



*Management Team

- **Karen Eden & Larry Stranberg** - Community Futures – Cariboo Chilcotin
- **Kevin W. Davie & Marc von Der Gonna** - BC Community Forest Association
- **Brian McNaughton** - Federation of BC Woodlot Association
- **Gordon Borgstrom** - Provincial Government
- **Rhoni Whyard** – Project Consultant

*Project Partners

- Community Futures Development Corp. of Cariboo-Chilcotin
- British Columbia Community Forest Association
- The Federation of BC Woodlot Associations
- Cariboo-Chilcotin Beetle Action Coalition
- Southern Interior Beetle Action Coalition
- Omineca Beetle Action Coalition
- Pine Beetle Epidemic Response Branch, Ministry of Regional Economic & Skills Development
- Western Economic Diversification, Government of Canada
- Northern Development Initiative Trust (NDIT)
- Community Futures BC (for REDI-BC)

*What is the Project?

An interactive website that will:

- connect buyers and sellers of forest products.
- provide up to date information on availability of wood fibre.
- help bring businesses together creating relationships that will stimulate new opportunities to develop sustainable economic activities.

Getting the right log, to the right place, at the right time.

*Completed to Date

- Complete all 10 meetings across BC
- Developed the website prototype based on feed back
- Created a maintenance plan
- Developed a long term marketing plan

*Discussion Meetings

- McBride
- Mission
- Westbank
- Williams Lake
- Kamloops
- Sechelt
- Cranbrook
- Nelson
- Prince George
- Burns Lake



*What We Heard

Industry

- Shipping and trucking costs are too expensive.
- Shortage of trucks and shipping by train is unreliable.
- We are trying to look for niche markets but don't know where to look or what is needed.
- We don't have the cultural mind set to use wood.
- We need governance behind what we believe in.

Full summary at bccfa.com

*What We Heard

Website

- Keep it current
- Slow versus high speed
- Tech support
- Profile listings which include:
 - * Transporters, consultants, local service providers, contractors, consultants, suppliers, etc...
- Post current items to buy or sell
- Post annual capacity for future planning
- Robust search and sort capabilities
- Be able to group sellers together
- Email updates and notifications

Full summary at bccfa.com

*Still to Come

- Test market the website prototype – June 2011
- Website launch at UBCM – September 2011
- Ongoing marketing and promotion of the website
- Final reports

Continue to keep you informed
&
listen to your feed back and suggestions!

*Outcomes



* Identify Value Added Opportunities

- Research shows BC can increase the value generated per unit of fibre
- Leverage new opportunities with local businesses in mind
- Create a network of partners
- Create a strategy that works for today's market

* Encourage Strategic Partnerships

- Build local partnerships
- Look at new technologies
- Encourage you to build a plan that works for
 - You
 - Your partners
 - Your community
 - And today's market place
- Have a plan of action and act on it



Think about building your business with your community!

***Thank you for your time.**

Supported By:



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