



Meeting Follow-up Report

Local Wood WORKS Roundtable

Lloyd Irland, Local Wood WORKS Consultant, February 21, 2024

***Report Editors:** Ken Laustsen, Local Wood WORKS consultant;
Lee Burnett, Local Wood WORKS, Project Manager; and
Theresa Kerchner, Marie Ring, and Brian Donahue*



Roundtable Date: April 28, 2023
Maple Hill Farm Inn & Retreat Center, Hallowell, Maine
Hosted by Local Wood WORKS
in partnership with the Elmina B. Sewall Foundation

In late April 2023, Local Wood WORKS (LWW) with support from the Elmina B. Sewall Foundation convened a group of interested people to discuss Local Wood WORKS' mission and programs, to widen awareness of what we are doing, and seek cooperators and ideas for future activities.

This document is a summary of descriptive and backup information that will be helpful to those less well acquainted with the forest products sector.

We also include ideas for further tasks to move forward the work of LWW (See page 13.)



2023 Local Wood WORKS Roundtable

1. Local Wood WORKS Partnership

The Local Wood WORKS (LWW) Partnership was founded in 2013 and now includes eight partner organizations: Kennebec Land Trust (KLT), Maine Forest Service (MFS), Coastal Enterprises, Inc. (CEI), Maine Coast Heritage Trust (MCHT), The Nature Conservancy (TNC), GrowSmart Maine (GSM), Northern Forest Center (NFC), and Maine Organic Farmers and Gardeners Association (MOFGA).

LWW partners are committed to advancing forest-based local economies and supporting the long-term conservation and sustainability of Maine's forestlands. LWW supports projects that link forestland conservation, energy conservation, carbon storage, and sustainable natural-resource-based local economies.



*Local Wood WORKS partners meeting
CEI February ~ 2020*

- 1) Local wood - produced within 100 miles by sustainable forestry practices
- 2) Maine wood - produced within Maine by sustainable forestry practices
- 3) Regional wood - produced within New England, New York, and neighboring Canadian provinces by sustainable forestry practices.

Sustainability - See Local Wood WORKS sustainability position paper.

<https://bit.ly/4agkmgT>



Local Wood WORKS supports local forest economies by linking well-managed woodlands, local harvesters, and processors with local customers. This:

- Promotes environmental stewardship, carbon storage, “Keeping Forests as Forests,” and local economies.
- Provides small local mills with a sustainable supply of quality forest products.
- Helps architects, builders, and homeowners to find local wood.

2. LWW’s Strategy

To set the stage for the day’s discussions, a briefing summarized facts about Maine’s local wood market, past activities of the project, and LWW’s general approach to its mission. (Program in Appendix)

Key elements of LWW’s **strategy** so far, which is based on intensive focus groups and background research over several years:

local focus;

- seek forestland sustainability - a subject very complex and beyond scope of this meeting - see: <https://bit.ly/4agkmgT>;
- bring together specifiers/engineers/architects with producers and land managers;
- demonstrate forest management that incorporates a long-term view of forest management in planning and practice;
- supply information: directories, tools, articles;
- seek partners, and
- hitting a lot of singles, not homers (FOR Maine seeks to hit homers).

Based on focus groups and meets with producers, our **diagnosis** of the situation is:

- LWW and partners should continue to highlight examples of forest management that are aligned with the goals outlined in LWW’s sustainability paper – e.g. TNC, AMC, NEFF, Maine Bureau of Parks and Lands, Kennebec Land Trust, and others.
- The products that we are focused on are construction materials or producer goods, not consumer goods. Business - to - Business methods needed.
- Local producers are small. Not time/funds for marketing, sales calls.
- Producers respond to orders... they can supply many things, usually not “off the shelf.”
- Few of the small mills advertise and they are often specialized; not always easy to find.

Sourcing products from these local producers requires research, planning, lead time, and effort.

These small businesses fit into a diverse sector, often in rural communities, where many mills are large in scale and produce standardized commodities. While we need to understand those large industries, few of them are ones that LWW would seek to assist.

Examples of well managed forestlands include lands of The Nature Conservancy, New England Forestry Foundation, Maine Woodland Owners, Appalachian Mountain Club, Maine Bureau of Parks and Lands, and Kennebec Land Trust, as well as many small and medium sized landowners. A number of the Timber Investment Management Organizations (TIMOs) hold one or another form of certification. We believe that if more customers ask about locally sourced wood and how it is being harvested, the list will grow.



