Ontario (any dimension, pressure treated and dried, rough or finished), cedar shingles, cedar wood chips and planks for barbequing, hard maple kitchen utensils, furniture, hardwood and softwood flooring, mouldings, baseboards and trim, exterior wood siding, wall paneling, roof trusses, fireplace mantels, kitchen cabinets, timber frame and log home building, jewelry and wonderful works of wood art.

The list continues to grow and the project has received positive feedback from many people surprised and pleased to see they have many local buying options and from producers who are proud of the work they do. The County of Renfrew hopes to raise the profile of the sustainable forest management that occurs in the Ottawa Valley and the level of employment that results from wood—in and out of the forest. It is hoped that a sense of community pride will be created in consumers with the ability to support the local economy through informed purchasing. The “100 mile diet” is certainly possible for many of our wood needs.

In the meantime, all the information collected so far is available on Facebook: www.facebook.com/OttawaValleyWood. Make sure to “Like” Ottawa Valley Wood to stay up to date when new producers are added!

Lacey Rose
County of Renfrew

OLD GROWTH + FORÊTS ANCIENNES

This piece was written over 85 years ago, and while the times may have changed the message remains much the same. Many of the image issues facing foresters and the forestry profession today are the same ones that were acknowledged in the earlier part of the 20th century. This article provides an interesting insight into our past, which is very similar to our present and, quite possibly, our future.

Vision in Forest Publicity
By R. M. Watt

The stride of our modern business world is a rapid one. Today is far ahead of yesterday. Yesterday’s publicity was merely the circulating of words on paper. Today’s publicity demands graphic presentation by word and picture. Forest publicity is no exception and must keep abreast of the times. If our forest publicity is to sell the idea of forest conservation, our copy must be in no way inferior to the business advertisement with which it competes for public attention. A glance at any first-class magazine will corroborate my statement that the business world is gaining public attention through its striking, unusual and distinctive presentation of the desirability of its products. Here, as in life, it is the survival of the fittest. Mediocre publicity is a waste of money.

Our product, the idea of forest conservation, unlike many commercial products, has year-round demand. It is fundamentally bound up with the industrial development of the nation and there is no season when we can afford to lose sight of this fact. Therefore the Canadian people should be shown that our forests are a permanent endowment of the nation and funds expended in their protection are in the nature of premiums only. We may enjoy today and a hundred years hence the security of our forest estate only in proportion to the extent to which we meet the premiums of this insurance obligation.

We should not be satisfied with merely saying parrot-like slogans. Repetition is excellent; but to be %100 effective, it must be supplemented by specialized publicity which attracts and interests all classes, all ages, and arouses a desire for action. A well-directed, continuous publicity programme is essential to the success of the
forest conservation movement and we, as foresters, should get the wider vision of the advantages that accrue from judicious publicity and realize that all phases of the work must be co-ordinated as a working unit. Successfully selling the idea of forest conservation means a bigger, brighter and prosperous business for our profession and for the nation at large, and by doing so the public may be trained to estimate the value of forest activities in terms commensurate with their value in the economic life of the nation; and furthermore, the problem of securing larger and more adequate appropriations for carrying on the work will be solved, and we will draw to the cause of forest conservation the biggest mind the nation has to offer. To get ahead in forestry we must depend on ability, training, experience, and up-to-date information. Knowing that publicity is of paramount importance to the attainment of our goal – “a forest wise nation” – it is obvious that our publicity practice should conform to the accepted modern requirements of business, and we should guard against the mediocre which spells lost motion in our stride for progress.

There are many ways through which the public may be educated to the necessity for forest conservation: the lecture platform, schools, churches, service clubs, exhibits at fairs and exhibitions, demonstration cars, theatres, and by actual contact of the public with our various forest services. We are in the unique position that to a very large extent much of our educational material may be handled cooperatively though various business agencies and clubs, if we are but alive to our opportunities.

To show how forest publicity can be made to conform to the essentials recognized by the business world, I shall summarize at this time one phase only, that of printed publicity and shall briefly condense essentials from the standpoints of appeal, circulation and media, colour, position, repetition and domination.

**APPEAL**

There must be a variety of appeals featured, as no one appeal will reach all ages and all classes. For example, aesthetic appeal is widely different from child appeal, just as the child appeal is widely different from the commercial appeal. The child appeal is in of the most outstanding appeals featured in modern business publicity day-to-day. The business world is playing strong for the child interest, realizing he is a future prospect. The child is our prospect as well. Will he not be a leader of thought and industry in a near tomorrow? Forest conservation is a big problem and must be sold to our present leaders of thought and industry. The appeal to them must show the dependence of industry upon the forest. With the above two groups shown, the child and the business man, a large influential sector of our population would be sold on forest conservation. These are but two instances of specialized appeal. There are many others, but let us consider the appeal for the public en mass. Specialists tell us that 70% of our buying population has the mentality of a youth of fourteen years. Therefore, our publicity for the masses must pass through this mental focus and of necessity the appeal must be non-technical, simple and clearly presented.

