



Marketing and Branding

Objective 6)

Identify other opportunities to increase income from Indian forest management, such as non-timber forest products and environmental services.



Jim Freed – WSU
Larry Mason – UW
Gary Morishima - ITC

NON-TIMBER FOREST PRODUCTS COMMODITY GROUPS

- CHRISTMAS/HOLIDAY GREENERY**

- WREATHS, SWAGS, MANTEL PIECES, BASKETS, ROPING, CENTER PIECES**
- ANY EVERGREEN TREE OR SHURB CAN BE USED THAT HOLDS ITS FOLIAGE WELL WHEN CUT**

- FLORAL PRODUCTS**

- PRESERVED, DRIED AND FRESH FLORAL ARRANGEMENTS, WREATHS**
- DRY TWIGS, EVERGREEN BOUGHS, BARK, KNOTS, ROOTS, STEMS, FLOWERS, BUDS, MUSHROOMS, LICHENS, BERRIES, CONES, FERNS**

- WILD EDIBLES**

- JAMS, JELLIES, JUICES, WINES, BEER, FRUIT LEATHERS, FRESH PRODUCTS, SOUPS**
- NUTS, BERRIES, ROOT, FRUIT, VEGETABLES, FLOWERS, BARK, GRAINS, TUBERS, BULBS**

- CHRISTMAS TREES**

- NATURAL AND PLANTATION**

- **WHITE SPRUCE, DOUGLAS FIR, NOBLE FIR, WHITE PINE, FRASER FIR, BALSAM FIR, JUNIPER, REDWOODS, LODGE POLE PINE, PONDEROSA PINE, COLORADO BLUE SPRUCE, RED SPRUCE ANY EVERGREEN TREE**

NON-TIMBER FOREST PRODUCTS COMMODITY GROUPS

- MEDICINALS AND HERBALS

- TEAS, TINCTURES, SALVES, SOAPS, ESSENTIAL OILS, CREAMS, HAIR SHAMPOOS, SMUDGES, OINTMENTS, DRINKS, PILLS
- LEAVES, STEMS, FLOWERS, BUDS, SAP, RESIN, ROOTS, BULBS, TUBERS, NEEDLES, FRUIT, BERRIES, NUTS. EVERY FOREST IN NORTH AMERICA HAS PLANTS THAT CAN BE USED.

- SPECIALITY WOODS

- BOAT BUILDING , MUSICAL INSTRUMENTS, WOODEN AIRPLANE STRUCTURES, HUNTING BOWS, SHUTTLE COCKS, FENCE POST, HOPS POLES, BARRELS, KEGS, SAUNAS, HOT TUBS
- WESTERN RED CEDAR, SITKA SPRUCE, WESTERN YEW, DOGWOOD, LODGEPOLE PINE, BLACK LOCUST, IRONWOOD, REDWOOD, BALD CYPRESS, RED OAK, WHITE OAK, ETC.

NON-TIMBER FOREST PRODUCTS COMMODITY GROUPS

- CRAFT MATERIALS

- DYES, ART, TOYS, GAMES, CLOTHES, UTENSILS, SPECIALITY FURNITURE, DECORATIONS.

- ALL TRIBES LIVING IN ANY AND ALL ECOSYSTEMS HAVE ACCESS TO NATIVE PLANTS THAT SUPPLY RAW MATERIALS FOR THIS INDUSTRY

- ALL PLANT PARTS INCLUDING DRY TWIGS, EVERGREEN BOUGHS, BARK, KNOTS, ROOTS, STEMS, FLOWERS, BUDS, MUSHROOMS, LICHENS, BERRIES ARE USED

- NATIVE LANDSCAPE PLANTS

- TREES, WOODY SHRUBS, HERBACIOUS SHRUBS, VINES, GROUND COVERS, WETLANDS PLANTS

- THE LIST OF PLANTS THAT CAN BE USED OR ARE BEING USED INCLUDE ALMOST EVERY PLANT IN EVERY FORESTED ECOSYSTEM. THE ONLY EXCEPTIONS ARE PLANTS THAT ARE TOXIC IN ONE FORM OR ANOTHER.

- FUNGI

- THE LIST OF WILD MUSHROOMS THAT CAN BE EATEN IS WELL OVER 400. NOT ALL ARE CONSIDERED DELICIES BUT THEY ARE QUITE SAFE TO EAT.

- THE TOP MUSHROOMS ARE: MORELS, CHANTERELLES, SHIITAKI, BOLETUS EDULIS, MATSUTAKE, MAITAKE.