Lumber co-owners Ryan Holland and Mike Friedland in Cape Elizabeth, ME

3. Diversity of Maine's Wood based sector, employment, and firm sizes:

A list of various Maine wood-based industries can help place small and medium sized firms in a context. In the Local Wood column, those marked with x's are ones LWW will focus on. The larger high production operations certainly buy local logs as well but have no need to keep track of them. Some participate in logger and procurement certification programs that aim to supply incentives for better environmental performance.



*Local Wood WORKS Tour2021
The Wood Mill of Maine, Mercer Maine*

Table 1. Major regional wood using industries.

	Species	Local Wood	Consumer Product	Construction Material	Remodel items	Energy or fuel	Industrial item or component	Who/ what is the competition?
Structural Framing (2X4 etc)	SW	X		X	X		X	Quebec
Siding	pine	X		X	X			Nonwoods
Int. Finish items as in panelling	pine	X		X	X			Various
Exterior cladding/finish	pine	X		X				Nonwoods
Hardwood lumber	HW	X					X	Imports
Log homes and wooden sheds	SW	X	X					Other producers
Timber framers	SW HW	X		X	X			Same
HP Insulation	not sure	X		X				Asbestos
Whole tree chips	all	X				X		Various
pellets	varies	X				X		Cheap natural gas
landscape bark	hem pref.	X	X					South
Turnery items	birch	some	X	X	X		X	Nonwoods
Treated lumber	Red Pine	N		X	X			South
Fencing	cedar	SOME	X	X	X			Nonwoods
Shingles	cedar	SOME		X	X			Nonwoods
Flooring	hw, some pine	SOME		X	X			Nonwoods
OSB	soft hw	X		X	X			Canadian OSB
OSB Specialties	"	X		X	X			Other prod.
Plywood	HW	SOME		X	X		X	Imports
Furniture & fixtures	SW or HW	usually not	X					Imports
Dimension (1)	usu. HW	SOME					X	Imports
Novelties	many	SOME	X					Nonwoods/imports

Many interconnections exist within the sector. Larger mills need outlets for their residuals – bark, fines, and barky chips. Small mills can buy from woodyards that sort tree-length logs by grade to sell to large buyers and hold aside smaller amounts of less common species or those not used by the big mills. Those may be available to local small purchasers. Finally, loggers need markets not only for small batches of specialty grades or species, but for volume items as well, and they depend on the large buyers to market those.

Table 2.

Number of firms in Forest- based Sector -- Maine DOL estimates for Q 1 2023				
		Average		Average
NAICS Title	Establishments	Employment	Total Wages	Weekly Wage
Forestry and Logging	396	1,884	\$27,576,835	\$1,126
Wood Product Manufacturing	168	4,594	\$70,485,336	\$1,180
Furniture and Related Product Manufacturing	92	1,238	\$17,551,224	\$1,091
https://www.maine.gov/labor/cwri/qcew1.html				

Estimates of the number of firms and employment are uncertain because many are small, with no payroll employees or family workers. Roughly one in seven firms report no covered employees.

Table 3. Sizes of Maine wood-based firms:

		Covered employment, winter 2022 in Maine Wood based industries							
	Total	0	1-4	5-9	10-19	20-49	50-99	100-249	250-499
Forestry and Logging	413	70	237	63	23	16	4	0	0
Wood product Mfg	172	13	44	33	26	26	17	12	1
Furniture	95	13	43	14	13	7	3	1	1
Totals	680	96	324	110	62	49	24	13	2
source:		Covered Private Employers by Size by Industry, March 2022							

4. Examples of Local Wood Processing Firms

Getting beyond the numbers, we offer illustrations of various kinds of products being produced in Maine and nearby (Table 4).

Examples of Novelties

- Balsam Fir needle pillows
- Trout nets
- Turnery products
- Newel posts, railings, etc.
- Souvenirs
- Stocking studders, gift items like bookmarks
- Picture frames
- Housewares like storage containers...
- Knife handles
- Cutting boards

Types of small custom shops

- “Remanners” and cut up shops who resaw wood into specific lengths/widths to customers specs
- Custom drying (rare)
- Millwork Shops running custom profiles (termed "planing mills" in old times)
- Custom cabinet shops - -these often specialize by market segments
- Small mills that produce timbers, landscape ties, or similar rough green items

Company Snapshots

Here are a few brief snapshots to illustrate the nature and diversity of this population of firms:

Bradbury Barrel

Based in Bridgewater in Aroostook County, this company started its business producing barrels for the potato farmers. In the early days potatoes covered 250,000 acres around Maine and the industry was a major user of wood products. Changing technology slowly ended the use of barrels at the harvest. The company gradually broadened its customer base with a variety of barrel-like products (This author still has several of their cedar wastebaskets). Today they produce up to 10,000 barrels a year. Major customers are now supermarket chains for use as product displays. They make seventeen assorted sizes of barrels. This company's experience illustrates one that found a way to use traditional local materials and methods and find entirely new markets. At the same time, they had to use cedar from a shrinking resource.



