

Program: MDP 09/10

Project: First Nations Forest Products Research

Recipient: BC First Nations Forestry Council

EXECUTIVE SUMMARY

Building on preliminary findings from the previous year, the objective of this project is to further determine the degree of international market acceptance and opportunities for a BC First Nations Forestry Brand. The outcome of the research will determine the optimal branding structure and approach for First Nation wood products, the top target countries in the offshore markets and identify volume opportunities in the US.

This exploratory work will be continued to build relationships between BC First Nations and the Western European and US forest sectors. Focus will be on creating awareness of BC First Nations wood products capability with various sectors within the target markets.

Contact:

Albert L. Gerow, Director of Operations
BC First Nations Forestry Council
West Vancouver, British Columbia

Tel: 604.921.4488

Fax: 604.921.4401

Email: operations@fnforestrycouncil.ca

Website: www.fnforestrycouncil.ca