



**Board of Directors Meeting  
Thursday, July 16, 2026  
9:30 a.m.**

Chemeketa Community College Event Center  
215 Doaks Ferry Rd NW, Salem

Agenda

- |       |                                                                                                                                                                   |           |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| I.    | Call to order – Kristin Rasmussen, Hampton Lumber & Family Forests                                                                                                | 9:30 a.m. |
| II.   | Welcome and introductions                                                                                                                                         |           |
| III.  | Approval of minutes*                                                                                                                                              |           |
| IV.   | Staff and board reports                                                                                                                                           | 9:40      |
|       | <ul style="list-style-type: none"><li>• Executive Director's report</li><li>• Staff reports</li><li>• Chair's report</li><li>• Items from board members</li></ul> |           |
| V.    | Public comment                                                                                                                                                    | 10:45     |
| VI.   | Financial reports – Kathy Storm, OFRI                                                                                                                             | 10:50     |
| VII.  | Reports                                                                                                                                                           |           |
|       | <ul style="list-style-type: none"><li>- Forest Economic Report<br/>Julie Woodward, OFRI</li></ul>                                                                 | 10:55     |
|       | <ul style="list-style-type: none"><li>- OFRI workforce summit summary report<br/>Jim Paul and Rikki Heath, OFRI</li></ul>                                         | 11:05     |
|       | <ul style="list-style-type: none"><li>- OFRI Partnership with The Oregon Garden<br/>Delen Kitchen, The Oregon Garden</li></ul>                                    | 11:35     |
| VIII. | LUNCH                                                                                                                                                             | Noon      |

Reports (continued)

|     |                                                                                                                                           |           |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------|-----------|
|     | Post campaign awareness testing<br>Jordan Benner, OFRI<br>Michelle Neiss, DHM Research                                                    | 1:00 p.m. |
| -   | Campaign media reporting with GARD Communications<br>Jordan Benner<br>Alexis Wong, GARD Communications<br>Tony Baker, GARD Communications | 1:25      |
| -   | Future media review with GARD Communications<br>Jordan Benner<br>Alexis Wong, GARD Communications<br>Tony Baker, GARD Communications      | 1:45      |
| -   | Forest products harvest tax projections<br>Jim Paul                                                                                       | 2:15      |
| -   | 2027 proposed board meeting schedule<br>Kathy Storm                                                                                       | 2:30      |
| IX. | Adjourn                                                                                                                                   | 2:35      |

*\*requires a motion*

This meeting will be held in a facility that is accessible for persons with disabilities. If you need assistance to participate in this meeting due to a disability, please notify Kathy Storm at [storm@ofri.org](mailto:storm@ofri.org) at least two working days prior to the meeting.



**OREGON FOREST RESOURCES INSTITUTE**

**PUBLIC HEARING ON PROPOSED  
FISCAL YEAR 2026-27 BUDGET**

**April 16, 2026**

Hearings Officer: Paul Betts, Chair, Oregon Forest Resources Institute Board of Directors

A public hearing was held on April 16, 2026 to hear testimony on the Oregon Forest Resources Institute's proposed fiscal year 2026-27 budget.

A notice regarding the proposed fiscal budget was published in *OFRI eNews* and sent to 964 producers and interested parties in Oregon.

Copies of the budget were available to any interested person through the office of the Oregon State Forester, the Oregon Forest Resources Institute's offices and posted on Oregon Forest Resources Institute's public review webpage.

The public hearing was opened at 9:32 a.m. No one testified on the proposal fiscal year 2026-27 budget.

The hearing closed at 9:33 a.m.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Joni Nebril".

**Joni Nebril**  
Business Operations Assistant



**OREGON FOREST RESOURCES INSTITUTE  
Board of Directors Meeting**

**Thursday, April 16, 2026  
9:30 a.m.**

**Chemeketa Community College, Eola  
215 Doaks Ferry Road NW, Salem**

**Members Present:**

Jennifer Beathe, Starker Forests Inc.  
Paul Betts, Miami Alternatives LLC  
Gordon Culbertson, Whitewater Forests LLC  
Daniella Giustina, Giustina Land and Timber Co.  
Courtney Griesel, Sierra Pacific Industries  
Dan Newton, Newton Forestry LLC  
Madeleine Thompson Rudolph, Thompson Tree Farm

**Staff:**

Inka Bajandas  
Jordan Benner  
Rikki Heath  
Emma Knapton  
Jenna Mendenhall  
Margaret Miller  
Joni Nebril  
Jim Paul  
Kathy Storm  
Julie Woodward

**Guests:**

Kate Skinner, Oregon Department of Forestry

9755 SW Barnes Rd., Suite 210  
Portland, OR 97225  
971-673-2944  
971-673-2946 facsimile

[OregonForests.org](http://OregonForests.org)

## CALL TO ORDER

The meeting was called to order by Board Chair Paul Betts at 9:31 a.m.

## APPROVAL OF MINUTES

**MOTION:** Courtney Griesel moved to approve the January 16, 2026, and March 12, 2026, board meeting minutes. The motion was seconded by Jennifer Beathe. Voting for the motion: Jennifer Beathe, Paul Betts, Gordon Culbertson, Daniella Giustina, Courtney Griesel, Dan Newton and Madeleine Thompson Rudolph. Voting against the motion: none. Motion passed.

## PUBLIC COMMENT

None

## STAFF REPORTS

### Executive Director (Jim Paul)

- A check-in meeting was held on April 7 with the director of the Oregon Department of Fish and Wildlife (ODFW). The meeting focused on reconnecting and refreshing working relationships. The ODFW director acknowledged OFRI's efforts to rebuild connections across the state and is pleased with OFRI's recent publication of *Wildlife in Managed Forests: Forests Working for Wildlife*. Follow-up steps were identified, and additional meetings are scheduled.
- A similar introductory meeting is planned for next Thursday with the newly appointed state forester. This will serve as an initial connection, with the expectation of a follow-up meeting.
- Recruitment for Director of Business Operations Kathy Storm's position is currently underway. In the first week, 57 applications were received, including several strong candidates. Continued networking is planned to support the process.
- The upcoming workforce summit was noted as a major focus area, with more information to be provided later.
- OFRI earned the State of Oregon Gold Star Certificate from the state's Chief Financial Office. This recognizes accurate, complete and timely financial reporting. Director Storm was congratulated once again on earning this recognition.

### K-12 Education (Rikki Heath and Jenna Mendenhall)

- **Updated program publications:** Oregon Garden Natural Resources Education Program (OGNREP) was printed and distributed.
- **Oregon Garden Natural Resources Education Program:** It's a busy season with lots of schools visiting. There has been an increase in requests from charter and private schools. There has been a handful of homeschool groups as well. The Oregon Garden hired a new educator with the program. She brings experience in interpretative and outdoor education, as well as a background in entomology (study of bugs)!
- **PAWS Outdoor School (ODS):** Salem-Keizer students will visit four sites each day during the week of May 11: The Oregon Garden, Ankeny National Wildlife Refuge, Minto-Brown Park and Wallace House Park (new site). This year, a coordinator from each site will be visiting individual classrooms prior to the week to go over expectations and themes.

- The Oregon Garden lessons will focus on forest ecology, ethnobotany, water quality and team building with career highlights. Students with Willamette University's Environmental Science program will lead the water quality station.
- This nonresidential outdoor school program is designed by a coalition of agencies to provide an outdoor learning experience rooted in natural resources topics and community building based on the directive of the outdoor school bill. The PAWS Outdoor School partnerships include Salem Environmental Education, The Oregon Garden, Keizer Public Works, Oregon State University Extension 4-H, Marion Soil and Water Conservation District and the City of Salem.
- ***Into the Forest* publication:** We are currently updating the *Into the Forest* publication. In response to declining reading levels across the state, we are simplifying the content for the 4th- to 5th-grade audience. The revised version will maintain the existing layout while incorporating fewer words and larger text to improve accessibility and readability.
- **2026 Oregon Envirothon:** The 2026 Oregon Envirothon will take place on May 1 at The Oregon Garden. Current planning efforts include finalizing test writers, preparing materials, recruiting volunteers and coordinating event logistics. To date, 38 teams have registered. We are still seeking additional volunteers and welcome interest.
- **OFRI Workforce Summit:** Director of K-12 Education Programs Rikki Heath, Executive Director Jim Paul and facilitator Karen Hardigg of Hardigg Solutions continue to plan the Oregon Forest Resources Institute Workforce Summit, scheduled for May 13-14 in Bend, Oregon. This event will also serve as the OFRI Board Tour for 2026. Board members are encouraged to register and notify Director Storm if lodging is needed.
- **Summertime Regional Experience for High School Teachers:** Our summer professional development program will take place in August 2026 in Washington County at an OSPA member's forested property. The program will highlight both timber and non-timber forest products.
- **Partner outreach, education and professional development activities**
  - Estacada High School Career Fair, March 10
  - ONREP Facilitator Summit, March 16-19
  - North American Association for Environmental Education Partner Planning Meeting, March 31
  - Make Science Come Alive With Place-Based Water Education! ONREP workshop, April 3
  - Southern Oregon Regional Envirothon, April 6
  - Oregon Coast Informal Educators' Breakfast, April 7
  - Future Natural Resource Leaders State Convention, April 17
  - Oregon Garden Earth Day, April 18
  - Oregon Envirothon, May 1
  - OFRI Workforce Summit, May 13-14
  - FFA Forestry State Competition, May 18

#### **Public Education (Jordan Benner, Inka Bajandas and Emma Knapton)**

- **Educational advertising campaign:** Advertising production was completed in late February, and the campaign went live in the second week of March. New components have been incorporated into the website to tie the campaign together.
- **Photos, photos, photos:** Director of Communications Jordan Benner traveled extensively last quarter taking photos for the economic reports, a mass timber tour, a culvert installation, a K-

12 tour and a couple others. He also visited the timelapse site to repair a nonfunctioning camera to discover a near-miss from a falling tree next to BLM land.

- **New OFRI signage for The Oregon Garden:** In coordination with The Oregon Garden's 25th Anniversary celebration, OFRI is creating new informational and promotional signage for the event. After the event, the signs will be repurposed and displayed in our educational classroom at The Oregon Garden.
- **"Fire as a Tool" pamphlet:** Public Relations Manager Inka Bajandas recently finished drafting the text for OFRI's new educational pamphlet about prescribed fire, titled "Fire as a Tool." The pamphlet details how fire is used in Oregon as a forest management tool, ranging from slash pile burning to broadcast burns used for forest restoration. Forest Landowner Education Manager Margaret Miller assembled a project steering committee made up of experts from the OSU Extension Fire Program, the Oregon Department of Forestry, the Oregon Department of Environmental Quality and the Oregon Health Authority, among others, which helped us develop the outline for this pamphlet. The committee members have now also reviewed the draft pamphlet text and offered feedback. Board members can also review the copy or design proofs of the pamphlet. The target publishing date for "Fire as a Tool" is June.
- **Intern animation project:** OFRI Social Media Intern Emma Knaption, who studied animation at the Pacific Northwest College of Art, has completed an animation project for OFRI to showcase how carbon is stored throughout the forest and in wood products. We've posted the short, animated video on our YouTube channel and have shared it on our social media accounts. Emma presented the video and answered questions about the production process. Board discussion followed.
- **Intern recruitment:** This animation was a capstone project for Emma's internship, which will conclude by June 30. We'll soon begin recruitment for a new student social media intern with the hopes of having them start this summer.

#### **Landowner Education Program (Julie Woodward and Margaret Miller)**

- **Partnership for Forestry Education (PFE)**
  - Spring meeting scheduled for Tuesday, April 21
  - New *Resources for Family Forest Landowners* now available
  - 600+ resources distributed with Tree School packets
- **Oregon Tree Farm System (OTFS) Inspector Training**
  - Hosted on Monday, March 23, in partnership with the OTFS
  - 26+ virtual attendees and more requesting the recording
- **Landowner Training and Oak Restoration Tour**
  - Friday, April 24, from 8:30 a.m. to 4 p.m.
  - Event in partnership with The Oregon Garden, Pudding River Watershed and Oregon Small Woodlands Association
  - Training for landowners and anyone interested in oak habitat restoration
- **Connect+ conference**
  - Tuesday, March 31, to Thursday, April 2
  - OFRI was a sponsor, presenter and exhibitor at Connect+ 2026
- **OFRI Train the Trainer**
  - Hosted two virtual *Train the Trainer* workshops: January 27 in eastern Oregon and January 29 in western Oregon
  - Training resources and presentation templates are available online
- **International Mass Timber Conference Tour**

- Held on Tuesday, March 31
- OFRI prepared tour packets and Julie assisted the Hampton team
- **Wildlife in Managed Forests (WIMF)**
  - Our newest WIMF publication: *Forests Working for Wildlife*
  - Forest Landowner Education Manager Margaret Miller presented at Tree School on integrating wildlife data and technologies into resource management planning
- **Stalker Lecture Series continues**
  - Upcoming Wednesday, May 20
  - Panel discussion: “Managing Forests for Multiple Values in a Changing World” — moderated by Mark Swanson, associate professor and interim director of OSU Research Forests
- **The Oregon Garden 25th Anniversary Celebration**
  - Set for Tuesday, June 30, at the Rediscovery Forest
  - OFRI board members, agency partners and families are invited to join and celebrate this partnership!
- **Upcoming educational programming and events**
  - PFE Spring Meeting, April 21 — facilitator
  - Right Tools, Right Place: Combating Invasives & Restoring Oak Habitat, April 24 — host, presenter, sponsor and exhibitor
  - Envirothon, May 1 — host and topic lead
  - Oregon Society of American Foresters Annual Conference, May 6-8 — attendee and exhibitor
  - Stalker Lecture Series, May 20 — sponsor
  - Oregon Community Trees, June 4 — sponsor
  - Pest Management Strategic Plan meeting, June 5 — attendee
  - Oregon Family Forest Convention and Tour, June 25-27 — sponsor, exhibitor and attendee

#### **Board Chair (Paul Betts)**

Board Chair Betts provided an overview of his meeting with the newly appointed State Forester Kacey KC at the Oregon Forest Industries Council’s board meeting. Their discussion highlighted OFRI’s role in providing publications, resources and outreach efforts, noting that OFRI is frequently recognized as an important and trusted source of information.

#### **Items From Board Members**

Deputy State Forester Kate Skinner reported on the appointment of the new State Forester Kacey KC. Despite upcoming board and committee transitions, efforts are underway to maintain continuity and institutional knowledge along with strengthening staffing stability.

#### **Director of Business Operations (Kathy Storm)**

- Business Operations Assistant Joni Nebriel will assume the role of board administrator beginning on July 1.
- A historical board document has been updated through 2026, documenting board members and represented companies dating back to 1991. The document will be shared with board members for reference.
- The third-quarter payment of the Forest Products Harvest Tax of \$656,000 was received. This payment is approximately 27.1 percent lower than projected. Historically, third-quarter

payments have been reported under budget, and the deficit will likely be recovered in the fourth quarter.

## **REPORTS**

Director of Communications Jordan Benner presented OFRI's new ads and bonus animations that are currently running. Discussion followed.

Executive Director Jim Paul discussed the need to fill the public representative position and upcoming board vacancies in 2027. Additional time is needed and approved before the Legislative Committee session to fill the public representative position. Two other terms are set to expire, and the nomination committee is scheduled to meet next week to address these vacancies.

Deputy Director Julie Woodward provided an update on the forest economic report.

## **ACTION ITEMS**

Executive Director Jim Paul proposed an increase in OFRI's harvest tax ceiling of \$1.87 per thousand board feet (MBF) by 3.1 percent to an adjusted rate of \$1.93. The current rate is \$1.17 per MBF and the current maximum rate is \$1.87. The 12-month average CPI for West Regions is 3.1 percent. Based on this increase in the CPI, the new maximum rate would be \$1.93 per MBF.

**Motion: Jennifer Beathe moved to increase OFRI's harvest tax ceiling of \$1.87 per MBF by 3.1 percent to an adjusted rate of \$1.93 per MBF. The motion was seconded by Dan Newton.**

**Voting for the motion: Jennifer Beathe, Paul Betts, Daniella Giustina, Courtney Griesel, Gordon Culbertson, Dan Newton and Madeleine Thompson Rudolph. Voting against the motion: none. Motion passed.**

Executive Director Jim Paul reviewed and presented the proposed Fiscal Year 2026-27 budget.

**Motion: Dan Newton moved to adopt OFRI's Fiscal Year 2026-27 proposed budget, based on a harvest tax projection of \$4,058,181 in revenues from timber harvest projections of 3.428 billion board feet, \$4,661,226 in expenditures, and a projected carryover from 2025-26 of \$2,273,720, and to authorize the executive director to implement budgeted programs, including any necessary contract and agreements, with the approval of the board chair. The motion was seconded by Daniella Giustina. Voting for the motion: Jennifer Beathe, Paul Betts, Daniella Giustina, Courtney Griesel, Gordon Culbertson, Dan Newton and Madeleine Thompson Rudolph. Voting against the motion: none. Motion passed.**

## **ADJOURNMENT**

The meeting adjourned at 1:10 p.m.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Joni Nebril', written in a cursive style.

