

Western Juniper Utilization Group 9:00 a.m. -12:00 p.m.

Participating in the meeting:

- In person: Tom Kelley (Neil Kelley Design), Martin Goebel (Sustainable Northwest), Johanna Brickman (Sustainable Built Environment Program BEST), Kathy Ferge (USDA NRCS), Lanny Quackenbush (OR DSL), Larry Holzgang (Business Oregon), Larry Swan (USFS), Lindsey Babcock (BLM), Marcus Kauffman (ODF), Matt Krumenauer (OR DOE), Patrick Shannon (Sustainable Northwest), Ron Saranich (USDA Forest Service), Ryan Temple (Sustainable NW Wood), Ted Mick (Latticeworks), Duncan MacKenzie (Consultant), Tom Fuller (Shiels Oblatz Johnsen), Rick Craiger (OWEB), Jon Tokarczyk (ODF), Emily Ackland (AOC)
- By phone: Brent Fenty (ONDA), Dan Nichols (Commissioner, Harney County), Glen Ardt (ODFW), Kendall Derby (In The Sticks), Scott Fairley (E. OR Regional Solutions), Tim DeBoodt (OSU Extension Service), Jim Wilson (JTS Animal Bedding)
- Staff: Beverly Stein, Pete Dalke, Lauren Beeney, Elizabeth McNannay, Heather Laird

Agenda

9:00 – 9:10 Welcome and Co-convenor Introductions
Tom Kelly and Martin Goebel, project co-convenors

9:10 – 9:35 Introductions and what you are working on in relation to juniper.
Project Team

9:35 – 9:50 Oregon Solutions Process
Beverly Stein, Oregon Solutions Program Director

The Oregon Solutions (OS) process looks to make a collective impact. The Oregon Solutions is part of the Oregon Solutions Network which also includes Oregon Consensus. <http://www.orconsensus.pdx.edu>

OS process is aimed at participants deciding on common actions, goals and vision that is reflected in a declaration of cooperation signed by all participants. The process is aimed at action and making it happen.

More information about Oregon Solutions can be found at <http://orsolutions.org>

Stanford Social Innovation Review listed five (5) characteristics of successful projects;

1. Common understanding
2. Leveraging. Looking at naturally reinforcing activities.
3. Continuous communication
4. Strong backbone organization
5. Shared measurement system

9:50 – 10:00 Agenda Review and WJUG Ground Rules
Elizabeth McNannay, Oregon Solutions Project Manager

10:00-10:15 How We Got Here
Emily Ackland, Environmental Policy Manager, Association of Oregon Counties
Lindsey Babcock, Biomass Stewardship Coordinator, Bureau of Land Management

Project began over a year and a half ago with the Counties in Eastern Oregon and the BLM working on sage-grouse habitat issues. The discussions centered around businesses using juniper and how to prioritize this type of economic development. Utilization of juniper drives rangeland restoration while providing jobs and economic development.

The BLM has worked extensively on mapping efforts and stewardship contracts.

10:15 – 10:45 Review Draft Project Outline
Pete Dalke, Project Manager, Oregon Solutions

There were several exploratory meetings with stakeholders to on juniper utilization. These meetings spurred the creation of the Oregon Solutions Sage Grouse Conservation Partnership <http://orsolutions.org/osproject/sagecon> and the Western Juniper Utilization Group <http://orsolutions.org/osproject/juniper>.

The following WJUG members are also participating in Sage Grouse Conservation Partnership: Kathy Ferge (USDA NRCS), Lanny Quackenbush (DSL), Matt Krumenauer (ODOE), Rick Craiger (OWEB), Emily Ackland (AOC), Brent Fenty (ONDA), Glen Ardt (ODFW)

The efforts and progress in juniper utilization are outlined in the project background sheet.

- **ACTION** Mapping. BLM is mapping juniper processing facilities/businesses. Problem exists with hosting at BLM. Map could change. It could be visual with a database. Johanna recommends exploring the Institute for Natural Resources for hosting site. Matt K. recommends the OSU Wood Innovation Center for hosting although they may have challenges with ongoing funding.