FRESH AND DRIED HOLIDAY GREENERY



Holiday decorations are an important part of a family Christmas celebration. In the USA over 12 million fresh wreaths were purchased in 2008. The average wholesale cost per wreath was 12 dollars



The manufacture of dried herbal wreaths are important in the holiday season but they are also a product sold throughout the year. In 2009 over 4.7 million dollars was realized at the wholesale market place for raw materials in the USA.



The sale of cone wreaths and cone collections generated over 4 million dollars in the wholesale market s in 2008 in the USA.





FLORAL GREENERY

Floral industry is expected to expand by 3% per year for the next 10 years.

The floral greenery industry has an annual income in North America of 750 million dollars.

The international market uses over 85% of the floral greenery harvested from forest lands.

30 % of the floral greenery sold on the world markets is harvest from forest lands not owned by the harvesters.



FRESH AND PRESERVED FOODS FROM NATIVE PLANTS



The Natural food market is a 2.6 billion dollar industry in the USA alone.

This important food market pays a premium for local, sustainable, natural ,wild and traditionally processed products .



There are over 260 books that have information on what plants the native Americans used and how they were harvested and processed.

It is a market that can be accessed by a simple roadside stand selling fresh forest products or by processing and marketing thousand of tons of raw materials through a specialty food companies.



NATURAL CHRISTMAS TREES



Over 32 million natural trees are sold every year in 2009.

Over 500,000 trees were harvested from public and private timber lands in 2009. This activity helped thin over stocked tree stands.

Natural stands of Christmas trees can be certified organic for wild crafting to meet the demand for the growing organic/wild Christmas tree.

Growing wild/organic Christmas trees can be used generate income on utility right of ways and abandoned forest roads.

Producing Christmas trees as a crop within forest plantings help pay for timber thinning, pruning, fertilization and weed cost.





MEDICINALS , ESENTIAL OILS, FREGRANCES AND TEAS

Native herbal plants like nettles, saw palmetto, Aloe, Juniper and Sassafras have been used for thousands of years.



The consumer is looking for more natural products that have been gathered and processed in a traditional manner.



The market for aromatic or Essential oils for aroma therapy reached \$700,000,000 in 2008.



The North American market for herbal teas is now over \$ 175,000,000



Saw Palmetto



SPECIALITY WOOD & CRAFT PRODUCTS



The craftsman who make these products realize that they can obtain 3 to 4 times more for their finished products if they are made in the traditional ways using traditional native plant materials.



Native and Nonnative crafts person use all parts of native trees and plants.

The plant products must be harvested sustainably.

Logs from Maple trees with figured wood often sell for 2 dollars a pound or \$1900 dollars a thousand board feet for use in making musical instruments.



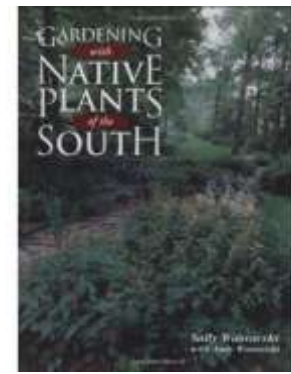
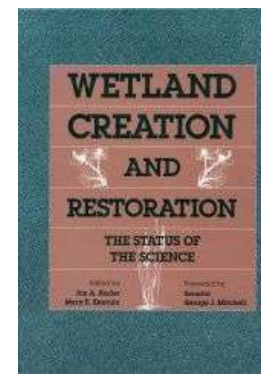
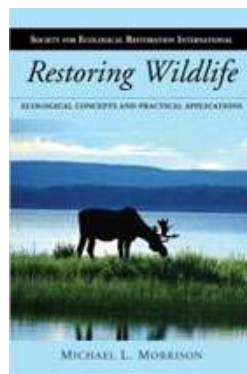
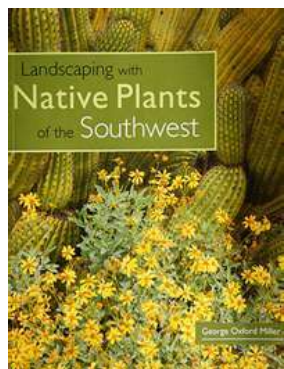
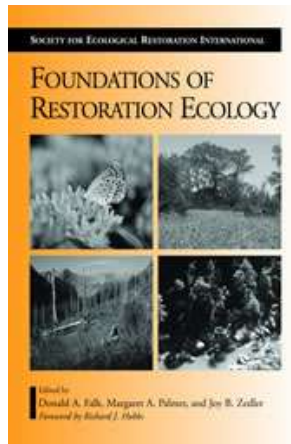
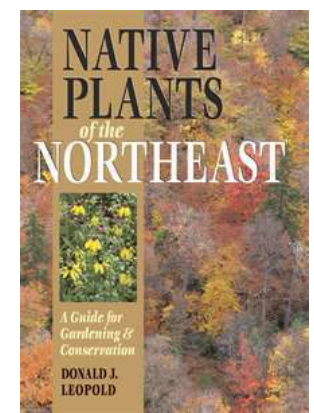
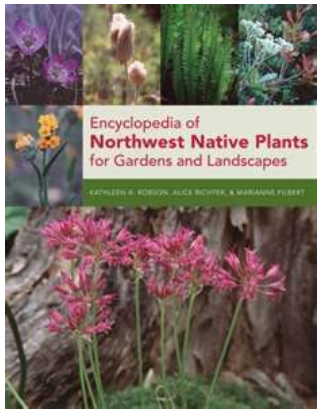
LIVE POTTED AND BARE ROOT NATIVE PLANTS