Joni Nebril  
Business Operations Assistant

**OREGON FOREST RESOURCES INSTITUTE**  
**2025-26**  
**FINANCIAL MANAGEMENT REPORT**

**March 2026**

|                                      | <b>APPROVED<br/>FY 2025-26</b> | <b>CURRENT<br/>MONTH</b> | <b>ACTUAL<br/>YTD</b> | <b>FY 2025-26<br/>YEAR END<br/>PROJECTION</b> | <b>(UNDER)<br/>OVER</b> |
|--------------------------------------|--------------------------------|--------------------------|-----------------------|-----------------------------------------------|-------------------------|
| <b><u>REVENUE</u></b>                |                                |                          |                       |                                               |                         |
| BEGINNING BALANCE 7/1/2025           | \$ 2,883,578                   |                          |                       | \$ 2,913,561 *                                | \$ 29,982               |
| REVENUE - SALES/OTHER                | 15,000                         | 729                      | 60,889                | 50,000                                        | 35,000                  |
| INTEREST                             | 75,000                         | 10,553                   | 98,001                | 75,000                                        | -                       |
| HARVEST TAX                          | 3,727,503                      | -                        | 2,425,249             | 3,727,503                                     | -                       |
| TOTAL REVENUE                        | \$ 6,701,081                   | \$ 11,282                | \$ 2,584,139          | \$ 6,766,064                                  | \$ 64,982               |
| <br>                                 |                                |                          |                       |                                               |                         |
|                                      | <b>APPROVED<br/>FY 2025-26</b> | <b>CURRENT<br/>MONTH</b> | <b>ACTUAL<br/>YTD</b> | <b>FY 2025-26<br/>YEAR END<br/>PROJECTION</b> | <b>(UNDER)<br/>OVER</b> |
| <b><u>EXPENDITURES</u></b>           |                                |                          |                       |                                               |                         |
| <b><u>PERSONAL SERVICES</u></b>      |                                |                          |                       |                                               |                         |
| SALARY & WAGES                       | \$ 1,077,339                   | \$ 87,920                | \$ 772,295            | \$ 1,077,339                                  | \$ -                    |
| OTHER PERSONNEL EXPENSES             | \$ 672,920                     | 53,115                   | 470,752               | 672,920                                       | -                       |
| TOTAL PERSONAL SERVICES              | \$ 1,750,259                   | \$ 141,035               | \$ 1,243,047          | \$ 1,750,259                                  | \$ -                    |
| <br>                                 |                                |                          |                       |                                               |                         |
| <b><u>SERVICES AND SUPPLIES</u></b>  |                                |                          |                       |                                               |                         |
| AGENCY SERVICES AND SUPPLIES         | \$ 450,570                     | \$ 30,849                | \$ 271,294            | \$ 450,570                                    | \$ -                    |
| DUES AND SUBSCRIPTIONS               | 9,570                          | 208                      | 6,387                 | 9,570                                         | -                       |
| EMPLOYEE RECRUIT., WELLNESS & SAFETY | -                              | -                        | -                     | -                                             | -                       |
| EMPLOYEE TRAINING                    | 3,500                          | -                        | 7,565                 | 8,000                                         | 4,500                   |
| EXPENDABLE PROPERTY                  | 26,525                         | 2,910                    | 17,938                | 26,525                                        | -                       |
| FACILITIES MAINTENANCE               | 2,000                          | -                        | -                     | -                                             | (2,000)                 |
| FACILITIES RENTAL                    | 148,996                        | 4,191                    | 106,235               | 148,996                                       | -                       |
| GOVERNMENT SERVICE CHARGES           | 6,036                          | 11                       | 6,164                 | 6,500                                         | 464                     |
| LEGAL SERVICES                       | 7,500                          | 1,373                    | 3,971                 | 7,500                                         | -                       |
| OFFICE EXPENSES                      | 26,858                         | 613                      | 12,689                | 26,858                                        | -                       |
| OTHER SERVICES AND SUPPLIES          | 3,500                          | -                        | -                     | 3,500                                         | -                       |
| PROFESSIONAL SERVICES                | 1,569,020                      | 64,898                   | 633,552               | 1,569,020                                     | -                       |
| PUBLICATIONS / ADVERTISING           | 724,150                        | 5,795                    | 48,973                | 724,150                                       | -                       |
| TELECOMMUNICATIONS                   | 14,021                         | 799                      | 7,596                 | 14,021                                        | -                       |
| TRAVEL – INSTATE                     | 93,466                         | 4,081                    | 28,800                | 93,466                                        | -                       |
| TRAVEL – OUT OF STATE                | 15,400                         | -                        | 3,405                 | 15,400                                        | -                       |
| TOTAL SERVICES AND SUPPLIES          | \$ 3,101,112                   | \$ 115,728               | \$ 1,154,568          | \$ 3,104,076                                  | \$ 2,964                |
| GRAND TOTAL EXPENDITURES             | \$ 4,851,371                   | \$ 256,763               | \$ 2,397,615          | \$ 4,854,335                                  | \$ 2,964                |
| REVENUE                              | \$ 6,701,081                   |                          | \$ 2,584,139          | \$ 6,766,064                                  | \$ 64,982               |
| EXPENDITURES                         | \$ 4,851,371                   |                          | \$ 2,397,615          | \$ 4,854,335                                  | \$ 2,964                |
| ENDING BALANCE                       | \$ 1,849,710                   |                          | \$ 186,524            | \$ 1,911,729                                  | \$ 62,018               |

*\*Actual beginning balance, July 1, 2025*

**OREGON FOREST RESOURCES INSTITUTE**  
**FINANCIAL MANAGEMENT REPORT**  
**March 2026 Variance Explanation**

**REVENUE**

BEGINNING BALANCE: Higher due to cost savings from Fiscal Year 2024-25.

REVENUE - SALES/OTHER: SPOTS Visa rebate: \$1,646.59. ODF forest landowner grant \$59,242.61.

HARVEST TAX: First quarter payment \$34,923.64 (4%) more than approved budget. Second quarter payment \$61,035 (6.4%) less than approved budget. Third quarter payment \$244,482.49 (27.1%) less than approved budget.

Vouchers - March 2026

| Voucher Number                               | Vendor                                | Description of Service               | Amount               | Date      |
|----------------------------------------------|---------------------------------------|--------------------------------------|----------------------|-----------|
| BTTE2637                                     | DEPARTMENT OF ADMINISTRATIVE SERVICES | PRINTING: TREE CARBON TAPE           | \$ 783.27            | 3/11/2026 |
| BTTE2638                                     | OREGON DEPARTMENT OF FORESTRY         | ODF SERVICES: JANUARY 2026           | 545.57               | 3/11/2026 |
| BTTE2639                                     | DEPARTMENT OF ADMINISTRATIVE SERVICES | MOTOR POOL: FEBRUARY 2026            | 899.15               | 3/11/2026 |
| VPV26052                                     | US BANK NATIONAL ASSOCIATION ND       | SPOTS VISA: FEBRUARY 2026            | 5,804.79             | 3/12/2026 |
| VPV26053                                     | INKA BAJANDAS                         | TRAVEL REIMBURSEMENT: FEBRUARY 2026  | 5.00                 | 3/12/2026 |
| VPV26054                                     | JONI NEBRIL                           | TRAVEL REIMBURSEMENT: FEBRUARY 2026  | 52.20                | 3/12/2026 |
| VU209949                                     | OREGON STATE UNIVERSITY               | SPONSORSHIP                          | 2,500.00             | 3/12/2026 |
| VU209951                                     | OREGON SOCIETY OF AMERICAN FORESTERS  | SPONSORSHIP                          | 1,500.00             | 3/12/2026 |
| VU211740                                     | OREGON CORRECTIONS ENTERPRISES        | PRINTING: FOREST ESSAYS GRADES 2-3   | 2,492.06             | 3/12/2026 |
| VU211742                                     | PACIFIC OFFICE AUTOMATION INC         | COPIERS LEASE: JANUARY 2026          | 411.43               | 3/12/2026 |
| VU211747                                     | LYNX GROUP INC                        | PRINTING: EDUCATION PROGRAM BROCHURE | 519.48               | 3/12/2026 |
| VU211753                                     | PRINTING SOLUTIONS LLC                | PRINTING: BANK DEPOSIT SLIPS         | 35.50                | 3/12/2026 |
| VU211755                                     | ACCURATE CORPORATE SERVICES INC       | PUBLICATION STORAGE: MARCH 2026      | 691.20               | 3/12/2026 |
| VU211798                                     | RAM OFFSET LITHOGRAPHERS LLC          | PRINTING: OREGON FORESTS POSTER      | 1,670.00             | 3/12/2026 |
| VU211818                                     | SHI INTERNATIONAL CORP                | ZOOM LICENSES                        | 1,874.37             | 3/12/2026 |
| VU211806                                     | FOREST GROVE COMMUNITY SCHOOL         | BUS REIMBURSEMENT                    | 195.00               | 3/13/2026 |
| VU211820                                     | MARION COUNTY SCHOOL DISTRICT 24J     | SUBSTITUTE REIMBURSEMENT             | 329.00               | 3/13/2026 |
| VU211800                                     | CLACKAMAS COUNTY FARM FORESTRY ASSN   | ADVERTISING                          | 295.00               | 3/16/2026 |
| BTTE2640                                     | STATE OF OREGON DEPARTMENT OF JUSTICE | LEGAL SERVICES: JANUARY 2026         | 563.20               | 3/17/2026 |
| BTTE2641                                     | STATE OF OREGON DEPARTMENT OF JUSTICE | LEGAL SERVICES: FEBRUARY 2026        | 809.60               | 3/17/2026 |
| VU211745                                     | CAWOOD                                | PS 628-1032-12: FEBRUARY 2026        | 6,741.25             | 3/18/2026 |
| VU211748                                     | OREGON STATE UNIVERSITY               | SPONSORSHIP                          | 150.00               | 3/18/2026 |
| VU211768                                     | JACKSON CO SCH DIST 6                 | BUS REIMBURSEMENT                    | 2,180.28             | 3/18/2026 |
| VU211786                                     | LINCOLN COUNTY SCHOOL DISTRICT        | BUS REIM LINCOLN COUNTY SD FEB 2026  | 506.50               | 3/18/2026 |
| VU211788                                     | ADMINISTRATIVE SD #1 DESCHUTES COUNTY | BUS REIMBURSEMENT                    | 822.14               | 3/18/2026 |
| VU211789                                     | CAFFERATA CONSULTING LLC              | PS 628-1045-17: FEBRUARY 2026        | 3,069.95             | 3/18/2026 |
| VU211794                                     | MULTNOMAH CO SCH DIST 1J              | BUS REIMBURSEMENT                    | 7,230.11             | 3/18/2026 |
| VU211797                                     | LESLIE COMNES                         | PO 62800-00010575: FEBRUARY 2026     | 2,371.90             | 3/19/2026 |
| VU211803                                     | SHAVONNE E SARGENT                    | PO 62800-00043962: FEBRUARY 2026     | 2,932.50             | 3/19/2026 |
| VU211822                                     | GARD EDWARDS-ALDRIDGE INC             | PS 628-1057-21: FEBRUARY 2026        | 44,604.00            | 3/19/2026 |
| VU211902                                     | UNIVERSITY OF IDAHO                   | IGA 25-1006: OCTOBER-DECEMBER 2025   | 4,632.57             | 3/19/2026 |
| VU213218                                     | OREGON GARDEN FOUNDATION              | GRANT 102-26                         | 15,000.00            | 3/25/2026 |
| VU213235                                     | BHOV BEND LLC                         | WORKFORCE SUMMIT DEPOSITS            | 3,500.00             | 3/26/2026 |
| CR002622                                     | OREGON STATE TREASURY                 | BANK FEES: FEBRUARY 2026             | 11.00                | 3/19/2026 |
| <b>TOTAL VOUCHERS - MARCH 2026</b>           |                                       |                                      | <b>\$ 115,728.02</b> |           |
| <b>TOTAL PERSONNEL SERVICES - MARCH 2026</b> |                                       |                                      | <b>\$ 141,035.33</b> |           |
| <b>GRAND TOTAL EXPENDITURES</b>              |                                       |                                      | <b>\$ 256,763.35</b> |           |

**OREGON FOREST RESOURCES INSTITUTE**  
**2025-26**  
**FINANCIAL MANAGEMENT REPORT**

**April 2026**

|                                      | <b>APPROVED<br/>FY 2025-26</b> | <b>CURRENT<br/>MONTH</b> | <b>ACTUAL<br/>YTD</b> | <b>FY 2025-26<br/>YEAR END<br/>PROJECTION</b> | <b>(UNDER)<br/>OVER</b> |
|--------------------------------------|--------------------------------|--------------------------|-----------------------|-----------------------------------------------|-------------------------|
| <b><u>REVENUE</u></b>                |                                |                          |                       |                                               |                         |
| BEGINNING BALANCE 7/1/2025           | \$ 2,883,578                   |                          |                       | \$ 2,913,561 *                                | \$ 29,982               |
| REVENUE - SALES/OTHER                | 15,000                         | -                        | 60,889                | 50,000                                        | 35,000                  |
| INTEREST                             | 75,000                         | 11,487                   | 109,488               | 75,000                                        | -                       |
| HARVEST TAX                          | 3,727,503                      | -                        | 2,425,249             | 3,727,503                                     | -                       |
| TOTAL REVENUE                        | \$ 6,701,081                   | \$ 11,487                | \$ 2,595,627          | \$ 6,766,064                                  | \$ 64,982               |
| <br>                                 |                                |                          |                       |                                               |                         |
|                                      | <b>APPROVED<br/>FY 2025-26</b> | <b>CURRENT<br/>MONTH</b> | <b>ACTUAL<br/>YTD</b> | <b>FY 2025-26<br/>YEAR END<br/>PROJECTION</b> | <b>(UNDER)<br/>OVER</b> |
| <b><u>EXPENDITURES</u></b>           |                                |                          |                       |                                               |                         |
| <b><u>PERSONAL SERVICES</u></b>      |                                |                          |                       |                                               |                         |
| SALARY & WAGES                       | \$ 1,077,339                   | \$ 87,493                | \$ 859,788            | \$ 1,077,339                                  | \$ -                    |
| OTHER PERSONNEL EXPENSES             | \$ 672,920                     | 53,078                   | 523,830               | 672,920                                       | -                       |
| TOTAL PERSONAL SERVICES              | \$ 1,750,259                   | \$ 140,571               | \$ 1,383,618          | \$ 1,750,259                                  | \$ -                    |
| <br>                                 |                                |                          |                       |                                               |                         |
| <b><u>SERVICES AND SUPPLIES</u></b>  |                                |                          |                       |                                               |                         |
| AGENCY SERVICES AND SUPPLIES         | \$ 450,570                     | \$ 8,385                 | \$ 279,679            | \$ 450,570                                    | \$ -                    |
| DUES AND SUBSCRIPTIONS               | 9,570                          | 1,536                    | 7,923                 | 9,570                                         | -                       |
| EMPLOYEE RECRUIT., WELLNESS & SAFETY | -                              | -                        | -                     | -                                             | -                       |
| EMPLOYEE TRAINING                    | 3,500                          | 270                      | 7,835                 | 8,000                                         | 4,500                   |
| EXPENDABLE PROPERTY                  | 26,525                         | 2,047                    | 19,984                | 26,525                                        | -                       |
| FACILITIES MAINTENANCE               | 2,000                          | -                        | -                     | -                                             | (2,000)                 |
| FACILITIES RENTAL                    | 148,996                        | 17,572                   | 123,807               | 148,996                                       | -                       |
| GOVERNMENT SERVICE CHARGES           | 6,036                          | 2,127                    | 8,291                 | 6,500                                         | 464                     |
| LEGAL SERVICES                       | 7,500                          | 739                      | 4,710                 | 7,500                                         | -                       |
| OFFICE EXPENSES                      | 26,858                         | 3,136                    | 15,825                | 26,858                                        | -                       |
| OTHER SERVICES AND SUPPLIES          | 3,500                          | -                        | -                     | 3,500                                         | -                       |
| PROFESSIONAL SERVICES                | 1,569,020                      | 186,407                  | 819,959               | 1,569,020                                     | -                       |
| PUBLICATIONS / ADVERTISING           | 724,150                        | 13,773                   | 62,745                | 724,150                                       | -                       |
| TELECOMMUNICATIONS                   | 14,021                         | 1,373                    | 8,968                 | 14,021                                        | -                       |
| TRAVEL – INSTATE                     | 93,466                         | 3,369                    | 32,168                | 93,466                                        | -                       |
| TRAVEL – OUT OF STATE                | 15,400                         | 713                      | 4,117                 | 15,400                                        | -                       |
| TOTAL SERVICES AND SUPPLIES          | \$ 3,101,112                   | \$ 241,445               | \$ 1,396,013          | \$ 3,104,076                                  | \$ 2,964                |
| GRAND TOTAL EXPENDITURES             | \$ 4,851,371                   | \$ 382,016               | \$ 2,779,631          | \$ 4,854,335                                  | \$ 2,964                |
| REVENUE                              | \$ 6,701,081                   |                          | \$ 2,595,627          | \$ 6,766,064                                  | \$ 64,982               |
| EXPENDITURES                         | \$ 4,851,371                   |                          | \$ 2,779,631          | \$ 4,854,335                                  | \$ 2,964                |
| ENDING BALANCE                       | \$ 1,849,710                   |                          | \$ (184,005)          | \$ 1,911,729                                  | \$ 62,018               |

*\*Actual beginning balance, July 1, 2025*

**OREGON FOREST RESOURCES INSTITUTE**  
**FINANCIAL MANAGEMENT REPORT**  
**April 2026 Variance Explanation**

**REVENUE**

BEGINNING BALANCE: Higher due to cost savings from Fiscal Year 2024-25.

REVENUE - SALES/OTHER: SPOTS Visa rebate: \$1,646.59. ODF forest landowner grant \$59,242.61.

HARVEST TAX: First quarter payment \$34,923.64 (4%) more than approved budget. Second quarter payment \$61,035 (6.4%) less than approved budget. Third quarter payment \$244,482.49 (27.1%) less than approved budget.

