



# INDIANA HARDWOOD STRATEGY

In partnership with



# STRATEGIC RECOMMENDATIONS

1. **Business Development** – strengthen Indiana’s existing hardwood industry through networking, technology and innovation, work with existing businesses on innovation and expansion in the industry, attract new companies to Indiana to increase capital investment, and build a workforce with the skill sets needed to support a growing hardwood industry by:
  - Networking across sectors to strengthen the hardwood industry
    - Promote the sourcing of local material
    - Work with existing industry to increase innovation and expand operations
    - Recruit new businesses into the state to fill voids in the industry
  - Connecting manufacturers to resources
    - Utilize the education system to promote the quality jobs available in the industry to increase the number of new workers in the field
      - Work with colleges, universities and trade schools
        - To promote programs currently available to support the hardwood industry
        - To develop training programs to support new technologies in the hardwood industry
  - Identifying uses for by-products by working with Indiana companies to:
    - Identify the types and volumes of by-products available
      - Promote and find new markets for existing products
      - Work with businesses, colleges and universities to identify technologies that will utilize by-products
  - Promoting Indiana’s transportation assets
    - Promote Indiana’s strength in transporting products through all modes of transportation
    - Highlight the changes Indiana has made to our weight limits that support the hardwood industry
  - Developing a “Connect App” for businesses, which will connect them to resources, suppliers and users
    - For business to business networking (Biz to Biz)
      - Identify the supply chain within each industry segment that businesses need to grow and expand
    - Linking to resources
      - Identify the resources available to assist companies with permitting, transportation, environmental needs, marketing assistance, and more
    - Linking to products
      - Help connect growers, harvesters and processors to all types of products for consumers and other businesses
2. **Education** – increase efforts to educate consumers and businesses on the sustainability of real wood; inform youth of the importance of the Indiana hardwoods industry, best forest

management practices, and sustainability of real wood; and work with landowners on proper management of forests by:

- Sharing the sustainability story of real wood
    - Promote the use of hardwoods to consumers
      - Explain the environmental savings of hardwoods over artificial products
      - Stress the importance of buying locally grown hardwoods
    - Build relationships between businesses to increase the value-added supply chain
      - Identify lost opportunities in the amount of raw material being purchased from outside of Indiana
      - Connect the suppliers to the users of the raw material and build upon the synergies in the industry
      - Develop networking opportunities between suppliers and users of the raw product
  - Developing a Mobile Education Center – Project Learning Tree
    - Form education committee to oversee the project
    - Write business plan, develop a budget and identify a timeline to implement the project
    - Identify the host agency and fundraising opportunities
  - Promoting the importance of properly managing the forests
    - Increase outreach to landowners on the importance of proper forest management
      - Include all sizes of forests
    - Develop material to promote proper forest management to the general public
      - Work with all generations to provide facts on proper forest management
      - Include a component that focuses on informing those who are not familiar with the importance of proper forest management
3. **Marketing** – develop an ongoing campaign to promote the quality of Indiana hardwoods and inform legislators of the importance of Indiana’s hardwood industry and what is needed to grow the industry in Indiana by:
- Promoting Indiana’s high quality products
    - To the industry
      - Especially to builders and architects so they will utilize more local products in their projects
    - To the general public
      - To increase the number of consumers who are asking for Indiana hardwood products
  - Informing legislators of the importance of the hardwood industry to Indiana’s economy
    - Prepare a general legislative information sheet
      - Highlight the economic impact of the industry
      - Promote the strengths of the Indiana hardwood industry
    - Customize the information sheet to address key issues in a timely manner