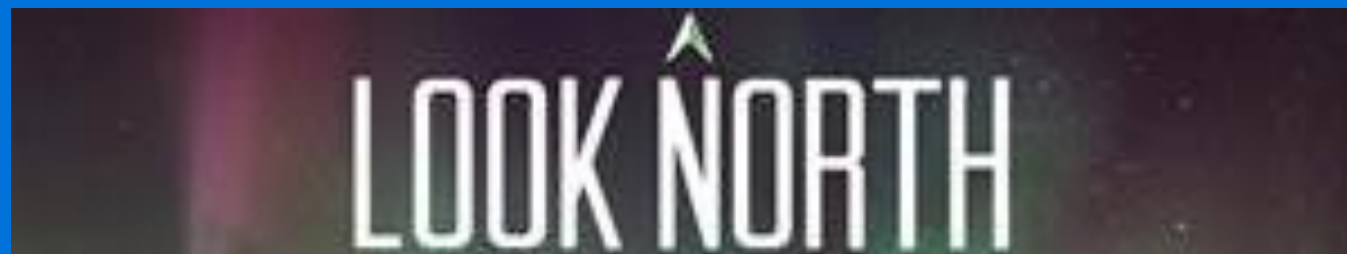


Look North Forestry Strategic Plan



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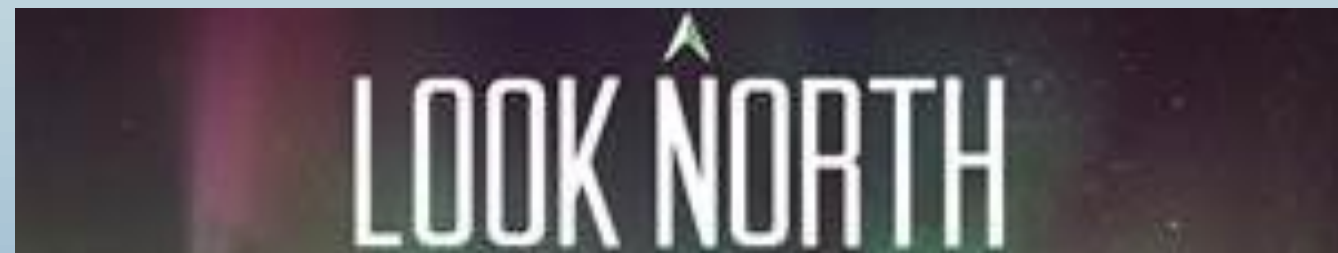
Background

- Process began with stakeholder engagement
- Engagement process included Large Scale Forestry, Small Scale Forestry, Government and Industry Associations, Non-Timber Forest Products and Trapping, Lodges and Outfitters, and Interested Northerners
- Their input was summarized into Challenges, Opportunities and Concerns
- The findings were then used to develop the Look North Forestry Strategic Plan

Look North Forestry Strategic Plan - 2020-2021

Vision - “Growing Northern Manitoba”

Mission - “Through leadership in community building, creating connections and business development we unleash the economic power of Northern Manitoba.”



Strategic Direction

The strategic plan will include 6 strategic goals and 9 objectives. The plan will include key actions for each objective used as a measure of performance for the executive and staff. This plan was developed based on the study done by W. Henderson Consulting and the finding presented in the Resource Stakeholder Engagement Report.

CEDF 2020/21 STRATEGIC PLAN

MISSION - “Growing Northern
Manitoba”

VISION - “Through leadership in community
building, creating connections and business
development we unleash the economic power

Strategic Goal #1 - Enhance the Large Scale Forestry Operations

Objective 1: promote the
Large Scale Forestry
Operations in the Look
North Region

- meet with local/
provincial government to
establish the potential
operating area available
for new business
- Research viability of
large scale forestry
operation
- Research the Trembling
Aspen Market (large
unallocated species)
- create a promotional
campaign for the “Open
for Business” slogan

Strategic Goal #2 - Enhance the Small Scale Forestry Program

Objective 1: Promote the
small, community-based
sawmill operations

- Create a promotional
package that can be delivered
in the Northern communities.
- Create a training package
that can be delivered to the
communities.
- Create a funding program
for the sawmill purchase and
operating
- Engage local business in
Thompson to market the
northern products
- Product assessment and
suitability study

Objective 2: To enhance the
local skills to support the
forestry operations

- Create a training package
that supports the local sawmill
operations including tree
identification, block layout,
road location etc
- Create a training program
for harvesting operations
- Create a training program
for reforestation (tree planting,
surveys, brushing)

Strategic Goal #3 - Enhance the Value-Added Forestry Sector

Objective 1: Enhance the By
Product from Sawmill
Operations

- Research pellets, siding,
fuelwood markets
(community sales)
- Create a training program
to run the by product
business
- Engage local government
to secure land tenure for
business operations
- Product assessment and
suitability study