Vouchers - April 2026

| Voucher Number | Vendor                                | Description of Service                      | Amount    | Date      |
|----------------|---------------------------------------|---------------------------------------------|-----------|-----------|
| VU214770       | ACCURATE CORPORATE SERVICES INC       | PUBLICATION STORAGE: APRIL 2026             | 691.20    | 4/1/2026  |
| VU214787       | OREGON WOMEN IN TIMBER                | PO 62800-00013933: FEBRUARY 2026            | 25,680.00 | 4/1/2026  |
| VU214773       | PACIFIC OFFICE AUTOMATION INC         | COPIERS LEASE: FEBRUARY 2026                | 338.77    | 4/1/2026  |
| VU214784       | PETERKORT CENTRE II LLC               | OFFICE LEASE: APRIL 2026                    | 8,411.13  | 4/1/2026  |
| VU214776       | SERVER LOGIC CORPORATION              | PO 62800-00046106: FEBRUARY 2026            | 918.47    | 4/1/2026  |
| VU214798       | SHI INTERNATIONAL CORP                | COMPUTER SOFTWARE                           | 263.00    | 4/1/2026  |
| VU214766       | UNITED PARCEL SERVICE                 | SHIPPING: FEBRUARY-MARCH 2026               | 465.43    | 4/1/2026  |
| VU214783       | WORD JONES WRITING & EDITING LLC      | PO 62800-0005369: FEBRUARY 2026             | 1,395.00  | 4/1/2026  |
| VU214786       | FORESTS TODAY & FOREVER               | BUS REIMBURSEMENT                           | 1,227.43  | 4/2/2026  |
| VU214771       | HOUNDER LLC                           | PO 62800-00041289: FEBRUARY 2026            | 800.00    | 4/2/2026  |
| VU214777       | LANE CO SCH DIST 19                   | BUS REIMBURSEMENT                           | 262.72    | 4/2/2026  |
| VU214780       | LINCOLN COUNTY SCHOOL DISTRICT        | BUS REIMBURSEMENT                           | 989.36    | 4/2/2026  |
| VU214764       | PRINTING SOLUTIONS LLC                | OFFICE SUPPLIES                             | 35.00     | 4/2/2026  |
| VU214765       | UNITED PARCEL SERVICE                 | SHIPPING: FEBRUARY-MARCH 2026               | 829.76    | 4/2/2026  |
| VU214782       | WORD JONES WRITING & EDITING LLC      | PO 62800-0005369: MARCH 2026                | 765.00    | 4/2/2026  |
| VU216472       | HOUNDER LLC                           | PO 62800-00041289: MARCH 2026               | 800.00    | 4/3/2026  |
| VU216484       | LESLIE COMNES                         | PO 62800-00010575: MARCH 2026               | 4,441.25  | 4/3/2026  |
| VU217931       | KAREN HARDIGG                         | PO 62800-00057494: FEBRUARY 2026            | 2,400.00  | 4/8/2026  |
| VU216482       | RAM OFFSET LITHOGRAPHERS LLC          | PRINTING: RESOURCES FOR FAMILY FORESTLAND   | 2,756.25  | 4/8/2026  |
| VU216487       | BHOV BEND LLC                         | WORKFORCE SUMMIT DEPOSIT                    | 5,000.00  | 4/9/2026  |
| VU217944       | EAGLE POINT SCHOOL DISTRICT 9         | ENVIROTHON LODGING REIMBURSEMENT            | 243.10    | 4/14/2026 |
| VU217946       | LANDMARK AWARDS & ENGRAVING           | ENVIROTHON AWARDS                           | 767.45    | 4/14/2026 |
| VU217947       | OREGON SOCIETY OF AMERICAN FORESTERS  | SPONSORSHIP                                 | 1,000.00  | 4/14/2026 |
| BTTE2643       | DEPARTMENT OF ADMINISTRATIVE SERVICES | PRINTING: FORESTS WORKING FOR WILDLIFE      | 4,433.36  | 4/15/2026 |
| VPV26058       | JORDAN BENNER                         | TRAVEL REIMBURSEMENT: JANUARY-FEBRUARY 2026 | 865.91    | 4/15/2026 |
| VPV26060       | JULIE WOODWARD                        | TRAVEL REIMBURSEMENT: JANUARY-APRIL 2026    | 882.06    | 4/15/2026 |
| VPV26057       | KATHY STORM                           | TRAVEL REIMBURSEMENT: FEBRUARY-MARCH 2026   | 205.90    | 4/15/2026 |
| BTTE2642       | OREGON DEPARTMENT OF FORESTRY         | ODF SERVICES: FEBRUARY 2026                 | 445.81    | 4/15/2026 |
| BTTE2644       | STATE OF OREGON DEPARTMENT OF JUSTICE | LEGAL SERVICES: MARCH 2026                  | 739.20    | 4/15/2026 |
| VPV26055       | US BANK NATIONAL ASSOCIATION ND       | SPOTS VISA: MARCH 2026                      | 6,689.44  | 4/15/2026 |
| VU217945       | SELECT IMPRESSIONS                    | CUST# 25 PRINT ORDER WIMF FORESTS MAR 20    | 4,883.00  | 4/16/2026 |
| VU219785       | OREGON GARDEN FOUNDATION              | OREGON GARDEN OFFICE LEASE: APRIL-JUNE 2026 | 3,000.00  | 4/17/2026 |
| VU219814       | OREGON SOCIETY OF AMERICAN FORESTERS  | ADVERTISING                                 | 1,700.00  | 4/17/2026 |
| VU219783       | OREGON STATE UNIVERSITY               | IGA 26-1003: JULY-DECEMBER 2025             | 10,898.36 | 4/17/2026 |
| VU219787       | OREGON STATE UNIVERSITY               | IGA 26-1000: JANUARY-MARCH 2026             | 97,081.83 | 4/17/2026 |
| VU219797       | OREGON WOMEN IN TIMBER                | PO 62800-00013933: MARCH 2026               | 17,049.00 | 4/17/2026 |
| VU219786       | CAFFERATA CONSULTING LLC              | PS-628-1045-17: MARCH 2026                  | 5,760.60  | 4/20/2026 |
| VU219782       | HILLSBORO SCHOOL DISTRICT 1J          | BUS REIMBURSEMENT                           | 210.00    | 4/20/2026 |
| VU219809       | NORTHWEST STAFFING RESOURCES          | TEMPORARY OFFICE HELP                       | 582.94    | 4/20/2026 |
| VU219789       | PACIFIC OFFICE AUTOMATION INC         | COPIERS LEASE: MARCH 2026                   | 409.53    | 4/20/2026 |
| VU219816       | WILLABYS CATERING                     | BOARD MEETING CATERING                      | 696.40    | 4/20/2026 |
| VU219794       | ACCURATE CORPORATE SERVICES INC       | PUBLICATION DELIVERY: APRIL 2026            | 469.50    | 4/23/2026 |
| BTTE2649       | DEPARTMENT OF ADMINISTRATIVE SERVICES | MOTORPOOL: MARCH 2026                       | 1,033.67  | 4/23/2026 |
| BTTE2645       | DEPARTMENT OF ADMINISTRATIVE SERVICES | PAYROLL SERVICES: QTR 3                     | 1,175.40  | 4/23/2026 |
| BTTE2648       | DEPARTMENT OF ADMINISTRATIVE SERVICES | FINANCIAL BUSINESS SERVICES: QTR 3          | 188.37    | 4/23/2026 |
| VPV26062       | JONI NEBRIL                           | TRAVEL REIMBURSEMENT: MARCH-APRIL 2026      | 122.24    | 4/23/2026 |
| VPV26061       | NEWTON FORESTRY LLC                   | MILEAGE REIMBURSEMENT                       | 462.00    | 4/23/2026 |
| BTTE2650       | OREGON DEPARTMENT OF FORESTRY         | ODF SERVICES: MARCH 2026                    | 516.47    | 4/23/2026 |
| VU219819       | OREGON SCREEN IMPRESSIONS             | ENVIROTHON TSHIRTS                          | 3,039.90  | 4/23/2026 |
| BTTE2646       | STATE OF OREGON SECRETARY OF STATE    | QUARTERLY AUDIT ASSESSMENT: QTR 4           | 297.00    | 4/23/2026 |
| BTTE2647       | STATE OF OREGON SECRETARY OF STATE    | RECORDS MGMT ASSESSMENT: QTR 4              | 454.75    | 4/23/2026 |
| VU219791       | UNITED PARCEL SERVICE                 | SHIPPING                                    | 661.98    | 4/23/2026 |

Vouchers - April 2026

|                                              |                       |                            |                             |           |
|----------------------------------------------|-----------------------|----------------------------|-----------------------------|-----------|
| VU220826                                     | CAWOOD                | PS 628-1032-12: MARCH 2026 | 15,999.33                   | 4/28/2026 |
| CR002024                                     | OREGON STATE TREASURY | BANK FEES: MARCH 2026      | <u>11.20</u>                | 4/7/2026  |
| <b>TOTAL VOUCHERS - APRIL 2026</b>           |                       |                            | <b>\$ 241,445.47</b>        |           |
| <b>TOTAL PERSONNEL SERVICES - APRIL 2026</b> |                       |                            | <b><u>\$ 140,570.97</u></b> |           |
| <b>GRAND TOTAL EXPENDITURES</b>              |                       |                            | <b>\$ 382,016.44</b>        |           |

# Oregon's Forest Sector Workforce

A Summary of the OFRI Workforce Summit

May 13-14, 2026

Bend, Oregon

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# Oregon's Forest Sector Workforce:

## A Summary of the 2026 OFRI Workforce Summit

*Oregon Forest Resources Institute | June 2026*

### Introduction

In May 2026, the Oregon Forest Resources Institute (OFRI) in partnership with the Western Forestry and Conservation Association convened a statewide forest sector workforce summit in Bend. Over two days, approximately 50 leaders from state and federal agencies, the forest industry, contractor associations, education providers, workforce development boards and nonprofits examined what it will take to build and sustain a workforce adequate to meet Oregon's forest sector needs.

The summit was convened at a critical moment for Oregon's forest sector. Federal funding is contracting, an aging workforce is retiring without clear successors in place, and a generation of Oregonians who might work in these careers don't know the jobs exist, or don't see them as something meant for them. All three are happening at once.

The summit was the initial delivery on a commitment OFRI made in its 2023 strategic plan: to convene stakeholders and facilitate the development of recommendations for how Oregon can move forward comprehensively on forest sector workforce development. OFRI's intent in convening the meeting was to create a forum for discussion, identify possible opportunities for collective action and carry the work forward.

This report synthesizes what the presentations and breakout discussions covered, what participants identified as their priority challenges, and the possible ideas generated for collective action. The purpose is for general readers to understand the landscape of opportunities and challenges, and for the OFRI Board of Directors to use it to determine next steps for the organization.

### Oregon's Forest Sector Workforce: The Lay of the Land

#### The Sector's Scope

Oregon's forest sector encompasses a wide range of jobs, employers and career pathways. At one end is the logging contractor running a crew of four people on private timberland. At the other, the agency forester managing landscape resilience across hundreds of thousands of federal acres. Between those roles are the mill workers, truck drivers, wildland firefighters, reforestation crews, consulting foresters, equipment operators, forestry technicians, and the growing corps of restoration and fuels treatment specialists working across all ownership types.

The sector spans the full credential ladder. Some roles require no formal degree, including logging, mill operations and equipment operation, which depend on hands-on skill and industry-specific knowledge that formal credentials don't always provide. Others require trade certifications, four-year degrees or graduate training. One of the sector's genuine competitive

advantages is that it has a place for people at every level of formal education. That breadth is also part of a central challenge; building a workforce pipeline that works for a logging contractor with seven employees, a federal agency hiring certified foresters and a mill running three shifts requires different strategies, different institutions and different entry points, often simultaneously. The summit was organized around three of those subsectors: forest operations and support, forest management, and forest products and manufacturing.

To understand the scope of that challenge (how many workers, in which roles, and through which pathways) the summit opened with a panel focused on workforce needs, featuring three presenters who each brought different data and framing to the conversation. Their presentations created the analytical foundation for the two days that followed.

Julie Woodward, deputy director of OFRI, presented a preview of *The 2026 Forest Report*<sup>1</sup>, which had not yet been publicly released at the time of the summit. She described the sector's economic footprint, including 103,000 jobs directly and indirectly attributable to Oregon's forest sector, representing about 4% of total state employment, with approximately 63,000 jobs directly tied to forest-to-mill operations. Oregon remains the nation's largest producer of softwood lumber, holding approximately 14% of the U.S. market, with 133 mills still operating statewide.

Wages in forestry rank among the highest in rural counties, making the sector a meaningful anchor of rural Oregon's economy. Woodward also noted that Oregon's mills still have unused capacity — sawmills operated at 73% of capacity in 2022, plywood and veneer at 76%. Those numbers reflect not only workforce gaps but also log supply constraints and underscore the importance of addressing workforce and log supply as interconnected issues.

Amanda Sullivan-Astor with Associated Oregon Loggers (AOL) presented findings from the Higher Education Coordinating Commission's (HECC) 2025 *Oregon Forest Operations and Management Workforce Study*<sup>2</sup>, which was initiated through Oregon Senate Bill 1552 and conducted by ECONorthwest. The study's scope, which included forest operations, management, transportation and technical services, but not mills or manufacturing, estimated approximately 31,500 workers in those subsectors. The sector will need an estimated 3,400 new workers every year simply to replace retirements and turnover, more than 10% of the current workforce annually. OFRI's Executive Director Jim Paul framed that number at the summit as a floor, not a ceiling, suggesting that the sector needs to attract more candidates than it has positions for so that it can select from a strong pool rather than hire out of scarcity.

Sullivan-Astor also shared a finding that complicates how pipeline investments are typically designed, noting that the sector's workforce is more interdisciplinary than aggregate numbers suggest. Survey respondents in the HECC study averaged seven to eight types of work, meaning that focusing pipeline investments on a single occupation, such as fuels reduction workers or

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<sup>1</sup> Mindy Crandall et al., *The 2026 Forest Report*. Oregon Forest Resources Institute, 2026. [TheForestReport.org](https://theforestreport.org)

<sup>2</sup> ECONorthwest, *Oregon Forest Operations and Management Workforce Study*. Prepared for the Higher Education Coordinating Commission, 2025. <https://www.oregon.gov/workforceboard/data-and-reports/Documents/Forestry%20Operations%2026%20Management%20Workforce%20Study.pdf>

climate-smart forestry specialists, risks leaving out activities such as commercial logging, road work and transportation work that knit the rest together.

### **A Sector Under Pressure**

Heidi Huber-Stearns of the University of Oregon's Ecosystem Workforce Program framed the challenge not as a training problem but as a system design and job quality problem. Her presentation drew on findings from *Fire Paths*<sup>3</sup>, a research project conducted through the Ecosystem Workforce Program in collaboration with FireGen, a nonprofit led by early-career workers in the fire and restoration sector. Fragmentary, temporary work doesn't constitute a career, and people who have better options are likely to leave. Huber-Stearns said the program's eight-need framework spans the conditions that a functional workforce system requires: strong wages and labor standards, empowering workplaces, clear career trajectories, health and family benefits, good workforce data, place-based and Indigenous systems, sustained funding, and stable government capacity. Every one of these conditions was raised in the summit discussions that followed.

Federal funding contraction is a significant disruption the sector is managing right now, and it cuts across every subsector simultaneously. Corps programs, state agencies, Career and Technical Education (CTE) programs, consulting foresters, and restoration contractors all carry substantial exposure to federal dollars that are contracting. Huber-Stearns pointed to a specific consequence: Contractors doing labor-intensive forest work are taking contracts at cost, sometimes losing money, just to keep their crews employed through the off-season so those same crews are available for fire season. Separating the forest workforce from the fire workforce, as policy often does, misunderstands how these businesses actually operate.

The data from the HECC study showed that logging employment has declined 29% over the past decade, even as nurseries, support activities and forest management have grown. These divergent trends are largely invisible in aggregate numbers. The sector grew at 2% over that period, while Oregon's overall employment grew at 14%. Inflation, supply chain uncertainty and depressed timber markets have led many employers to defer workforce investment in this cycle.

OFRI Board Chair Paul Betts offered a longer view in his closing remarks. Young people are reconsidering the cost-to-salary calculus on four-year degrees, and trades are recovering social respect they lost over the course of decades. The outdoor work required in forestry is a genuine recruitment advantage that most industries can't match. Whether that cultural shift translates into candidates, he suggested, depends on whether the sector can reach them.

### **Key Workforce Challenges and Conditions**

Throughout the summit, participants and presenters repeatedly identified several workforce conditions and challenges that influence the ability to recruit, train and retain workers. These

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<sup>3</sup> Heidi Huber-Stearns et al., *Fire Paths: Building Fire-Resilient Workforces*. Ecosystem Workforce Program, University of Oregon, forthcoming/draft.

themes emerged across research presentations, panel discussions and participant conversations, and provided important context for the discussions that followed. They include:

**Fragmented labor markets.** The “forest sector workforce” refers to a set of labor markets that share a landscape but not an employer structure. A large integrated timber company, a small logging contractor, a federal agency and a restoration nonprofit are all part of the same sector. They do not share hiring processes, compensation structures, career ladders or training infrastructure, and solutions designed for one part of the sector routinely miss others.

**Small employers are structurally excluded.** According to the HECC study, 69% of logging employers have 10 or fewer employees. They typically do not have human resources staff, budgets for career fair participation or bandwidth for programs that require sustained organizational engagement. Participants expressed concern that many workforce and pipeline programs are more accessible to larger employers and may not adequately reach the small contractors who make up much of the sector.

**H-2B dependence is underexamined.** H-2B visa dependence was identified by participants as an important but often overlooked workforce issue. Participants noted that H-2B visa workers play a significant role in portions of the logging and in-woods operations workforce, and fill positions that domestic recruitment has struggled to fill. Several participants suggested that workforce strategies should account for this component of the sector’s labor supply.

**Identity and access are key barriers.** Both were named consistently across every subsector. “Identity” refers to two distinct problems: first, young people who believe the private sector doesn’t care about the land and who therefore won’t consider forest industry careers; and second, young people who simply don’t know these jobs exist. Both require sustained personal contact (not a brochure or a website) when people are forming their career identities. “Access” refers to how people get in. Entry pathways into the sector are nonlinear and relationship-dependent. Family connections, entry-level crew positions, corps programs and informal referrals are how most people find their way to this work. This is how the sector has always operated, and it creates a challenge for anyone who doesn’t have those relationships.

**The pathway problem is not in one place.** The path from awareness to employment runs through career exposure, relevant training, connection to an employer, hiring and retention after the hire. Each step involves different institutions that often don’t communicate with each other, and connections are failing at multiple points across every subsector.

### What the Panels Covered

Day 1 featured two additional panels, on K-12 education and post-secondary pathways, that grounded the research findings in practice. The themes that emerged from those panels run through the breakout session findings and the recommendations that follow:

The K-12 panel made clear that the sector’s most effective pipeline work is happening through sustained, relationship-based engagement, not one-time career fairs. Hampton Lumber’s Dave Kunert described a kindergarten-through-high-school natural resource program in Tillamook operating since 2005, with Hampton holding entry-level job postings until graduation each

spring so students can be recruited directly into openings at the company. Justin Rowley, a 24-year-old heavy equipment operator at the same mill, described the progression firsthand — starting with participating in 16 field trips as a sophomore, then serving as his school's Future Natural Resource Leaders (FNRL) chapter president, working the mill's night-shift cleanup crew at 18 and being promoted to a full equipment operator at 22.

OFRI Director of K-12 Education Programs Rikki Heath described the infrastructure the Institute has built to reach students before high school. This includes a bus reimbursement program that allows any Oregon teacher to bring students on a field trip to a forest site, the Talk About Trees classroom program (run through Oregon Women in Timber) that reaches approximately 65,000 students annually, and free curriculum resources at LearnForests.org aligned with state science standards. Her presentation also covered teacher support, including OFRI's investment in the Oregon Natural Resources Education Program at Oregon State University (OSU), which trains 800 to 1,000 educators per year, and an annual CTE teacher conference designed to connect educators with current forest sector research and practice.

Reynold Gardner from the Oregon Department of Education reported that Oregon's natural resource CTE has grown from four programs in 2008 to 41 programs today, reaching 75 high schools statewide where agriculture programs with forestry content are included. FNRL is now the second-largest student leadership organization in Oregon. Across the panel, the same theme kept coming up: Prior relationships are essential. Industry partners hand business cards to students at competitions. Teachers who know employers refer students by name. George Virtue at Weyerhaeuser described building his entire hiring pipeline through advisory committee relationships that started with a single tour. Programs that work are personal and specific, and programs that don't tend to be generic and distant.

The post-secondary panel identified a different set of gaps. The bottleneck is not interest at the four-year level. OSU's College of Forestry places 100% of its graduates from the forest management, operations and engineering programs in jobs. Its enrollment has grown from roughly 600 students 15 years ago to 1,400 today, and forest engineering applications are up 60% for the coming year. Meanwhile, Mt. Hood Community College's two-year program graduates roughly half its cohort of 35 to 40 students directly into the workforce each year, and its gender ratio is approximately 50-50, well ahead of the sector's overall demographics.

Rather, the bottleneck for colleges is structural. Mt. Hood Community College's Jason Pinkerton carries nine different course preps per year alongside 60% field instruction. That workload is not replicable without investment, and program growth is constrained accordingly. Virtue named a specific gap nobody had filled: a community college mobile mechanic journeyman program, with students employed at the mill while completing coursework at night. The post-secondary panel also raised the skills-regression problem, noting that students are arriving without basic field competencies that instructors once took for granted, such as backing up a truck on a logging road or securing a load.

Austin Ernesti of Trajectory closed Day 1 with another kind of evidence. The model he shared is simple: Broker the relationship between K-12 students and industry professionals, then get out of the way. He takes student groups to different locations as part of a series and has found that hearing from multiple personal perspectives over the year has a dramatic educational effect, even taking some Portland homeschool groups from believing “cut tree bad” to supporting modern sustainable tree farming. His framing on what actually changes minds? Show you care about the same things, create a hands-on experience, and communicate but don’t confront.

Day 2 opened with two panels before subsector breakouts — one on apprenticeship and workforce pathways and one on programs and models that are working — that produced some of the summit’s most specific and actionable content.

The apprenticeship panel focused on what it would take to connect on-the-job training pathways to long-term careers. Mike Norman of HECC explained that Oregon’s corps programs, the Oregon Youth Corps and Oregon Conservation Corps, together reach roughly 1,000 young people annually across 32 of Oregon’s 36 counties. Norman flagged that these programs were built on a federal funding model that is now contracting and predicted that the future requires more private sector partnerships. He challenged employers in the room to build them before the next funding cycle forces the issue.

