

Western Juniper Utilization Group
1:00 pm – 4:30 pm

December 14, 2012

Bend Public Library
Brooks Room
601 NW Wall Street
Bend, Oregon 97701

Participating in the meeting:

In person: Tom Kelley (Neil Kelley Design), Martin Goebel (Sustainable Northwest), Marcus Kauffman (ODF Biomass), Emily Ackland (AOC), Lindsey Babcock (BLM), Kristy Swartz (BLM), Lanny Quackenbush (State Lands), Dan Nichols (Harney County), Gerard LeBreque (Joseph's Juniper), Dan Hilburn (OR Department of Agriculture), Ron Saranich (USDA Forest Service), Brent Fenty (ONDA), Kedall Derby (In the Sticks), Garth Fuller (TNC), Russ Deboodt (EDCO), Larry Swan (USDA Forest Service), Tim Deboodt (OSU Extension), Scott Leavengood (OSU Extension), Kim Story (Central Oregon Juniper), Phil Chang (COIC), Rick Craiger (OWEB), Michael Moore (National Wild Turkey Foundation), Terry Jones (National Wild Turkey Foundation), Jay Kerby (TNC), George Ponte (ODF), Ryan Temple (Sustainable Northwest Wood), Tom Fuller (Shield Oblatz Johnson), Duncan MacKenzie (Wood Siding System), Chris Perry (Wheeler County), Clark Jackson (Business Oregon)

Staff: Elizabeth McNannay, Heather Laird, Pete Dalke,

Meeting Notes

1:00 – 1:10 Welcome
Tom Kelly and Martin Goebel, project co-conveners

1:10 – 1:35 Introductions
Project Team

1:35 – 1:45 Oregon Solutions – Declaration of Cooperation and Letters of Commitment
Elizabeth McNannay, Oregon Solutions Project Manager

DECLARATION OF COOPERATION: The DoC is a non-legally binding agreement document in which project team members can memorialize their

commitments (i.e. a “written handshake”) to the project in a formal manner. The DoC demonstrates common ground among multiple partners and clear commitments to a shared purpose/goal. The document will highlight the problem or opportunity being addressed, identify a solution and identify the commitments made by team members. Background on the project, the Governor’s OS project designation, the players, and how they came together are also covered.

ELEMENTS OF THE DECLARATION OF COOPERATION

Project Description The project description frames the problem/opportunity and the scope of the project. It generally lists the agreed upon goals for the project and provides an outline of the strategy.

Objectives Objectives include specific tasks, who has agreed to complete the task, a target date for task completion, specific successes already achieved on the objective, and a progress measure or measures related to the objective.

Oregon Solutions Team Members The document will including affiliations and roles. It also covers structure, including any committees or sub-groups and project team ground rules.

Post Declaration of Cooperation This portion of the DoC addresses activities and accountability.

LETTERS OF COMMITMENT

Members of WJUG each provide a letter of commitment to be included in the DoC. The letter should outline each entity’s interest in the project, their contributions and their resource commitments. *The signatory on the DoC is not always the individual who has been sitting at the project team table. Often a higher-level member of an organization will be the one asked to sign.*

SIGNING CEREMONY

The signing ceremony will likely be in April of 2013 in Eastern or Central Oregon. The governor will be invited to attend. There will be press coverage of the event. Each WJUG member will have an opportunity to read their letter of commitment.

1:45 – 2:05

Framing Statement

Martin Goebel, project co-convenor

DRAFT FRAMING STATEMENT

The Western Juniper Utilization Group (WJUG) aims to engage and coordinate all stakeholders in the supply and market chains in an action plan that significantly advances range ecosystem restoration and sustainable economic opportunity/jobs in Oregon through aligned commitments.

WJUG will craft and sign a multi-party agreement (Declaration of Cooperation) that codifies the commitments made by all participating parties as they move forward together. It will describe the challenges and risks in creating a scaled-up Juniper bio-economy. The document will identify key technical, social and policy barriers that should be addressed along with recommended solutions.

WJUG members discussed the draft framing statement. Discussion focused on how to most accurately describe the juniper ecosystem, how to frame the second paragraph in a more positive light and how to best describe juniper utilization. The group offered a wide range of suggestions and Martin said that he would take these and synthesize them into a revised draft framing statement.

2:10 – 2:20 BREAK

2:20 – 4:10 Juniper Solutions and Resources
Elizabeth McNannay, Oregon Solutions Project Manager

The group discussed the four lines of business that were identified in the first WJUG meeting.

1. Management and supply
2. Demand and markets
3. Education and outreach
4. Funding

The group members participated in identifying barriers and solutions to the first three lines of business. After the discussion, team members identified up to three areas that they would be able to provide resources to help implement the identified solution. Team members also prioritized their resource commitments with a value of one to three.