**CIRCULATION AND MEDIA**

Media must be chosen that will insure our publicity’s being seen by the prospect. No matter how wonderful the art work or how forceful the message, publicity is not publicity until it is in circulation. We have at our disposal space advertising represented by newspapers, magazines and outdoor advertising, and we have direct advertising represented by booklets, folders, blotters, enclosures, stickers and other printed pieces that may be sent direct to the prospect. Both types of advertising have their place in a well-planned programme. After selecting the medium that will cover the circulation our aim is to make the copy attractive and compelling, remembering always that it must compete for attention with attractive commercial copy in the same avenue of circulation. The reception depends largely upon appearance as well as what is said, and how it is said. A famous Chinese proverb says “One picture is worth ten thousand words”. Therefore by editing our copy with pictures, we can express many thoughts accurately, quickly and well. If posters are the medium, photographs may be posterized, thus omitting unimportant details and emphasizing only the selling point.

**COLOUR**

Colour for certain purposes is essential and should not be considered from the angle of first costs but from the standpoint of results. The attention-value of colour is much higher than that for black and white when judged from results, so the high cost of colour is a fallacy.
THE FOREST ON YOUR DESKTOP
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Supervisor, Guides Unit, Forest Policy Section, Ontario Ministry of Natural Resources
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POSITION
Our forest publicity must not be featured in the woods alone or be restricted to territory adjacent, but should be found where people are, in the busy places of the city, where it will gain prestige through position. To do this, it must be in keeping with its surroundings, i.e. posters for banks, schools and hotels would be essentially different in physical appearance and appeal than those designed for the highway or trail.

REPETITION
Repetition is the hammer of advertising and is necessary to drive home the message and fix it in the public mind.

DOMINATION
Our copy must be dignified and commensurate with the vital necessity of forest conservation, and must dominate public thought and action. To do this, we must know our prospect and tell our story in his language regardless how we would like to tell it.

Forestry is a young profession in Canada but it has a wide outlook, if we can but see it. We are, indeed, engaged in the biggest business of the nation. During the past year we have made many long strides in the progress of forest publicity, but “with wider view comes loftier goal”. The vision for the future is forest publicity that will rank second to none in effectiveness and will produce for forest conservation results comparable to those attained through modern advertising for modern business.

Collaboration is Key in Moving Forward
As the co-leader of the Canadian Wood Fibre Centre’s study – Petawawa Research Forest: Operational Biomass Harvest Trial within the Great Lakes St-Lawrence Forest, I wanted to send a letter to the Canadian Institute of Forestry to re-iterate my gratitude for the help which the CIF/IFC interns and other colleagues within the forest sector have provided to this project over the past two years. Below is an email which I sent to John Pineau this spring after the two years. Below is an email which I sent to John Pineau this spring after Loni Pierce and Vanessa Chaimbrone (CIF/IFC interns) responded to an urgent, last minute request for field help from Dr. Trevor Jones (Ontario Ministry of Natural Resources) and myself.

“Hi John,
I just wanted to send you a note saying thank you to the Canadian Institute of Forestry for once again providing support to Petawawa Research Forest: Operational Biofibre Harvest Trial within the Great Lakes St-Lawrence Forest.

Vanessa and Loni worked extremely hard, and caught on very quickly to the scientific methodology and protocols we were using for data collection, all while working under extreme weather and mosquito conditions.

Most of all, I was truly impressed on how quickly they responded to our request for help at the PRF last week. The professionalism they demonstrated continues to uphold the great commitment to partnerships which the Canadian Institute of Forestry is built upon and the dedication to forest research which binds us all together.

Once again “Thank you!” for the continual support of our project and the great work which the FRP/CEC/CIF continues to do.

I look forward to working with Vanessa and Loni again.

Cheers, Jeff Fera”

This truly is a great example of the support and dedication which this project has received from the Canadian Institute of Forestry and the other professional relationships built over the years by Dr. Suzanne Wetzel (Canadian Wood Fibre Centre), Dr. Trevor Jones and Al Stinson (Ontario Ministry of Natural Resources). This project may have never got off the ground without such a dynamic team and it is truly an example of how collaboration is the key in moving any research project forward.

From the onset this study was conceived and implemented collaboratively with the Ontario Ministry of Natural Resources (OMNR). It is one of four experimental biomass harvest sites which have been established in three other locations across central Ontario: Haliburton, Nipissing and Algoma forests. These biomass harvesting studies are designed to investigate the effects of an increased wood fibre utilization using partial harvest systems in Ontario. The Petawawa Research Forest (PRF) site is the only pine mixed-wood shelterwood harvest and is the largest of the four installations in Ontario. The PRF biomass harvest, in conjunction with the other research studies, will provide sound and defensible scientific support for policy and guideline development towards best management practices for increased utilization harvests in eastern and central Ontario.

Co-leading this project over the past two years has truly been a pleasure. It has been a great opportunity to learn from Al, Trevor, and Suzanne about developing and managing a project, as well as how to supervise a large team with diverse backgrounds and skill sets. This has truly been a team where colleagues continue to say “yes” to equip-