The use of native plants in home and light industrial landscapes are recommended by 26% of the counties in the United States as a requirement for obtaining building permits.

The use of native plants to restore natural areas disturbed by human activities and natural acts has increased by 5.2% per year since 1999.

The sales of native plants for restoration plantings and landscape plantings represents 12% of the total plants sales by nurseries in the USA.

USDA national agricultural statistics service reports that Nursery Stock sales move from 3.1 Billion in 1998 to 3.9 billion in 2009 a 24.3% increase.



FUNGI, MUSHROOMS

IN THE UNITED STATES OVER 150 MILLION DOLLARS IS GENERATED EVERY YEAR FROM THE HARVEST OF WILD MUSHROOMS.

SHIITAKE AND OYSTER MUSHROOMS ARE GROWN ON LOGS FOR COMMERCIAL AND RECREATIONAL USE.

THE TOP WILD HARVESTED MUSHROOMS ARE:
CHANTERELLES, MORELS, BOLETUS EDULIS,
MATSUTAKE, MAITAKE, SHIITAKE

THE PRICE OF A WILD TRUFFLE CAN RANGE FROM \$50 A POUND TO \$1200 A POUND. SIZE AND CONDITION DETERMINE THE PRICE.



EVALUATING ALTERNATIVE USES FOR NON-TIMBER FOREST PRODUCTS

This outline is intended to help Indian communities evaluate pros and cons of alternative uses of Non-Timber Forest Products and Services. It is patterned after models developed during meetings with indigenous peoples in Oregon, Washington, California, Alaska, Arizona, New Mexico, Montana, Idaho, British Columbia, Saskatchewan, and Alberta.

James R. Freed
WSU Extension Faculty
Special Forest Products
P.O. Box 47012
360-902-1314 FAX 360-902-1428
360-789-7529 cell
Email: freedj@wsu.edu

GUIDING PRINCIPLE:

Each Indian community has the right and responsibility to establish policies governing access and use of Non-Timber Forest Products and Services (NTFPs), based on its own customs, traditions, practices, knowledge, and laws to preserve its ways of life and cultural expression.

CONSIDERATIONS:

Sustainability. Protect the capacity of the resources and the environment to sustain harvest and utilization at levels acceptable to the Indian community.

Cultural Needs. Maintain availability to NTFPs needed to maintain community lifeways and means of cultural expression.

Free and Informed Prior Consent. Rights to *free and informed prior consent* when deciding whether to withhold or share knowledge or access to NTFPs.

Intellectual Property. Guard individual and cultural traditional knowledge against unprincipled exploitation while providing for fair and equitable sharing of benefits derived from use of NTFPs.

Health and Safety. Provide food and medicinal products that will promote healing, maintain health, and improve the nutritional quality of the diets for all segments of the community, with special attention given to elders, women, infants, children and at-risk individuals.

Traditional Markets and Trade. Importance of NTFPs in sustaining historically important trade networks between native peoples.

Value Added Through Controlling Scarcity. Market values can be influenced by limiting the number of products, the form of the products, volume of production, or ways customers can obtain products.

Certification Programs. NTFPs could be administered as an integral part of an Indian enterprise certification program designed to ensure genuineness, product quality, and fair trade. Certification systems could establish standards for sustainability to address social conscience concerns, enhancing, promoting and preserving the resources, rights, and interests of Indian peoples through public education and legal protection.