(Condensed from article in Downeast magazine Dec. 2023.)

Furniture from Dartmouth College Grant.

An example of the need to manage supply chains to use local wood is the use of wood from the 27,000 acres Dartmouth College Grant in the college's procurement of new furniture to renovate one of its dorms (Caron, 2023). The College has learned that normal wear and tear on dorm rooms requires remodeling every 25 years or so. In the years 1998 to 2005, the College used 200,000 feet of its own wood in several campus projects so they had a realistic understanding of what would be involved, even though they owned the wood themselves. They initiated planning in 2023.

The College's respected management program has produced regular harvests, while increasing the sawlog volumes on the land from 3 million bd ft in 1967 to 52 million by the early 2020's (plenty of carbon storage). DCI sustainable Hardwood Furniture sawed the wood at its mill in Vermont and produced the furniture at their plant in Lisbon, NH in time for installation just before student "move-in day" in September 2023. This illustrates the need for careful coordination and planning, which could be more complex in more typical cases where a building owner was obtaining wood from a more complex supply chain.

5. Past LWW Activities

LWW has conducted a number of **activities**, based on its strategy, its resources, and its view of the markets:

- Conducted 5 one- or 2-day bus tours, which include timber harvests (**see table 4**)
- 21 businesses
- 70 participants
- Each trip also visits a logging operation.
- Our theory: participants talk to others!
- Brought info to architects, engineers, and specifiers -16 “Lunch and Learn” visits at their offices.
- Talks at architect’s conferences.
- Ten magazine articles – *Green and Healthy Maine Homes* circulation - 18,000
- Market report, intern conducted study of Wide Plank Pine market.
- Produced a Maine Wood Guide – 150 Listings
- Produced a Master Product Spec for local wood.



Wide plank pine boards



Dave Parker at a Maine Wood + Sustainability Tour

Based on all these experiences,

- We can see that a market segment where architects and specifiers are interested in local wood and sustainability.
 - This work is market and business development, and it is labor and time intensive.
 - Yet, the State and the University have left it to us – there is no full-time extension forester at Cooperative Extension; nor is there a Utilization and Marketing forester at MFS.
 - We believe the images seen by participants at site visits are remembered.
 - We believe in multiple communication channels.

Table 4. Maine Wood + Sustainability Tours

2017

Shaker Society woodlands in New Gloucester
 Hancock Lumber Mill in Casco
 Longfellows Cedar Shingles & Shakes in Windsor
 Bradley Public Reserved Lands in Bradley
 Robbins Lumber Company
 A.E. Sampson Flooring in Warren
 Nature Conservancy offices in Brunswick

2018

Chandler Brothers woodlands in New Gloucester
 Maschino Lumber in New Gloucester
 Hancock Lumber in Casco
 Yarmouth Town Forest
 Friends School in Cumberland

2019

Saco Manufacturing in Saco
 Pleasant River Pine in Sanford
 Wood & Son in Sanford
 Private landowner harvest site in Alfred
 Ecology School in Saco

2021

Alden Longfellow Woodlands in Farmingdale
 The Wood Mill of Maine in Mercer
 Timber HP in Madison
 The Maine Woods Pellet Co in Athens

2023

Raise Op in Lewiston
 Bragdon Hill Forest, Poland -managed by New England Forestry Foundation
 KBS Builders in South Paris
 Center for an Ecology Based Economy in Norway

6. General Observations from Participant Comments

Attendees brought numerous perspectives and backgrounds to this session, most of them without previous acquaintance with Maine wood producing industries, forest management, uses of wood in its various applications, or how wood products move through supply chains to end users.

The term “Local” was perceived differently by people when they arrived, and we needed to clarify what we meant.

We learned that we were not “speaking to the choir.” Some people thought the reasons why “wood is good” are not at all clear to them. Several participants noted that many people associate wood with abusive logging and ecological damage and erosion. If this is so, what can we contribute to improving this? LWW has addressed and struggled with the topic of sustainability/ certification/ chain of custody. On our tours, and in all our work, we aim to highlight landowners who are committed to long-term sustainable forest management practices. We highlighted those practices in our position paper.



*Will Cole Trees LTD,
Local Wood WORKS Tour 2021*

It is undeniable that the daily diet in print and internet media offers examples, worldwide, of a lot more cases of bad management and of deforestation than of exemplary practices. (“Say’s Law of forestry”: bad news drives out the good)

The case for why wood products should be locally produced may not be easily made, as some comments suggested. The constituency for economic development as a general concept is strong, but when it comes to “my town” it lacks a constituency and often raises opposition (traffic, cutting trees, etc.)

