

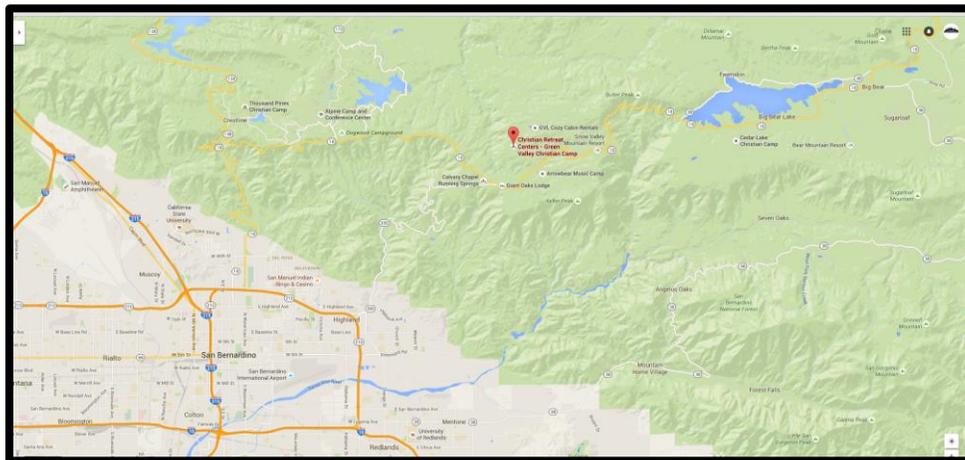
# 2016 SAN BERNARDINO FORESTRY CHALLENGE FOCUS TOPIC QUESTION

## Introduction:

The focus topic for 2016 is ***Creating a Business Plan for Non-Timber Forest Products at Green Valley Lake Christian Camp (GVLCC)***. Students will explore and identify non-timber forest products that exist on the GVLCC property, and create a plan to harvest and market the product(s).

## Location:

The GVLCC property is located on Green Valley Lake Road, about 5 miles from Running Springs and about 2 miles from the community of Green Valley Lake. Maps of the property are provided on the flash drive.



## PAST Property History

This 300-acre parcel of private property was owned and operated as a Boy Scout Camp from the 1950's to the early 1980's, when it was purchased by the Calvary Chapel Costa Mesa. Between the late 1980's and 1994, the old buildings were demolished and the log structures you see here today were built. The Camp opened to guests in 1994.

Shortly before opening (March 1993), the camp created a Stewardship Plan, prepared by a Registered Professional Forester. The Plan includes “stand” data, landowner goals, and prioritizes steps needed to maintain and enhance the forest health of the property. Portions of the original plan are included on the flash drive. This document enables GVLCC to be eligible for government grant funding to do vegetation work. Grant funding paid for a treatment, completed in the late 1990’s, which consisted of cutting and removing small trees and pruning lower branches on larger trees to decrease fuels and reduce the risk of damage from a wildfire.

Between 1999 and 2003, severe bark beetle infestations in this area killed some of the trees scattered throughout Camp property. The dead trees were cut and removed in an entry in 2005. Then, in 2007, the Slide II Fire burned a total of 12,759 acres, and a large portion of the Camp was burned, some at high intensity, and some at low or medium intensity. In 2009, as in 2005, the majority of the dead trees were cut and removed, that being the third and last entry during the current ownership. Evidence of the fire is easily seen, with many trees having charred bark.

### **Summary Timeline – From European Settlement to Present**

Late 1800’s / early 1900’s – extensive logging, with large old-growth and some smaller trees selected (“high grading”)

1950’s – land purchased by the Boy Scouts and used as a camp

1970’s – sanitation and salvage timber harvest

Early 1980’s – property purchased by Calvary Chapel

Late 1980’s to 1994 – buildings demolished/current buildings built

1992 – Stewardship Plan created

Late 1990’s – grant funded treatment (removal of ladder fuel)

2005 – bark beetle killed trees removed

2009 – fire killed trees removed

2016 – addendum to stewardship plan for non-timber forest products

## **PRESENT - Current Property Use**

The stewardship plan states “The overall goal for the property is to maintain a healthy forest environment, enhance its diversity, and enhance aesthetic values for the utilization and education of its guests.” As a recreational facility, the primary goal of the landowner is to support the ministry of the Calvary Chapel of Costa Mesa. Forest management activities on the property need to be compatible with its primary use and conducted without distraction to camp guests, while at the same time maintaining a healthy forest, which is one of the primary reasons people come to the Camp in the first place.

