



The Virginia Grown Program

The Virginia Grown Forest Products program was launched in 2012 to better connect consumers and the forest products industry in the important areas of jobs, economic impact and the sustainability of our forests. By promoting the Commonwealth's \$23.4 Billion forest products industry, you are ensuring consumers know more about the forest products they purchase and use. Research has shown that a significant number of people are concerned about the sustainability of our forests and may turn from forest products for fear of depleting what, in reality, is a renewable resource.

Through a partnership of the Virginia Department of Forestry and the Virginia Department of Agriculture and Consumer Services, the Virginia Grown Forest Products program is designed to effectively brand these home-grown wood products and to reassure consumers that their purchases of products derived from locally grown trees are actually helping and not hurting the forests of Virginia. And, as you well know, healthy forests provide benefits for everyone!



For More Information

For more information about the Virginia Grown forest products program, please contact VDOF's Utilization and Marketing Manager or visit:

www.dof.virginia.gov

Western Region Office, Salem:

Phone: (540) 387-5461

Central Region Office, Charlottesville:

Phone: (434) 977-5193

Eastern Region Office, Providence Forge:

Phone: (804) 966-5092



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VDOF P00204; 05/2012

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VIRGINIA GROWN FOREST PRODUCTS

are Nature's Gift



Virginia Department of Forestry
www.dof.virginia.gov

The Forest Resource

Nearly two-thirds of the Commonwealth of Virginia is forested – that's almost 16 million acres of land! Healthy and productive forests can be harvested properly to provide more than 5,000 products (such as lumber, paper, furniture, firewood, chewing gum, maple syrup, etc.) that people use in their daily lives. Following the harvest, the land can be replanted with tree seedlings so that everyone can benefit from the forests of tomorrow.

Forestry is big business in Virginia. More than 144,000 people work in the forest products and related industries – that's 1 out of every 33 working Virginians. This economic engine is responsible for more than \$23 Billion in total economic output each year.

Most of Virginia's forestland (12 million acres) is owned by private individuals and families. These 373,000 private landowners are the primary stewards of this vital land, and the decisions they make affect all Virginians. Consulting foresters, timber buyers, loggers and other forestry professionals must work together with landowners to ensure there is both a steady stream of timber from which to make wood products and a ready supply of tree seedlings for replanting purposes. The Virginia Grown Forest Products program helps in that regard by letting consumers and forest product producers know that sustainable/renewable forests are the mutually beneficial goal.



Forest Products
are Nature's Gift

Promote
Healthy Forests

Use a Renewable
Natural Resource

Support
Local Businesses

www.dof.virginia.gov

How the Program Works

The Virginia Department of Forestry has a small number of promotional items that are available to help forest product producers and retailers inform and educate consumers about the benefits of buying locally grown and locally manufactured wood products. These promotional items include Virginia Grown price labels, window decals, vinyl banners, posters and temporary tattoos for children and adults. In addition, the Virginia Grown Forest Products logo is available for free on the VDOF website (www.dof.virginia.gov) to download so that you can create your own promotional signs and materials that support your information, education and marketing program. If additional funding is made available for this program, VDOF intends to offer more promotional materials to forest products producers so that the program can grow and expand.



How Can I Get Started?

If you are a forest products producer, manufacturer or retailer, simply go to www.dof.virginia.gov and click on the Virginia Grown Forest Products link. This portion of the VDOF website offers the opportunity to download the new logo for use in your marketing efforts. You'll also find the small catalog of promotional materials currently available to support your initiatives.