

(At least)

# *51 Ways to Promote and Sell Forest Products*



## Lower cost, lower effort

- Introduce product to neighbors
- Introduce product to family members
- Partner with a maple producer / retailer
- Include information at end of every e-mail message
- News release to media - especially seasonal

## Lower cost, higher effort

- Sell through gift shop at nature center or museum
- Offer a tour of woodland to public / open house
- Sell through a winery
- Participate in community festival with an educational display (Earth Day, summer fest, farm festival)
- Sell through a farm market
- Join a flea or community market



- Participate in shopping center event (science day, kids day, etc.)
- Sell through a health food store
- Develop a cooperative of several forest product growers
- Market as a local product at tourist destination
- Meet with restaurant chefs for product tasting / introduction
- Sell through local hearth shop
- Meet with catering service and ask about supply of local



and fresh product

- Use product as fundraiser for local charity (church, humane organization, environmental center)
- Sell at local college - festivals, parent's weekend - as dorm decoration, special food, etc.
- Special sale to a club - Audubon chapter, sportsman's club, NYFOA members, etc.
- Sell to a private school for supplies or addition to menu
- Contact art teachers and supply them with natural materials
- Develop relationship with log home dealer, real estate agent, or mobile home business to supply "welcome" gift
- Presentation to civic groups (Rotary, Lions, etc.)
- Special product for senior apartment dwellers
- Join with local greenhouse or u-pick farm
- Supply day care center with natural materials for crafts
- Provide natural materials to candle makers
- Supply historical or reenactment groups
- Materials for carvers
- Supply for local florist or sell through florist
- Contact massage or therapeutic centers - aroma, natural materials, etc.
- Investigate herbalists and find out if natural herbs will fit their practice
- Teach a class through continuing education, Extension, or community college
- Sell to an artisan cheese maker
- Supply microbrewery, cider mill, or supply store for beer and wine makers.
- Sell offspring of plants / shrubs at plant sale
- Supply other forest product growers / collectors



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**GINSENG**

Our New Price List on  
**GINSENG**  
Is Now Ready!

Our prices on wild root are way up but the prices we are quoting on cultivated root break all records.

WRITE YOUR OFFERING AT OUR EXPENSE.

WE ALSO BUY GOLDEN SEAL

Send postal for new price list--IT IS FREE!

**STRUCK & BOSSAK, Inc.**  
148 West 28th Street NEW YORK CITY

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### Higher cost, lower effort

- Give product as gift with information
- Simple classified ads in urban paper
- Donate to a charitable auction
- Brochure at local hotel or tourism center rack
- Small ad in NY Forest Owner, Farm Bureau newsletters, Adirondack Life, etc.
- Regional produce or farm product auction sales

## Higher cost, higher effort

- Promote / sell on web site
- Kiosk or stand at a mall or shopping center (go for off season)
- Sell through a local food cooperative
- Attend a forest product trade show / farm show
- Host a tasting event



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