Also, several people asked, in varying ways, what is the problem we seek to solve?

We are seeking to promote:

- forestland conservation;
- vibrant and climate-resilient futures for people and communities in Maine and the larger region;
- job retention or expansion, at local firms, based on sustainably produced local wood; and
- strategies that help enable specifiers or end users to find and use local wood products in their products or buildings.

Other social goals are inevitably associated with these objectives. It will be difficult, however, to see how LWW’s small program might contribute to those goals.

Local Wood WORKS Roundtable Report - Lloyd Irland <https://www.localwoodworks.org/>

Clarifications

As most participants had limited familiarity with the wood sector, misconceptions about wood uses and markets were mentioned as time was not available to supply detailed background material or briefings.

There is no “market for Maine wood products.” There are different supply chains and end-use markets for all the different products made here. For any one product, there can be various geographic markets and end uses.

The notes suggest that participants instinctively think about “marketing” in consumer goods terms, not in terms of producer goods and supply chains. Terms such as “branding” (ranked 15th) are more applicable to consumer goods, where buying choices may be affected by perceptions from the press, or advocacy group publications about logging or ecological damage.

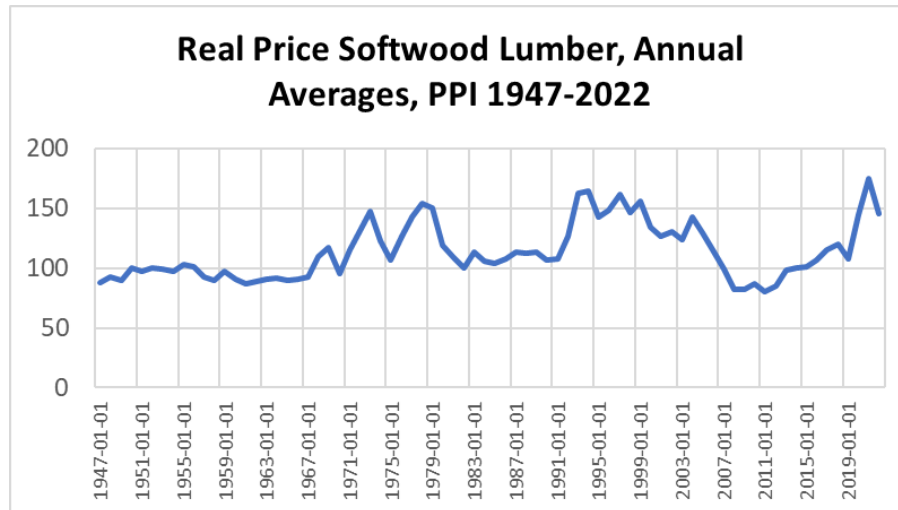


*KBS Builders, 2023 Local Wood WORKS tour,
South Paris, Maine*

The fact that CLT is much talked about, and that several CLT buildings are under way in Maine does not mean that Maine is a competitive location for a CLT plant, or that this family of products offers opportunities for small local wood producers or for improving forest management locally.

It is hard to see how locally produced wood products could contribute to reducing housing costs. Affordable units necessarily use mass production methods, often using various mass-produced materials and components. They require low materials cost, ease, and speed of assembly onsite, and durability. These are not the key traits of small wood producers who need to sell on a custom basis and to maximize value added by seeking specialty market niches wherever they can. At LWW we hope for growing demand for Maine produced lumber from affordable housing initiatives, and anticipate that Maine-produced dimensional lumber, pine boards, siding, trim will compete well for market share. We see LWW’s role as showcasing projects that are pushing the boundaries – whether 3D printed houses, net zero modular homes, or manufactured housing. Some of these are not likely to work with small scale production.

Considering the small scale of operations and the specialty nature of much local wood production, it is hard to see how we can make products “affordable” and help the producers very much. One reason many Maine sawmills have closed is that modern technology has in fact made lumber more “affordable” than it otherwise would have been. Since the late 1940s, periods of low and declining real prices have been more common than occasional upswings in the market.



Further, for assorted reasons, solid wood products have lost share in many value added markets such as paneling, siding, doors and windows, and interior millwork and cabinets (we'll spare you the details).

It was suggested that out of state sales generate less income recycling in Maine than in-state ones¹. In fact, the reverse is true. Out of state sales bring money into Maine. In any case, the destination of customers has not been a focus of LWW. Our sense is that for most small firms, most of their business is in-state.

