programs were identified. As much as possible, the focus was on identifying initiatives that include marketing and promotion of forest-derived products (timber and non-timber forest products).

The list of 22 programs investigated in this report:

1. New Mexico True Certified
2. Sustainable Northwest Wood
3. Pure Catskills
4. Minnesota Grown
5. True North Woods (MN)
6. BuyAlaska
7. California Grown
8. Buy Local First Program (CO)
9. Created in Colorado
10. Illinois Buy Fresh Buy Local
11. Buy Michigan Now
12. Ohio Buying Local Resources
13. Certified SC Grown
14. Virginia Urban Wood Group
15. Virginia Grown
16. Appalachian Sustainable Development, Abingdon, VA
17. Appalachian Voices, Boone, NC
18. Vermont Wood Works Council
19. Buy Local Vermont
20. Mora (NM) Wood Products Cooperative Initiatives
21. Colorado Forest Products Program
22. Cambium Carbon



Key Attributes for Evaluating and Summarizing the Buy-Local Initiatives

1. Scope of the program (local, regional, statewide)
2. Size of the program (membership, staff, budget, etc.)
3. Public versus private (including state or regional support)
4. Administrative set-up (multiple levels or single proprietor)
5. Approach as a farmers' market, or other
6. Membership (number, annual fees, eligibility)
7. Membership dues, if any, and whether they are a means to support the program
8. Incorporates certification or verification
9. Benefits to members, to partners, and to the initiative
10. Are there any co-benefits and multipliers? Are multipliers quantified?
11. Is there a logo? Is there branding?
12. Other attributes?

The information gathered to summarize the key attributes of the initiatives is shown in Table 1 and additional information is in Appendix A.

As shown in Table 1, there are buy-local initiatives throughout the country. The majority of programs operate as public programs or benefit from public support from state agencies or organizations within the buy-local region. There are a few programs around the country that are private and operate as for-profit or non-profit entities. Most programs define their eligibility geographically and provide services or membership opportunities to businesses that are located within their state(s) and/or produce products made from materials sourced from their state(s). Two important benefits that the buy-local initiative provides often include branding and logo use so that products can be labeled and identified as coming from a local business. Additional benefits may include printed or website directories, listings, promotions, and more specific marketing efforts.



Table 1. Summary information about Buy-Local Initiatives

Name	State(s)	Public	Private	Eligibility	Benefits & Services
1. New Mexico True	NM	x		Made in NM	Logo-use, Shared resources, certification
2. Sustainable Northwest	OR, WA, CA		x		Website, logo, shared values, certification
3. Pure Catskills	NY	x		Businesses within 6 county area	Website, guide, logo, marketing events, sales and marketing
4. Minnesota Grown	MN	x		Products grown or raised in MN	Directory, website, logo
5. True North Woods	MN, ND, SD, IA, WI			Forest products company within region	Webpage listing, online ads, sales leads, logo, certification
6. Buy Alaska	AK	x		Alaska business	Directory on website, logo, resources
7. California Grown	CA	x		CA farmer	Website, logos
8. Buy Local First Program	CO	x		Local business	Listing on website, promotion, and assistance
9. Created in Colorado	CO	x			Promotion
10. Buy Fresh Buy Local Illinois	IL	x		Open to many categories	Promotion, logo, guide
11. Buy Michigan Now	MI		x	MI-based	Logo, marketing, events, savings
12. Ohio Buying Local Resources	OH		x	Ag industry	Logo, market advice, advocacy, discounts
13. Certified South Carolina Grown	SC	x		Agricultural products	Logo, promotion
14. Trees Virginia	VA		x		Logos, collaboration
15. Virginia Grown	VA	x		VA-based	Logos, market information, promotion
16. Appalachian Sustainable Development	KY, OH, TN, VA, WV	x			Logo, sales through farmers markets
17. Appalachian Voices, Forestry Handbook	KY, NC, TN, VA, WV	x	x		Logo
18. Vermont Wood Works Council	VT		x	VT	Networking, promotion
19. Buy Local Vermont	VT	x		VT	Promotion
20. Mora Wood Products Cooperative Initiatives	NM			Local business	Promotion
21. Colorado Forest Products Program	CO	x		CO business	Logo, promotion, networking
22. Cambium Carbon	MD, NY, OR, PA		x	Urban wood buyer or seller	Logo

Three Models of Buy-Local Initiatives

The project resulted in identifying three different models of buy-local initiatives. One model is a *publicly-supported* buy-local initiative with membership, exemplified by the Colorado Forest Products Program. A second model is a *campaign* run through a consultant's profit-making business, such as the Buy Michigan Now program. The third model is a *for-profit* business which may have a non-profit affiliate, for example Sustainable Northwest Wood and the connection with the Sustainable Northwest program.

Publicly-Supported

One of the initiatives that was reviewed is the Colorado Forest Products Program⁷ supported by the Colorado State Forest Service. A marketing strategy was developed for this program in 2017 and provides a model for the design of a buy-local initiative.

For the project, we spoke with Mr. Tim Reader who manages the program, informally called Colorado Wood. Mr. Reader is a Utilization and Marketing Specialist for the State of Colorado and is employed by Colorado State University. His position at the University allows him to coordinate with colleagues in the Colorado Forest Service, as well as Utilization and Marketing Specialists in the US Forest Service and regionally with other state specialists in the Southwest and Western United States. He is directly responsible for Colorado Wood, and obtains administrative assistance from the University and the Colorado Forest Service.

The program originated from a study of the volume and value of Colorado's wood imports, which accounted for 90 percent of the state's wood needs in 2000. This shocking revelation led to the creation of a buy-Colorado strategy with suitable criteria, a database and promotion. The goal is to promote local, Colorado buying, retain dollars within the state, and increase job creation and retention, especially in rural communities. Another stated objective is: "By purchasing Colorado Forest Products, you are supporting local businesses and reducing the cost of both keeping our forests green and protecting Colorado communities from wildfire." A goal of supporting forest restoration is shared with the Source Verified Good Wood™ program based in New Mexico (see sidebar).

Key to the success of Colorado Wood is the sponsorship by the Colorado Forest Service. Membership is promoted and eligible members must have at least 50 percent of their wood raw material coming from Colorado sources. There is no certification system, but there is a logo and branding. Members benefit from promotion through the website's database and networking opportunities. There is no membership fee, but members must sign a licensing agreement. The main publicity is through their website. In addition, Colorado Wood uses Facebook, Twitter, and YouTube.

⁷<https://csfs.colostate.edu/cowood>

⁸For more information, see: <https://www.goodwoodverified.com/about>



Source Verified Good Wood™

The Source Verified Good Wood™ program is based in New Mexico and strives to protect forests from catastrophic wildfire, insects and diseases during this critical time of climate change. By fostering a market for responsibly sourced wood products, the program allows more acres of restoration to be done, and benefits the forests, people, and economic well-being of the Southwest now and into the future. Buying wood with the GoodWood® label allows consumers to help protect forests by using local wood products sourced from management practices that improve forest health and decrease the risk of catastrophic wildfire. The importance of local products for meeting sustainability goals is emphasized in the Source Verified Good Wood™ (SVGW) program.⁷ It is recognized that in addition to environmental sustainability, the products manufactured by SVGW members contribute to the local economy, tax base, and job opportunities. The SVGW program offers consumers a way to support sustainable forest practices, healthy watersheds, and their local economy in their purchasing decisions.

Read more: <https://www.goodwoodverified.com/about>

Campaign-Based Initiative

The campaign-based model of a buy-local initiative is illustrated by the Buy Michigan Now (BMN) program.⁹ For the project, we spoke with Ms. Lisa Diggs, Founder of Buy Michigan Now (BMN) who explained that BMN is a campaign run through her consultancy business, The Catalyst Company LLC. The Catalyst Company is a “performance consulting business that specializes in helping organizations become more productive and profitable”. The idea to initiate BMN came from a visit to South Africa where she learned about individuals and small enterprises trying to sell local goods and foods. Established in 2007, BMN covers an extremely wide variety of products and services, divided into 24 sectors, from agriculture to tourism (in alphabetical order).

Within each sector there are members that pay dues to support the program. BMN is also supported by corporations, which are also members. There is no public (government) sponsorship. Members must be Michigan-based and sponsors and members are always being sought to support the program. Program growth and impact is supported through events, for example an annual BMNFest which takes place in Northville, Michigan. Exhibitors pay for booth space and if they are new to the event, they become members.

