



“Consumers want to connect with nature and want to know the story behind their purchases. Strong environmental practices and personal stories will be important marketing tools. Community forests can tell the public the story of the product from the tree to the finished product and how selling the product affects their community and the environment.”

Jennifer Gunter, Presentation to the Canadian Senate, November 2010



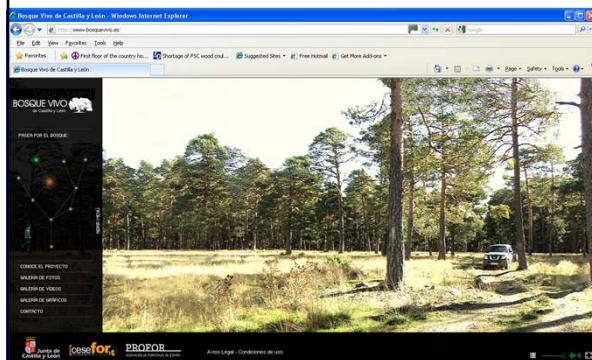
partnership development

- ### pilot project background
- ❖ It’s all about traceability and stories.
 - ❖ Experience in fisheries sector: thisfish.ca
 - ❖ Transfer and focus on forest-of-origin
 - ❖ Assess consumer response
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what will the website look like? here’s thisfish initial look:

...2 days muckup....thisforest.net

and the feel we will get to:



looking for pilot sites!

Pilot sites are being selected in partnership with the BC Community Forest Association, the Canadian Model Forest Network, and Ecotrust Canada.

We are looking for 1 or 2 Community Forests to be pilot sites this fall: Deadline July 1st to apply

Criteria for selection:

- a) simplicity of custody chain:
- b) expressed interest of CoC partners
- c) a reasonable diversity of product types between pilot sites (furniture, timber/lumber, specialty products).

contact

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Application Forms available at BCCFA AGM and by email

