

National Fire Plan

Rural Economic Opportunities



California, Montana, and Colorado - Jim Jungwirth of Hayfork, Calif., discovered he could make a small business succeed by making flooring out of forest products. Ron Porter of Hamilton, Mont., found that it was profitable to make structures out of small trees. And Robb Walt of Littleton, Colo., is using scrapwood to make wood chips that can provide power to energy-starved communities.

These businesses have a few things in common: they benefit rural areas hit hardest by the decline of logging in national forests, use wood resources that in the past were thought to have little value, and they make a profit while helping improve the health of our forests.

All three businesses received funding from the National Fire Plan through the U.S. Forest Service Forest Products Laboratory (FPL) in Madison, Wis.

“We’ve got a lot of small timber that needs to be taken out of the forest to help alleviate the fire problem,” said Susan LeVan, program manager for FPL’s Technology Marketing Unit (TMU). “In the past, most of this timber was thought to have little value. But we specialize in helping small, rural communities find profitable niche markets for it.”



The wildfires of 2000 and this past summer are evidence of the increased fire risk our forests face. More than 7.5 million acres burned last season. In the past when forests were more open, fires could burn naturally. But now, due to years of intensive fire suppression policies, forests have become overstocked with small-diameter trees, typically four to eight inches in diameter. This dense understory creates a “ladder” for fires to climb into the crowns of trees, causing fires to burn hotter and more destructively.



Recent estimates indicate that over 73 million acres of national forest lands run an increased risk of fire hazard and need some type of hazardous fuels treatment such as thinning or prescribed fire.

The problem is that pulling the undesired timber off the land is expensive.

“If we can find a way to offset at least part of that cost by showing that this wood has value in previously untapped markets, then rural communities, the

forest, and the taxpayer all win,” said LeVan of the Forest Products Lab.

“We think there is a lot of potential value in making outdoor recreation structures like picnic shelters or informational kiosks out of small-diameter timber,” LeVan said. She hopes to market this idea by having two kiosks on display at the 2002 Winter Olympic Games in Salt Lake City.

One of the kiosks was built by Ron Porter, who owns a small post and pole business in Montana’s Bitterroot Valley—an area devastated by last year’s fires.



Jim Jungwirth started making value-added products in Hayfork, Calif. six years ago when the primary lumber manufacturing market went dry. “I thought I could create jobs by making products that are beneficial to the forest,” he said.

He uses small-diameter timber, some western hardwoods and recycled barn furniture to produce profitable niche products. He started his business with a \$25,000 investment and two employees. The company’s income has increased more than 80 percent since their first year and now employs nine full-time and three part-time employees.

It is success stories like these that LeVan hopes can be duplicated throughout the country. Said Jungwirth, “When we visited FPL we felt like we were visiting the future.”

For additional information on the National Fire Plan, visit www.fireplan.gov