An initial means to attract members was the creation of a 17-word pledge to buy Michigan products and services. The pledge received important media attention and launched the initiative.

Original BMN pledge (2007): *I hereby pledge to play an active role in building a strong, vibrant, and diverse Michigan economy.*¹⁰

The BMN program does not currently have many members in the forest/wood sector. Asked about this, Ms. Diggs said that one of their new niches is utilization of reclaimed wood. This includes wood reclaimed during deconstruction and resulting from urban renewal programs. Houses and buildings are dismantled through urban renewable efforts and often they contain usable and valuable wood. When these buildings were constructed, they utilized Michigan’s coniferous and hardwood forest products. The structural materials and furnishings came from a variety of species. Artists are using the reclaimed, salvaged and deconstructed urban wood and promoting their products by identifying the source of the wood. For example, an artist might identify that the piece of furniture made from oak came from a historic local building.

Publicity for BMN is mainly through their website which presents the background of the program, a directory of sectors with members, and information on becoming a member. The website displays the different aspects of BMN with text and videos. The website also links to Michigan Positivity, a project to “encourage others to share their love for the Great Lakes State” via the hashtag #MIpositivity and via www.michiganpositivity.org.

BMN has a new app under development for mobile phones that allows shoppers to select products produced in Michigan. In addition to the website and the app, BMN achieves publicity through Facebook, Instagram, Twitter, and Pinterest. Some videos on the website are linked to YouTube. Ms Diggs is a regular contributor to podcasts and radio and television shows. She has found that the media seeks good news, and BMN is a positive source. She says the media wants prepared shows, and she does articles which then lead to live and recorded interviews about BMN.

⁹www.buymichigannow.com

¹⁰<https://buymichigannow.com/campaign/our-story/>

For-Profit and/or Non-Profit Business Approach

The model of a for-profit and/or non-profit business approach to a buy-local effort can be illustrated by the company Sustainable Northwest Wood.¹¹

Sustainable Northwest Wood (SNW) is unique from other buy-local programs in that it is a *for profit business*. It stems from Sustainable Northwest¹² which is its parent organization and a 501 (c)(3) non-profit organization. For the project, we spoke with Mr. Ryan Temple, Founder and President, who originally worked for Sustainable Northwest. He identified the opportunity to establish SNW to work with Sustainable Northwest's partners. The effort started in 2008 with a business plan. Sustainable Northwest Wood is a small company with seven people, including marketing and sales associates. The company has a board of directors with three members that are also members of the board of Sustainable Northwest. Although profit is necessary to their operation, SNW has a mission: "to foster a wood products community where each purchase for the built environment ensures resilience in the natural one."

Sustainable Northwest Wood sells commodity construction wood products from a wide geographical area in the western United States. Some of the products sold by SNW are FSC-certified. Those products that are not certified are sourced conscientiously, and customers can be taken to see forest harvesting operations to ensure transparency and accountability. SNW seeks to restore ecosystems through salvage and upscaling wood removals, thereby reducing wildfire risks.

As a profit-making business, SNW has no membership. They buy from 50 mills that espouse shared values. Commodity materials, such as 2x4s and panel products face wide swings in prices and availability, and have low profit margins which can create challenges for any forest products company. SNW also sells value-added products, such as flooring and butcher block, which have higher profits. Value-added products are half of their sales and have the advantages that SNW controls the price more and that prices are more stable. An interesting niche market for which they capitalize is "restoration juniper" sourced from grassland and watershed restoration projects in eastern Oregon.

Publicity for SNW is through their website. In addition they use social media, for example Instagram, Facebook, Twitter and YouTube. They conduct and participate in craft fairs. In contrast to other wood sector businesses, they do not use paid advertising, but rather rely on these other sources, including word-of-mouth. They achieve some publicity through FSC certification as well as affiliations with the Oak Accord, Build Local Alliance and the International Living Future Institute.

Recommendations

A review of the buy-local initiatives provides several recommendations for actions that might be taken to enhance the connection between these programs and the development of sustainable forests and forest products.

Market Insights

Buy-local initiatives are by their nature market-based initiatives. Their success relies on all the fundamentals of building a successful organization, including planning, market research, product development, and innovation.¹³ For some forest and forest product efforts, there can be challenges with clearly defining the market opportunities for a buy-local initiatives. These challenges can be related to supply chain conditions as well as disconnects between supply and demand of materials and finished goods. In some regions, production capacity may be limited or what is being produced is not aligned with local consumer needs. Forest resources are very diverse and capable of providing a full range of products. This diversity of materials and product opportunities is a great strength, but can be a source of complication for an initiative trying to find a niche or area of focus. Market research and engagement with analysts and available information can be key to designing an effective buy-local initiative that will benefit forest and forest product sustainability.

¹¹www.snwood.com

¹²www.sustainablenorthwest.org

¹³For related information and resources, see Dovetail's reports at: <https://dovetailinc.org/portfolio.php> . Including: [Fundamentals of Marketing](#), [Creating Great Plans](#), and [Green Marketing](#).

Financial Support

Sponsorship and financial support are necessary for any model of buy-local initiative. Public funding, private investment, and member-funded initiatives are all possible approaches. A clear business plan is essential to determining the right approach to financial success. Some buy-local initiatives have foundations as sponsors – the key is to identify common interests with supporters. With forest-focused buy-local initiatives, there is the possibility of identifying financial support that is linked to goals related to forest health, wildfire-risk reduction, climate change mitigation, green building, and other benefits that are derived from responsible forest management and forest products. Members, sponsors, and customers can achieve buy-in to the project when they support its values, and when the project supports their values.

Membership

There is more than one way to approach membership in a buy-local initiative. Some programs do not have members, other programs have narrowly defined membership categories, and yet other programs are broadly inclusive of a wide range of business and product types. Clearly defining member eligibility, benefits, and on-going requirements are key to efficient administration and successful members recruitment and retention. A first step can be to define the existing core constituency for the effort, for example Sustainable Northwest Wood began with strong connections to mills.

Communications

All existing initiatives depend primarily on their website for communication with target audiences (customers, members, sponsors, etc.). A clear, clean website is essential to communications - including providing benefits to current members, recruitment of new members, and engaging customers. Social media options can also be advantageous without adding an initial administrative burden. An effective media strategy is also important for launching the initiative, raising awareness, and connecting with local partners.

Collaboration and Partnerships

There are a number of buy-local initiatives that offer collaboration and partnership opportunities. This project identified 22 programs, and there are likely many more that could be reviewed to create a more comprehensive overview of current capacities. Because each program has a local focus and defined geographic area, there is limited direct competition or market overlap that exists between programs. There are also some common needs for each initiative related to communication, member management, and marketing or promotion. It is possible that additional collaboration could be beneficial for buy-local initiatives that have common interests and needs. A formal trade association, advocacy for supportive policies, partnerships in marketing, or in-formal sharing of information and ideas are all possible approaches to consider.

Conclusion

Buy-local initiatives are widespread in the United States, and many programs exist to benefit forests and forest product sustainability. A review of 22 of these programs highlights the diversity of approaches that exist, including three models of publicly-supported, campaign-based, and for-profit or non-profit business structures. Exploring additional buy-local efforts, including potential collaborations or partnerships between existing programs may yield additional natural resource and local community benefits.



Appendix A. Buy Local Initiatives

DESCRIPTIONS OF BUY LOCAL INITIATIVES

This Appendix provides a description of the program types and characteristics identified in the research. Categories defined include where available on websites: public vs. private initiatives, cooperatives, farmers markets approaches, enabling policy, geographic scale, international examples, eligibility requirements, use of branding, co-benefits, economic impact quantification strategies, etc. Note: Some of the text in the descriptions is copied directly from the initiatives' websites.