Certification programs may enhance marketability of NTFPs and help promote broader consumer-targeted tribal marketing efforts by elevating the visibility of Indian stewardship.

Example:

Outdoor education programs that enable people to experience the beauty and culture of an Indian community could be designed to deliver learning experiences for resource managers, public educators, and the interested public.

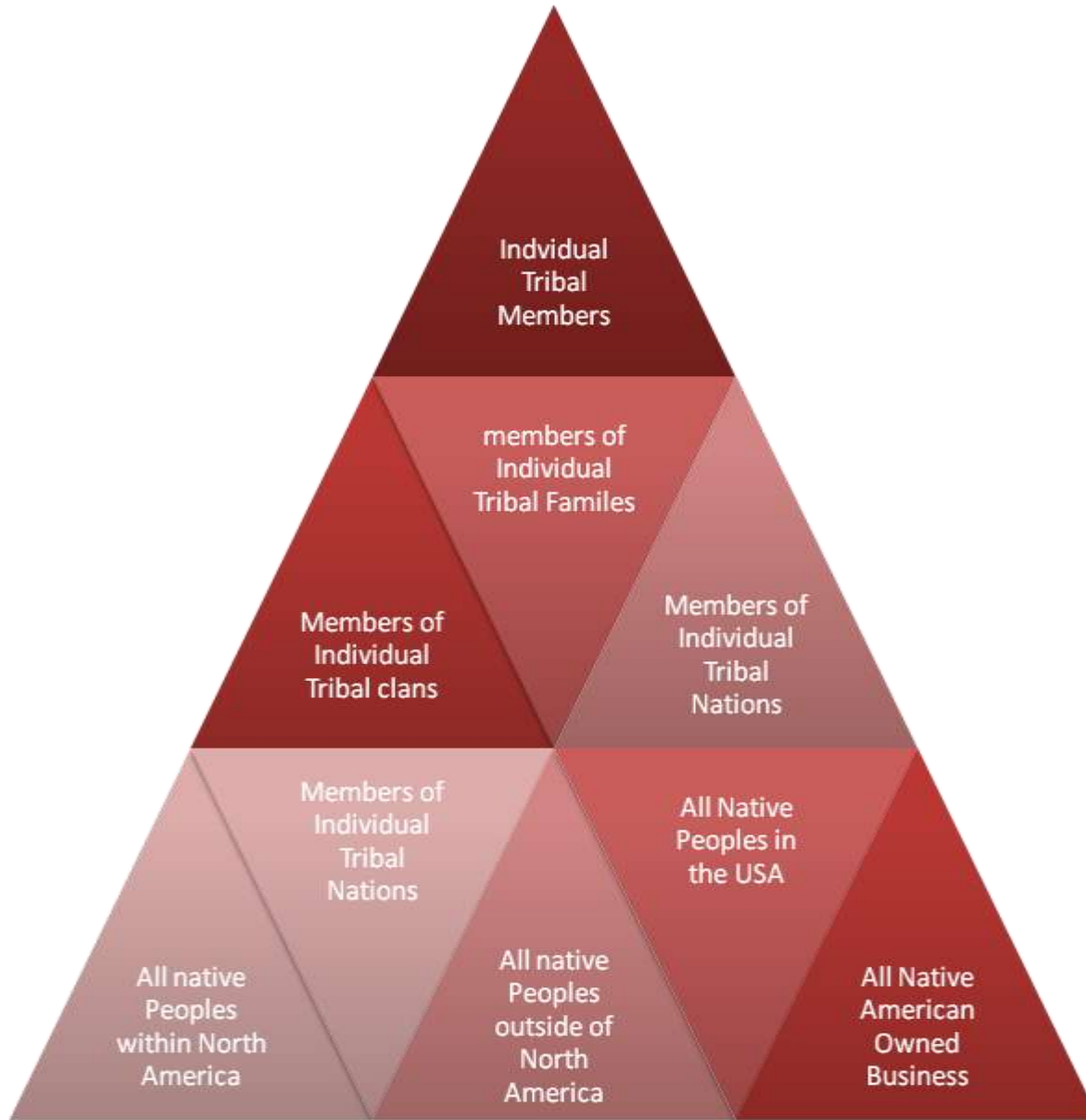
People who might want to partner with Indian enterprises in marketing NTFPs would pay to go through a program to become certified in proper resource stewardship and respectful handling of NTFPs for highest product quality assurance.

PYRAMIDS FOR USE OF NTFPs

Goal: To establish policies regarding limitations on harvest, use and access to ensure sustained production of NTFPs, protect traditional knowledge, and evaluate potential economic opportunities.