Most of the guests come for youth summer camp and for weekend retreats throughout the year. The facility’s “down time” is between mid-November and the beginning of January, and mid-week from September through May. Some employees are seasonal, but could be retained in “down times” if there was other work to do.

With the closure of all large-scale sawmills in Southern California, and the nearest sawmill a 4-hour drive one way, timber harvest is no longer a practical option, since the expense of hauling logs is greater than the potential profit from the timber. There are still some small operating sawmills in SoCal, but their output is focused on pallet production and other minor product production not associated with structural lumber products. If there is to be any monetary value gained from the property to enhance the income for the Camp, it must be done with non-timber forest products. The Stewardship Plan does not address non-timber forest products, and there is no business plan in place for potential income from non-timber forest products. It is time to create one.

## **FUTURE – How to Market Non-Timber Forest Products**

The marketing of non-timber forest products can be placed into three categories: passive, external on-site, and internal on-site.

Passive marketing means harvest and selling products through a wholesale dealer or by mail order. For example, the website “Etsy” lets vendors market and sell their products online. If GVLCC were to market through Etsy or a similar site, there would be no need for buyers to come to the Camp. The Camp sees this method as the most compatible with the property’s current use.

External on-site marketing would involve setting up a retail stand at the Camp’s entrance to market products on a seasonal basis. This method is less stable and depends on the availability of the products being marketed and the amount of drive-by traffic the Camp would have when the product is available. The Camp views this method as possible, but not necessarily ideal.

Internal on-site marketing means that the customer would enter the Camp property to buy the product, possibly collecting and/or harvesting the product themselves. There is an increased liability for the Camp in this situation, and the likelihood of incompatibility with the Camp’s primary purpose, as well as safety considerations when youth campers are present. The Camp would most likely not prefer this method unless the customer were also the Camp guests.

There are many items in the forest at GVLCC that could potentially be marketed and create income for the Camp and/or its user groups. These items include:

- Cones
- Branches such as manzanita for “gift trees”
- Solid pieces of wood for specialty woodworking
- Tree rounds for home décor
- Pine needles/straw
- Wood chips and shavings
- Bark for landscaping
- Foliage for crafting such as wreath-making

The best options for non-timber forest product development will combine plentiful and sustainable products with a strong market demand and the means to manage and harvest the product with the current Camp staff and customer base.

**Fieldtrip:** On Thursday, November 10, you will tour the GVLCC property, making stops at several locations. Refer to the map provided to see where the tour stops and data collection areas are located on the GVLCC property. Topics for discussion include forest seeds and cones, Christmas trees, mistletoe, and value-added wood fiber for specialty uses.

After touring the forest, we will collect data on one example of a potential non-timber forest product, Coulter Pine cones. Each team will be assigned a Coulter Pine tree, where they will take an on-the-tree cone count, then categorize the cones on the ground by size class and condition. The goal is to quantify the number of cones available each year and the potential value of the cone crop.

**Resources:**

You will be given resources on a flash drive to load onto your team's computer. Use these resources, plus anything you stored to your hard drive before the event, to help you identify non-timber forest products that have the potential to create income for GVLCC.

## **Items to be Addressed in Your Presentation:**

1. The history and current use of the GVLCC property.
2. The definition of a non-timber forest product.
3. GVLCC primary use and how the use is linked to the Camp's forest management objectives.
4. Up to three minor forest products that exist on GVLCC property that have income potential.
5. Where on the property the products are located. Are they in the core camp facility area or in outlying forested areas?
6. Who will harvest the products and how will they be marketed (passive, external on-site, and/or internal on-site)?
7. How much of the raw resource is located on the property? Is it enough to support the activity in a sustainable fashion?
8. Give some rough estimates of the potential income from these products, relative to expenses.

## **Final Product:**

Your goal is to produce a PowerPoint presentation up to 15 minutes in length that outlines a strategy for enhancing the use of minor forest products while encouraging further use of the camps facilities to maximize utilization. Identify a timeframe for implementation and a cost analysis.

You are encouraged to use photos and information collected on the fieldtrip, interviews with resource professionals, and the information on the flash drive. Additionally, use the judges' score sheet as a checklist, to make sure you cover the items on which you will be scored.