Identified Initiatives from the Buy Local Report Outline:

1. New Mexico True Certified [New Mexico True Certified | Local Products | New Mexico True](#)
2. Sustainable Northwest [Sustainable Northwest](#)
3. Pure Catskills [Pure Catskills](#)
4. Minnesota Grown Minnesota Grown | [Minnesota Department of Agriculture \(state.mn.us\)](#)
5. True North Woods (MN) [About Us - True North Woods](#)
6. BuyAlaska [About BuyAlaska | BuyAlaska](#)
7. California Grown [Home Page - California Grown](#)
8. Buy Local First Program (CO) [Buy Local First Program | Bennett Economic Development \(colorado.gov\)](#)
9. Created in Colorado ([created-in-colorado.com](#))
10. Illinois Buy Fresh Buy Local [Get Listed – Illinois Buy Fresh Buy Local](#)
11. Buy Michigan Now [Buy Michigan Now | Supporting Michigan Based Businesses](#)
12. Ohio Buying Local Resources [Ohio Buying Local Resources - Ohio Farm Bureau \(ofbf.org\)](#)
13. Certified SC Grown [Certified SC Grown](#)
14. Virginia Urban Wood Group [Virginia Urban Wood Group \(treesvirginia.org\)](#)
15. Virginia Grown <http://www.vdacs.virginia.gov/vagrown/index.shtml>
16. Appalachian Sustainable Development, Abingdon, VA,; Homepage - [Appalachian Sustainable Development \(asdevelop.org\)](#)
17. Appalachian Voices, Boone, NC; [Forestry Handbook – Appalachian Voices \(appvoices.org\)](#)
18. Vermont Wood Works Council [Local Wood, Local Good – Vermont Wood Works Council](#)
19. Buy Local Vermont [Buy Local Vermont Program | Agency of Commerce and Community Development](#)
20. Mora(NM)WoodProductsCooperativeInitiatives <https://sharenm.org/visiones-collaborativascollaborative-visions/mora-wood-products-cooperative-initiatives>
21. Colorado Forest Products Program. <https://csfs.colostate.edu/cowood/cfp>
22. Cambium Carbon <https://cambiumcarbon.com/>

Note: Some of the text below is copied directly from the initiatives' websites.

1. NEW MEXICO TRUE

<https://www.newmexico.org/new-mexico-true-certified/true-certified-shopping/SantaFe.VIC@state.nm.us>

Telephone +1 505 827 7400

The New Mexico True Certified Program enables producers and buyers to prove that their products are made in New Mexico.

The initiative covers many sectors including jewelry, farm and ranch produce, alcohol (beer, wine, and spirits), stationery (cards, pens), ceramics and pottery, home furnishings, pet supplies, games and educational toys, and visual arts. Within each sector a variety of products and their manufacturers are listed. Some of the food, drink, cosmetics and jewelry producers have an additional certification called “NM Safe Certified”.

Products in the initiative can achieve the New Mexico True Certified mark.

The website has a search mechanism allowing choices of 60 categories such as shopping or arts, regions of NM and by city. In addition to their website, New Mexico True connects via a bi-monthly newsletter, Twitter, Facebook, Instagram, YouTube and Pinterest.

The members (partners) of New Mexico True are supported by the New Mexico Tourism Department. The website promotes tourism in New Mexico.

In addition to the website, the initiative publicizes and communicates via an email newsletter, Facebook, YouTube, Twitter, Instagram and Pinterest. A rather unique webpage is a “Notice of right to inspect public records” of the NM Tourism Department (<https://www.newmexico.org/industry/about-us/public-records/>). The page cites the law allowing anyone to inspect the records and it provides the procedures necessary.

2. SUSTAINABLE NORTHWEST

<https://www.sustainablenorthwest.org/info@sustainablenorthwest.org>

+1 503 221 6911

The stated focus of the Sustainable Northwest initiative is “Healthy landscapes and cityscapes, resilient economies and engaged communities.” The initiative “commits to:

- Supporting economic opportunities that benefit challenged communities and setting small businesses up for success in competitive markets,
- Advocating for policies that maximize benefits to local communities and underserved populations,
- Convening and assisting collaborative processes that elevate diverse perspectives, and resetting the table when power imbalances are recognized,
- Enhancing the capacity of rural, place-based organizations,
- Constant learning, listening, and course corrections.”

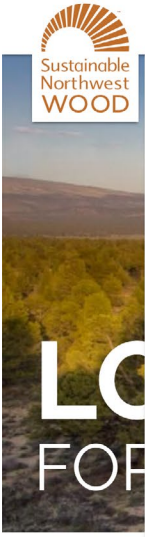
Sustainable Northwest began in 1994 to find natural resource solutions, for example forest restoration. In 2000 they began Rural Voices for Conservation Coalition, a network that facilitates rural leaders’ input into national policy discussions. Sustainable Northwest hosts conferences, promotes renewable energy projects, created the first FSC group certification program to help small wood products businesses access the green building marketplace. Current projects include the removal of dams in the Klamath River and running Sustainable Northwest Wood to offer locally-sourced wood products from well-managed forests in the Pacific Northwest. Forest restoration continues in part through the establishment of the Washington Forest Collaborative Network. Another network created is the Northwest Community Forest Coalition designed to assist local groups to acquire and manage forestland. Another initiative is the Southwest Integrated Forest and Fire Treatment aimed at efforts to accelerate forest health and wildfire reduction treatments.

Sustainable Northwest offers these services:

- Restoration science: advanced science-based ecological restoration solutions on public and private lands
- Facilitation and governance: lead and strengthen collaborative processes that bring together diverse perspectives to tackle complex natural resources challenges
- Government affairs: lobbying for public policies around natural resources solutions that work for communities, the environment and the economy
- Markets and finance: quantify the market value of natural resources and elevate project-level fit with private and public sources of capital.

They show a staff of 18 people on their website. In 2020 68% (\$3.3 million) of revenues came from foundations and 9% from government. 11% of revenues came from sales, certs, contracts and fees (\$541,000). The website does not mention any certification program. Total revenue was about \$5 million and expenses \$2.2 million in 2020.

Sustainable Northwest is the parent company for a for-profit business that sells local, responsibly sourced wood products via a lumberyard in Portland, Oregon. The sales site is called **Sustainable Northwest Wood** (<https://www.snwood.com>).



Local Wood Products The Greater Good Sustainable Wood Stories Where to Buy About Us Contact 503.239.9663

STRUCTURAL	INTERIOR	EXTERIOR	NORTHWEST WOODS
FSC® Dimensional Lumber	Northwest Butcher Block	Fencing	Pacific Madrone
FSC® Plywood	Countertops	Decking	Willamette Valley Walnut
FSC® Posts & Beams	Northwest Wood Flooring	Garden & Landscape	FSC® Bigleaf Maple
FSC® Treated Lumber	Northwest Wall & Ceiling Paneling	Siding	FSC® Oregon White Oak
Mass Timber	Hardwood Plywood		Tanoak
FSC® Recycled Lumber	Live Edge Slabs		Myrtlewood
	Interior Trim		Campground Blue Pine
	Northwest Shelves		Restoration Juniper
			FSC® Douglas Fir
			FSC® Pine
			FSC® White Fir
			FSC® Western Red Cedar

The description of the purpose of Sustainable Northwest Wood is as follows (<https://www.snwood.com/the-greater-good>):

Choose Local Wood for The Greater Good of our forests and communities and whatever you build will embody the positive impacts we make together.

OUR MISSION is to foster a wood products community where each purchase for the built environment ensures resilience in the natural one.

GOOD WOOD is vital for our changing climate, clean air & water, protecting wildlife habitat, and supports local families and small businesses. By thoughtfully sourcing every product we offer, we work toward fulfilling our mission.

OUR VALUES:

As the trusted source for people who want to **Build with Purpose**, it is incumbent upon us to always think about our business as a tool to positively impact our world. Our core purpose is not to sell wood or to make a profit, yet profitably selling wood enables us to better fulfill our broader mission. The manner in which we achieve this purpose is based on a few key principles:

- Humans and their environment are inextricably linked
- Because our everyday choices have meaningful cumulative impacts, ours will always be made conscientiously
- Rural communities are the primary stewards of our collective natural resources, thus their commitments to sustainability must be recognized and honored
- Sustainability is not a threshold --it is an aspiration. Continuous learning, curiosity and humility allow us to evolve and grow, always improving the impacts we have

The website (<https://www.snwood.com/the-greater-good>) also includes a map of the “Mill Partners” which are described as follows:

OUR MILL PARTNERS

We don't cut the trees, or process the logs, or do any of the milling or fabrication of our wood products, but partner with a trusted network of sawmills and small businesses in our region to bring you local and sustainable wood products for your building projects.