- Government. There should be effort towards adjusting the SAIF worker classification for harvesting and processing.
- Management/Harvest Guidelines. SageCon is dealing with fire and invasive species/
- Operator Certification. Marketing restoration juniper/How do you brand? Develop standard and marketing for sustainable harvest of juniper. There is a DSL program for juniper removal on state lands. Larry says that there should be a juniper utilization tool for rangeland restoration and not eradication. Some type of certification (grading?) of juniper from restoration projects needs more discussion.
ACTION Mission. Group should develop a long-term vision. Focus on restore and sustain.
- **ACTION** Land owner outreach. NRCS Sage Grouse Initiative (Zola) has information on connecting with landowners. Could be potential part of mapping and connecting landowners and businesses. Can NRCS share outreach materials with the WJUG? (Action item).
- Supply. BLM has awarded stewardship and service contracts. Some are out to bid right now. BLM is working to better assure juniper utilization is considered in developing and awarding these contracts. OWEB has 1,000's of acres restored and can put resources toward mapping those restoration efforts. Utilization also needs to be given more consideration in these projects.
- Processing. Ryan says that there is a lot of work to be done with grading rules and that there are some challenges. This is a research and development issues. It is also challenging because of the distribution issues and the lack of sort yards. Martin says that the group needs to figure out the juniper system and key what the key levels are to make juniper utilization bigger, better and stronger. Ryan indicated that the full utilization of the product stream will require a coordinated effort. This includes restoration activities in places.
- Utilization. Utilization could include ODOT post materials, rest areas, OR state parks and leveraging the affirmative procurement process. The development of a micro-lending/micro-grant process might also help.
- Education/Outreach. The juniper utilization effort needs branding across the State. Public service announcements are one avenue to explore.

10:45 – 11:30 Discussion and Priorities of Resources

*Elizabeth McNannay, Oregon Solutions Project Manager
Project Team*

- Funding. Strategy needs to be addressed for short and long term funding. This should integrate in the rangeland restoration and key components from the Governor's designation letter.
- Declaration of cooperation. This is the means to the end and not the end. There is a fear that the DOC will be signed and then nothing happens. Martin says that the group must determine priorities and what piece that each organization can commit to addressing. There must be a collective impact for the group to move forward over time.

Tom reminded the group that this process is a means to an end and focus on finding was to solve the juniper utilization problem. Johanna shared that she wanted to see concrete goals and a specific vision. There should be mutually reinforcing activities and back casting may help to create a vision for the next five (5) years. Martin is going to lead the framing statement with a focus on economic development.

- Marketing research. Matt said that there was no existing system for determining needs like logistics, new technologies and broader opportunities. There may be resources through the OSU Wood Innovation Center and Oregon BEST. The group should focus on how to establish the process and how can it be facilitated.
- Affirmative procurement. Lindsey said that the Federal Government has to fit under EPA for certified green products. There could be opportunities for getting juniper recognized by the EPA for inclusion. Marcus stated that the group could look at market opportunities like commercial firewood. The market opportunities could be divided into short and long term potential.
- Policy. Emily recommended a short document to give to legislators to review juniper utilization. Tom said that it is important to understand that there are a wide variety of different sites and it is important to understand the resource and how it is acquired.
- Supply. Rick shared that the supply folks and commercial utilization businesses need to understand each others differing needs. Rick said that the private sector needs to help with understanding demand. Kathy noted that private landowners were not represented in the group and that including the Oregon Cattlemen's Association or Farm Bureau might provide balance. Ryan said that the challenge is how to sell juniper from the landowner and that the process is complex. A sort yard may add value. Currently, juniper is largely sold to landscape/exterior market. OSU may be able to help with standardization. Marcus suggested that the group integrate the efforts of SageCon with understanding where to harvest. Patrick said that mapping could help indicate density near roads. Rick said that OWEB can provide mapping of where their activity will be over the next five years. Marcus said that the group should focus the long-term market and identify where the resource is.
- **ACTION** Larry recommended the group do a field trip to see the many types of juniper forest and the process of harvesting. The priority should be on defining available supply and merging opportunities with landowners.
- Marketing. Duncan said that the group should create a marketing story and that everyone shares and this will help spur success.

11:30 – 11:45 Where Things Live
Tom Kelly, project co-convenor

- Where could this live? Where do we find funding? Emily suggested Sustainable Northwest. Martin said that it was premature to ask that question and that the project might potentially live in 2-3 places.

11:45-12:00 Wrap up and Next Steps
Elizabeth McNannay, Oregon Solutions Project Manager

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Please take time to visit the Oregon Solutions Western Juniper Utilization Group website at:
<http://orsolutions.org/osproject/juniper>