



PROMOTING FORESTS, THE PRODUCTS THEY PRODUCE, AND THE PEOPLE THAT DO IT

Evaluating the success, or the lack thereof, of a particular industry is complicated, especially when it is extraordinarily diverse. Everyone seems to have their “go to” publications or reports that they read that provide market indicators for the foreseeable future. Forest products, like grade lumber, industrial lumber, railroad ties, charcoal, and many others all have different market futures, but generally speaking could all benefit from promotion. According to websters, promotion is defined as an “activity that supports or provides active encouragement for the furtherance of a cause, venture or aim”. What sector of our industry would not benefit from promotion, regardless of current markets?

I believe that public awareness, among both children and adults, is at an all time low regarding forest management and forest product utilization. This feeling is purely anecdotal, but I do enough school programs to understand that kids have little understanding where wood products come from and generally oppose using them. As the kids become adults their “life” choices that could include a wood product, like real wood flooring versus some type of composite, become driven by social media, economics, and doing whatever is easy. Many, many people, for example choose “man-made” materials that are derived from non-renewable products over real wood because they feel it is better for the environment. They understand that real wood comes from trees but have little understanding of how plastic is used to produce a product that looks like wood. Many people do not understand how using wood products drives the forest management process ensuring healthy, sustainable forests for generations to come. The disconnect between wood products and forest management is huge and we must find ways to educate the public about why choosing real wood is best versus non-renewable alternatives.

MFPA has received a grant from the state of Missouri to develop a promotional campaign for Missouri forest products. For the first time we have the funds available to work with a professional PR and multi media firm to develop strategies that highlight Missouri forest products and how they result in a healthy and sustainable forest. Many members of MFPA’s board of directors spent a full day in St. Louis working to develop a “message map” that will be used by our PR team to design strategies for promoting our industry. Don’t be surprised if you receive a phone call over the next few months seeking permission for a video shoot or an interview to be used in the campaign. We will be developing televiaion, radio, and social media spots that will be distributed all across Missouri and the Worldwide Web.



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WELCOME NEW MFPA MEMBERS

Company: County Fuels LLC

Contact: Jason Rowden

Phone: (573) 247-6386

Email: office@countyfuels.com

County: Shannon

Website: www.countyfuels.com

Company: Paradise Tree Farm

Contact: Greg Elson

Phone: (660) 998-0613

Email: treefarm0001@gmail.com

County: Linn

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2024 WINTER MEETING JANUARY 9-10

***Courtyard Marriott
Jefferson City MO***

- Committee meetings
- FFA Forestry Contest
- Speakers
- Membership Dinner
- Breakfast with Legislators
- Voice industry concerns

Join us!

CERTIFICATION & EDUCATION



Mark McCarthy



Area Meetings serve several purposes. To some, it's a way to catch up with our partners. Learn what's going on statewide, and in our backyards. For others, it's a way to get a Continuing Ed credit towards PTH certification. For everyone, it's a great way to socialize with people in the industry...oh yeah, and there's a free meal.

Over the past month or so, we hit the road. We visited St. Joseph, Springfield, Kirksville, and Van Buren. MFPA Director, Brian Brookshire discussed a new program that will promote the forest products here in Missouri. Keep your eyes and ears open for some new advertising. MDC's Mike Morris handed out free copies of the new Timber Products Output study. The TPO lets us know what, and how much has been cut. It's also where we see the industry brings in \$10 Billion to the state's economy. We also heard from representatives from MFA Oil about just how easy it is to take part in the newest benefit for MFPA members. All you need to do is sign up through your local MFA Oil office, or representative. Just tell them you are an MFPA member, and immediately you will be eligible for fuel and lubricant discounts. You will also be eligible for fuel and lubricant testing, so you can keep your equipment working at it's best. There are also advertised specials discounts you will qualify for.

The meetings were well attended. The information was good, the conversation was lively, and the food was tasty. See what you missed? Make sure to catch the next one in your area. Don't forget...it's also a great way to get your CE credit for PTH.



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INSURING YOUR SUCCESS

2024 MFPA Winter Meeting & Legislative Breakfast

January 9 & 10

Please join us January 9-10 for our 2024 Annual Winter Meeting at the Jefferson City Courtyard Marriott! Several committees plan to meet on Tuesday including Forest Health, Governmental & Public Affairs, PAC, Education and Technical Services, and MLC.

Tuesday evening MFPA will host a reception and dinner at Courtyard Marriott Jefferson City. Wednesday morning Missouri Forest Products Political Action Committee will host the Annual Legislative Breakfast at the Capital Building. Missouri State Legislators are invited to meet the leadership and members of the Missouri Forest Products Association over breakfast. This is an opportunity for MFPA members to talk with our elected officials and reinforce the importance of the forest products industry to the state of Missouri. Please plan to attend the MFPA Winter Meeting and Legislative Breakfast and help us promote the importance of our legislative agenda for 2024.

LODGING

Lodging is **not included** in the meeting registration fee. Hotel reservations are made directly with the Courtyard Jefferson City by calling Marriott reservations at (800) 321-2211 or (573) 761-1400 and ask for the special rate of \$ 136+tax for MFPA.

Please reserve your room by December 9th to receive MFPA rate.

THE HOTEL IS CONVENIENTLY LOCATED WITHIN WALKING DISTANCE FROM THE CAPITOL.

MFPA Hosts FFA Forestry Contest at 2024 Winter Meeting

Missouri Forest Products Association is collaborating with MO FFA to sponsor the Fall Public Speaking Competition. This is the first time for our association to be a part of the competition. It is a great opportunity for MFPA to reach out to young leaders across the state and allow them to present a speech on a topic that pertains to our industry. The students will be competing at the Area and District Level with one student from each of the six FFA Districts advancing to the State Competition. The State Competition will be part of the MFPA Winter Meeting. The students will present their speeches on January 9th to a group of judges. The students and their advisors will be joining us for lunch where they will be introduced and the winners announced. The 1st place winner will present their speech at the evening dinner. We are looking for sponsors to cover meals for the students, advisors, and parents. We will also be reaching out to people for judges at the District and State level. Thanks in advance for supporting this event and encouraging young learners that are advocating for agriculture.

2024 WINTER MEETING REGISTRATION

DEADLINE JANUARY 4TH

NAME _____

COMPANY NAME _____

SPOUSE/GUEST NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____

EMAIL _____

TOTAL ATTENDING:

#____ RECEPTION & DINNER

REGISTRATION FEE: \$120.00 PER PERSON

#____ LEGISLATIVE BREAKFAST (STATE CAPITOL)

HOSTED BY THE MFP PAC

SPONSORSHIP OPPORTUNITIES

Sponsors will be recognized in the agenda, at the meeting, and in the January Newsletter

Governmental Affairs Committee Meeting Sponsor
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\$400 each Co-Sponsors \$400 _____

TOTAL Registration and Sponsor \$ _____

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Congratulations Leah Thompson!!

Leah won the bronze metal at that National FFA Forestry Public Speaking Competition! After winning the state competition at the 2023 MFPA Winter Meeting, Leah was honored to be Missouri's delegate to the 96th National FFA Convention for Prepared Public Speaking, Forestry. It was a great opportunity to talk about Missouri forestry and advocate for our industry. Thanks to everyone for their support and encouragement. Leah's family owns and operates Cedar Creek Hardwoods, Inc. in Fredericktown, MO.





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