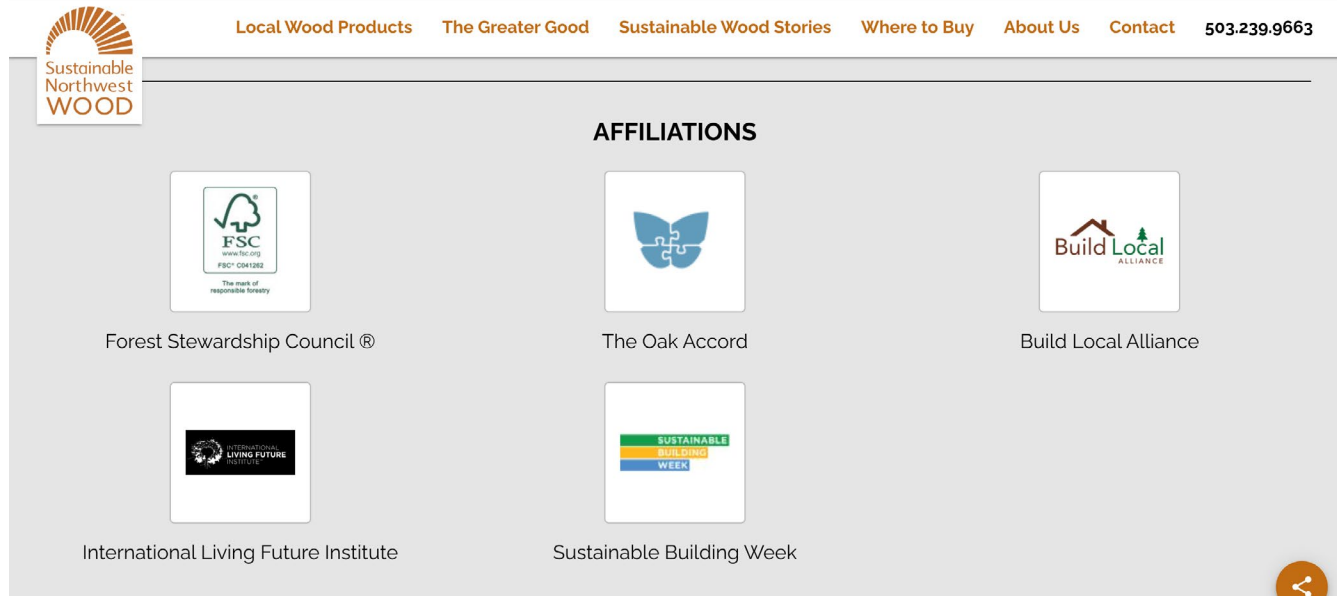
Sustainable Northwest Wood depends on over 40 different mills to supply us with the wood we sell. Although a diverse group, they do hold a few things in common:

- Every supplier is based in the Pacific Northwest, creating a hub for the circular economy we are collectively creating.
- Each mill incorporates sustainability into their operations by sourcing from well managed forests, utilizing the by-products of restoration efforts, or salvaging products that would otherwise be headed into the waste stream.
- The hardworking people who cut our wood are anchors in their communities, creating meaningful jobs and giving back the place they call home.



Though we depend on these businesses to keep our operation running, they are more than just suppliers to us. We also count them as friends. So if you happen to catch us rambling on about the forests that grew our wood and the people who milled it, be patient with us. Sometimes we get a little excited about stories behind the beautiful wood in our warehouse.

The website also identifies “Affiliations”



The Sustainable Wood Stories (<https://www.snwood.com/g/projects>) at the website include examples of projects where SNW has been used (building project, decorative products, etc). There are also stories about the people behind the products, the places and forests where the wood comes from and the purpose and impact of the sourcing of these products.

The website identifies retail locations and other places where SNW is available for purchase, including the showroom in Portland (<https://www.snwood.com/where-to-buy>).

Additional contact information:

Sustainable Northwest Wood

2701 SE 14th Avenue

Portland Oregon 97202

Call Us: 503.239.9663

Email Us: info@snwood.com

7 people are identified at the website as part of the team (<https://www.snwood.com/our-why>)

3. PURE CATSKILLS

www.purecatskills.com

#WeArePureCatskills

1-607-865 7090

Pure Catskills is a regional, buy local campaign developed by the Watershed Agricultural Council (WAC) to improve the economic viability of the local community, sustain the working landscapes of the Catskills and preserve water quality in the New York City (NYC) Watershed Region. Pure Catskills works to promote hundreds of farm, forest and local businesses throughout 6 counties (Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster) in New York State.

The WAC works with farm and forest landowners in the NYC watershed region to protect water quality on behalf of the 9 million NY residents. The WAC uses whole farm plans, forest management plans and conservation easements to help farmers, foresters and private landowners address water pollution concerns. The WAC mission is to promote the economic viability of agriculture and forestry, the protection of water quality and the conservation of working landscapes through strong local leadership and sustainable public-private partnerships.

The Pure Catskills website has a [2021-2022 guide](#) to products which is organized by the 6 counties. Within each chapter the member farms and their products, and contacts are listed.

Pure Catskills is supported by New York City Department of Environmental Protection. Their guide also lists partners which include the American Farmland Trust, Catskill Forest Association, Central Catskill Chamber of Commerce, and 7 others. It also lists supporters, such as Blue Farm Graphic Design and 5 others.

4. MINNESOTA GROWN

minnesotagrown.com
mngrown.mda@state.mn.us
1-651-201-6140

This initiative is supported, but not sponsored, by the Minnesota Department of Agriculture (MDA). For example, the MDA provides website support, and MG is also available on Facebook and Instagram. In addition to the website, MG has a monthly newsletter.

Minnesota Grown has a logo which members, food retailers (restaurants and supermarkets) and wholesale food distributors are encouraged to use.

The MG website has four main sections: upcoming events, recipes & more, wholesale director and a search directory. In the latter section there are subsections with state maps showing farmers markets, products, certifications, pick your own and a search page for any one of over 300 community supported ag farms. In addition to the farms, the site enables finding members' pickup sites. Searching for products brings up a map showing over 1000 members. Three certifications are Certified Organic Products (52 members), Farmers Market Nutrition Program (42 members) and Minnesota Agricultural Water Quality (33 members) (overlap of membership in certifications possible). Searching farmers markets is facilitated by year-round (over 200) and winter (43 markets).

The Farm Activities and Services site is well populated with choices of B&B farmstay, bees for sale, catering/concessions, crop maze/labyrinth, event space, events and activities on the farm, farm animals, farm stand, fundraiser products, gift shop, pick-your-own, petting zoo, tours, online ordering available, wagon/hay rides, wine making, workshop/classes/presentations. Within each subsite there is a map showing the number of activities and location of members.

The recipe site lists the current "pick of the month" plus 14 pages of previous chosen recipes. The wholesale directory lists 187 members and is oriented towards buyers from these sectors: food service, retailers, food makers and distributors. The last of the 4 major sections is upcoming events, but when the site was searched in autumn 2021, there were no upcoming events in the next 6 months.

Farmers markets can receive financial support through a MDA Minnesota Grown "Farmers' Market Cost Share Opportunity". FM360 is a University of Minnesota program which captures and analyzes data from "every angle" of farmers markets through surveys of vendors, customers and managers at markets. The objective is to provide farmers markets with the metrics to make informed decisions and articulate their value to the local food system. Apparently there is a cost to engaging FM360 to analyze a market, and MG will cover half of the cost until funding ends.

There is a two-tier membership, with the basic \$20 membership allowing use of the logo, access to a labeling cost share program and listing in the directory. The higher \$40 allows the previous benefits plus listing in the direct-to-consumer Minnesota Grown Directory.

For more info, visit the website <https://minnesotagrown.com/> or mngrown.mda@state.mn.us

5. TRUE NORTH WOODS

<https://truenorthwoods.com>

420 Summit Avenue, Suite 401 St. Paul, MN 55102

1-651-223-5629

True North Woods is a regional, non-profit association that fosters the awareness of the value of sustainably managed working forests, stimulates appreciation and use of the cold-forged native species of the True North Woods, and promotes artisans and manufacturers that utilize environmentally friendly materials and production methods.