Method: Community dialogue led by elders, through which tribal members might evaluate all potential alternatives.

PRIMARY: NATIVE ACCESS AND USE OF NTFPs



INDIVIDUAL TRIBAL MEMBERS AND THEIR IMMEDIATE FAMILIES

NTFP knowledge, skills, products and services limited to personal, discretionary use by individuals and families.

Example:

Native plants used for medicines, foods and cultural activities where the knowledge of traditional harvesting, processing and use is held within a given family.

Validation Authority

Ultimate Validation of marketing potential: An individual or family

CLANS OR HOME NATION MEMBERS ONLY

Access and use of NTFPs limited to members of family clans or the home nation.

Example:

Native plants or the products from them that where the use is restricted to Tribal Members based on tradition and culture.

Validation Authority

Ultimate Validation of marketing potential: Tribal government and community committees.

NATIVE AMERICANS, ALASKANS AND FIRST NATION PEOPLES

NTFPs restricted for sale or trade to other Individuals or Families of Native American, Native Alaskan and First Nations Peoples of Canada and Indigenous peoples of Mexico with whom traditional relationships have been established.

Example:

Raw and processed products that are designed for personal or cultural used by other native peoples only.

Validation Authority

Ultimate validation authority rests with the Tribal government, elders, or designated committee(s).

COMMERCIAL RELATIONSHIPS WITH NATIVE AMERICAN, NATIVE ALASKAN, FIRST NATIONS PEOPLES OF CANADA AND INDIGENOUS PEOPLES

NTFPs available to other organizations and indigenous peoples on a commercial Business-to-Business partnership

Example:

NTFPs that are processed and packaged with the label of another Native American organization for their use in their marketing and trade efforts.

Validation Authority

Ultimate Validation of marketing potential: Tribal government or designated committee(s).

SECONDARY ACCESS TO NTFPs



The diagram is a pyramid divided into three horizontal sections. The top section is dark green, the middle is medium green, and the bottom is light green. Each section contains text describing a level of access to Native Traditional Forest Products (NTFPs).

Tribal Sponsored
Hand-On Experiential
programs for non-native
Individuals and families

Tribal Sponsored Hand-On Experiential
Activities for non-native not-for-profit
organizations and their members

Non-Native American individuals, families and not-for-profit
groups that have participated in a Native American owned
educational and/or experiential program

NON-NATIVE PEOPLE WHO HAVE PARTICIPATED IN A TRIBAL CERTIFIED AND OPERATED TRAINING PROGRAM

NTFPs available only to individuals and families who have participated in training programs conducted by the tribe marketing the products or one of its members.

Example:

Individuals and families interested in having access for personal use of an individual product or a collection of products would participate in intensive educational programs conducted on tribal lands.

Activities

The range of activities would go from a long weekend to one-month programs.

Instructors and Presenters

The individual or family would be working with the tribal cultural, medical, natural resources and wellness professionals.

Housing

The individual could choose to live in tribally-owned facilities, with a tribal member or in a traditional hunting, fishing or berry gathering camp.

Short-term goal

Individual and families would experience a healthier life style based on NTFPs, customs, practices, and traditions.