Patrick Orr from Heart of Oregon Corps described what corps do well. These programs get young people accustomed to a full day of physical work and build soft skills, such as showing up, emotional regulation and interpersonal communication, that technical training doesn’t address. He pointed out that this skill set may not sound as exciting as getting the “credential of running a chainsaw,” but “it is going to take somebody from not just finding a job but maintaining a job.” He named the identity barrier directly: Young people who have grown up hearing that the private sector doesn’t care about the land won’t consider industry careers on those grounds. The solution, he argued, requires industry involvement when those identities are forming, not after.

Courtney Griesel of Sierra Pacific Industries (SPI) described the gap that the Manufacturing Accelerator program the company is involved in was designed to close. Students arriving at manufacturing sites have often completed K-12 or GED programs that didn’t prepare them for the pace and accountability expectations of a mill floor. “If they’re two minutes late, that’s a write-up and that can lead to termination very quickly,” Griesel noted.

The Manufacturing Accelerator, run in partnership with Connected Lane County, is a paid, cohort-based, eight-week bridge program. The first phase includes four weeks of tours, hard-skills introduction, and heavy soft-skills emphasis inside a retrofitted industrial space in the original Springfield Booth-Kelly sawmill. This is followed by a second phase where each participant spends four weeks as a paid entry-level SPI employee, with a personal advisor bridging communication between the participant and the employer throughout. The model is deliberately open-book — Connected Lane County holds the template, with no trademark, and has made it available for other regions to adapt. Griesel explained, “When a career has a

university, a trade school or a certification attached to it, that tells us there is some bridging happening over the key soft skills, but when they come to us with no bridge in between, it is a stark experience in the sawmill.”

The success stories panel reinforced the same point from a different angle. Blake Manley of the Western Forestry and Conservation Association (WFCA) named the clearest structural gap in the room, saying, “We don’t have anything in the state of Oregon directed toward training a logger to be a logger.” Foresters have college pathways, but loggers have nothing comparable. WFCA has written a federal Wood Innovations Grant to develop an Oregon equivalent of Shasta Community College’s Heavy Equipment Logging Operators program, a 17-week equipment-intensive cohort program in Northern California with a two-year retention rate above 70%.

The High Desert Education Service District’s Brook Rich pointed to a support gap on the educator side: FFA has a structured first-three-years teacher support program that has demonstrably improved teacher retention in agriculture CTE, and yet there is no equivalent for forestry and natural resources teachers.

Erin Feeney with WFCA described the association’s Forest Sector Workforce Development Working Group, which grew after the 2024 Mapping the Course conference from a dozen people to 131 participants from 87 organizations across multiple states. The group is compiling a resource library of school districts, career fairs, employers, internships, scholarships and stakeholder maps, but those are not yet publicly accessible.

Before the subsector breakouts, participants were introduced to a Workforce Coalition Framework modeled on the Oregon Clean Energy Workforce Coalition, which has successfully organized workforce development across a similarly complex sector. The framework applies questions related to three cross-cutting organizing topics (Pathways and Training, Job Quality and Retention, and Sector Identity and Outreach) across the three forest sector subsectors: forest operations, forest management, and forest products and manufacturing. Participants had seen this structure going into the breakouts, and it is referenced in the final section as one possible scaffold for future coordination. The framework itself was not formally adopted or endorsed during the summit but served as a reference point for breakout discussions.

## **Breakout Summaries**

After full group presentations on the morning of Day 2, participants self-selected into three concurrent breakout groups, each focused on a distinct subsector: forest operations and support, forest products and manufacturing, and forest management. Each group worked through challenges first, then solutions. What follows draws from each group’s report-out and flip chart notes.

### **Forest Operations and Support**

The forest operations and support group focused on logging, in-woods contracting, restoration, fire, transportation and the support services behind them. Three challenges dominated: wages,

consistency of work and the structural exclusion of small employers from most training solutions.

Entry-level wages in logging and in-woods operations are being undercut by other industries. Truck drivers, which are already the hardest position to fill according to the HECC study, face expensive Commercial Driver's License training requirements and hours that don't justify the pay at current rates. Consistency compounds the problem; logging is cyclical, tied to timber supply and market conditions, and workers who can't count on year-round employment choose stability elsewhere. For small contractors, training a new hire costs time and money they can't reliably recover. The group also named engaging Hispanic and Latino communities as an underdeveloped opportunity. The HECC study found that Hispanic and Latino workers make up 35% of the support-activities workers in the sector, but only 9% of forestry and logging proper. No coordinated strategy for changing that proportion currently exists.

The solution the group endorsed most strongly was an Oregon logger training program modeled on Shasta Community College's Heavy Equipment Logging Operators program, which is cohort-based, equipment-intensive, and has a two-year retention rate above 70%. As noted earlier in this report, WFOA has already secured a Wood Innovations Grant to work toward a version of this program for Oregon, and identifying a host institution is the next step.

### **Forest Products and Manufacturing**

The forest products and manufacturing group focused on the workers who run Oregon's mills and manufacturing facilities, including production workers, skilled trades and equipment operators in sawmills, veneer and plywood operations, pulp and paper mills, and secondary manufacturing. The group returned repeatedly to two related problems: entry-level readiness and the visualization gap.

Students in training programs who arrive at mills and manufacturing facilities often lack foundational workplace behaviors before the first shift, such as securing reliable transportation, self-advocacy, and understanding what mill-floor accountability actually looks like. Employers described needing to address basic workplace fundamentals before technical training can begin. The Connected Lane County and SPI Manufacturing Accelerator model was cited as a potential working solution because it is paid, cohort-based, advisor-supported, and includes a personal bridge between participants and employers during the transition into the workplace.

The group also discussed the sustained K-12 engagement approach demonstrated in Tillamook, where Hampton Lumber has built a pipeline directly from school into employment. Participants suggested that understanding the strengths and tradeoffs of each model — the Lane County accelerator and the Tillamook long-term engagement approach — would help identify what could be adapted for other Oregon communities.

The visualization problem is distinct from the awareness problem. Candidates from populations not historically represented in manufacturing can't picture themselves doing this work, and information campaigns don't change that. Exposure, representation and seeing people who look like you succeeding in careers in the sector are essential. Retention challenges include scheduling inflexibility, housing costs in rural areas, and wages that aren't as competitive as

those offered in the healthcare or construction industries. Some of these are within employers' control. Others reflect structural conditions no single company can fix. Directions the group identified as worth pursuing included industry-recognized credentials for manufacturing roles, a pre-apprenticeship model, and local navigators to help students move from school into employment.

## Forest Management

The session focused on people working across federal, state, private and tribal land management, along with consulting foresters and forestry technicians. The dominant theme was federal agency workforce contraction and its downstream effects. Federal agencies are the sector's largest employer of professional foresters and the anchor of the consulting pipeline. Fewer agency jobs, less funding for state programs and contracts, and increasing workload expectations are reshaping what a forest management career looks like.

Participants noted concerns about wage competitiveness for Oregon state agency positions, with some suggesting that compensation may lag behind comparable opportunities in neighboring states and parts of the private sector.

Fire is also reshaping the job profile, given it is now year-round. Participants expressed concern that workforce shortages and increasing fire demands are reshaping hiring and advancement patterns within agencies. Several noted that professional forestry and wildland fire require overlapping but distinct skill sets. Fire also pays better wages, pulling practitioners away from base forestry roles.

The solutions the group identified cluster around two themes. The first is competency-based hiring. For instance, Washington is building a database mapping the actual skills required per role and using it to design alternative credentialing pathways. The second is sustained, multi-touch K-12 engagement — not random one-off career fairs, but repeated contact with the same communities across grade levels. The argument for concentrating that effort in eastern Oregon and eastern Washington was direct: Public image barriers are lower there, and industry relationships already exist.

## Cross-Cutting Themes

Six themes came up consistently across the breakout discussions. They are not specific to any single subsector and reflect areas where participants saw common challenges, opportunities or needs for collective action. They include:

**The soft-skills gap.** Every breakout named soft skills as an unglamorous but persistent challenge. The same set of skills came up repeatedly: showing up reliably, emotional regulation, self-advocacy and adult communication. Many viewed these skills as just as important to long-term success as technical credentials. Corps programs, bridge programs like Connected Lane County, employers and educators are all addressing parts of the challenge, but participants described a need for more consistent attention to these skills across the workforce pathway.

**Federal funding contraction.** A decrease in federal funding for forestry-related agencies and programs and uncertainty about these funds were raised as significant concerns affecting workforce planning and program stability. State agencies, corps programs, contractors and education providers all described some level of exposure to federal funding changes. Concerns centered on the implications for workforce programs, contracts and staffing, while discussions also pointed toward the need for new partnerships and funding models if existing sources continue to decline.

**Personal connection.** Participants repeatedly emphasized the importance of personal connection in recruitment and career awareness. Across subsectors, direct interaction with practitioners helps students and job seekers understand the work and the people behind it. Existing venues and networks already connect employers, educators and workers, but they are not always used as part of a broader workforce development strategy.

**The sector's advantage.** The sector's connection to the land was frequently described as a distinctive competitive advantage that many industries do not share. People who work in Oregon's forests, mills and restoration crews tend to share a real affinity for the land, which is both a recruitment advantage and a complication, since that same motivation can pull people toward nonprofit and agency work rather than private sector employment. Translating that interest into long-term careers depends on whether jobs offer the stability, career progression and working conditions that attract people to the sector in the first place.

**Retention and job quality.** The summit's conversations focused heavily on strengthening the career pipeline of getting people aware of, trained and hired for forest sector jobs. Less attention was devoted to whether the jobs people enter are worth staying in. Wages that can't compete with neighboring states or adjacent industries, limited career ladders, inconsistent seasonal work and rural housing costs were all identified as factors affecting retention. Heidi Huber-Stearns highlighted many of these conditions in her framework, including pay, agency, career trajectory, health benefits and stable working conditions. Recruitment and retention were frequently discussed as interconnected challenges rather than separate issues.

**Coordination gaps.** Discussions repeatedly returned to a workforce pathway that relies on connections among schools, corps programs, community colleges, associations and employers. Yet those connections often depend on individual relationships rather than a coordinated system. The WFCA Forest Sector Workforce Development Working Group is the most concrete infrastructure for changing this at a Pacific Northwest scale, with 131 participants from 87 organizations as of May 2026. However, the working group operates without a counterpart at the system level. There is no organizational body whose job it is to identify gaps, coordinate across sectors and geographies, and make existing resources findable. The WFCA working group is a convening of practitioners, which is valuable, but it is not the same as a coordinating body.

## Possible Next Steps

The ideas below came directly from summit discussions and are presented as potential areas for further exploration and coordination. They are not formal recommendations of the summit participants or OFRI.

**Make resources visible and accessible.** The WFCA Forest Sector Workforce Development Working Group has compiled a resource library (school districts, employers, scholarships, internships and career fair contacts) that isn't publicly accessible yet. Making it public is a near-term, concrete step.

**Pursue an opportunity and gap analysis.** Multiple participants called for a more fully articulated demand-side analysis of how many workers the sector would need at full capacity, absent supply constraints, that could inform discussions with the governor and legislature. The HECC study provides a foundation, but a sector-led follow-up analysis could build on that work.

**Start an Oregon logger training program.** WFCA has a Wood Innovations Grant in place to develop an Oregon equivalent of the Shasta model in California. The remaining question is which Oregon institution is willing to host it and what a sustainable funding structure looks like.

**Replicate the Connected Lane County model.** The template for this training program is open-book and available. The model requires a local convening partner with the trust of employers, schools and families; not just an organizational connection, but the relationship capital that makes participation worth the risk. Identifying those partners in other Oregon regions is the concrete next step.

**Build a formal corps-to-private-sector pathway.** Corps programs build the foundational skills private sector employers need, but most participants don't end up in private sector forestry jobs because the connection isn't made at the right moment. A formal memorandum of understanding between HECC and contractor associations to embed career-exposure components at the start of corps cohorts would be a structural fix, not a marketing fix.

**Invest in teacher support infrastructure for forestry CTE.** Unlike agriculture, which has established teacher preparation programs at several institutions, forestry and natural resources CTE has no equivalent pathway for developing new teachers, which influences who enters the profession and how prepared they are. FFA has a structured support program for the first three years of teaching agriculture that participants described as effective in improving teacher retention in agriculture CTE. Several participants noted the absence of a comparable support structure for forestry and natural resources educators and pointed to the FFA model as a potential starting point.

**Establish a formal industry connection to FNRL programs.** FNRL is the second-largest student leadership organization in Oregon. Participants noted that industry involvement with FNRL programs is often relationship-based and varies by community. A more formal advisory structure could give employers meaningful input before students graduate and provide FNRL programs with a clearer line of sight to employment opportunities.

**Use the coalition framework as a scaffold for future coordination.** Participants left the summit with shared exposure to a draft Workforce Coalition Framework. Whether OFRI leads that coordination or supports another organization in doing so is a question its board will need to engage. The framework was presented as a possible organizing structure rather than a formal proposal.

### Looking Ahead

The OFRI Workforce Summit brought together approximately 50 leaders from across Oregon's forest sector to examine workforce challenges and identify possible directions for collective action. Across presentations, panels and breakout discussions, participants described a sector facing significant workforce pressures, including an aging workforce, funding uncertainty, wage competitiveness challenges and barriers that make recruitment, training and retention difficult to sustain.

The discussions also pointed to areas of opportunity. Participants highlighted existing programs, partnerships and models that are producing results, while identifying potential areas for coordination where collective action could strengthen workforce development across the sector. Some of those opportunities can be pursued in the near term. Others require new partnerships, new resources or an organization willing to play a coordinating role.

The sector's advantage is that it attracts people who care deeply about the work and the landscapes where it takes place. The challenge is making those opportunities visible early enough to matter and building the pathways, connections and working conditions that allow that interest to become a long-term career.



# OFRI Post Ad Evaluation Survey

June 2026



1

## Research purpose

- Assess Oregonians' knowledge and perceptions of forest practices
- Test memorability and perceptions of 2026 ad campaigns
- Evaluate which social media sites may be the most effective for future outreach

2

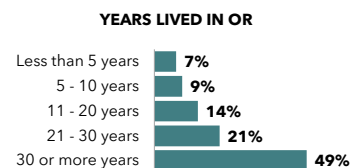
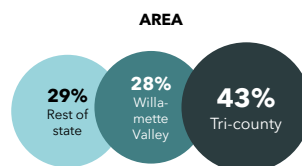
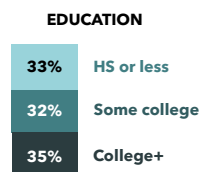
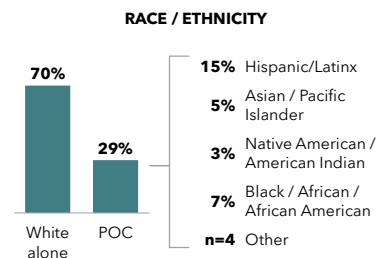
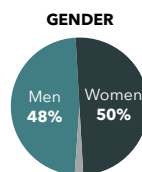
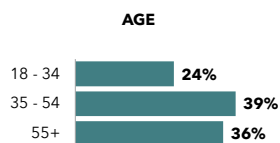
# Methodology

- Online survey of N=501 Oregonians ages 18 and older
- Conducted June 10-15, 2026; up to 12 minutes to complete
- Quotas and weighting for age, gender, region, ethnicity, and education ensure results are representative
- Margin of error  $\pm 4.4\%$
- Due to rounding, some totals may differ by  $\pm 1$  from the sum of separate responses

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## Demographic breakdown of survey respondents N=501 Oregon residents 18+



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4

# Key takeaways



5

## Key takeaways: forest management perceptions

- **Forest products continue to be considered one of the most important industries in Oregon.** At 18% (up from 13% in 2025), it ranks among the top important industries to Oregonians, alongside agriculture (16%) and health care (15%).
- **Views of forest management remain broadly favorable, recovering from last year's dip.** Four in five Oregonians (81%) rate current practices as good or excellent, up from 59% in June 2025. Replanting trees after logging is the top factor for Oregonians in evaluating how well forests are managed in the state, followed by animal habitat protections and diversity of trees and wildlife.
- **Knowledge of Oregon's forest and water resource protection laws has rebounded after a gradual decline since 2020.** Younger Oregonians and those newer to the state are less likely to be knowledgeable of these laws.
- **The throughline:** after last year's dip, positive views on Oregon's forest management and awareness of forest laws have rebounded broadly across audiences. Replanting leads Oregonians' list of forest management priorities, making the audience naturally receptive to OFRI's core messaging.

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## Key takeaways: media recall

- **Oregonians most often recall seeing ads on TV. Recall from online sources rose sharply in 2026.** About a quarter (27%) recall seeing ads about Oregon forests in the past few months, which aligns with previous waves since 2023. While overall recall hasn't increased much in the past year, Oregonians are encountering ads across a wider range of channels. The amount of those who recall ads from television is steady (69% vs 72% in 2025) but recall from online sources like YouTube and social media is up by as much as 26 points.
- **About a third of Oregonians recognized at least one animated ad.** Recognition for *Forests For All* reached 35%, and *What We Can't See* reached 32%, on par with 2025 levels. Recognition has climbed steadily year over year; the new ads are holding that momentum rather than starting over. Both ads effectively convey their messages to Oregonians.
- **This year's creative, with its animated format, holds its own against ads with real-life footage.** Compared to ads with real-life footage, a majority say the animated ads hold their attention more (54%), and nearly half find them more credible (47%). Additionally, seven in ten say they are more interested in learning about Oregon forest practices after seeing the ads. When it comes to specific parts of the ads that Oregonians liked most, wildlife and landscapes are the standout elements.

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7

## Key takeaways: ad impact & Keep Oregon Green

- **Ad recognition is associated with more favorable views of and greater interest in forest management practices.** Oregonians who saw both ads rate forest management more positively (86% vs. 76% who saw neither), are more interested in learning about forest practices after seeing ads (82% vs. 63%), and find the animated format more credible than real-life footage (60% vs. 40%).
- **Even among Oregonians skeptical of forest management, the ads generate curiosity.** Oregonians who rate forest management as poor or very poor are less likely to find the ads credible (32% vs 51% who rate forest management as excellent or good). Despite this, most skeptics say they are interested in learning more about forest practices after seeing the ads.
- **Awareness of Keep Oregon Green is broad but uneven.** Most Oregonians (57%) have heard of the Keep Oregon Green Association; awareness is heavily concentrated among long-time residents (69% of those who lived in Oregon for 31+ years vs. 31% of newer residents). When asking Oregonians what they think Keep Oregon Green's mission is, most say replanting and forest protection, but wildfire prevention emerges as a notable theme (mentioned by 17%).