Membership is open to primary and secondary producers, manufacturers, wholesalers and distributors, brokers and agents, and retailers of forest-based products that support the values of the Association and are located in the states of Minnesota, Wisconsin, Illinois, Iowa, South Dakota, and North Dakota.

Member benefits include:

1. Webpage listing
2. Full profile of company, products, and services
3. Online advertising of your product categories
4. Sales leads matched to your products
5. Use of the True North Woods logo.

Full FSC Certification is open to Members that meet the requirements of the Forest Stewardship Council and have annual forest product sales of less than \$5 million per facility. FSC benefits include:

1. Full FSC-COC certification
2. Low-cost, all-inclusive annual fee
3. Quick start up training and tools
4. Ongoing technical assistance and support
5. Use of the FSC logo
6. Access to LEED projects.

The website lists 22 suppliers with their products and services and their contact info, including Dovetail Partners.

6. BUYALASKA

<https://buyalaska.com>

BuyAlaska (without a space between the 2 words) has broad membership with most businesses outside of the forest sector. BuyAlaska is a statewide collaborative initiative housed by the Alaska Small Business Development Center (SBDC). BuyAlaska has support from the State of Alaska. The AK SBDC provides business guidance, services, and resources to Alaskan entrepreneurs. Their mission is to celebrate, grow, and connect small businesses in Alaska through experienced business coaching and innovative programs. BuyAlaska is also supported by the Anchorage Economic Development Corporation, which encourages growth and diversity in the Anchorage economy, promotes a favorable business climate and improves the standard of living of Anchorage residents. It is also supported by the Alaska Farmers Market Association. Other support is from the Alaska Food Hub, the Alaska Manufacturing Solutions (MEP), the Alaska Seafood Marketing Institute and 25 others listed on their website.

Membership is divided into local members and business members. Business membership is free and presumably has some qualifications which were not apparent from the registration page. The business directory lists a wide variety of 158 Alaskan businesses.

There is an interesting report on the value of “**Buy local: The impact of spending at local businesses in Alaska**”. It’s a 14-page report from early 2021 at <https://buyalaska.com/local-spending-alaska/>

The BuyAlaska website has these headings: Think local, Join us, Business directory, About us, Resources and Holiday shopping. The resources section has links to help businesses and “locals” which are individuals in Alaska.

BuyAlaska is available via Facebook, Instagram, Twitter and LinkedIn.

7. CALIFORNIA GROWN

californiagrown.org
info@californiagrown.org

California Grown is all about connecting Californians with the people who grow and produce their food. It really is that simple. Farmers have a lot of stories to tell and want to welcome you into their fields so you can really understand where your food comes from – and how important you are to the process.



Wood From Sustainable ForestsSM

Membership is open to individual companies that apply and that are accepted. Members sign a licensing contract, apparently the Buy California Marketing Agreement, and get use of the California Grown logos. There are 10 variations of logos, of which one is for **Wood from Sustainable Forests**. Unfortunately there is no further info on the website about this logo. The website mentions certification, but it is not further explained.

A big part of the website is dedicated to recipes. Another page lists 150 member farmers with pictures, descriptions and contact info. There is a blog and a newsletter.

California Grown is accessible via Facebook, Twitter, Instagram, YouTube and Pinterest

8. BUY LOCAL FIRST PROGRAM

<https://whybennett.colorado.gov/buy-local-first-program>
1-303-644-3249

The purpose of the Buy Local First Program is to keep the town of Bennett, Colorado strong by promoting local business in Bennett. Bennett, population 3,200, is located east of Denver on I-70. Shopping locally not only supports local business, but buying from Bennett businesses also supports Town services. The principal focus of Bennett’s local business support efforts is to provide a high level of customer service and access to a wide variety of resources dictated by a company’s unique needs. The logo says the program has existed since 1930.

Via the program there are a variety of resources and information, including about Covid vaccination. Resources include information on grants, incentives, licenses, permits, tax info, how to do business in Bennett, etc.

14 partner organizations and resources are listed, including state and regional partners. Two counties support the initiative through their economic development and regional economic partnerships. The Colorado Office of Economic Development and International Trade, the Denver Metro Chamber of Commerce, the Economic Development Council of Colorado and others are partners.

The website has a map showing businesses, of which there are apparently 90. But the website does not include a listing of the businesses shown on the map. There is no formal membership other than being a business in Bennett.

9. CREATED IN COLORADO

<http://www.created-in-colorado.com/aboutus.html>
laura@created-in-colorado.com
1-970-327-4601

The initiative was created by 2 women. It promotes products that are either grown or produced in Colorado. The website does not list members.

The “HandCrafted” directory (<http://www.created-in-colorado.com/handcrafteddirectory.html>) includes wood products such as furniture and wood turning.

Created in Colorado is accessible via Facebook, Twitter, Pinterest, Google+, SumoMe

Created in Colorado
PO Box 1175
Norwood, Co 81423
970-327-4601
laura@created-in-colorado.com
nathalie@created-in-colorado.com

10. BUY FRESH BUY LOCAL ILLINOIS

<https://buyfreshbuylocal.org/>
1-217-528-1563

Buy Fresh Buy Local Illinois is a statewide local food promotional program powered by a coalition of the leading food and farm organizations and agencies across the state. *By combining resources, energy, information, and funding, we're creating a powerful database of local food businesses and a single go-to local food resource for customers.* The initiative publishes a “Buy fresh buy local central Illinois guide” on their website and in print. In addition to the website they communicate via Facebook, Instagram and Pinterest.

Buy Fresh Buy Local Illinois is led by a coalition of 11 organizations and agencies across the state committed to working together to build our regional local food economy:

- Advocates for Urban Agriculture
- Angelic Organics Learning Center
- Chicago Food Policy Action Council
- Food Works
- Illinois Cooperative Development Center
- Illinois Department of Agriculture
- Illinois Farm Bureau – Main sponsor
- Illinois Farmers Market Association
- Illinois Specialty Crop Growers Association
- Illinois Stewardship Alliance
- The Land Connection

Goal 1: Work with farmers and food businesses to build the most comprehensive statewide, searchable directory of local food

Goal 2: Increase awareness and sales of local food by promoting the BFBL directory to the public

Registration is open to all direct-market farms that sell their product in Illinois and the local food businesses in Illinois that carry their products. Farms in border communities that sell at farmers markets and restaurants in Illinois are encouraged to register. Participants are classified as farm, farmers markets, restaurants & caterers, artisan food producers, specialty beverage producers, grocers and retailers, aggregators/distributors/institutions

PERKS OF PARTICIPATION

Buy Fresh Buy Local Illinois consists of farms and local food businesses that sell locally grown products within Illinois. Farms outside of Illinois that sell within state lines are eligible to participate. Buy Fresh Buy Local Illinois recognizes that it is up to communities to determine their own definition of “local” and that farms located outside of Illinois may still be considered local to border communities. BFBL participants receive the following benefits:

- Participation in a nationally recognized brand that supports local producers and builds community within the local food system.
- A listing featured in the Buy Fresh Buy Local Illinois online directory at buyfreshbuylocalillinois.org.
- Opportunities for a profile in the annual printed Buy Fresh Buy Local Illinois Guide (30,000 distribution).
- Use of Buy Fresh Buy Local graphics: logo, labels, point of purchase signs, etc. to promote your products and services.
- Access to the Buy Fresh Buy Local Illinois industry newsletter with the latest professional development opportunities, workshops, conferences, and training across the state.
- Promotion through the Buy Fresh Buy Local Illinois media channels and quarterly marketing campaigns to promote the Buy Fresh Buy Local Illinois Guide and online directory.

ELIGIBILITY & REQUIREMENTS

Buy Fresh Buy Local Illinois seeks to increase consumer confidence in local food promotions, as well as increase awareness of the importance of supporting local. To be an authentic and transparent source of local food information, we have the following requirements of participating producers and businesses.

All participants must sell locally-grown products within Illinois borders, and comply with the following requirements based on business type. Your business may fit into more than one type. Buy Fresh Buy Local Illinois participants create and maintain a profile at MarketMaker.com, where they can identify the farms with whom they do business as “connections.” These connections increase transparency within the network and help Buy Fresh Buy Local Illinois participants to promote each other.