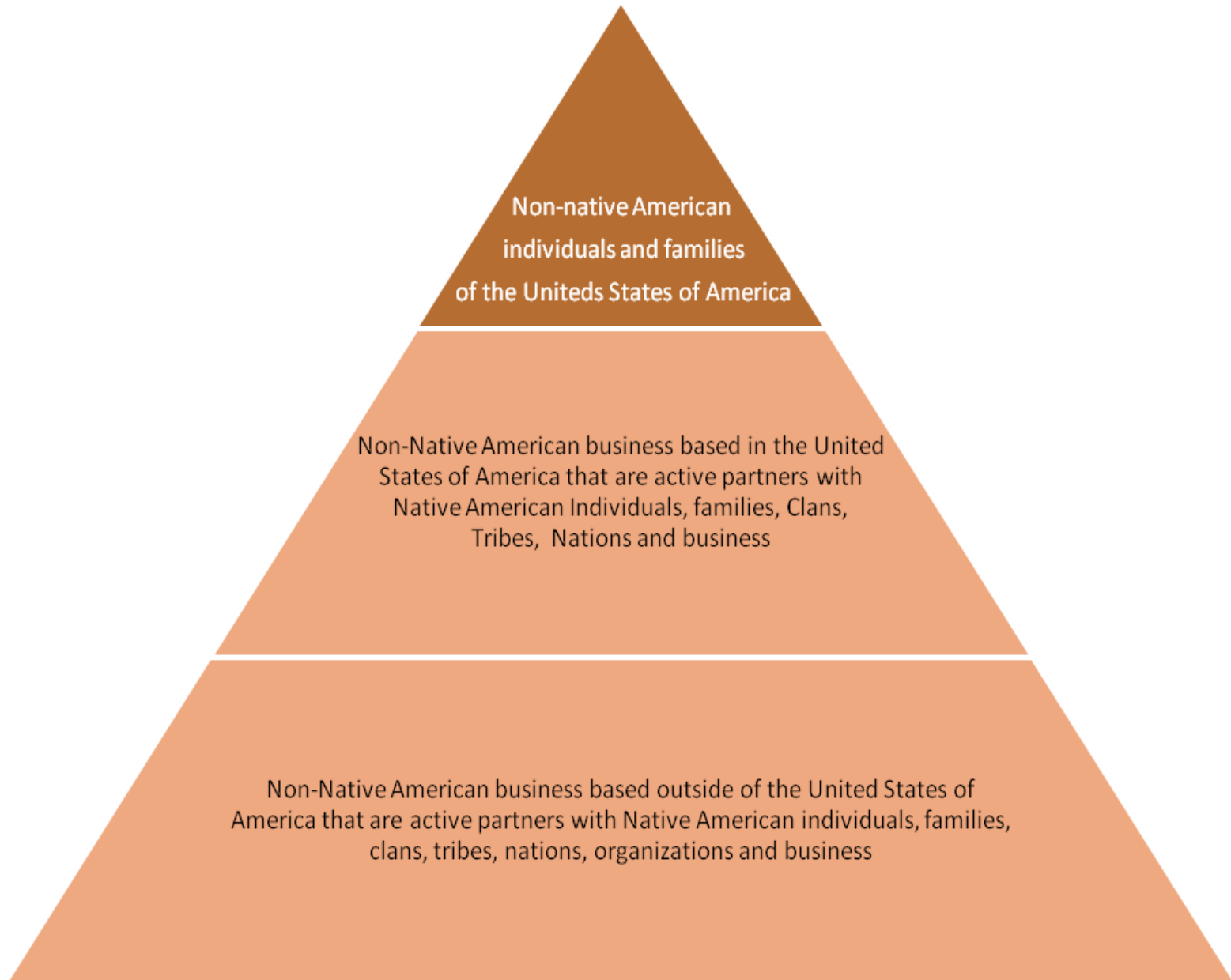
Long-term goal

To establish a market for NTFPs that would be available only to the people who went through these intensive programs.

Validation Authority

Ultimate Validation of marketing potential: Tribal government, Indian Wellness Professionals, elders, or designated committee(s).

NON-NATIVE ACCESS TO NTFPs



PROFESSIONALS WISHING TO USE NTFPS OR TECHNIQUES AS PART OF ONGOING BUSINESS.

Programs designed to train and certify professionals in the proper use of NTFPs as part of their individual professional businesses.

Certification renewal

Renewal should be accomplished periodically, e.g., every three Years.

Continuing Education Credits and For-College Credit

Continuing Education Credits (CEU) would be organized in partnership with Indian Colleges, Land Grant Universities and Local Community Colleges.

College Credit could be arranged through the Indian College program or other appropriate college or university.

Trade Mark and labeling

All NTFPs would be labeled in accordance with requirements established by the approving tribal government. Such NTFPs could only be resold or used as part of a business when accompanied by informational materials explaining their use and importance to Indian peoples.

Validation Authority

Final validation of marketing programs would be through a tribal government.

NON-TRIBAL PEOPLES EXPERIENTIAL NATURAL RESOURCES PROGRAMS

NTFPs available to individuals, families and nonprofit organizations

Guided experiences.

A local tribal member trained and certified to guide individuals and families through nature-based experiences would be the direct contact.

Guide training

The guides would be trained in wild crafting, survival, traditional story telling, food preparation, public speaking and first aid.

Example:

Mushroom harvest and River Canoe Trip. This could be an overnight experience. The first day would be a guided trip into the forested natural lands. The guide would provide information on tribal stories and traditions. The guide would help visitors to learn about locating and harvesting mushrooms and about the conditions needed to ensure sustainability. An evening meal could be designed around the foods gathered in the forest or otherwise produced by Indian people. If the tour extends to overnight, then a morning mushroom gathering experience could be offered where the mushrooms are saved and taken home by the visitors. The second day could include a float trip down a river in a traditional vessel. The guide would explain the relationship between healthy forest and healthy waters. Tour participants could have an opportunity to fish in a traditional manner with any catch available for a meal or for future use in community kitchens.