The case for wood is easy to summarize and communicate, even without appealing to CO2 and climate change (we forget that these are buzzwords that elicit hostility rather than agreement among a significant number of Mainers). We believe the case is pretty clear to many architects, builders, and specifiers if not always to homebuyers or other end users of wood products. As we note above, with its limited resources, LWW believes that working at the “wholesale” level with information is an effective approach. Active efforts to reach individual homebuyers, remodelers, and consumers are beyond our means and skillset.



¹ An exception would be if local production supplants imports from other states –this is known as “import replacement”. We do not expect local production fostered by LWW to provide significant import replacement, though if it does, it’s certainly welcome.

Table 5. Possible Roles of Current and Potential Partners

Partner	What they've done	What we'd like to see
Maine Forest Service	Meeting participation, event promotion, event co-presenter, policy advocate, leads	Convenor of big-tent event, targeted policy advocate (local sourcing preference)
Kennebec Land Trust	Meeting participation, event promotion, tour participation, fiscal sponsor, model of sustainable forestry	Sustainable forestry advocate to membership?
The Nature Conservancy	Meeting participation, funding source, tour participation, state policy advocate, model of sustainable forestry	Directed FSC lumber supplier, targeted policy advocate (sustainable forestry and local sourcing preference)?
Coastal Enterprises, Inc (CEI)	Meeting participation, financial service to wood business referrals	Additional services to wood businesses?
Maine Coast Heritage Trust	Meeting participation, event promotion, sustainable forestry advocate through annual conference	More active sustainable forestry advocate in land trust community?
GrowSmart Maine	Meeting participation, event promotion, policy advocate	Targeted policy advocate (local sourcing preference)?
Maine Organic Farmers and Gardeners	Meeting participation, event promotion, saw mill grant project; Low Impact Forestry program	Additional programming and promotion?
Northern Forest Center	Meeting participation	Host of regional wood directory, funding source (EDA funds through Northern Border Commission)?



Possible Roles of Current and Potential Partners

A. For University of Maine, FORME, and Maine Forest Service

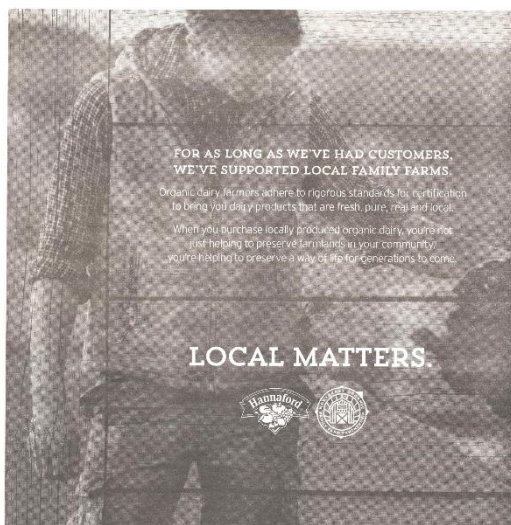
- 1) Conduct an inventory of wood products used by state and local governments with an eye toward identifying existing obstacles and market opportunities.
- 2) Assess the potential for BioHome3D printing to reduce housing costs and expand use of Maine wood.
- 3) Seek funding to relaunch Master Spec for local Wood on the Daltek website.
- 4) Develop a business plan to expand the Lumbery.
- 5) Expand availability of the Maine Wood Directory on Local Wood WORKs website.

B. For LWW's Program:

1. Explore collaborations focused on local wood and affordable housing, which began with the September 2023 Affordable Housing + Local Sourcing Tour.
2. Define unique roles of partners.
3. Reach out to key supporters who are not now listed as partners.
4. Explore opportunities to develop a retail presence as an opportunity for messaging, such as working with LL Bean.
5. Establish and build relationships with Wabanaki tribes and explore collaborative opportunities.
6. Survey past participants on the LWW Tours.
7. Continue Lunch & Learn talks.

Additional ideas:

8. Pursue the organization/sponsorship of future build/design conferences.
9. Pursue placement of a co-op ad that showcases examples of locally produced wood products (see below).



Lloyd Irland <https://www.localwoodworks.org/>

Reference Materials

Caron, Ross. 2023. Dartmouth College's "forest to dorm" project. *Northern Logger* Dec. 2923. P. 8 ff.

Downeast Magazine, Wayne Bradbury, Bradbury Barrel Company. December 2023. P. 52 ff.

FOR/Maine, 2018. Forest Opportunity Roadmap for Maine. No facts of publication given.

See website for a series of more detailed topical reports:

<https://formaine.org/home-page/resources/studies-reports/>

Goldman, Eleanor and Lee Burnett. Wide plank pine: Can a traditional flooring material find a new purpose? Winthrop: Local Wood Works.