Buy Fresh Buy Local® chapters nationwide work to strengthen local food systems and increase the viability of local, independent farms. Community nonprofits, co-ops, agricultural extensions, engaged citizens, and municipalities with the shared mission of expanding the market for locally produced food collaborate to form Buy Fresh Buy Local® chapters. Chapters across the country combine common branding with the ongoing curation of guides, product labels, promotions, and events, to build a network of communities that prioritize and celebrate their local farmers.

The Buy Fresh Buy Local® (“BFBL”) brand is owned and trademarked by the Pennsylvania Association for Sustainable Agriculture (PASA), and administered through Buy Fresh Buy Local LLC. As the Chapter Affiliate, Buy Fresh Buy Local® Illinois determines eligibility requirements and participation rules and regulations for businesses in their region that wish to participate in the Program as Members.

11. BUY MICHIGAN NOW

<https://buymichigannow.com/>
info@buymichigannow.com

Buy Michigan Now is a campaign dedicated to highlighting Michigan-based businesses and positively promoting the state on a local, national, and global level. Financed through paid memberships and corporate sponsorships, this effort is fueled by the passion of dedicated volunteers. Sponsors are not listed on the website.

The online member directory is divided into 24 groups, e.g., agriculture, energy, food production (most numerous entries at 74), makers/manufacturers (61), restaurants, arts, legal, etc. An organization or artist must meet one of the following criteria to be considered Michigan-based:

- **Operates entirely in Michigan:** Organizations who select this criterion operate no physical locations outside the state of Michigan. None of the products made by the entity are produced outside of the state. They are not a franchise or affiliate of an entity that is headquartered outside of the state. They may have out of state clients and/or representatives working on their behalf to sell outside of the state. Franchises whose corporate headquarters are in Michigan should select this criterion. Local chapters of national nonprofits and associations serving Michigan communities only, may also designate this criteria.
- **Headquartered in Michigan with additional operations outside the state:** Organizations whose publicly recognized headquarters is in Michigan, should designate this criterion. Multi-national organizations with their American headquarters in Michigan also qualify, as do subsidiaries that are headquartered within the state.
- **Michigan-owned franchise or affiliate—some fees or revenue paid out of state:** This criterion includes any business (franchise, affiliate, dealer, practice, etc.) that is owned entirely by Michigan residents, but has a publicly recognized relationship with an out of state company. That relationship may include branding, licensing fees, and/or a portion of the revenue being due to the out of state entity.
- **Artist, author, or musician that resides in Michigan:** This criterion exists to support the work of artists who are creating within the state, but may not be legally set-up as an entity. Individuals or collaborative groups of individuals operating under one name (e.g. bands), who all reside within the state of Michigan full-time, may join using this criterion. If the artist operates a registered business selling his/her work, they are asked to join as the business entity instead, using one of the other criteria.

Membership levels are based on the number of locations a business operates in Michigan, rather than the number of employees. Membership fees range from 0 to 300 dollars, or more for sponsors.

Member benefits include marketing (business directory and other tools), events (especially the Buy Michigan Now Festival), savings through group buying, and other resources.

In addition to the website the initiative uses Facebook, Twitter, Instagram and Pinterest. They have a monthly newsletter.

12. OHIO BUYING LOCAL RESOURCES

<https://ofbf.org/2020/05/21/ohio-buy-local/>
1-614-249-2400

Ohio Farm Bureau is a grassroots membership organization that is committed to supporting our farm and food community. You can find us involved everywhere from events hosted by county Farm Bureaus to the halls of local, state, and federal government, advocating for policy that supports the future of farming. We care about helping our members achieve success in agriculture.

Ohio Farm Bureau is a 501(c)(5) independent, non-governmental, private, volunteer-member powered organization. For more than 100 years, we have represented food, fiber, and fuel producers at a local level and on a national scale. Our members are our top priority, and we are tuned into the top agricultural issues affecting their lives.

Beginning with our longstanding partnership with Nationwide Insurance, Farm Bureau is proud to offer our members exclusive access to resources, expertise, and benefits that provide a variety of agricultural business solutions. Our Young Agricultural Professionals groups are active across the state and offer many opportunities to get involved with the agricultural community.

We are focused on growing the next generation of farmers and producers in Ohio. Along with trusted organizations like The Ohio State University, FFA and 4-H, Farm Bureau helps to promote career pathways, ag literacy and provide economic opportunity, networking opportunities and leadership development for young farmers. In addition, Ohio Farm Bureau is nurturing a passion for careers in agriculture by way of innovative programming and the many scholarships and grants for students and young farmers that we sponsor through the our foundation.

Farm Bureau is open to all who support our mission, whether you work professionally in the agriculture industry or simply appreciate and understand the value of agriculture in your community. There are 3 types of membership:

- 1. Active members are farmers who have a voice in advocacy and policy. These members participate in year-round events, received agribusiness insights, and get discounts on Nationwide Insurance, Ford trucks, Grainger products, etc.*
- 2. Young active members are 18-24 year olds who received the same benefits as [older] active members.*
- 3. Community members are not directly connected to the ag industry, but appreciate the dedication and craft that goes into the farm-to-table lifestyle. The farm-to-table lifestyle is defined as “meet Ohio farmers, try delicious recipes and discover how Farm Bureau members are working to keep our tables full and communities strong.*

Members benefit from multiple discounts including for travel and entertainment, farm and office equipment, energy, banking, energy-use analysis, finance, insurance, labor resources, etc.

The OFBF has a *huge* staff. 68 people are shown on the website, ranging from the executive VP to counselor. In addition there are 24 people listed as officers and trustees. Their job titles and job descriptions are shown with pictures of each person.

It is apparent that the Farm Bureau has strong advocacy and lobbying. Different areas include landowner rights, rural investment, conservation, business climate, etc.

Nationwide Insurance company is a sponsor of Ohio Buying Local Resources and pays for advertising on the website.

They have an “Ohio Farm Bureau Foundation” which is committed to inspire and educate the next generation of farmers, ensuring the progress and prosperity of Ohio’s agriculture far into the future. It creates pathways for young people to learn about the variety and viability of careers in agriculture. Through scholarships, programming and grants, the foundation builds a growing workforce of up-and-coming farmers who are passionate and prepared to grow Ohio’s agricultural communities.

13. CERTIFIED SOUTH CAROLINA GROWN

<https://certifiedsc.com>

ATurnblad@scda.sc.gov

1-803-734-2210 and 1-803-734-2207

The Certified SC program is an exciting cooperative effort among farmers, processors, wholesalers, retailers and the South Carolina Department of Agriculture (SCDA). The Certified SC brand and label help consumers easily identify goods that are grown and harvested or raised right here in the Palmetto State. Because distribution, legislation and regulations, as well as public perception and awareness all impact the sustainability and growth of agribusiness, SCDA has partnered with public and private partners to help and keep agriculture sustainable and profitable.

All farms, food manufacturers, specialty food producers, and packing facilities, as well as entities that create/manufacture non-food-related products, in South Carolina can apply to become Certified SC Grown members.

All farm producers, food manufacturers, specialty food producers, packing facilities and others engaged in the production or manufacturing of agricultural products in South Carolina are eligible to apply. Certified SC members include:

1. Associate members that include grocery stores, markets, schools, food hubs, and even catering companies or food trucks, that use Certified SC produce and other products.
2. Retailers, e.g. supermarkets

There may be 1719 members.

They have a South Carolina Chef Ambassador Program to create greater synergy between agriculture and tourism and enhance the promotion of South Carolina as a culinary destination by showcasing the state's culinary talent, creative recipes, authentic cuisine, locally-grown products and unique destinations. It has its own logo.

The SC Dept of Agriculture publishes a monthly "Market Bulletin". They promote a TV program about gardening and highlighting products and places. They have an initiative that promotes veterans' in agriculture. They also promote a TV show on hunting and fishing.

Strangely the definition of "certified" is not provided on the website.

Logo use. To be eligible to use the Certified South Carolina Grown logo, producers must supply a complete list of all products they grow in South Carolina and wish to list as Certified SC Grown. All items that shall bear or potentially bear the logo, including those that may potentially be included in promotional efforts, should be included on the application for approval by the SCDA. New items must also be sent to the SCDA for approval so that member product listings can be updated.

In addition, member must agree that the SC Grown logo will only be used on first-quality products that are grown in South Carolina and meet the US #1 Quality Grade Standard, or higher U.S. Grade Standards – whichever is the accepted USDA industry grade standard for that commodity. The logo shall not be used on secondary labels or cull products.