Post Experiential Purchasing

Tour participants would have an opportunity to purchase NTFPs at a discount because of their involvement in the outdoor experiences.

Future experiences

To maintain their discount privileges, individuals will need to participate in tribally sponsored outdoor experiences within a designated interval (for example: every five years).

Similar programs could be developed for berries, herbs, fruit, wildlife, craft materials, nuts and vegetables.

Teaching Teams

Skilled individuals or teams could conduct the programs. Teams might include people from the forestry, fish, wildlife, water quality and cultural programs.

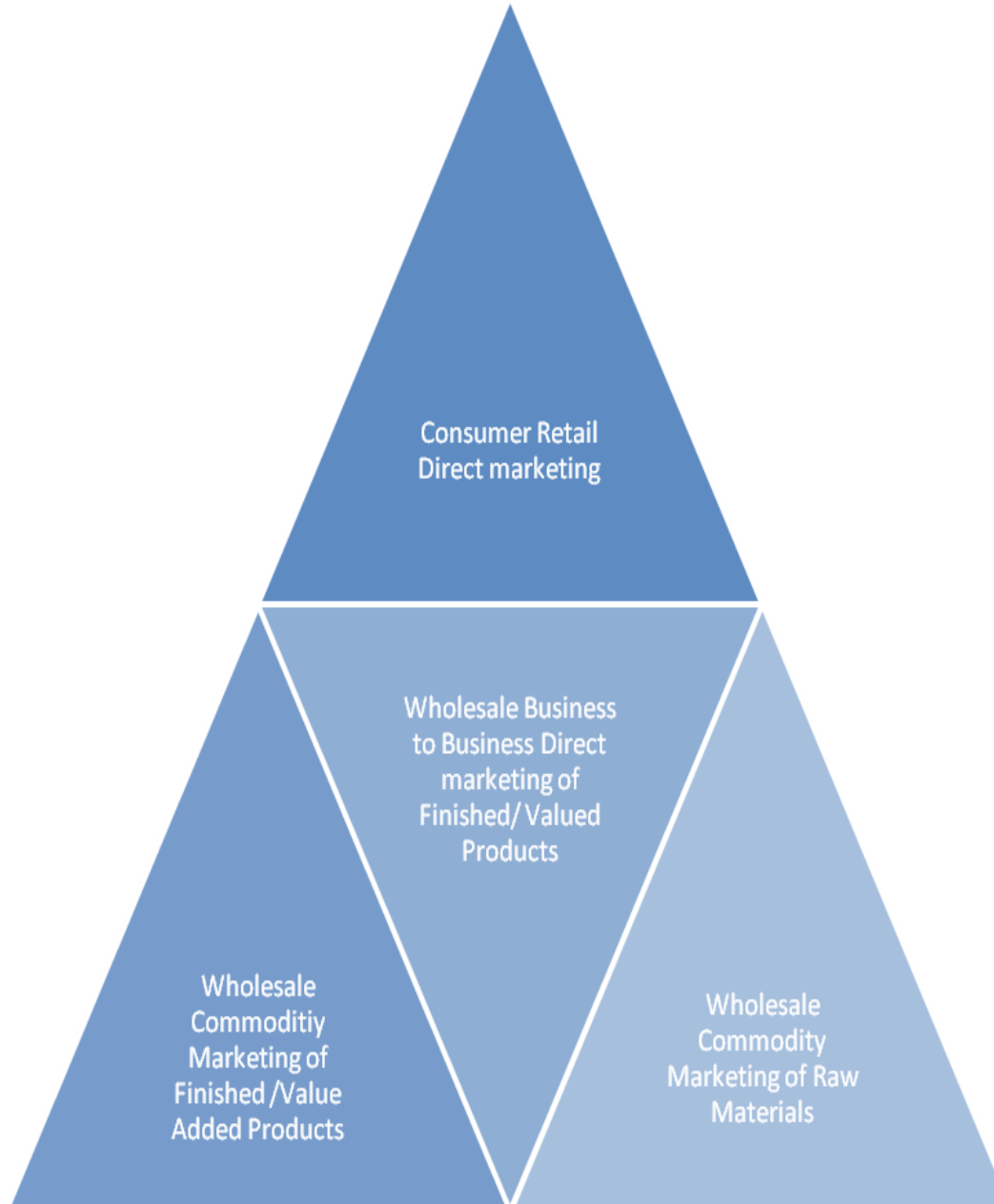
Interns

Provide summer jobs or internships for tribal college students.