Hardwood Publishing. 2022 Hardwood Directory Charlotte NC. 43 pp.

INRS. LLC and The Irland Group. 2014. Vision for New England's Wood-based Industries in 2060. Littleton, MA: New England Forestry Foundation.

Irland Lloyd C. 2005. Challenges facing the US solid wood and timberland sector: a lending institution's perspective. Report to Farm Credit. (This document, 18 years old now, could depict the current situation very well.)

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Poyry. 2017. Assessing the wood supply and investment potential for a New England Engineered Wood products mill (CLT) New England Forestry Foundation. CLT report

Professional Logging Contractors of Maine. 2022. Logging and Trucking in Maine: 2021 Economic Contribution. Augusta: PLCM

Attachments:

1. Local Wood WORKS Info Sheet
2. Program for Roundtable
3. April 2023-List of Roundtable Participants
4. Issues and Opportunities based on Participant Comments – A Textual Analysis.

Local Wood WORKS Roundtable Report - Lloyd Irland <https://www.localwoodworks.org/>

Attachment 1 What is Local Wood WORKS?

Local Wood WORKS is essentially an educational clearinghouse that facilitates sourcing of wood locally. We organize tours and lunch & learn talks, produce articles and market reports and maintain an online directory and other online tools. The organization is supported by a range of conservation-minded organizations who believe local sourcing supports strong, self-reliant local economies, sustainable forest management, carbon storage and maintenance of forests as forests.

FMI – See [Local Wood WORKS - www.localwoodworks.org/](http://www.localwoodworks.org/)

What is sustainable forestry?

It's the active management of forests for both ecological health and economic benefit. Sustainable forestry purifies groundwater, protects wildlife habitat and ecologically sensitive areas, supports outdoor recreation, and enhances carbon storage, while also providing lumber and non-timber products.

Local Wood WORKS believes patient forestry that produces bigger trees and more valuable lumber is the best strategy for achieving these multiple goals.

FMI – See [Local Wood WORKS - https://bit.ly/4agkmgT](https://bit.ly/4agkmgT)

Why is sustainable forestry at home better for the environment than preservation?

Forest preservation combined with global demand for lumber tends to intensify logging pressure in distant, globally threatened forests unprotected by environmental regulations and also tends to result in carbon-heavy supply chains. Sustainable forest management of ecologically resilient domestic forests can reverse these trends, but it requires reducing consumption patterns and changing attitudes that logging is worse for the local environment than non-management.

FMI – [The Illusion of Preservation paper - https://bit.ly/3RIguhv](https://bit.ly/3RIguhv)

How do forests mitigate climate change?

Forests naturally cycle harmful carbon out of the atmosphere through photosynthesis, storing it safely in tree trunks, branches, roots and soils. Carbon is released back to the atmosphere in the decomposition of rotting wood and in the burning of wood, but the safe carbon storage continues if wood is turned into lumber for buildings and furniture. Wood's climate benefit is magnified if wood replaces concrete, steel and other construction materials that emit carbon in their manufacture.

Can sustainable forestry sequester more carbon?

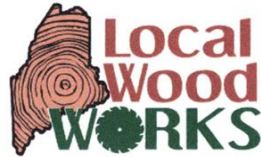
Yes, improved forest management can increase carbon sequestration by 20 percent over the next 60 years while still maintaining current timber harvest levels

FMI – See [Forest Carbon for Commercial Landowners - https://bit.ly/3tjceLV](https://bit.ly/3tjceLV)

How does awareness of local wood compare to awareness of local food

People tend to have a closer relationship to food (daily eating, weekly shopping) than wood (bought infrequently and often through intermediaries such as builders). Third party certification of sustainable practices has also proved more successful in agriculture (organic labeling) than in lumber (FSC and SFI certification). That said, Maine's forest economy is ten times larger than Maine's agriculture economy and with more robust export markets.

FMI – See [Local food and local wood comparison - https://bit.ly/3Rp720O](https://bit.ly/3Rp720O)

Attachment 2:

Local Woods Roundtable
April 28, 2023
Maple Hill Farm Inn & Retreat Center
Hosted by Local Woods Works in partnership with the
Elmina B. Sewall Foundation