Strategic Goal #4 - Enhance the Bio Fuel Resource in Northern Communities

Objective 1: To create a Bio
Fuel program for Northern
Manitoba

- Research the existing Bio
Fuel Projects (costs,
resources needed,
successes)
- Engage the Northern
Communities in the Bio Fuel
options
- Research funding options
- Product assessment and
suitability study

Strategic Goal #5 - Enhance the Non -Timber Forest Products Program

Objective 1: Promote local
NTFP businesses in the
Look North Region

- Create a marketing
campaign for the NTFP
businesses
- Create market place for
local businesses to sell
products

Objective 2: Grow the NTFP
business opportunities

- Research new
opportunities (what are other
regions doing)
- Create an easily accessible
funding program for business
- Create a training program
for starting a new business.
- Engage the local
government in the NTFP
opportunities
- Create a package that
provides businesses with
government contacts, forms,
and process information
when applying for permits
- Product assessment and
suitability study

Strategic Goal #6 - Enhance the Communication with Resource Users and Government

Objective 1: To enhance the
relationship between resource users
and local government

- Create a directory of local/
provincial government resources
- Engage the local government in
the Look North Strategic Plan
- Create a map of existing forest
users and land title holders,
- Research new funding
opportunities for the North
- Investigate resource revenue
sharing options

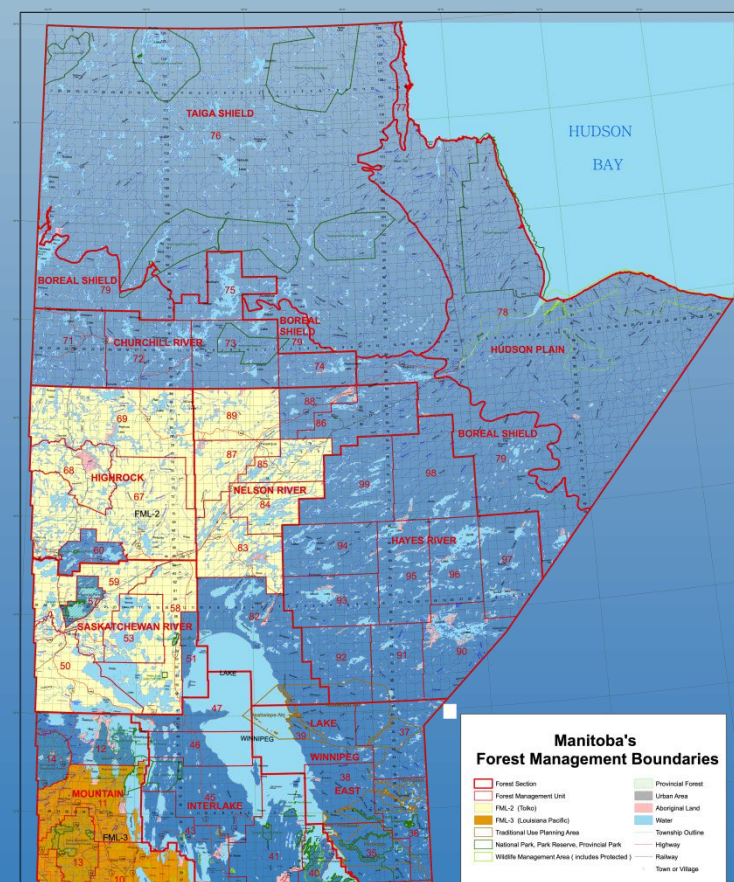
Objective 2: To enhance the
relationship with Indigenous
communities

- Engage the communities in the
Look North Strategic Plan
- Create workshops to promote the
small scale forestry program,
NTFP
- Engage the Indigenous
communities on significant cultural
activities that can be incorporated
into the NTFP program

Strategic Goal #1 - Enhance the Large Scale Forestry Operations

Objective 1: promote the Large Scale Forestry Operations in the Look North Region

- meet with local/provincial government to establish the potential operating area available for new business
- Research viability of large scale forestry operation
- Research the Trembling Aspen Market (large unallocated species)
- Create a promotional campaign for the “Open for Business” slogan.