Validation Authority

Ultimate Validation of Marketing Potential: Tribal government or designated committee(s).

CONSUMER ACCESS TO NTFPs



RETAIL CONSUMER DIRECT MARKETING

NTFPs available to any individual or family wishing to purchase directly from tribal business or individuals.

Restrictions

Purchase permitted only for personal use and not for resale.

Direct Marketing Efforts

NTFPs would be sold using any of the following direct marketing efforts:

Farmers markets, roadside stands, portable sales booths, portable market vehicles, internet websites, promotional catalogue, retail routes, or wholesale direct marketing to specialized business.

Example

Portable Farm and Forest Produce Stand. This could be a 1-ton truck remodeled to resemble a rustic farmers market or other theme. It would have cool and frozen storage capabilities.

The Portable Stand would take fresh and processed NTFPs harvested from Indian lands and waters.

Sales Locations

Organized farmers markets

Employee parking areas of local businesses and government offices

Festivals sponsored by Native Americans and communities

Public and Private Campgrounds

Products

Wild flowers, floral greens, Christmas wreaths, mushrooms, jams, jellies, teas, fruit leathers, fruit raisins, bentwood boxes, dried fish to complete freeze dried meals are just a few examples of the potential products.

Promotional Activities

All NTFP promotional efforts could incorporate information about Indian peoples and explain how the purchase of NTFPs benefits the people, the community and the natural resources.

Validation Authority

Ultimate Validation – Tribal governments, elders, and designated committee(s).

BUSINESS TO BUSINESS VALUE-ADDED PRODUCTS

NTFPs designed for marketing can be value-added products from joint marketing efforts with other non-native business.

Example:

Fresh salad mixes using native and cultivated plants. A joint marketing effort with Wholefoods Stores. Products would be labeled with information showing their origin, methods of gathering and processing, and cultural information regarding use.

Example:

Fruit Leathers produced using native berries. For example, a joint marketing effort with a fruit leather company like Stretch Island Fruit of Washington State could be organized. Products might have a special joint label or labeled with the name of the tribe e.g., "Makah Wild Berry".

Example:

Fresh and processed foods for catering companies and chefs of high quality restaurants located throughout the state and region of the producing Indian enterprise.

Validation Authority

The ultimate authority for validation for products as part of this level would be the Tribal Government.

WHOLESALE COMMODITY MARKETING

Businesses wishing a large volume of high quality NTFP that was produced in a sustainable manner with some value-added activities associated with its sale.

Labeling and Branding

NTFPs would be labeled to show that they were produced by an Indian community or enterprise for sale by the wholesale company.

Mass Production

Some NTFPs can be mass-produced. They would be of good quality, but not at the level of quality produced by a master craft person. This is where community commercial production facilities could be used most effectively. It is also an area where part-time and seasonal help might be most valuable.

Value-Added activities

The major value-added activities in this area will be:

1. Harvest and concentration of NTFPs – movement of product from the forest or sea to be processed.
2. Grading and scaling
3. Form change – fresh to canned, dried, or frozen
4. Labeling and Packaging – private labeling for companies
5. Storage – cool, freezer, heated, dry, high humidity
6. Transportation – movement to customers processing centers, ships, planes.
7. Guarantees and Insurance – assurances that the products will be reliably delivered as requested.
8. Financial Programs – providing investment and operating capital to support the start-up, production, and delivery of the products, including managing credit card purchases.
9. Health Permits – Certifying that product is free of pests and diseases.

Validation Authority

Ultimate Validation of Marketing Potential: Tribal Government

COMMERCIAL VENDORS

The Indian community has little or no involvement in any of the activities necessary to produce a final NTFP and deliver it to the ultimate consumer.

Space and Building leasing

An individual or company would lease the rights to harvest NTFPs from tribal lands or waters.

Least profitable

This option may be the least productive in terms of potential economic benefits to the Indian community.

Return on Labor

The greatest capture of income would be from company-established operations on the reservation that employed tribal members as much of the potential income from raw material sales to commercial vendors leaves the local community.

Example

Production of native landscape plants in a greenhouse and nursery environment by a commercial nursery wholesaler.

In addition to sales fees, production facilities would generate income through lease arrangement between company and tribe.

The management and marketing would be preformed in the company's home office.

Some small benefits

Free plants for reforestation

Used building when they company moves on