In addition to the website they use Facebook, Instagram, and Twitter.

14. TREES VIRGINIA

www.treesvirginia.org

treesvirginia@lumos.net

1-434-295-6401

TREES VIRGINIA, registered with the state as Virginia Urban Forest Council, is a private, non-profit State and Federal 501(c)(3) organization whose mission is to *enhance the quality of life through the Stewardship of our Commonwealth's urban and community trees.*

Founded in September 1990 and incorporated in June 1991, the organization works to promote an awareness of our community forests and the value of trees. The Council is guided by a non-paid volunteer Board of Directors who meet

quarterly. The Council represents a wide range of professions, organizations and volunteers who are interested in stimulating a public awareness of the role trees and forests play in the urban environment.

Our philosophy, providing a healthy place for forests in our urban communities, requires that we work together to protect and enhance the natural environment. All who live and work in the communities around Virginia affect the condition of the forested parks and green areas, as well as the trees along streets, in yards, and in front of offices and businesses. If you are interested in supporting or promoting the vision of a healthy forest within our communities, please donate to Trees Virginia.

The website homepage has sections on community outreach, resources, events, getting involved, a blog and contact info.

Members are urban foresters, certified arborists, tree stewards, utility arborists, teachers, consultants, master gardeners; a diverse group of people who love trees and who strive to expand public awareness of the role trees and forests play in the urban environment. Strangely there is no info on the website about becoming a member.

Partners include the Virginia Dept of Forestry, Around the House (aroundthehouse.org) and the Mid-Atlantic Chapter of the International Society of Arboriculture (MAC-ISA). It is not indicated whether there is financial support from these partners.

Trees Virginia has a logo which includes the words “Virginia’s Urban Wood Council” and the Council has its own logo calling itself the “Virginia Urban Wood Group”. The Group envisions a future where every tree has a use at the end of its life—a level of use that honors its existence. *Financial support for the Virginia Urban Wood project comes from: US Forest Service, Southern Region; Trees Virginia and the Virginia Department of Forestry.*

Mission & Purpose of the urban wood group:

- To address the management needs and improve the marketing opportunities for wood products from small acreage forests, interface forests, and urban forests through outreach, education, and workforce development.
- To foster awareness, knowledge, and skills among homeowners, small acreage owners, and natural resource professionals and entrepreneurs to increase the overall health, productivity, and utilization of these forests.
- To facilitate best use practices of trees within urban and suburban areas by developing markets to support the recycling and utilization of these resources.

The Urban Wood Group conducts events, research and workshops. The website offers resources such as drying urban lumber.

In addition to the website, Trees Virginia is accessible via Facebook and Twitter.

15. VIRGINIA GROWN

www.vdacs.virginia.gov/vagrown/index.shtml
1-804-225-3663

The Virginia Grown program is a marketing tool promoting fresh, local products to consumers and has a proven track record for increasing visibility, developing additional media attention and enhancing marketing opportunities for Virginia Grown products.

Virginia Grown is sponsored by the Virginia Department of Agriculture and Consumer Services (VDACS). It is a government-run program to promote Virginia foods, beverages, and agricultural products. It seeks to connect local growers, buyers and processors and by doing that, build a stronger business and agriculture community. The initiative offers marketing services for various agricultural and ocean products.

Virginia Grown has 5 variations of logos depending on the products, of which one shows a tree. “Virginia Grown” is trademarked by the VA Dept of Ag and Consumer Services.

Virginia’s Finest, which is specialty foods and beverages, has its own logo. Only Virginia products that meet or

exceed quality standards are part of the Virginia's Finest Program. Specific industries recommend, create and update the quality standards. All Virginia's Finest products must be approved by the Virginia's Finest Review Committee. The Committee reviews product packaging and labels to ensure products meet state and federal regulations. The Committee verifies that products meet or exceed the standards established by the industry. In the case of many products, the company must be inspected by VDACS.

In addition to the website, Virginia Grown uses Facebook, Twitter, Pinterest and Flickr.

16. APPALACHIAN SUSTAINABLE DEVELOPMENT

<https://www.asdevelop.org/>

1-276-623-1121

Motto: Living Better. Locally.

*Appalachian Sustainable Development (ASD) addresses workforce and economic development, food insecurity, and community building and health through 6 strategies: education, increasing local food production, developing markets, increasing distribution of local agriculture products, engaging strategic partners, and researching/consulting and advising. They are passionate about ensuring that rural communities can become viable once again and we feel that agriculture strategies can play a key role. Since 1995, ASD has been working to propel our mission to build a **thriving** regional food and agriculture system that creates **healthy** communities, **respects** the planet, and **cultivates** profitable opportunities for Appalachians. ASD strives to collaborate with a variety of partners to significantly expand our impacts by leveraging the intersections between agriculture, economic development, community building and health.*

ASD has been working with farmers, traditional and non-traditional agricultural partners for more than 25 years. We are committed to strengthening local and regional economies by helping beginning farmers focus on building their farming businesses and plans around growing demand. We believe that a pipeline of beginning farmers with business acumen and resources is what is needed to grow adequate supply to meet demand. ASD plays a critical role in the rural food system in Central Appalachia. We have been able to expand our work and have a greater impact on larger projects that involve numerous partners who value and work to create stronger local food cultures, public health, economic development and workforce development.

Amidst poverty and food insecurity, Central Appalachia has bountiful natural resources, including water, a history of agriculture and the advantage of being within a 500-mile radius of more than 50% of the US population. There is a great demand for agricultural products and we have the available workforce, land and the necessary resources to meet that demand.

ASD's mission is to build a thriving regional food and agriculture system that creates healthy communities, respects the planet, and cultivates profitable opportunities for Appalachians.

ASD region includes VA, WV, KY, OH and TN.

Impacts listed include:

- \$24 million in produce sold through Appalachian Harvest for local farmers since 2001
- 140,000 pounds of food grown by Grow Your Own families since 2012
- \$15,000 in Virginia Fresh Match incentives redeemed in Southwest VA since 2018
- 16 crew members enrolled since launch of Groundwork
- 1,854 acres of forestland conserved through forest farming
- ASD 32 partners range from USDA, to the Appalachian Regional Commission to several foundations, to television stations, to state departments of agriculture, to private companies.

Agroforestry is one of 12 programs. ASD received \$730,000 in 2021 to lead inter-regional, train-the-trainer project to improve agroforestry technical assistance. They offer multiple agroforestry resources via their website and webinars.

There is no mention of membership, but volunteers are encouraged and workshops are offered.

In addition to the website, ASD uses Facebook, Twitter, Pinterest and YouTube.

17. APPALACHIAN VOICES, FORESTRY HANDBOOK

[https://appvoices.org/forestry/
outreach@appvoices.org](https://appvoices.org/forestry/outreach@appvoices.org)
1-828-262-1500

The Appalachian Voice has covered environmental, outdoor and cultural news in the Appalachian mountains since 1996. It provides thorough and well-researched journalistic news coverage to fit a niche not often covered by standard news media. Due to the economic and public health impacts of the coronavirus pandemic, The Appalachian Voice shifted to online-only publication in the summer of 2020.

The mission of The Appalachian Voice is to provide factual information about environmental concerns in our 5-state region (KY, VA, TN, NC and WV), as well as to share the beauty and value of our mountains with the public.

The Forestry Handbook serves as a manual for private forest landowners who would like to learn about methods for managing and maintaining a healthy forest. Organizations that promote the importance of sustainable forestry in our region will find the manual to be an excellent educational tool. The second edition of Managing Your Woodlands shares information on forest management plans, working with foresters and loggers, management options and techniques, forest ecology, forest health problems, economic considerations, and financial incentive programs for good management. The resource section connects landowners with people, organizations and other information that will assist you when making decisions about your forest management. The Handbook is free as a PDF. There are also several DVDs.

They have a staff of 26 shown on the website with their backgrounds and responsibilities. In addition they have 22 people on their board of directors and advisory council.

In addition to the website Appalachian Voices uses Facebook, Twitter, Flickr, Pinterest and YouTube.

