

Reading the Woods

Whole Woods Enterprise Plan

Statement of Purpose: The Whole Woods Enterprise Plan is a summary report of the observations made and information collected during the whole woods assessment.

1. Property Information

Include the name(s) of the woodland steward(s), county, acreage, and a reference to location (i.e., closest town and major highways).

2. The Woodland Steward's Goals and Objectives for the Forest

List the woodland steward's goals and objectives for the property in order of importance.

3. Forest Description

Give an overview of the characteristics of the forest site based on information collected during the forest inventory and any additional woods assessments.

4. Nature-based Enterprise(s)

List existing and potential nature-based enterprise(s). Include a write-up for each enterprise that you, the woodland steward, and any specialists identified as a potential opportunity. These write-ups may include: 1) a brief description of each product or service; 2) the selected forest site(s); 3) infrastructure needs; and 4) estimate projected enterprise production costs and revenues (i.e., current markets and prices for products and/or services and potential total revenue).

5. Action Plan

List your recommendations for new products, production techniques, and expansion of existing products/markets.