

KEY QUESTIONS FOR WORKSHOP PARTICIPANTS

Preface

Branding and marketing of Tribal Forest Products (TFPs) can be viewed as part of a larger strategy to not only increase Indian presence in the marketplace, but also to educate the uninformed and increase tribal influence. TFP branding and marketing could prove valuable in advancing a variety of Tribal objectives such as restoration of ancestral forests, implementation of landscape-scale approaches to natural resource management, and the development of administrative and legislative policies. At its core, the primary objective for TFP branding and marketing is to heighten public awareness and appreciation of Indian management, stewardship, values, and knowledge.

The Study Team recommends that a low risk, proactive yet cautious, incremental approach be taken with TFP branding and marketing.

- TFP initiatives should be prioritized with respect to cost and the magnitude of potential benefits.
- A low risk approach would minimize the potential for harm to existing and long-term market prospects and help contend with shifting federal and state policies on complex matters such as climate change, sustainability, international trade, renewable energy development, and green building.
- A proactive approach would anticipate evolving opportunities and challenges for forest industries, such as certification, Non-Timber Forest Products, eco-tourism services, etc.
- Finally, an incremental approach would help ensure that TFP enterprises undertake initiatives for which they are adequately prepared in terms of experience, expertise, and capability. Because public perceptions will be influenced by experiences with “Indians”, it will be important for the actions of individual members to be coordinated and operate under a cohesive strategy. TFP branding and marketing strategies need to be well-informed and executed with consistency and caution.

KEY ISSUES

GENERAL STRATEGY

Does tribal leadership agree that a low risk, proactive yet cautious, proactive approach should be taken for promoting TFPs?

ITC's role:

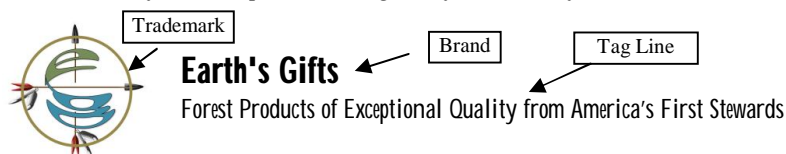
- *Play a primary role in facilitating dialogue, information sharing, and cooperative, collective action?*
- *Convene workshops to promote continued deliberation on strategies?*
- *Convene workshops for information sharing and critical discussion of policy implications of TFP promotion?*

BRANDING

Does tribal leadership wish to uniquely brand and trademark TFPs?

Should the emphasis be placed on supporting the development of national, regional, or enterprise-specific brands?

Should a TFP brand encompass only lumber and logs or should a generic brand be developed which could be used for other products (e.g., crafts, natural foods, ointments, ecotourism, etc.)? Example:



<i>Solid Wood Only</i>	<i>Variety of Goods and Services</i>
<i>Single brand and trademark directed at lumber and logs; could be used with regional tag lines</i>	<i>Generic TFP brand with tag lines Should an existing brand such as “Made by American Indians©” for food and crafts program offered through the Intertribal Agriculture Council be used for NTFPs or should a new generic TFP brand and trademark be developed?</i>

How should a TFP brand and quality standards be developed? (a) Tribal work team?(b) create an association or council to prepare a strategic plan?(c) hire a professional consultant?

Which enterprises wish to participate?

MARKETING TFPs

Does the sample vignette prepared by the Study Team adequately reflect the values and messages that should be conveyed?

Should Indian enterprises be responsible for marketing the brand individually or should a structure for coordinated market promotion be established?

<i>Individual</i>	<i>Collective</i>
<i>Should technical assistance be provided to help tell Indian “stories” in compelling ways and to develop a program of public information?</i>	<i>Should professional expertise be secured to develop a message that would appeal to the general public or target niche markets that are generally unfamiliar with the superior qualities of TFPs? Should a long-term program aimed at gaining access to international markets be developed to provide a measure of protection against economic downturns in domestic markets? Should a TFP association/council be created to promote TFPs? Should marketing networks be developed for NTFP’s to expand sales opportunities and provide access to expertise in product preparation and packaging? How would a TFP branding and marketing program be maintained? Seek on-going financial support from outside entities? Seek support for start-up with a transition to self-sustaining programs through licensing and distribution fees? Other?</i>

SELLING TFPs

Should individual enterprises be responsible for selling their forest products or should a structure for cooperative or coordinated sales be pursued?