18. VERMONT WOOD WORKS COUNCIL

<https://vermontwood.com/local-wood-local-good>
1-802-747-7900
info@vermontwood.com

The Vermont Wood Works Council, formerly known as Vermont Wood Manufacturers Association, supports the wood working, wood crafts, and forest products industry in Vermont. Our members make quality, handcrafted furniture, unique bowls and wooden ware for your home, and so much more. We promote the long-term viability of woodworking by expanding members presence in the marketplace, ensuring a sustainable supply of raw materials, increasing workforce skill, and acting as responsible employers and community members.

The Vermont Wood Works Council is a 501c(6) trade association that was formed in 1996 which represents primary and secondary woodworking companies and related businesses in Vermont. Our mission is to support the industry in Vermont and promote its long-term viability by expanding members' presence in the marketplace, ensuring a sustainable supply of raw materials, increasing workforce skill and acting as responsible employers and community members. Supporting the forest and wood products industry in Vermont.

Member benefits include networking and promotion, discounts, company profiles on webpage, magazine subscriptions,

In addition to the website they have a newsletter and use Facebook, Pinterest, Instagram and YouTube.

19. BUY LOCAL VERMONT

<https://accd.vermont.gov/covid-19/buy-local-vermont-program>

Buy Local Vermont was a free program for Vermont businesses and residents impacted by the COVID-19 public health emergency. The #BuyLocalVermont program encouraged visitation and consumer spending in Vermont to support businesses that have suffered economic harm due to the COVID-19 public health emergency. It was a pilot program for consumer stimulus funded through an allocation of the Federal Coronavirus Relief Fund

The Buy Local Vermont program drew an overwhelming response as soon as the program went live. Over 20,000 Vermonters activated verification codes and almost 12,000 received discount offers to support local businesses in their communities. Over 90% of the businesses that were signed up and were approved before the program launch, almost 1,000 locally owned businesses, received money from the \$425,000 in discounts offered to consumers.

The program is supported by the Vermont Agency of Commerce and Community Development and is a page on their website.

20. MORA WOOD PRODUCTS COOPERATIVE INITIATIVES

<https://sharenm.org/visiones-collaborativascollaborative-visions/mora-wood-products-cooperative-initiatives>
1-575-387-2031
all_laran@yahoo.com

The Mora Wood Products Cooperative Initiative is not well-explained on its webpage. There is no information on membership, participation, benefits, etc. Two suggested benefits are “environmental protection and improvement” and “organizational development and management services”.

The initiative is within “Collaborative Visions” with its mission to build collaborative partnerships that empower Northern New Mexico’s rural communities to be vibrant, healthy, sustainable and resilient. A key element of this mission is cooperative education. *Our goals include: continue increasing capacity of communities and groups served; provide technical support for cooperative initiatives that revitalize sustainable local and regional agriculture; and create partnerships that bring value and support to identified strengths within a community. To accomplish our goals, Collaborative Visions provides technical assistance, organizing, facilitation, training and community capacity building services; facilitates collaboration, partnership building and networking to support communities to achieve their goals/visions while weaving strong regional relationships.*

The initiative is found on the SHARE New Mexico community information website. SHARE has 9000 NM programs, of which the Wood Products Cooperative is one. SHARE is for individuals and organizations who are working to improve quality of life for New Mexicans. *Built by and for New Mexicans to share information and resources and support collaboration for change.*

21. COLORADO FOREST PRODUCTS PROGRAM

<https://csfs.colostate.edu/cowood/cfp>
tim.reader@colostate.edu
1-970-247-5250

The Colorado Forest Products™ (CFP) Program is a companion campaign to Colorado Proud™ (see below) and results in increased awareness about Colorado’s forest and wood products industry by:

- Promoting the use of Colorado wood in new and existing markets
- Encouraging the development of businesses dedicated to the use of Colorado wood
- Educating Colorado citizens on the economic, environmental and social consequences that imported wood has on our state’s economy
- Informing consumers about the benefits of buying wood products from Colorado growers, manufacturers and retailers

To join CFP™, members must certify that at least 50 percent of all wood products produced are derived from public or private forests in Colorado as a result of forest management activities. There is no cost to join the program. Members receive:

- A trademarked digital membership logo for use on marketing materials, website and products packaging, etc.
- A no-cost listing of their business in the Colorado Forest Products™ database
- Access to technical and business assistance from the Colorado Wood Utilization and Marketing business consultants and staff
- Up-to-date information about news and events going on around the state

Current CFP™ Members

- Private landowners
- Fuel and firewood producers
- Sawmill owners and operators
- Specialty wood product producers
- Colorado native tree dealers
- Wood products retailers
- Log home builders
- Wood furniture companies
- Shavings, chips and sawdust producers.

Why Buy Colorado? To help contribute to healthy forests in Colorado by purchasing locally produced wood products. By purchasing Colorado Forest Products, consumers help local businesses and reduce the cost of both keeping Colorado forests green and protecting Colorado communities from wildfire. Colorado has abundant markets for forest products, from fencing to firewood, animal bedding to beds for your home. However, 90% of the forest products purchased by Coloradans are imported to our state. Purchasing Colorado Forest Products helps with:

- Reducing fossil fuel consumption and greenhouse emissions from transportation
- Retaining dollars in Colorado
- Increasing job creation and retention in Colorado's rural communities
- Increasing opportunities to improve forest health and reduce the threat of wildfire

Colorado Proud

The *Colorado Proud™* program, which advocates the benefits of buying locally, is available via Coloradoproud.org. Colorado Proud is run by the Colorado Department of Agriculture. Colorado Proud logo is found at grocery stores, farmers' markets, garden centers and restaurants. By buying locally grown, raised and processed food and agricultural products, consumers receive high-quality fresh products and help Colorado's economy, local farmers, ranchers, greenhouses, manufacturers and processors. Membership is free to Colorado businesses.

In addition to the website, the CFPP uses Facebook, Twitter and YouTube.

22. CAMBIUM CARBON

<https://cambiumcarbon.com/>

According to the website, “Cambium Carbon is a people-centric, forward-focused company transforming the way communities and organizations approach the climate crisis. We believe in actions that drive results, and we are unapologetically committed to sharing the stories of our results with the world. Our stories are about impact and we believe impact inspires others to action.

We are a platform that enables circular economies through Carbon-Smart material reuse, by unlocking the power of local suppliers. We save fallen trees from landfill and decomposition, transforming them into valuable products with place-based impact. Our Carbon Smart Wood is locally sourced, locally salvaged, and reinvests in local tree planting. This circular economy model creates new green jobs and funding to support urban canopy restoration in the communities that need it most.”

Cambium Carbon acts like a broker to buy and sell urban wood. Via a network of partners urban wood is offered and via a network of buyers, urban wood is purchased.

“Carbon Smart Wood”, which is trademarked, is locally salvaged wood that would have otherwise been chipped or landfilled. They established a Carbon Smart Wood Alliance to assist in certification and registration process for generating and selling carbon credits, coordinating media and connecting projects to local urban wood utilization efforts.

“Tracea” is a trademarked inventory management system integrated with a business workflow system to “streamline” processing operations.

Planting trees is an important part of Cambium Carbon. 15% of profits go to planting trees in cities.

Carbon Cambium partners with the US Forest Service, the Urban Wood Network, the Arbor Day Foundation and Cities4Forests.

In addition to the website, Cambium Carbon uses Facebook, Instagram and LinkedIn. The website is a teaser for more info. It seems shallow, not showing members and not giving much in-depth information. There is no contact info other than a form on a webpage.

Acknowledgements

Special thanks to the Core Project Team:

Rachel Wood, Rachel Wood Consulting

Marie Rodriguez, Promise PCES

David Breecker, David Breecker Associates

Rachel Bean, Forest Stewards Guild

Additional thanks to Kiwa Anisman for research support and assistance.

The work upon which this project is based was funded in whole or in part through a grant awarded by USDA Forest Service: "Planning: Expanding Market Opportunities for New Mexico Wood" is a three-year Collaborative Forest Restoration Program (CFRP) 2019 grant project. Grant Number: 21-DG-11030000-010; CFRP Project Number: 11-16 Rev.

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.)

Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TDD).

USDA is an equal opportunity provider and employer.



Connect With Us



www.dovetailinc.org

Dovetail Partners' mission is to provide authoritative information about the impacts and trade-offs of environmental decisions, including consumption choices, land use and policy alternatives.

Dovetail Partners is a tax-exempt 501(c)3 organization.