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8

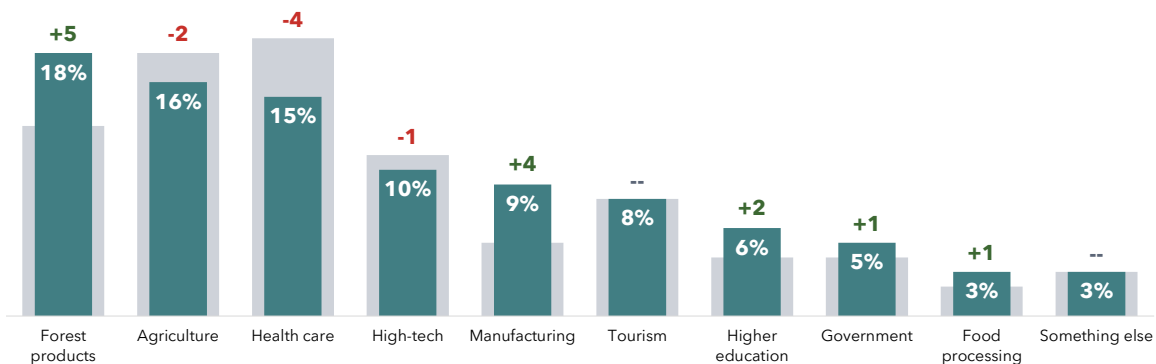
# General outlook & forest management



9

## Oregonians name forest products among the most important industries in their area, alongside agriculture and health care.

Which of the following industries would you say is most important to your area of the state?  
2026 vs 2025



10 DHM Research | OFRI Post Ad Evaluation Survey | June 2026

10

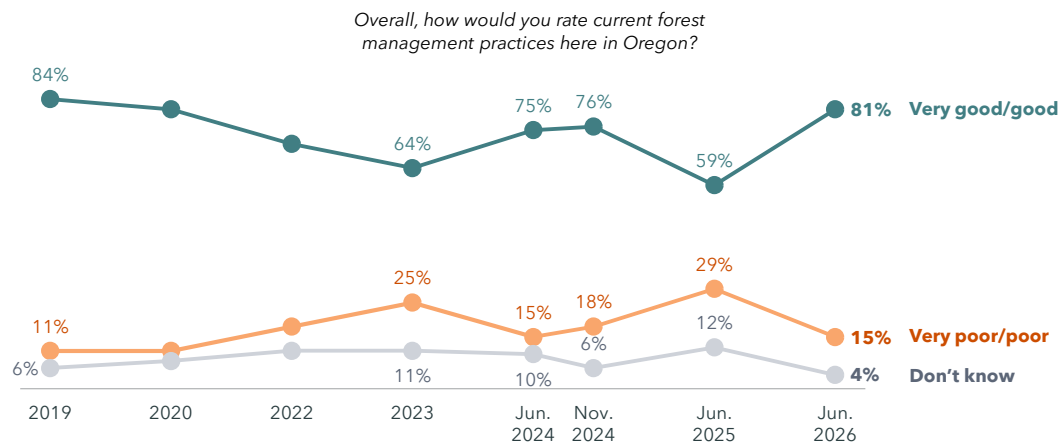
About 4 in 5 rate Oregon's forest management practices favorably.



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11

Positive ratings of Oregon's forest management practices have risen by 22 points from 2025, nearing pre-pandemic levels.

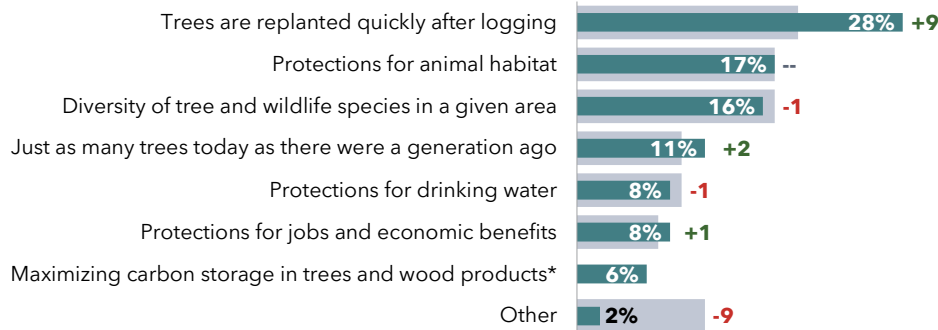


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12

## Replanting trees after logging is Oregonians' top measure of how well forests in the state are managed.

Which of the following is most important to you in evaluating how well Oregon's forests are managed?  
2026 vs 2025



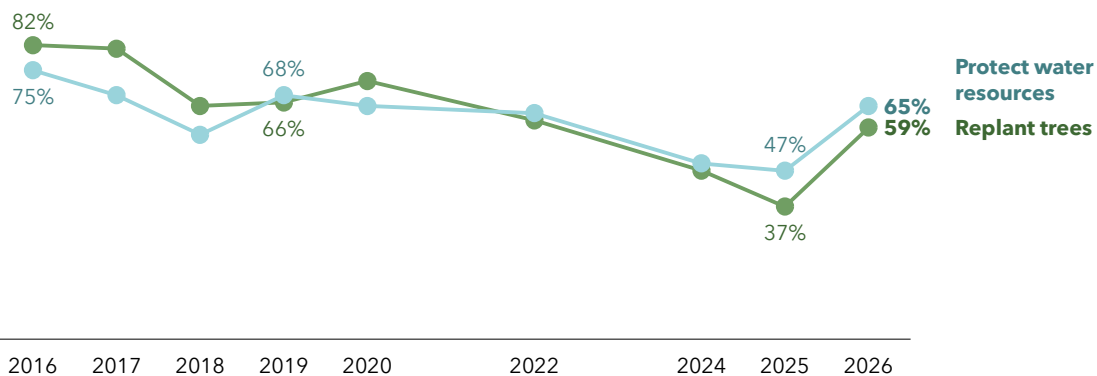
13 DHM Research | OFRI Post Ad Evaluation Survey | June 2026

\*New category for 2026

13

## Similar to the approval of forest management practices, Oregonians' knowledge of forest and water laws has risen since 2025, approaching pre-pandemic levels.

Percentage of "Yes" responses

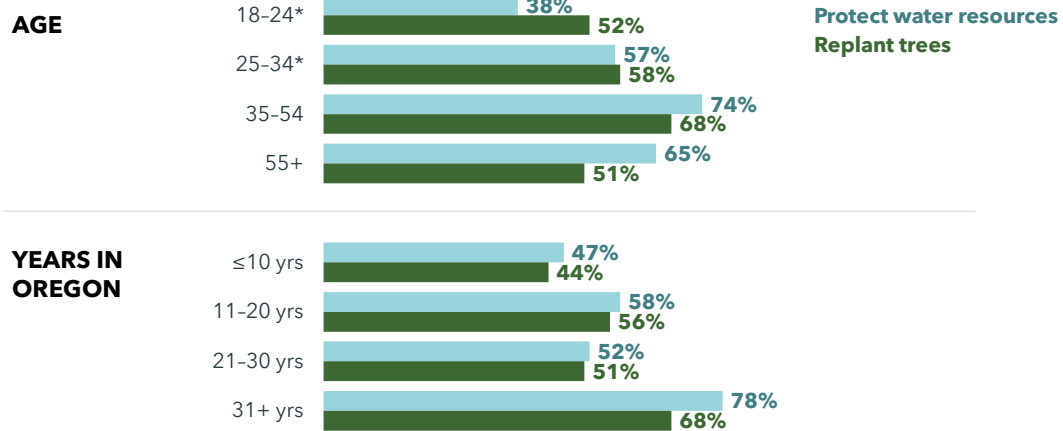


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14

## Younger and newer Oregonians are less aware of forest and water protection laws.

Percentage of "Yes" responses



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\*Base size n<100 – interpret with caution

15

## Knowledge of forest and water protection laws climbed across every major group since 2025.

| Demographic                   | Replant trees |               | Protect water resources |               |
|-------------------------------|---------------|---------------|-------------------------|---------------|
|                               | 2025<br>n=615 | 2026<br>n=501 | 2025<br>n=615           | 2026<br>n=501 |
| Overall                       | 37%           | 59%           | 47%                     | 65%           |
| Men                           | 42%           | 61%           | 55%                     | 66%           |
| Women                         | 34%           | 57%           | 41%                     | 65%           |
| Ages 35-54                    | 36%           | 68%           | 43%                     | 74%           |
| Ages 55+                      | 40%           | 51%           | 55%                     | 65%           |
| Tri-County                    | 34%           | 65%           | 40%                     | 69%           |
| Rest of State                 | 43%           | 56%           | 61%                     | 64%           |
| People of Color               | 39%           | 69%           | 50%                     | 70%           |
| Newer residents (<10 yrs)     | 28%           | 44%           | 31%                     | 47%           |
| Long-time residents (31+ yrs) | 44%           | 68%           | 52%                     | 78%           |

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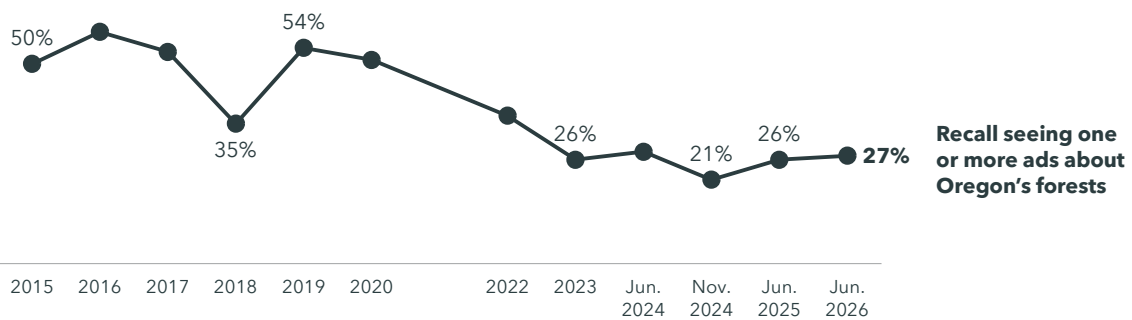
16

# Educational media recall



17

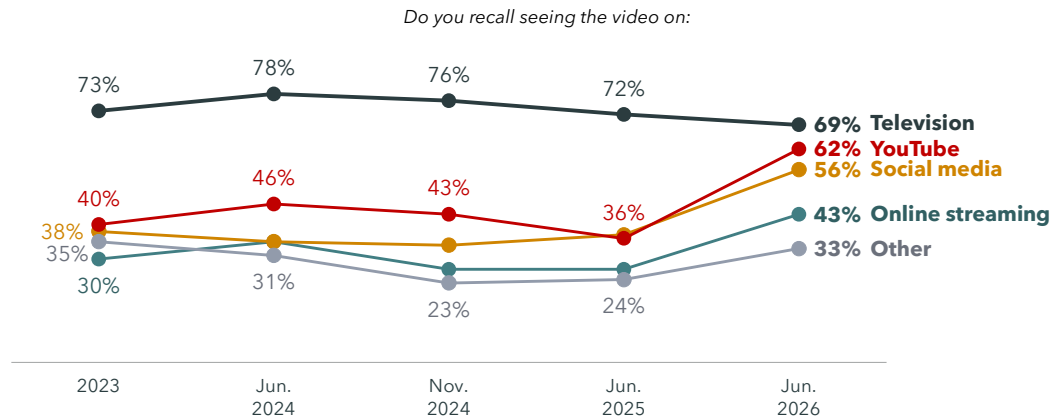
**A quarter of Oregonians recall seeing an ad about Oregon's forests in the past few months.**



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18

## Ad recall from online sources surges in 2026, though recall from television still leads.



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n=134, Oregonians who recall seeing ads

19

## Ad recall by platforms varies mostly by age and gender. Younger Oregonians and men skew toward digital sources.

| Source       | Total<br>(n=134) | AGE              |                  |                 |                | GENDER        |                 | AREA              |                      |
|--------------|------------------|------------------|------------------|-----------------|----------------|---------------|-----------------|-------------------|----------------------|
|              |                  | 18-24*<br>(n=20) | 25-34*<br>(n=23) | 35-54<br>(n=61) | 55+*<br>(n=29) | Men<br>(n=72) | Women<br>(n=60) | Ad buys<br>(n=78) | No ad buys<br>(n=56) |
| Television   | 69%              | 45%              | 69%              | 72%             | 77%            | 76%           | 61%             | 67%               | 71%                  |
| YouTube      | 62%              | 88%              | 67%              | 65%             | 30%            | 65%           | 57%             | 57%               | 68%                  |
| Social media | 56%              | 63%              | 48%              | 71%             | 26%            | 56%           | 56%             | 51%               | 64%                  |
| Streaming    | 43%              | 42%              | 36%              | 50%             | 35%            | 55%           | 29%             | 36%               | 52%                  |
| Other        | 33%              | 36%              | 26%              | 39%             | 24%            | 31%           | 37%             | 33%               | 34%                  |

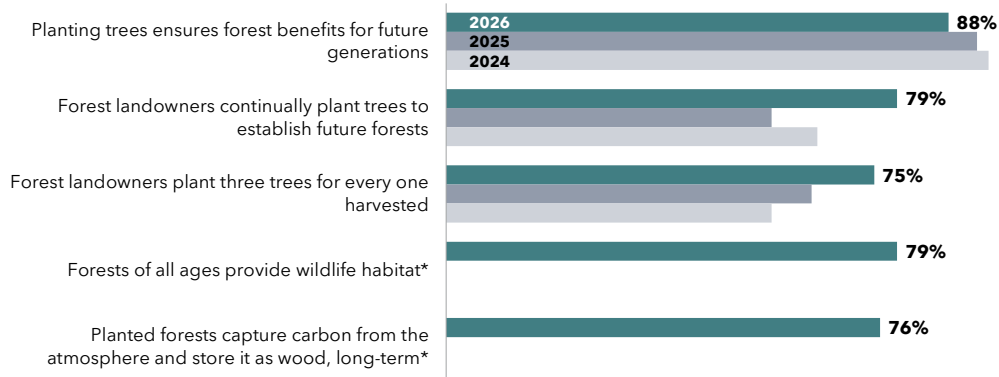
20 DHM Research | OFRI Post Ad Evaluation Survey | June 2026

n=134, Oregonians who recall seeing ads  
\* Small base (n<30) – interpret with caution

20

## At least 3 in 4 Oregonians who saw ads recall all messages about Oregon's forests. Planting trees for future generations remains the most memorable message.

*In the video or videos that you saw, do you remember hearing the following information about Oregon's forests?*



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n=134, those who saw ads  
\*New category for 2026

21

## Participants were shown "Forests for All" and "What We Can't See" while completing the survey.

**Forests For All**



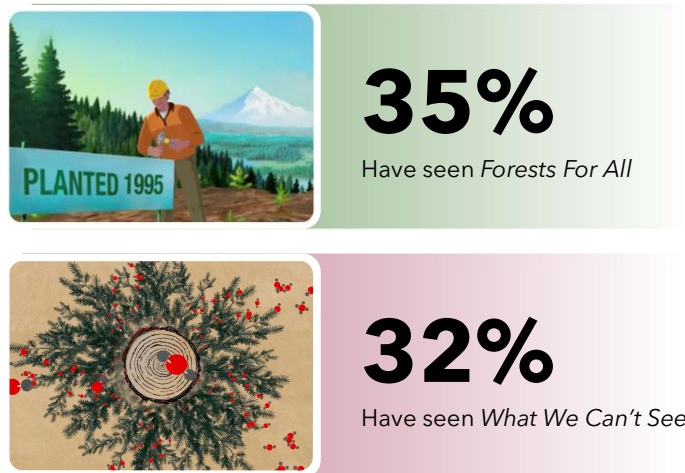
**What We Can't See**



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22

## About a third of Oregonians recognized either ad.

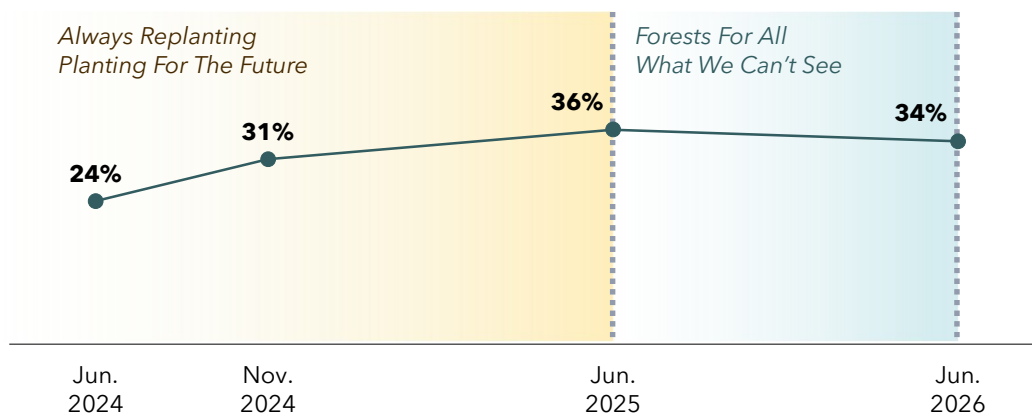


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23

## Ad recognition has held steady across waves.

Average ad recognition over time

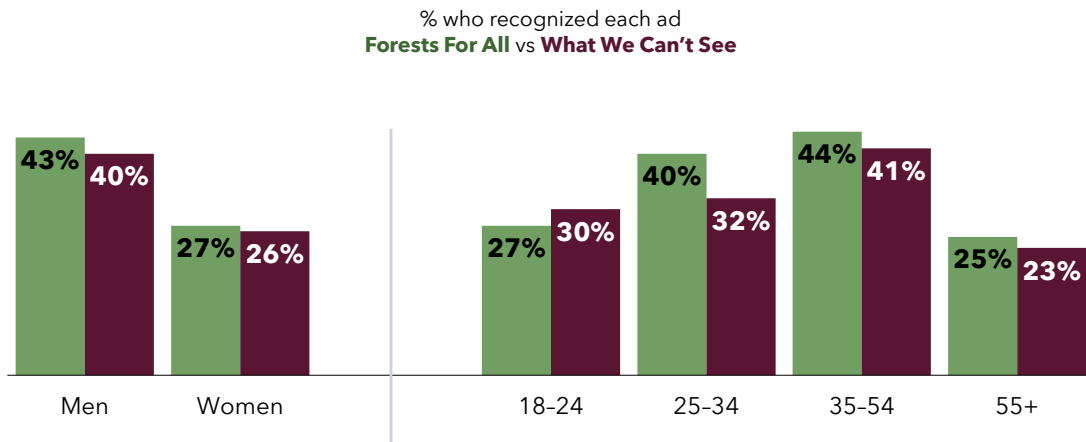


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\*Each point is the average recognition of the campaign's ads tested that wave; the 2026 figure reflects this year's new creative (*Forests For All*, *What We Can't See*).

24

## Men and those ages 35-54 are more likely to recognize both ads than their demographic counterparts.

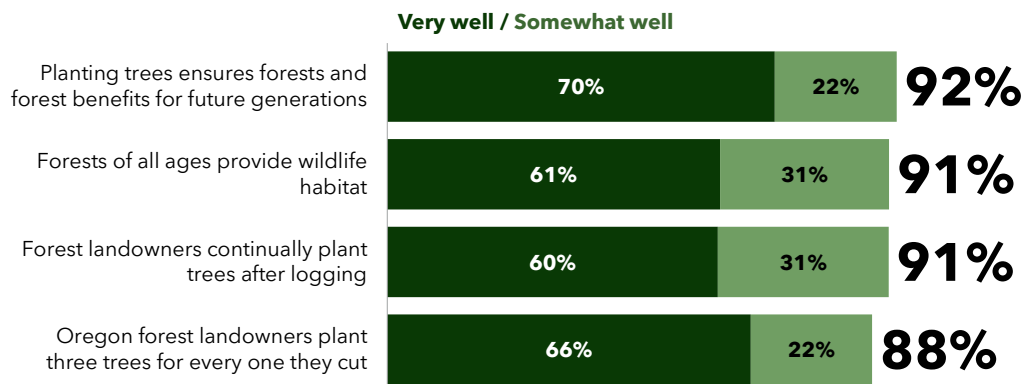


25 DHM Research | OFRI Post Ad Evaluation Survey | June 2026

25

## 9 in 10 Oregonians say *Forests for All* clearly conveys replanting practices, wildlife habitat, and the promise of forests for future generations.