Goal #2 - Enhance the Small Scale Forestry Program

Objective 1: Promote the small, community-based sawmill operations

- Create a promotional package that can be delivered in the Northern communities, consisting of set up, purchase costs, operating costs and labour requirements.
- Create a training package that can be delivered to the communities, including setup, milling, and marketing.
- Create a funding program for the sawmill purchase and operating
- Engage local business in Thompson to market the northern products
- Product assessment and suitability study



Goal #2 - Enhance the Small Scale Forestry Program

Objective 2: To enhance the local skills to support the forestry operations

- Create a training package that supports the local sawmill operations including tree identification, block layout, road location, and harvesting techniques.
- Create a training program for harvesting (Cut and Skid operations).
- Create a training program for reforestation (tree planting, surveys, brushing)





Strategic Goal #3 - Enhance the Value-Added Forestry Sector

Objective 1: Enhance the By Product from Sawmill Operations

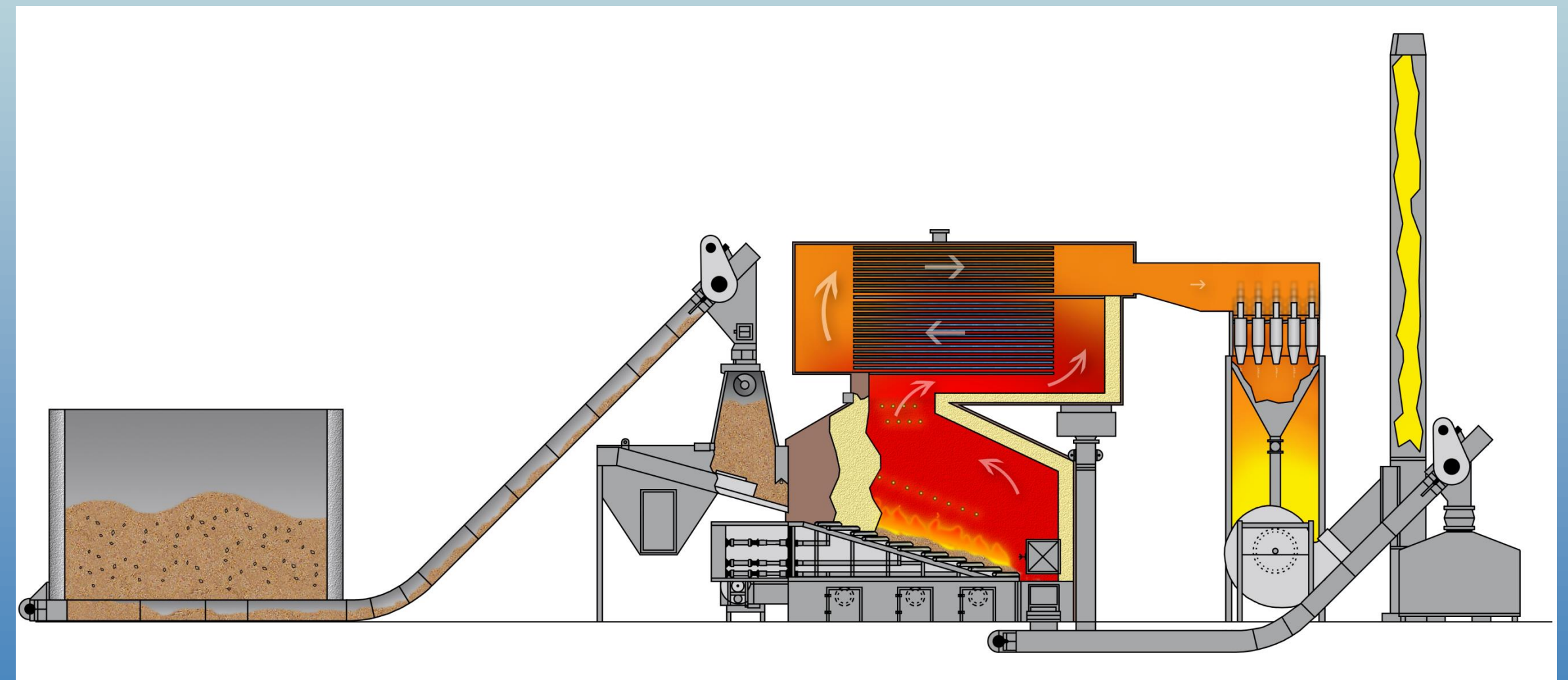
- Research pellets, siding, fuelwood markets (community sales), shavings
- Create a training program to run the by product business
- Engage local government to secure land tenure for business operations
- Product assessment and suitability study



Strategic Goal #4 - Enhance the Bio Fuel Resource in Northern Communities

Objective 1: To create a Bio Fuel program for Northern Manitoba

- Research the existing Bio Fuel Projects (costs, resources needed, successes)
- Engage the Northern Communities in the Bio Fuel options
- Research funding options
- Product assessment and suitability study



Strategic Goal #5 - Enhance the Non -Timber Forest Products Program

Objective 1: Promote local NTFP businesses in the Look North Region

- Create a marketing campaign for the NTFP businesses
- Create market place for local businesses to sell products

Wildrice



Birch Furniture



Christmas Decorations



Pine Furniture



Strategic Goal #5 - Enhance the Non -Timber Forest Products Program

Objective 2: Grow the NTFP business opportunities

- Research new opportunities (what are other regions doing)
- Create an easily accessible funding program for business
- Create a training program for starting a new business.
- Engage the local government in the NTFP opportunities
- Create a package that provides businesses with government contacts, forms, and process information when applying for permits
- Product assessment and suitability study

Birch Syrup.