- 8:30 Registration & Networking
- 9:00 Welcome, introductions, opening thoughts, and group reflections
- 10:30 Scene setting for morning breakout discussions
- 10:45 Break
- 11:00 Table discussions on selected topic
1. *In five years, Maine has a thriving set of local wood exchanges (both in-person and on-line) through which local residents and businesses can source local wood for their use*
 - What will it take to get there?*
 - What obstacles will need to be overcome?*
 2. *In the near term, substantially increased amounts of local lumber are used to help provide affordable housing in Maine*
 - What will it take to get there?*
 - What obstacles will need to be overcome?*
- 12:15 Lunch
- 1:00 Scene setting for afternoon breakout discussions
- 1:15 Table discussions on selected topics
3. *What policies at the state, federal and local levels would support increased use of local wood in Maine/the region?*
 - What will it take to get there?*
 - What obstacles will need to be overcome?*
 4. *What marketing campaigns/efforts are needed to make the demand for and cachet of local wood look like that for local food?*
 - What will it take to get there?*
 - What obstacles will need to be overcome?*
- 2:45 Break
- 3:00 Group discussion:
- As we all pursue these values, goals and futures, what other topics/opportunities have we missed during our discussions so far today?*
- 3:45 Concluding thoughts and will do's
- 4:00 Opportunity for informal networking
- 4:45 Event ends

Attachment 3: April 2023-List of Roundtable Participants

Name	Affiliation	Job title
Jono Anzalone	The Climate Initiative	Executive Director
Naomi Beal	paaavhausMAINE	Executive Director
Peter Beringer	USDA Forest Service	Landowner Assistance Program Coordinator
Mark Berry	The Nature Conservancy in Maine	Forest Program Director
Ethan Bessey	E D Bessey & Son	President
Keith Bisson	Coastal Enterprises, Inc.	President
Bri Bowman	FOR/Maine	Senior Program Director
Harald Bredesen	GrowSmart Maine	Program Director
Sam Brown	MOFGA	Board member
Lee Burnett	Local Wood WORKS	Project Director
Jeanne Christie	Office of Congresswoman Chellie Pingree	District Representative
Patty Cormier	Maine Forest Service	Director
Alicia Cramer	The US Endowment for Forestry and Communities	Sr. Vice President
Jacques Delli Paoli	Four Directions Development Corporation	Community Development Program Manager
Scott Dionne	TimberHP	Chief Marketing Officer
Brian Donahue	Brandeis University/Highstead	Professor Emeritus American Environmental Studies
Dana Doran	Professional Logging Contractors of Maine	Executive Director
Jay Espy	Baskahegan Company, Forest Society of Maine	Director
Ryan Fecteau	Governor's Office on Policy Innovation & the Future	Senior Advisor, Strategic Initiatives
Susan Foster	S.E. Foster Associates	Research & Evaluation Consultant
Michael Friedland	Lumberly	Owner
Brad Gentry	Yale Center for Business and the Environment	Senior Associate Dean for Professional Practice
Joshua Henry	TimberHP by GO Lab Inc.	President & CEO
Lloyd Irland	Local Wood WORKS	Consultant
Logan Johnson	Maine TREE Foundation	Executive Director
Tyler Keniston	Kennebec Land Trust	Steward Manager
Theresa Kerchner	Kennebec Land Trust	Executive Director
Eric Kingsley	Innovative Natural Resource Solutions LLC	Conjurer of Opportunity
Jenna Klein Jonsson	Blaze Partners	Partner
Amber Lambke	Maine Grains, Inc.	Founder and CEO

Kenneth Laustsen	Local Wood WORKS	Consultant
Thomas Mitchell	Elmina B Sewall Foundation	Finance and Community Investment Partner
Ernest Neptune	Four Directions Development Corporation	Native Arts & Cultural Program Manager
Chief William J Nicholas Sr.	Passamaquoddy Tribe of Indian Township	Chief
Fritz Onion	Onion Foundation	Trustee
Steve Pelletier	Spear Stream Consultants	Ecologist
Rep. Bill Pluecker	Maine Legislature; Agriculture, Conservation, & Forestry Committee	House Chair
Caroline Pryor	Zero Energy Homes & Good Dirt Consulting	Principal, Founder
Marie Ring	Kennebec Land Trust	Director of Membership and Programming
Amy Robinson	Northern Forest Center	Business Advisor
Jennifer Shakun	New England Forestry Foundation	Forest Bioeconomy Initiative Director
Megan Shore	Elmina B. Sewall Foundation	Policy and Strategy Director
Ben Stevens	Penobscot Nation Forestry	Forest Manager
Nancy Stowell White	The Betterment Fund	Trustee
Ben Sturtevant	State of Maine Department of Economic and Community Development	Business Development Manager
Julia Tate	Simons Architects	Partner + Principal
Steven Tatko	Appalachian Mountain Club	Vice President of Conservation
Heather Thompson	Juniper Design + Build, LLC	General Manager
Karin Tilberg	Forest Society of Maine	President/CEO
Kim Vandermeulen	Kennebec Land Trust	Board Member
Bryan Wentzell	Maine Mountain Collaborative	Executive Director
Warren Whitney	Maine Coast Heritage Trust	Land Trust Program Director



Lee Burnett- Project Manager - lee@localwoodworks.org
or Kennebec Land Trust 207-377-2848 www.tklt.org

Attachment 4:

Issues and Opportunities based on Participant Comments – A Textual Analysis.