How well did the video convey to you each of the following ideas?

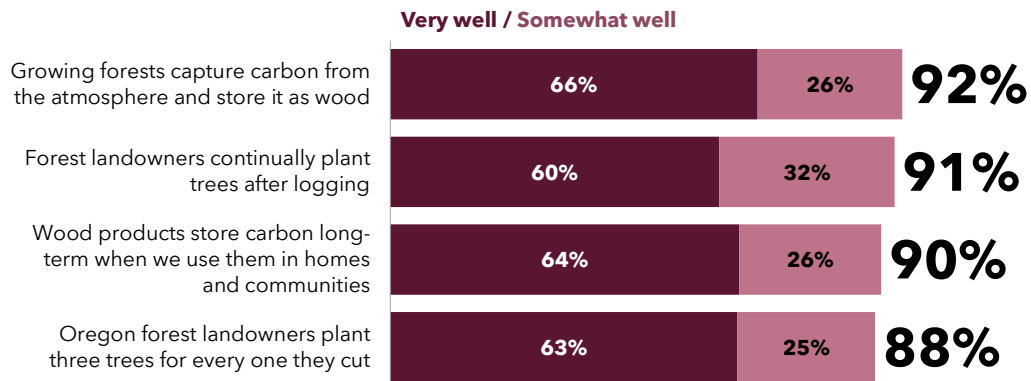


26 DHM Research | OFRI Post Ad Evaluation Survey | June 2026

26

## 9 in 10 Oregonians say *What We Can't See* clearly conveys Oregon's replanting practices and the role of forests in capturing and storing carbon.

How well did the video convey to you each of the following ideas?

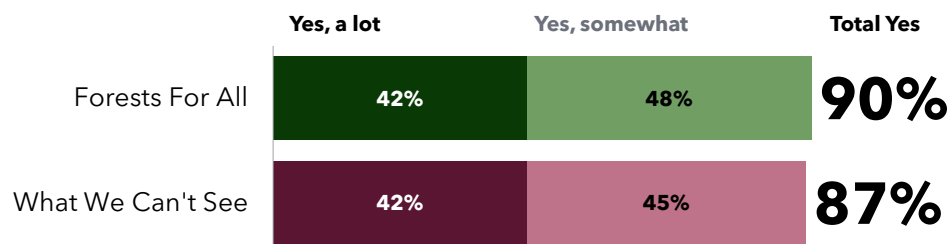


27 DHM Research | OFRI Post Ad Evaluation Survey | June 2026

27

## Both videos successfully increase Oregonians' understanding of forest management and replanting efforts in the state.

Would you say that this video has increased your understanding of forest management and replanting efforts in Oregon?



28 DHM Research | OFRI Post Ad Evaluation Survey | June 2026

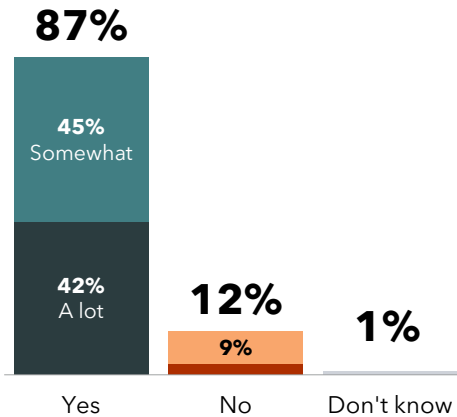
28

Nearly 9 in 10 Oregonians say *What We Can't See* increased their understanding of how forests and wood products capture and store carbon.

**What We Can't See**



*Do you feel that this video increased your understanding of how forests and wood products capture and store carbon?*



29 DHM Research | OFRI Post Ad Evaluation Survey | June 2026

29

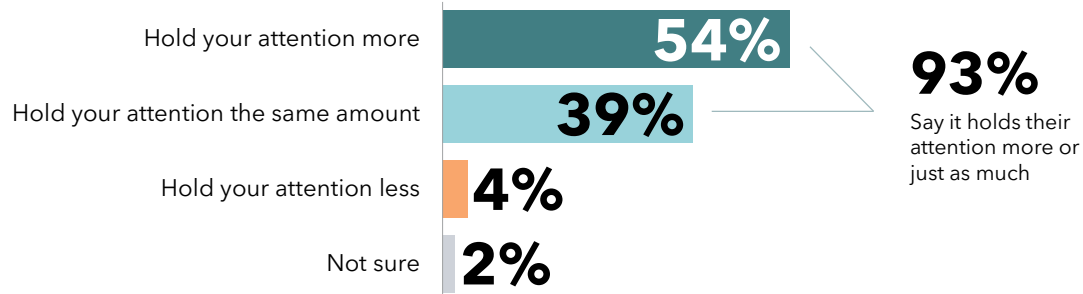
# Animation vs live footage



30

## Nearly all Oregonians say the animated ads hold their attention just as well as, or even more than, ads with real-life footage.

*Compared to ads with real people and real-life footage, how well do animated videos like these hold your attention?*

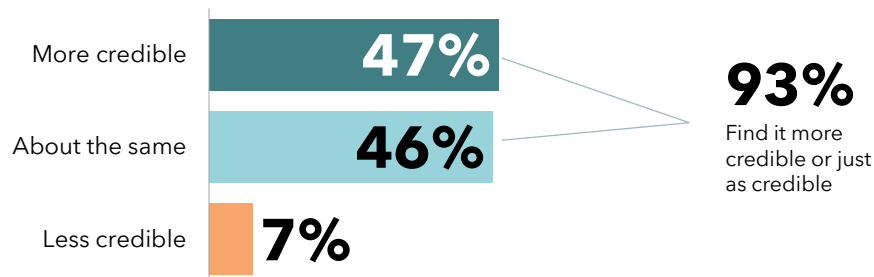


31 DHM Research | OFRI Post Ad Evaluation Survey | June 2026

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## They also find the information presented in the animated style to be just as credible, or even more credible, than that in ads with real-life footage.

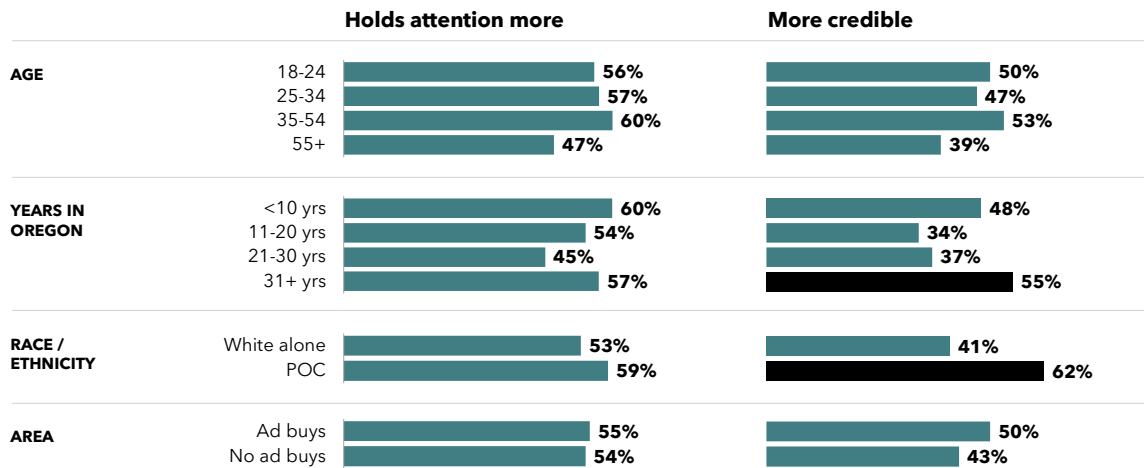
*Compared to ads with real people and real-life footage, how credible do you find the information about Oregon's forests presented in animated videos like these?*



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## The animated ads' ability to capture attention holds up across demographic groups. Long-time residents and People of Color are more likely to perceive them as more credible.



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33

## Wildlife and natural landscapes are standout elements of the animated ads.

Which animated elements do you like the most? Choose two.

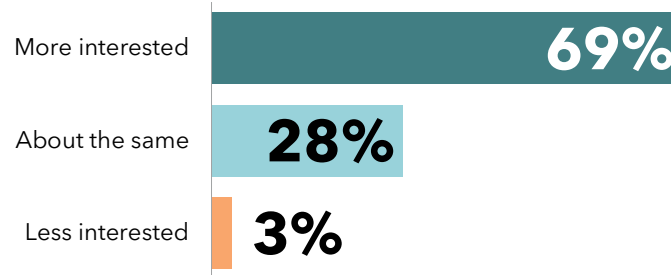


34 DHM Research | OFRI Post Ad Evaluation Survey | June 2026

34

## About seven in ten Oregonians say they are more interested in learning about Oregon forest practices after watching the animated ads.

*Would you say these videos made you more interested, less interested, or maintain your same level of interest in learning about Oregon forest practices?*

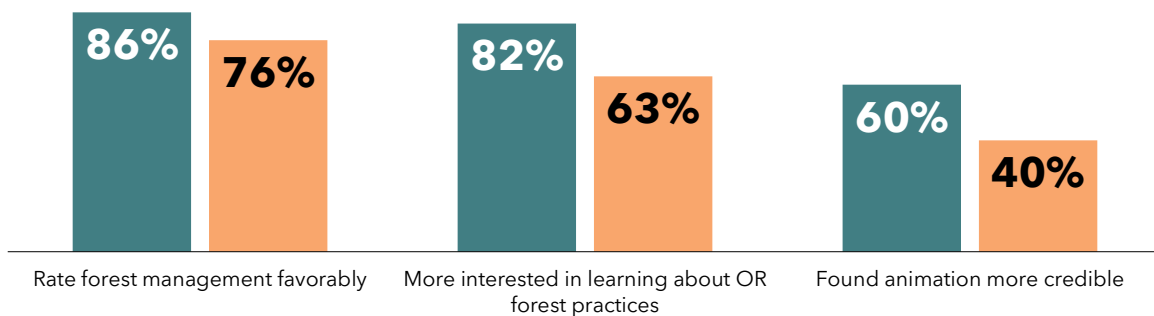


35 DHM Research | OFRI Post Ad Evaluation Survey | June 2026

35

## Ad recognition tracks with more favorable views of forest management in Oregon and interest in learning more about it.

**Recognized both ads** vs **Recognized neither ad**

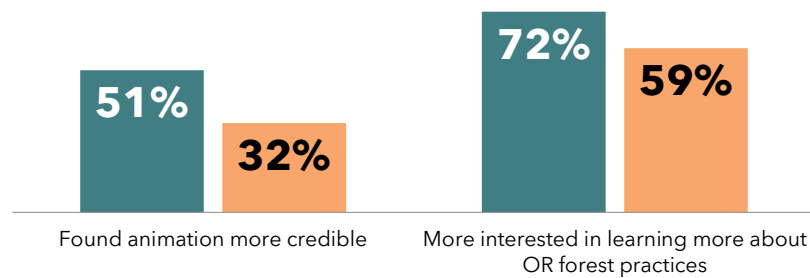


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36

The minority of Oregonians who view forest management as poor are less likely to find the ads more credible, but most say they are more interested in learning more after viewing them.

Rate forest management as good vs Rate forest management as poor\*



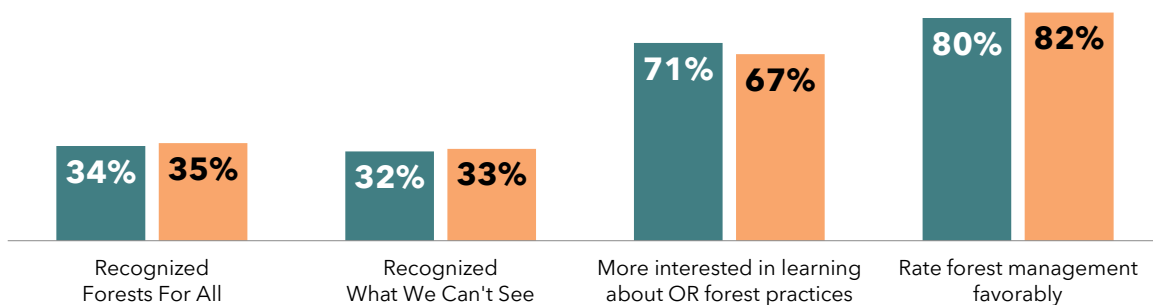
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\*n<100; interpret with caution

37

Paid-media regions recognized the ads no more than the rest of the state.

Ad buys vs No ad buys



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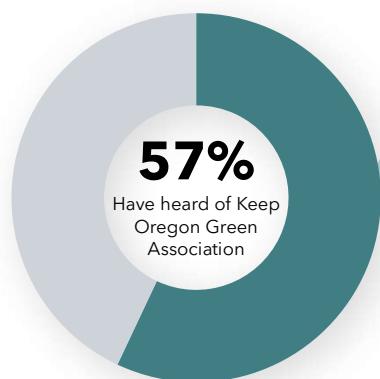
38

# Keep Oregon Green Association

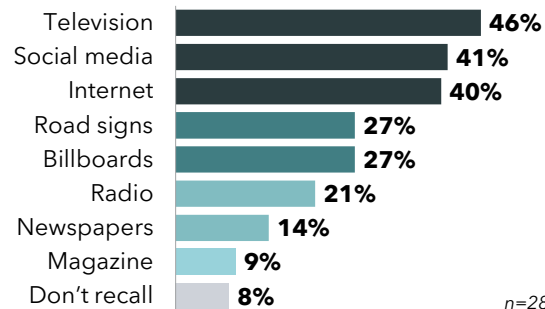


39

Nearly 3 in 5 Oregonians have heard of Keep Oregon Green. They mostly hear about it from TV or online.



Where did you hear of Keep Oregon Green?



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40

## Oregonians primarily link Keep Oregon Green to forest conservation and reforestation, though nearly 1 in 5 identify wildfire prevention as its primary mission.

*Based on what you know – or can infer from the name – what would you say is the primary mission of the Keep Oregon Green Association?*



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**Michelle Neiss**

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**Kara Krnacik**

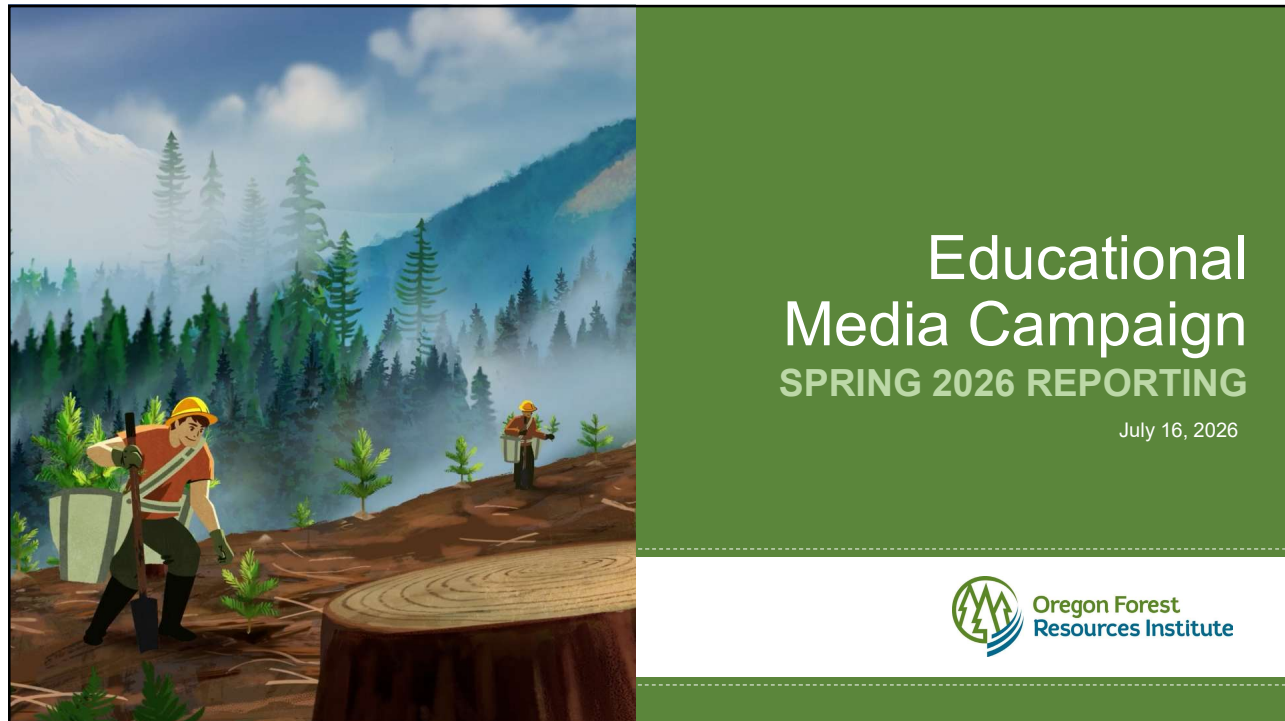
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1

# Overview



## Campaign Goals

- Educate Oregonians about the long-term benefits of forest management, focusing on replanting for renewable wood products and viable wildlife habitat, and carbon capture for sustainable forests.
- Continue building awareness and positive reputation for OFRI and Oregon's forest practices.
- Test the effectiveness of the new creative, "Forests for All" and "What You Can't See" including animations and display stills.
- Lead users to learn more at [OregonForests.org](https://OregonForests.org).

## Delivery

- Audience Targeted: Adults 18+, Oregon statewide.
- Broadcast TV: Reached maximum market penetration in all Oregon DMAs; achieved an overall 79% reach with 14.5x frequency.
- OTT was more heavily allocated to reach the 18-34 demo.
- Campaign delivered more than 81 million impressions.



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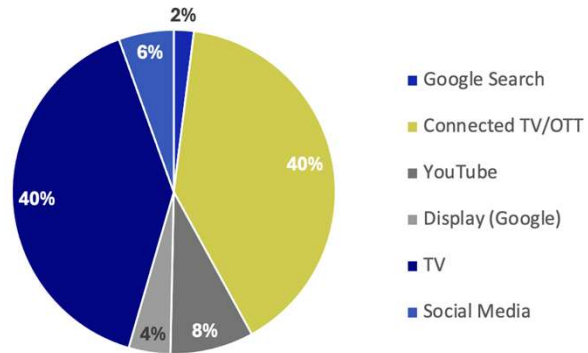
2

## Overview



### Budget Allocation

| PLATFORM      | SPEND            |
|---------------|------------------|
| TV            | \$240,000        |
| OTT           | \$240,000        |
| Display       | \$25,000         |
| YouTube       | \$50,000         |
| Google Search | \$12,000         |
| Social Media  | \$33,000         |
| <b>TOTAL</b>  | <b>\$600,000</b> |



(40% Traditional; 60% Digital)

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## Campaign Performance



### Broadcast TV

With our increased focus on digital, the TV budget was reduced from the last campaign. However, we were able to generate significant reach on broadcast and cable affiliates across the state, with a significant 78.9% reach compared to last year's campaign reach of 81.8%.