If collective action,

Which tribal enterprises wish to be involved?

What products?

What administrative processes are needed to ensure equity in market access and capacity to deliver goods and services?

What type of structure should be pursued for cooperative selling of TFPs?

- *Clearing houses to help match producers and buyers, and sellers for TFPs?*
- *Trade associations, councils,*
- *regional/national cooperatives,*
- *contracted firms with existing expertise?*

Should an investigation be launched to pursue funding support to develop the details of organizational structures for selling TFPs?

Should ITC develop a framework and process to enable tribes to obtain the information needed to evaluate costs and benefits of alternative uses of logs (e.g., operating their own processing facilities, use of brokers rather than in-house marketing expertise, etc)?

Should ITC convene workshops to determine the reasons for the differences in stumpage revenues between tribes and neighboring public and private timberlands?

How would a cooperative sales program be sustained? Seek on-going financial support from outside entities? Seek support for start-up with a transition to self-sustaining programs through distribution fees? Other?

CERTIFICATION

Should an existing certification system be used or should a tribal certification system be developed?

<i>Existing</i>	<i>Collective</i>
<i>Should an outreach program be conducted to provide information about requirements, costs, and benefits of chain of custody and forest sustainability certification?</i>	<p><i>Which tribes wish to participate?</i></p> <p><i>Should a formalized system be established to guide government-issued certificates of sustainable forest management?</i></p> <p><i>Should ITC be the organizing authority for development of a tribal certification program?</i></p> <p><i>Should resources be sought to pursue the model for developing a new tribal certification system (Development, Peer Review) as presented by the Study Team?</i></p> <p><i>Should second party (i.e., tribal entities) or third party (independent) auditing be pursued?</i></p> <p><i>How should a tribal certification system be maintained and promoted for broad market acceptance?</i></p>

IMPROVING EFFICIENCIES AND COMPETIVENESS

Should a task force of tribal and BIA representatives be formed to identify opportunities and develop recommendations?

- *For increasing efficiencies and improving the capacities for tribal timber sales administration to increase stumpage returns and support tribal marketing and branding initiatives; and*
- *For better integrating forest management and forest products enterprise operations?*

NON TIMBER FOREST PRODUCTS (NTFPs) & ECOTOURISM

Should ITC become engaged in efforts to help brand and market NTFP-based enterprises or ecotourism?

If TFP branding is to include NTFPs and ecotourism, what is the best way to explore opportunities, costs, and benefits to promote exposure for Indian history, culture, forest products and enterprises?

ECOSYSTEM SERVICES

Should investigation of the potential for ecosystem services (e.g., carbon sequestration, conservation easements) be a priority for ITC?

Should ITC request a briefing from the USDA Office of Environmental Markets on the process and progress of the guidelines development for environmental services?

Should ITC be involved in guiding the research priorities of the USDA Office of Environmental Markets (e.g., current direction assumes disaggregation of discrete ecosystem services)?

Should ITC engage government agencies and non-governmental organizations in discussion of protection of ecosystem services through underwriting costs of Indian land re-acquisitions and expansion of long-term stewardship contracts on National Forests? (Under current assumptions of market potential for discrete services rather than system-wide valuation based upon stewardship performance, the environmental contributions of Indian management are discounted relative to other private and public landowners).

BIOENERGY

What relative priority (vis-à-vis branding and marketing) should ITC devote to development of biomass/biofuels enterprise opportunities?

Should ITC request a briefing from the US Energy Department's Office of Indian Energy Policy and Programs on efforts to develop forest-based renewable energy?

Should ITC prioritize legislative and policy development to promote forest-based energy from Indian forestlands?

Should ITC be involved in guiding the research priorities for renewable forest-based energy?