We transcribed the notes and memos collected from the tables and conducted a “Textual Analysis” on them. A list was compiled of 44 keywords that occurred throughout them². Computer scannable document files have given rise to an analytical method being applied in many fields – textual analysis. The computer simply counts occurrences of keywords in documents. This seems a sensible way to summarize participant reactions and enables recording a greater number and range of thoughts and reactions than could be obtained by trying to transcribe the brief report-out moments. A sense of the session can be gained by noting terms mentioned frequently or mentioned rarely.

By far most often mentioned was “local” or “Locally” (112 times) – despite initial uncertainty as to what it means. “Regional” was noted 11 times. “Marketing or market was second the most commonly mentioned, while Supply chain ranked 14th. Maine Wood” came up 11 times.

“Affordable,” “affordable housing,” and “Housing Authority” came up a total of 26 times.

“Incentives” were the third most often noted, and related terms appeared as well – Farm Bill (4 times); procurement, 5 times.

“Branding and labeling” came up 9 times. Consumers, 15 times. While architects only 10 times and specifiers not at all.

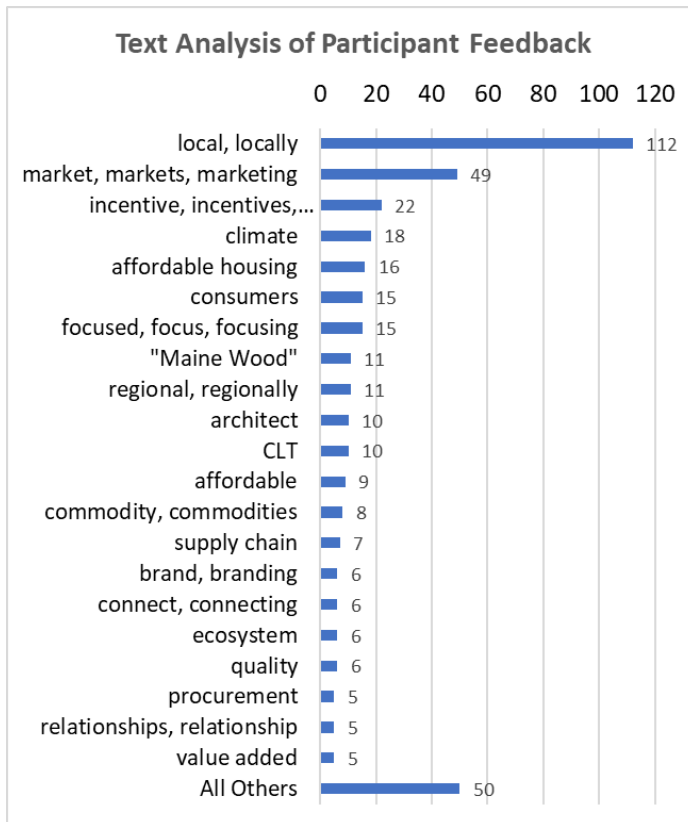
“Focus or focused” were mentioned 15 times...

“Directories” and “information” were mentioned only 3 times each.

Despite terms related to consumer product marketing being high on the list, “stores,” retail,” “distribution,” and similar terms were rarely mentioned.

The raw data could be categorized in different ways; the above tabulation made several assumptions. The “Other” category contains numerous items mentioned only once or twice. Items mentioned less than 5 times were not shown separately.

² The raw data could be categorized in different ways; the above tabulation made several assumptions. The “Other” category contains numerous items mentioned only once or twice. Generally, items mentioned less than 5 times were not shown separately. The full listing is in Attachments.



Topics receiving less attention:

The word “labor” was mentioned four times. Safety, always an issue in the wood field, not at all. In the discussions it was recognized that worker skills and retention are issues. It is not clear what LWW might be able to do on these issues other than continue to support others.

The tribes were represented, and the term occurred four times.

The words “distribution,” “remodeling,” and “specifier,” were not mentioned in the notes (but verbally, remodeling markets were noted - repair and remodeling accounts for some 30% of softwood lumber usage).



For more information:

Lee Burnett- Project Manager - lee@localwoodworks.org

or Kennebec Land Trust: 207-377-2848 www.tkl.org