In total, we overdelivered our goal by **662,692** impressions for an estimated added value of **\$6,580.53**.

| MARKET                     | # OF SPOTS   | IMPRESSIONS       | REACH        | FREQ        | CPM           | COST             |
|----------------------------|--------------|-------------------|--------------|-------------|---------------|------------------|
| Portland                   | 3,067        | 18,976,186        | 76.8%        | 17.1        | \$8.88        | \$168,510        |
| Eugene                     | 1,473        | 2,854,000         | 76.9%        | 16.1        | \$11.86       | \$33,843         |
| Bend/Redmond               | 577          | 340,808           | 65.6%        | 9.8         | \$32.02       | \$10,911         |
| Medford/Klamath Falls      | 1,362        | 1,893,759         | 78.4%        | 15.3        | \$13.16       | \$24,922         |
| Pendleton/Hermiston        | 1,077        | 16,494            | 92.6%        | 10.2        | \$59.54       | \$982            |
| <b>TOTALS:</b>             | <b>7,556</b> | <b>24,081,247</b> | <b>78.9%</b> | <b>14.5</b> | <b>\$9.93</b> | <b>\$239,168</b> |
| <i>Spring '25 Totals*:</i> | <i>9,220</i> | <i>28,640,578</i> | <i>81.8%</i> | <i>16.3</i> | <i>\$8.70</i> | <i>\$249,282</i> |

\*Note: No broadcast TV ran in Fall 2024

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# Campaign Performance



## Streaming/OTT TV

We used connected TV (CTV) and online video (OLV) to reach cord-cutters and "cord-nevers" who would not see the spots on traditional broadcast. Impressions were delivered according to a 70/30 breakout between ages 18-34 and 35+ to reach the younger viewers who are more active on these channels.

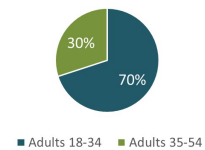
Across CTV and OLV, we delivered more than 12.1 million complete views for a very solid VCR of 91.3%, which includes clickable videos on OLV.

We also ran separately on Hulu/Disney, a non-skippable premium streamer, delivering more than 2.8 million complete views.

In total, we overdelivered our goal by **4,010,937** impressions for an estimated added value of **\$79,897.87**.

| MEDIUM                        | IMPRESSIONS       | COMPLETE VIEWS    | VTR           | CPM            | COST                |
|-------------------------------|-------------------|-------------------|---------------|----------------|---------------------|
| Connected TV (CTV)            | 4,758,568         | 4,685,018         | 98.45%        | \$22.78        | \$104,996.00        |
| Online Video (OLV)            | 8,551,832         | 7,470,743         | 87.36%        | \$5.07         | \$45,004.00         |
| Disney/Hulu                   | 2,897,208         | 2,818,668         | 97.29%        | \$31.90        | \$89,999.90         |
| <b>TOTALS</b>                 | <b>16,207,608</b> | <b>14,974,429</b> | <b>92.39%</b> | <b>\$19.92</b> | <b>\$239,999.90</b> |
| Fall '24 – Spring '25 Totals: | 15,237,944        | 13,797,164        | 90.48%        | \$15.68        | \$240,000.00        |

Age Breakdown



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# Campaign Performance



## YouTube

This year's Spring YouTube campaign included the new animated videos, "Forests for All" and "What We Can't See" in both :15 and :30 lengths. Of the four creatives, the "What We Can't See" :15 video generated the greatest number of impressions, and the "Forests for All" :30 yielded the highest number of clicks and the highest viewable rate.

Compared to the last two-part campaign, with an approx. 50% higher spend in a single period, this campaign delivered 143% more impressions. Costs per click (CPC) decreased by 56% and costs per 1,000 impressions (CPM) decreased by 39% – all pointing to a much more efficient and effective spend. Average watch time per impression also increased by 4.3 seconds, indicating higher interest.

| AD                            | IMPRESSIONS       | TRUEVIEWS (completions) | VIEW RATE     | VIEWABLE RATE | AVE WATCH/IMP   | CLICKS       | CPC            | CPV           | CPM           | COST               |
|-------------------------------|-------------------|-------------------------|---------------|---------------|-----------------|--------------|----------------|---------------|---------------|--------------------|
| Forests for All :15           | 4,196,994         | 340,106                 | 8.10%         | 77.06%        | n/a             | 781          | \$15.60        | \$0.04        | \$2.90        | \$12,181.05        |
| Forests for All :30           | 2,246,586         | 1,407,636               | 62.66%        | 96.97%        | 22.6 sec        | 984          | \$12.51        | \$0.01        | \$5.48        | \$12,305.09        |
| What We Can't See :15         | 4,416,162         | 324,326                 | 7.34%         | 76.99%        | n/a             | 534          | \$23.01        | \$0.04        | \$2.78        | \$12,288.92        |
| What We Can't See :30         | 2,231,292         | 1,380,301               | 61.86%        | 97.27%        | 22.5 sec        | 892          | \$13.80        | \$0.01        | \$5.52        | \$12,306.64        |
| <b>TOTALS</b>                 | <b>13,091,034</b> | <b>3,452,369</b>        | <b>26.37%</b> | <b>84.10%</b> | <b>18.7 sec</b> | <b>3,191</b> | <b>\$15.38</b> | <b>\$0.01</b> | <b>\$3.75</b> | <b>\$49,081.70</b> |
| Fall '24 – Spring '25 Totals: | 5,394,450         | 812,087                 | 28.41%        | 96.29%        | 14.4 sec        | 997          | \$34.63        | \$0.02        | \$6.11        | \$32,711.82        |
| Benchmark Averages*:          | --                | --                      | 29.6%         | --            | --              | --           | \$3.56         | \$0.05        | \$5-\$10      | --                 |

\*Source: [Store Growers](#), comparing to Advocacy Industry

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# Campaign Performance



## Google Display

We ran two main display campaigns, each with one responsive display ad and two fixed display ads. The responsive ads also utilized the :06 animations.

Though the campaign budget was about 24% lower than the previous campaign total, the change in bidding resulted in 84% more impressions with the trade-off of 80% fewer clicks and higher CPC.

To reduce fraudulent or accidental clicks and ensure more meaningful viewing of the visual assets, particularly the animations, we switched the bidding goal from last year's Maximize Clicks to Viewable CPM this year.

| CAMPAIGN                      | AD TYPE            | CLICKS        | IMPRESSIONS       | CTR          | AVG. CPC      | COST               |
|-------------------------------|--------------------|---------------|-------------------|--------------|---------------|--------------------|
| Replanting – Forests for All  | Responsive         | 5,903         | 7,990,066         | 0.07%        | \$2.01        | \$11,878.33        |
| Replanting – Forests for All  | 300x600 (Wildlife) | 162           | 52,624            | 0.31%        | \$0.69        | \$112.44           |
| Replanting – Forests for All  | 300x600 (Planter)  | 151           | 62,610            | 0.24%        | \$0.87        | \$132.03           |
| Carbon – What We Can't See    | Responsive         | 7,071         | 7,977,681         | 0.09%        | \$1.69        | \$11,916.17        |
| Carbon – What We Can't See    | 300x600 (Sign)     | 63            | 49,964            | 0.13%        | \$1.57        | \$98.84            |
| Carbon – What We Can't See    | 300x600 (Planter)  | 64            | 49,572            | 0.13%        | \$1.62        | \$103.57           |
| <b>TOTALS</b>                 |                    | <b>13,414</b> | <b>16,179,517</b> | <b>0.08%</b> | <b>\$1.81</b> | <b>\$24,241.38</b> |
| Fall '24 – Spring '25 Totals: |                    | 65,566        | 8,796,319         | 0.91%        | \$0.54        | \$32,048.22        |
| Benchmark Averages*:          |                    | --            | --                | 0.59%        | \$0.62        | --                 |

\*Source: [Store Growers](#), comparing to Advocacy industry

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# Campaign Performance



## Google Search

Compared to the previous campaign, with only a 31% higher spend, the search ads did impressively well, garnering 21x more impressions and 6.7x more clicks. Average CTR and impression rates decreased due to the high number of impressions, but CPC improved by 81% allowing for a very efficient spend.

For the purposes of this report we are only pulling data from the campaign dates of March 16 – June 8, 2026.

| AD GROUP                      | IMPRESSIONS    | CLICKS        | CTR          | CPC           | IMPR. (TOP) % | IMPR. (ABS TOP) % | COST              |
|-------------------------------|----------------|---------------|--------------|---------------|---------------|-------------------|-------------------|
| Forest Laws                   | 86,591         | 1,569         | 1.81%        | \$0.71        | 40.92%        | 21.39%            | \$1,106.28        |
| Oregon Forestry               | 110,340        | 1,944         | 1.76%        | \$0.57        | 45.17%        | 26.13%            | \$1,111.57        |
| Reforestation                 | 42,323         | 1,152         | 2.72%        | \$0.97        | 50.61%        | 28.93%            | \$1,114.45        |
| Harvest Methods               | 93,966         | 1,803         | 1.92%        | \$0.61        | 40.78%        | 23.53%            | \$1,101.99        |
| Water Quality                 | 95,883         | 1,900         | 1.98%        | \$0.57        | 45.28%        | 25.98%            | \$1,091.46        |
| Carbon                        | 88,723         | 1,738         | 1.96%        | \$0.65        | 55.35%        | 21.40%            | \$1,127.31        |
| <b>TOTALS</b>                 | <b>517,826</b> | <b>10,106</b> | <b>1.95%</b> | <b>\$0.66</b> | <b>46.49%</b> | <b>24.96%</b>     | <b>\$6,653.05</b> |
| Fall '24 – Spring '25 Totals: | 24,203         | 1,511         | 6.93%        | \$3.49        | 52.52%        | 34.68%            | \$5,077.39        |
| Benchmark Averages*:          | --             | --            | 4.41%        | \$1.43        | --            | --                | --                |

\*Source: [Store Growers](#), comparing to Advocacy industry

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# Campaign Performance



## Facebook & Instagram

Of the four creatives running on Meta with equal spends, the "What We Can't See" :30 video garnered the greatest number of impressions, and the "Forests for All" :15 generated the highest number of clicks and overall engagement.

Compared to the last two-part campaign, despite 15% fewer impressions and 55% lower reach, this campaign generated 24% more thurplays and 7% more clicks with a 27% higher CTR, indicating a higher level of interest from the user to watch through at least 15 seconds of each ad, including the full :30s.

| AD                            | IMPRESSIONS | PEOPLE REACHED | POST ENGAGEMENT | THRUPLAYS (watched :15+) | CLICKS (ALL) | CTR   | CPC    | COST        |
|-------------------------------|-------------|----------------|-----------------|--------------------------|--------------|-------|--------|-------------|
| Forests for All :15           | 2,740,083   | 730,919        | 438,149         | 45,459                   | 8,972        | 0.33% | \$0.92 | \$8,249.56  |
| Forests for All :30           | 2,705,079   | 744,728        | 335,828         | 35,447                   | 6,006        | 0.22% | \$1.37 | \$8,249.55  |
| What We Can't See :15         | 2,830,723   | 707,775        | 434,142         | 44,827                   | 8,426        | 0.30% | \$0.98 | \$8,249.48  |
| What We Can't See :30         | 2,870,950   | 740,688        | 402,136         | 41,141                   | 7,994        | 0.28% | \$1.03 | \$8,249.53  |
| TOTALS                        | 11,146,835  | 1,065,600      | 1,610,255       | 166,874                  | 31,398       | 0.28% | \$1.05 | \$32,998.12 |
| Fall '24 – Spring '25 Totals: | 13,094,959  | 2,380,014      | 1,488,073       | 134,218                  | 29,172       | 0.22% | \$1.13 | \$32,000.00 |
| FB Benchmark Averages*:       | --          | --             | --              | --                       | --           | 1.49% | \$2.18 | --          |

\*Source: [DigitalApplied](#), comparing to Education industry and cross-industry

**OREGON FOREST RESOURCES INSTITUTE**  
**Fiscal Year 2025-26 and 2026-27**  
**Forest Products Harvest Tax Projections**

|                                                             |                         |                                             |                                     |                                      |                                           |             |                                   |                                                           |
|-------------------------------------------------------------|-------------------------|---------------------------------------------|-------------------------------------|--------------------------------------|-------------------------------------------|-------------|-----------------------------------|-----------------------------------------------------------|
|                                                             |                         |                                             |                                     |                                      |                                           |             |                                   |                                                           |
| <b>Fiscal Year 2025-26 Actuals</b>                          |                         |                                             |                                     |                                      |                                           |             |                                   |                                                           |
| <b>Qtr</b>                                                  | <b>Timber Harvested</b> | <b>Tax Received by<br/>Dept. of Revenue</b> | <b>Payment Received<br/>by OFRI</b> | <b>Approved Budget<br/>(by Qtr.)</b> | <b>Actual Harvest Level<br/>(BBF)</b>     | <b>Rate</b> | <b>Actual FPHT<br/>Revenue</b>    | <b>Difference<br/>(Approved vs.<br/>Actual/Estimated)</b> |
| 2025q2                                                      | January - March         | April - June                                | August                              | \$ 873,288                           | 0.77625                                   | \$ 1.17     | \$ 908,212                        |                                                           |
| 2025q3                                                      | April - June            | July - September                            | November                            | \$ 960,219                           | 0.76853                                   | \$ 1.17     | \$ 899,184                        |                                                           |
| 2025q4                                                      | July - September        | October - December                          | February                            | \$ 901,017                           | 0.56114                                   | \$ 1.17     | \$ 656,535                        |                                                           |
| 2026q1                                                      | October - December      | January - March                             | May                                 | \$ 992,979                           | 0.89655                                   | \$ 1.17     | \$ 1,048,967                      |                                                           |
|                                                             |                         |                                             |                                     | \$ 3,727,503                         | 3.00248                                   |             | \$ 3,512,897                      | \$ (214,605.69)                                           |
|                                                             |                         |                                             |                                     |                                      |                                           |             |                                   |                                                           |
|                                                             |                         |                                             |                                     |                                      |                                           |             |                                   |                                                           |
| <b>Fiscal Year 2026-27 Projections</b>                      |                         |                                             |                                     |                                      |                                           |             |                                   |                                                           |
| <b>Qtr</b>                                                  | <b>Timber Harvested</b> | <b>Tax Received by<br/>Dept. of Revenue</b> | <b>Payment Received<br/>by OFRI</b> | <b>Approved Budget<br/>(by Qtr.)</b> | <b>Estimated Harvest<br/>Level (BBF)*</b> | <b>Rate</b> | <b>Estimated FPHT<br/>Revenue</b> |                                                           |
| 2026q2                                                      | January - March         | April - June                                | August                              | \$ 924,183                           | 0.78990                                   | \$ 1.17     | \$ 924,183                        |                                                           |
| 2026q3                                                      | April - June            | July - September                            | November                            | \$ 1,000,584                         | 0.79534                                   | \$ 1.17     | \$ 930,543                        |                                                           |
| 2026q4                                                      | July - September        | October - December                          | February                            | \$ 984,906                           | 0.78287                                   | \$ 1.17     | \$ 915,963                        |                                                           |
| 2027q1                                                      | October - December      | January - March                             | May                                 | \$ 1,148,508                         | 0.87550                                   | \$ 1.17     | \$ 1,024,337                      |                                                           |
|                                                             |                         |                                             |                                     | \$ 4,058,181                         | 3.24361                                   |             | \$ 3,795,026                      | \$ (263,154.96)                                           |
|                                                             |                         |                                             |                                     |                                      |                                           |             |                                   |                                                           |
| <b>*Updated with May 2026 ODF projections (most recent)</b> |                         |                                             |                                     |                                      |                                           |             |                                   |                                                           |

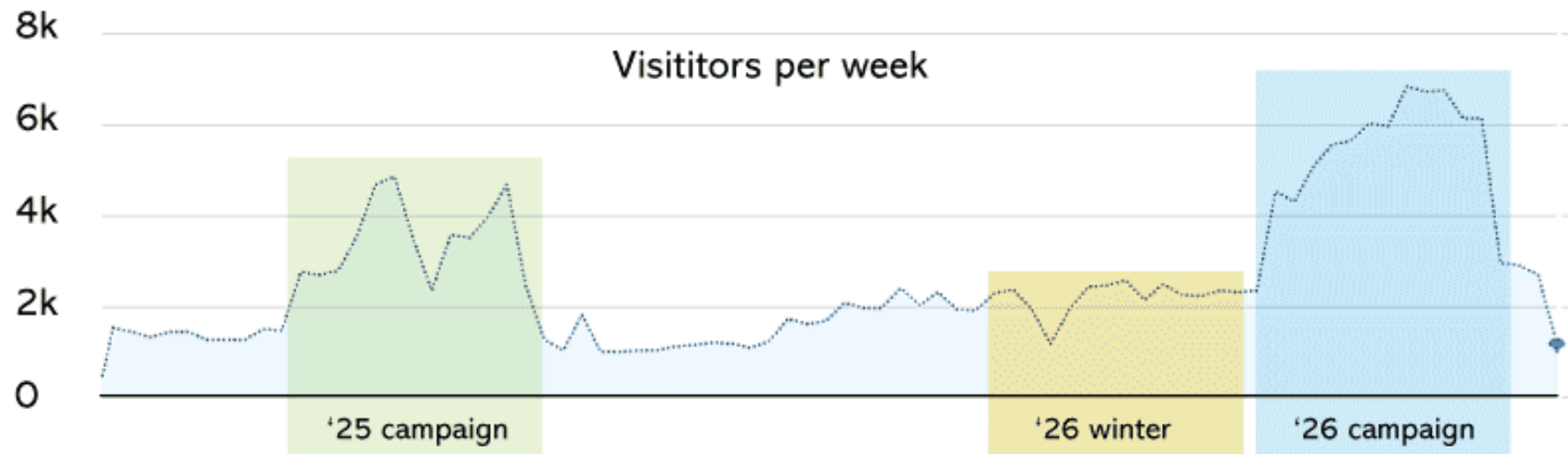
## Oregon Forest Resources Institute 2027 Proposed Board Meeting Schedule

| <u>Date</u>                   | <u>Location</u>                    |
|-------------------------------|------------------------------------|
| Thursday, January 14, 2027    | Chemeketa Eola Event Center, Salem |
| Thursday, March 11            | Teleconference Call                |
| Thursday, April 15            | Chemeketa Eola Event Center, Salem |
| Thursday, July 15             | Chemeketa Eola Event Center, Salem |
| Thursday, October 21 (tour)*  | TBD                                |
| Friday, October 22 (meeting)* | TBD                                |

***\*OFIC meeting Oct. 12-14***

## Advertising/Website analytics

July 2026 report



|                               | 2025 spring campaign | No campaign (3 month) | 2026 spring campaign |
|-------------------------------|----------------------|-----------------------|----------------------|
| Budget                        | 504,000              | 3,000                 | 600,000              |
| Traffic overall               | 43,316               | 27,945                | 68,181               |
| Page views                    | 69,355               | 43,303                | 104.000              |
| Home page visitation          | 26,581               | 5,224                 | 30,290               |
| Reforestation page visitation | 8,452                | 763                   | 11,415               |
| Carbon page visitation        | 120                  | 744                   | 10,700               |
| Wildlife page visitation      | 1,432                | 370                   | 2,843                |



## **New outdoor learning pavilion opens for community use at ODF's Astoria demonstration forest**

ASTORIA, Ore.—The new outdoor learning pavilion at the Oregon Department of Forestry's (ODF) Astoria District Office was completed on May 27. The 16-by-24-foot timber structure is now open for community use as part of the adjacent demonstration forest managed by ODF.