MANAGEMENT AND SUPPLY

BARRIER	SOLUTION	RESOURCE
Regulation	Identify funder rules, regulations, OAR, ORS and develop a plan of action	Dan Nichols (1) Emily Ackland (1) Dan Hilburn (2) Lanny Quackenbush (2)
Lack of information on supply	A. Map resource, verify, disseminate information resource, feedback loop B. Common lexicon to describe log grade	Lanny Quackenbush (1) Chris Perry (2) Marcus Kauffman (2) Lindsey Babcock (3)
Lack of consistent access/no adequate roads in areas	Develop non-road alternatives and alternative harvesting techniques	Gerard LeBreque (2) George Ponte (2)
Lack of quality/quantity for biomass (Phase 1-3 assessment and prioritization)	A. Blend woods, test moisture content for pellets B. Growth yield tables	
Environmental process review and NEPA challenges	A. Programmatic/streamlined approach B. Agencies need funding C. Stewardship contracts D. Multiple contracts/large scale – N California EIS E. Start early in process F. Scientists coming together G. Community involvement	Emily Ackland (3) Brent Fenty (1) National Wild Turkey Foundation(1) Garth Fuller(1)

Locking in supply – lack of access and guaranteed supply	Policy work Log deck financing Economic accessibility Marketplace of available projects/harvest projects Supply clearing house Registry of suppliers/buyers	Martin Goebel (3)
Onsite uses/commercialization	Explore evaluation of on site uses	Kendall Derby (1) Larry Swan (3)
Matching land goals and harvest operations	Evolving standards, better communication, shared collaboration on lessons learned	George Ponte(1)
Difference in harvest management in phase 1-3 across landscapes and different scales	A. Case studies/communication B. Harvest trials C. Cost/other outcomes D. ILAP Project E. Better communication	
BLM/logs not used Lack of central information on where to find logs	Central database (NRCS working on) notify landowners	
Transportation- how to get to market/costs		
Understand outcomes of some kind of management, invasive species vs. good ones		Dan Hilburn (1)
Liability for range fires Landowners and BLM limited of fire fuels/funding	Policy/statutes Work with communities	Emily Ackland(2)
How to use and market juniper in stages 1-3	Gerard has expertise	Gerard LeBrecque(1) Clark Jackson(1)
Alignment of contractors/managers to clear value	Community clearinghouse Get contractors involved early in the process	
Treatment by output/agency is Measured by how much area treated	Executive	
Lack of workforce regulations/OSHA	Community colleges, COIC/Education and training, change state regulations	Kendall Derby(2)

DEMAND AND MARKETS

BARRIER	SOLUTION	RESOURCE
Lack of procedures	A. Determine top 5 list of	Clark Jackson(1)

	<p>what inhibits small business growth in Juniper</p> <p>B. Log deck financing</p> <p>C. Workforce development</p>	Duncan MacKenzie(2)
Lack of demand	Field trip – Western Red Cedar Research Western Red Cedar	Larry Swan(2)
Lack of marketing Marketing expense	Juniper brand Reevaluate/find customers Oregon wide/large organization Markets for small procures Marketing cooperative	Ryan Temple(1) Scott Leavengood(1) Kim Sherry (1)
Onsite juniper processing	Evaluate	
Lack of technical published design values and standards	Completion of necessary testing for different juniper products	Scott Leavengood(2)
No established market for all sizes of juniper		
Lack of equipment		
Lack of market promotion	Small business Resource Business coaching	Ron Saranich(1) Clark Jackson(3)
Financing for small producers	Taking to existing community banks, private equity firms, microlending programs	
Juniper is a young and emerging industry	Capitol needs, human resources Collaboration in industry/like OSU geographic	
Product development	Collaboration, geographic New products and promotion Scaling up existing products	Marcus Kauffman(1) Ryan Temple(3) Ron Saranich(3)
Lack of sustained demand Lack of restoration certification	Focus marketing on the story of juniper Restoration certification	Duncan MacKenzie(1) Garth Fuller(2) Tom Kelly(3) Tim DeBoodt(3)
More producers are involved Need to understand their needs	Compile list of producers	Tim DeBoodt(2)
New products for nursery industry	Tie into nursery industry Disease, moss, need control/research	Larry Swan(1) Chris Perry(1) Dan Hilburn(3)
Milling capacity	Raised garden beds	
Lack of info on viability of different markets	Segmented market analysis	Marcus Kauffman(3)
Ensure demand and market run in unison	Trade association/or group with agencies involved	Martin Goebel(2) Scott Leavengood(3)

		Chris Perry(3) Ryan Temple(3)
Complexity of restoration vs. forestry – always a new track of land		
Brand	Needs rebranding	
Lack of critical mass in market place		

EDUCATION/OUTREACH

BARRIER	SOLUTION	RESOURCE
Lack of budget and funding for outreach	Membership Dues Fundraisers Sagegrouse NRCS	
Easy to understand talking points, story, etc. The right story – solution	Identify audience and right language Media specialists, media campaign Right messenger/s Right messages (with care)	Martin Goebel(1) Rick Craiger(1) Tim Deboodt(1) Lindsey Babcock(1) Kendall Derby(3) Ron Saranich(3) Brent Fenty(3)
Campaign asking people to do x,y,z	Define the asks of the audience we are trying to reach	
Non issue for most of Oregon	Good messaging	

4:10 - 4:30 Wrap up and Next Steps
Elizabeth McNannay, Oregon Solutions Project Manager

Next meeting will be February 12th in Portland.

Oregon Solutions Project Manager:

Elizabeth McNannay

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Please take time to visit the Oregon Solutions Western Juniper Utilization Group website at:

<http://orsolutions.org/osproject/juniper>