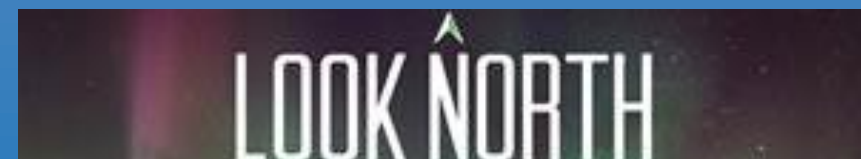
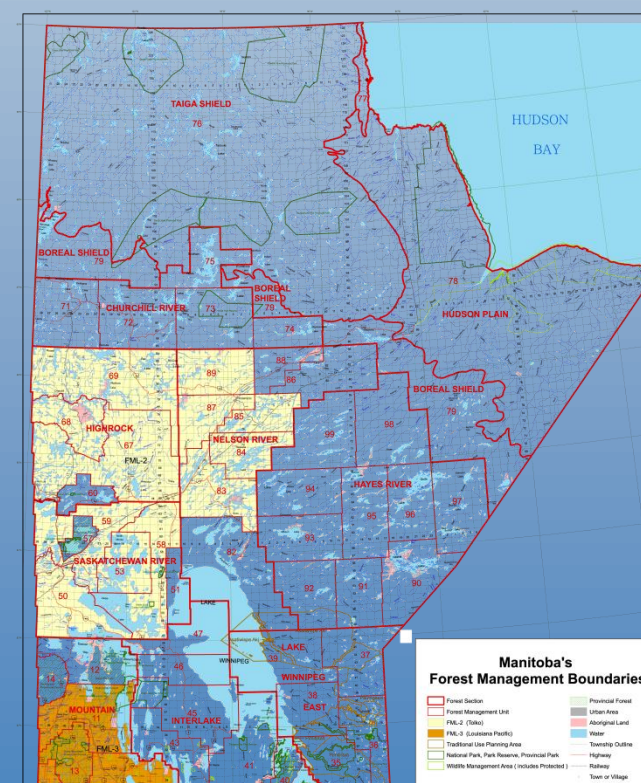
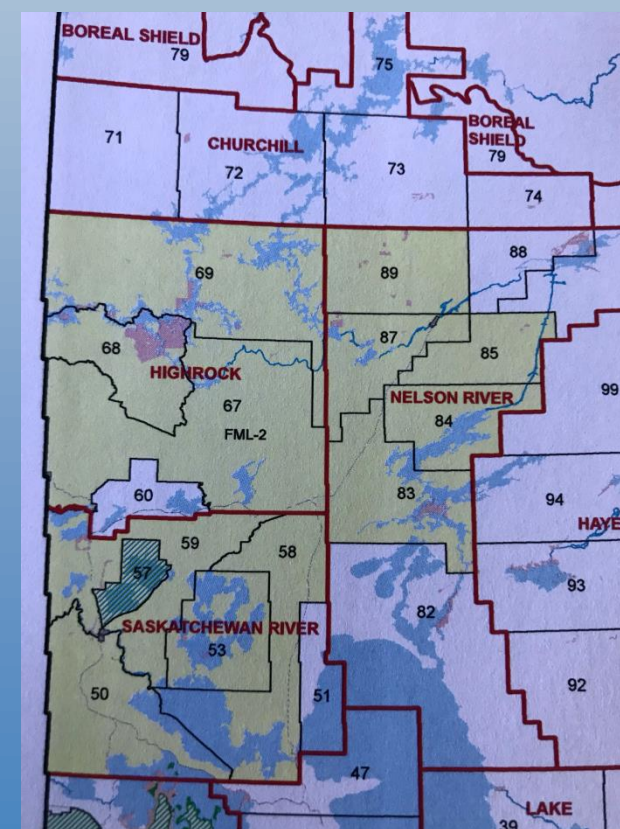
Morels



Strategic Goal #6 - Enhance the Communication with Resource Users and Government

Objective 1: To enhance the relationship between resource users and local government

- Create a directory of local/provincial government resources
- Engage the local government in the Look North Strategic Plan
- Create a map of existing forest users and land title holders, (what's available for new business opportunities)
- Research new funding opportunities for the North (Federal and Provincial grants)
- Investigate resource revenue sharing options



Strategic Goal #6 - Enhance the Communication with Resource Users and Government

Objective 2: To enhance the relationship with Indigenous communities

- Engage the communities in the Look North Strategic Plan
- Create workshops to promote the small scale forestry program and NTFP
- Engage the Indigenous communities on significant cultural activities that can be incorporated into the NTFP program



Questions