"The original purpose of the pavilion was to support Clatsop County Sixth Grade Forestry Days when we started planning for it in 2018," said Dan Goody, Astoria District Forester. "It fulfills that purpose, but sixth grade forestry days is just the last week in September so it will be available for other educational and community events the rest of the year."

Renewed momentum for the project came in early 2025 when the local chapter of Oregon Women in Timber (OWIT) approached ODF with interest in reviving the project after earlier fund-raising efforts had stalled. Their goal was to commemorate the 65th anniversary of Clatsop County Forestry Day, established in 1960, serving every sixth-grade student in the county through an annual forestry field tour. That day is now a two-day event that has been hosted by ODF for the last several years.

Each year during Clatsop County Sixth Grade Forestry Days, more than 400 students receive hands-on experience and get a firsthand look at possible career opportunities in natural resources as they rotate through 10 outdoor stations. Those stations are either out in the open or have temporary tents. The new pavilion will be the first permanent structure for the event.

Working with ODF, OWIT led a very successful fundraising campaign that propelled the project forward. Significant support was provided by: Oregon Forest Resources Institute, Weyerhaeuser Giving Fund, Nuveen Natural Capital, Pacific Power Foundation, Hampton Lumber, Society of American Foresters (SAF), and Clatsop County Safety Council. Additional in-kind donations of labor and materials were provided by: Warrenton Fiber Company (rock), Bill Hughes Excavation (site work), Mark Baldwin Construction (construction), and Tillamook-Clatsop Chapter of SAF (clearing and brushing).

"We are grateful to the many organizations, partners, and community members whose time, donations, and collaboration made this project possible," said Goody. "We plan to have ribbon-cutting ceremonies at the next 6th Grade Forestry Days September 23 and 24 to celebrate the completion of the project."

Those interested in visiting the demonstration forest can visit any day from dawn to dusk. To reserve the outdoor learning pavilion, contact the ODF's Astoria District Office at (503) 325-5451. The trailhead and parking area are located at 92219 Highway 202 near Astoria.

The demonstration forest originated from an idea conceived in the early 1990s by former Assistant District Forester Bill Lecture. After Clatsop Community College discontinued operation of its neighboring dairy farm, a portion of unused pasture on adjacent ODF land became available. Seeing an opportunity, Bill envisioned an outdoor classroom dedicated to forestry education. He convened local citizens and educators with a shared interest in forestry to help shape what would become the demonstration forest—a space intended for learning, exploration, and community engagement. Today anyone can take a self-guided tour of the seven-acre parcel. There is more than a mile of hiking trails with interpretive signs that

explain how active management of timber stands benefit state forests. It also helps visitors learn about basic forestry practices.

For more, see the demonstration forest [guide](#). See the ODF [state forest recreational trails and guides page](#) for other recreational opportunities in Clatsop and other state forests.

Body





The new outdoor learning pavilion at the Oregon Department of Forestry's Astoria District Office was completed on May 27. The 16-by-24-foot timber structure is now open for community use as part of the adjacent demonstration forest managed by ODF.

Several local area businesses provided in-kind donations of labor and materials for the outdoor learning pavilion including everything needed for the concrete pad.

The local chapter of Oregon Women in Timber (OWIT) led the fund-raising efforts for the outdoor learning pavilion. Their goal was to commemorate the 65th anniversary of Clatsop County Forestry Day, established in 1960, serving every sixth-grade student in the county through an annual forestry field tour. That day is now a two-day event that has been hosted by ODF for the last several years.



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## HOW DO FORESTS AFFECT OUR DRINKING WATER?

Clean water is among life's basic necessities. Healthy forest soils provide natural filtration, keeping streams clean and water quality high. Most of Oregon's municipal water systems use water that originates in forests, including those managed for wood production. The quality of this source water is among the best in the nation.

### THE FOREST WATER CYCLE

**Forest soils act as a natural filter, resulting in high-quality source water that requires minimal treatment.**



### HOW DO FORESTS KEEP OUR WATER CLEAN?

As water reaches healthy forest soils, most is absorbed and, over time, is released to nearby streams or groundwater aquifers. In the process, the water is filtered. Most communities in the United States get water from watersheds where mixed land uses, such as agriculture and residential development, may reduce the water's quality.

### WHAT IS A WATERSHED?

A watershed is an area, usually bounded by mountains and ridges, that collects the rain and snowfall and drains it through a network of streams into a common river or other body of water. All land in Oregon is within one watershed or another.

#### About the Oregon Forest Resources Institute

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Learn more at  
[OregonForests.org](http://OregonForests.org)



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# DOES OREGON REQUIRE HARVESTED FORESTS TO BE REPLANTED?

Oregon law requires that forest landowners successfully replant trees after logging. The law helps ensure that future Oregonians have access to the same forest resources we do — including wood products, healthy watersheds, recreational opportunities, and healthy fish and wildlife habitat. Far more trees are planted each year than are harvested.



## SEEDLINGS, SEEDLINGS AND MORE SEEDLINGS

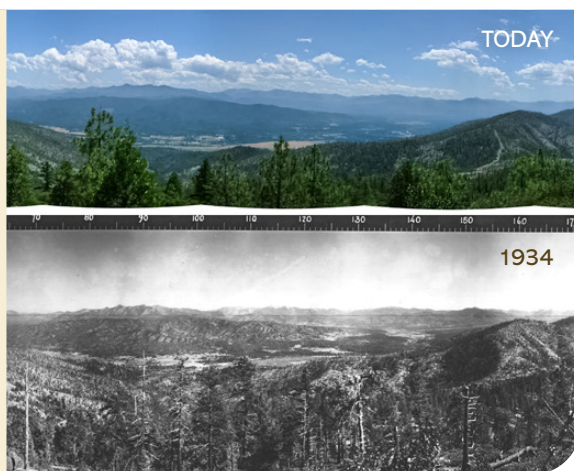
The law requires landowners to plant new trees within two years after logging. At least 100 seedlings must be planted per acre, but foresters typically plant 400 seedlings per acre. Healthy, high-quality nursery seedlings, grown from seeds gathered nearby, are an important part of successful replanting.



**Reforestation is the law, and more than 40 million seedlings are planted annually in Oregon.**

## REFORESTATION SUCCESS STORY

A series of intense fires in the 1930s and '40s transformed 355,000 acres of what is now the Tillamook State Forest into a virtual wasteland. In an area once called the Tillamook Burn, Oregon executed the world's largest reforestation project. Today the burn area again has become a vibrant forest.



## SEE HOW THEY GROW

It's not enough just to replant. Foresters carefully tend seedlings to ensure their survival and growth. The landowner is responsible for making sure the trees are "free to grow" within six years after planting. That means they have to be vigorous and taller than competing vegetation.

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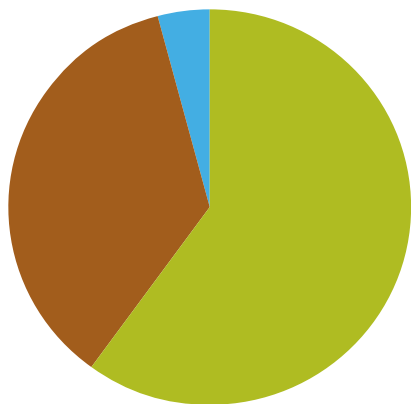


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# WHO OWNS OREGON'S FORESTS?

Oregon contains about 30 million acres of forestland. That's nearly half the state. All that forestland is divided between tens of thousands of different landowners: federal, state and local governments; small businesses; large corporations; tribes; families and individuals.

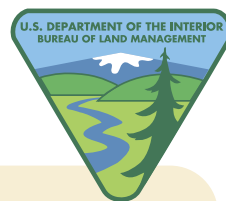
**64% of all Oregon forestlands are publicly owned.**



**60% FEDERAL GOVERNMENT AND OTHER PUBLIC**  
(mostly U.S. Forest Service and Bureau of Land Management, but also cities and counties)

**36% PRIVATE AND TRIBAL**  
(private companies, individuals, families and Native American tribes)

**4% STATE OF OREGON**  
(state forests and state parks)



## THE BIGGEST LANDOWNER

By far the biggest single forest landowner in Oregon is the federal government. Most of that is managed by two agencies: the U.S. Forest Service and the Bureau of Land Management.

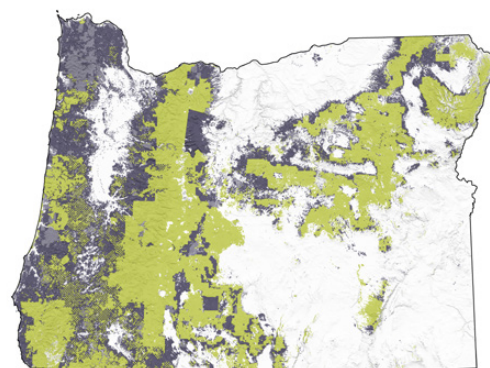


## DIFFERENT OWNERS, DIFFERENT OBJECTIVES

Different landowners have different priorities when it comes to managing their forestland. Some grow timber to be harvested for wood products. Others focus on wildlife habitat. And many try to balance a mix of environmental and economic values.



Legend:  
Federal and public forestlands  
Private, tribal and state forestlands



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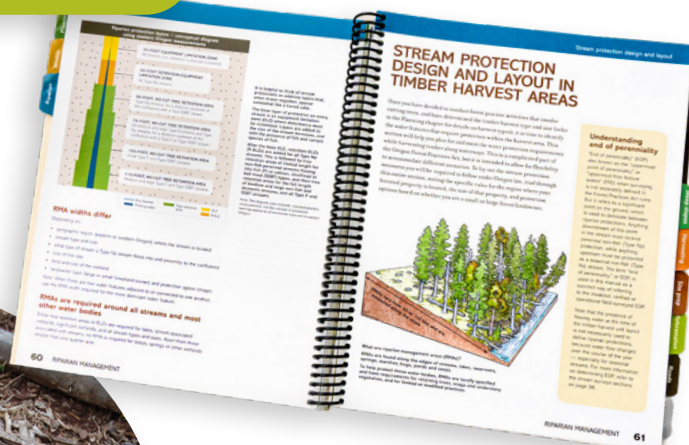
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# ARE THERE LAWS THAT PROTECT OUR FORESTS?

In 1971, Oregon became the first state to pass a comprehensive law to regulate forest practices and help safeguard water, fish and wildlife habitat, soil, and air. The rules of the Oregon Forest Practices Act are continually reviewed and updated to keep pace with the most current scientific research. Here are a few of the requirements:



## REFORESTATION

Landowners must complete replanting within two years after logging. Within six years, the logged area must contain healthy trees to replace those harvested that can outgrow competing grass and brush on their own.

## PROTECTION OF WATER AND STREAMS

Logging, road building and the use of chemicals are restricted close to streams to protect fish and amphibians and safeguard the source of much of Oregon's drinking water.

## PROTECTION OF WILDLIFE HABITAT

Live trees, snags (standing dead trees) and fallen logs must be left after logging to provide wildlife habitat.

## LIMITS ON CLEARCUTS

A clearcut cannot be more than 120 acres. Clearcuts within 300 feet of each other cannot total more than 120 acres on the same ownership.

**Oregon was the first state in the nation to enact comprehensive forest protection laws.**



Learn more about the Oregon Forest Practices Act on the Oregon Department of Forestry website: [oregon.gov/odf](http://oregon.gov/odf).

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## DO YOU KNOW OREGON'S FORESTS?

Oregon depends on its forests in so many ways. They help filter drinking water, provide habitat for a diverse array of plants and animals, supply oxygen, moderate temperatures and store atmospheric carbon. They provide an active playground and a quiet retreat. They supply the renewable resource we use to make lumber, paper and heat — and thereby provide jobs that support tens of thousands of Oregon families, especially in rural communities.

Forests provide

# ENVIRONMENTAL, ECONOMIC AND SOCIAL

benefits for all Oregonians.



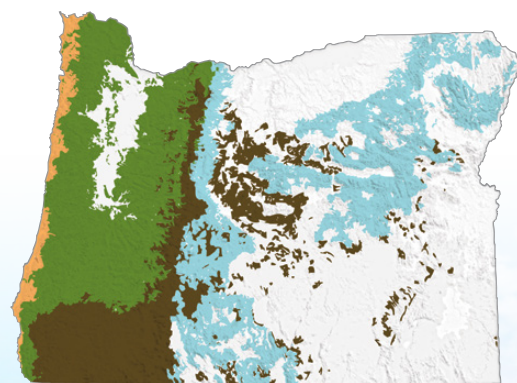
## JUST HOW MUCH FORESTLAND IS THERE?

A lot. Nearly half of Oregon is forestland. Moreover, the total amount of forestland has held steady, at about 30 million acres, for nearly 100 years. In fact, it's estimated to have been about 30 million acres in the 1600s, as well.

## FOREST TYPES

Oregon is home to more than 65 species of native trees, about half of them conifers and half broadleaf trees. And the state's forests can be broken down roughly into four main types. They grow in distinct zones defined by geography and climate:

- |                                                                                                      |                                                                                                      |
|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
|  Spruce-Hemlock |  Mixed Conifers |
|  Douglas-fir    |  Ponderosa Pine |



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## WHY ARE SOME FOREST FIRES MORE INTENSE?

Fire is a natural part of forest ecosystems in Oregon. Historically, fires in any given part of the dry pine and mixed-conifer forests of eastern and southwestern Oregon occurred frequently and tended to be less intense. Fires in the wetter, Douglas-fir regions of western Oregon burned less often, and when they did burn, those fires were more intense, killing most of the trees in their path. As humans have actively fought fire over the past century, the “housekeeping” that fire provides hasn’t happened at these natural intervals. With no matching level of fuel removal, many of these forests have become unnaturally dense, particularly in Oregon’s drier forests.

**Overcrowded forests have unnaturally high amounts of fuel, leading to hotter and larger fires.**

### FUEL LADDERS

In overcrowded forests, flames can climb quickly from the ground vegetation to the treetops. In eastern Oregon pine forests, such fires are not historically common and can kill even large trees. Shrubs, small trees, dead trees, downed logs, low branches and logging debris can all act as a “fuel ladder” during a forest fire.



### WORSENING FIRE SEASONS

Because too much fuel has built up in many of Oregon’s forests, they are at risk of burning far hotter and more intensely if they do catch fire. This has been made worse by the effects of climate change, including hotter summers and less rainfall. Such “uncharacteristic” fires threaten severe damage to wildlife habitat, human development and watersheds, and emit large amounts of carbon dioxide and other pollutants. And, these types of fires are becoming more common and more destructive. The total amount of forestland that burns in Oregon each year has increased dramatically, including recent fire seasons where more than 1 million acres have burned.



### MANAGING FOR FIRE RESILIENCY

Today, forest managers are using our understanding of the historic role of fire to manage our forests sustainably for the future. Forest managers commonly use three tools to make a forest more fire-resilient and limit the severity of fires when they do happen:

- thinning trees by cutting some down
- prescribed burning after thinning
- mechanical treatments to remove shrubs and small-diameter trees



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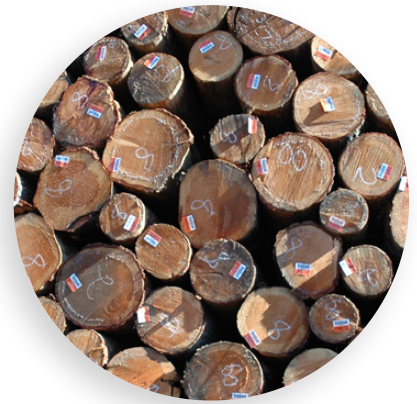
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## WHY ARE SOME FORESTS CLEARCUT?

Different forest landowners have different objectives. Those who are producing timber for wood products have a variety of options when it comes to logging trees. One of those is clearcutting, in which most of the trees are removed, and then seedlings are planted over the whole area to grow a new forest. Not every location is suitable for clearcutting. The landowner's choice is influenced by the species of tree as well as climate, landscape, economics and conditions that affect how the forest will best regenerate.



### WESTSIDE FORESTS

West of the Cascades, forest landowners often choose to clearcut, because the Douglas-fir seedlings planted after harvest will grow best in full sunlight. Yet, remember that even in a clearcut, Oregon law requires that trees be left as buffers alongside streams to protect water and fish. And in the clearcut area, a few trees are left standing for wildlife habitat. Also, new tree seedlings must be planted within two years after a clearcut is completed.

### EASTSIDE FORESTS

In other climates — such as the drier, sunnier pine forests east of the Cascades — the forest canopy helps protect fragile seedlings from heat and frost, so clearcutting is less common. Trees are usually logged individually or in small groups.



Clearcutting is  
often chosen for  
**TREE  
SPECIES**  
that grow best  
in full sunlight.

In western Oregon, where seven in 10 trees are sun-loving Douglas-firs, open clearcut areas allow seedlings to thrive when the forest is replanted.



### LANDSCAPE DIVERSITY

A variety of landownership priorities, whether that means clearcutting and replanting young trees or letting trees grow, help to create a mosaic of forest ages and habitat characteristics. This pattern is similar to landscapes affected by natural disturbances, such as intense windstorms and forest fires. Scientists say the worst approach would be to treat all forestlands the same way.

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# WHY DO FOREST ANIMALS LIVE WHERE THEY DO?

Different forest animals prefer different types of habitat, depending on the kind of food and shelter they need. Some prefer the grasses and flowering shrubs found in young, open forests. Others need features such as snags (standing dead trees) or fallen logs, which are commonly found in older forests. Some animals are found in forests of any age. As forests age and the habitat changes, the resident wildlife will change too.

**Animals inhabit young, middle-aged or older forests, depending on their food and shelter needs.**



The northern spotted owl prefers older forests.

## YOUNG, OPEN FORESTS

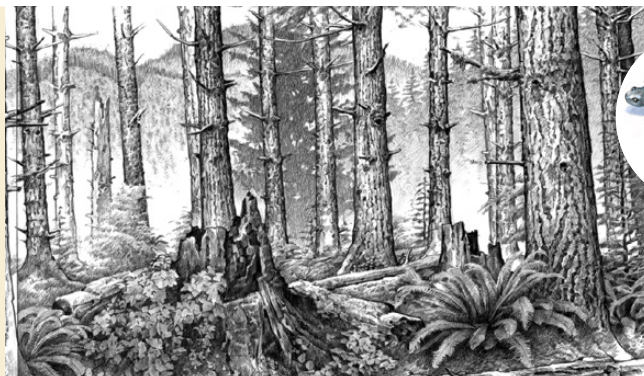
Young, open forests occur following disturbances such as fire or logging. Shrubs, grasses and young trees emerge first.



Who's here: mountain bluebird, black bear, American goldfinch and others

## MIDDLE-AGED FORESTS

The trees in a middle-aged forest have outgrown weaker trees and other vegetation. The canopy is open enough for the growth of ferns and other understory plants that some animals prefer.



Who's here: long-toed salamander, Roosevelt elk, Pacific tree frog and others

## OLDER FORESTS

Older forests have large trees, a complex canopy, a highly developed understory of vegetation, and fallen logs and snags that provide habitat for some animals.



Who's here: hoary bat, Douglas squirrel, marbled murrelet and others

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