HOW TO BUY LOCAL WOOD PRODUCTS.

Canada Green Building Council - Greater Toronto Chapter

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What is Ontario Wood?

Ontario Wood is the natural choice for balancing price, function, beauty, versatility and performance.

A program of the Ministry of Natural Resources and Forestry, its purpose is to:

• Support Ontario’s forestry industry
• Strengthen the local economy
• Promote sustainable forestry practices
Our Goal

- Provide consumers with a strong sense of “why” they should buy Ontario Wood products.
- Build a connection in the minds of consumers between their wood and the families and communities who depend on Ontario’s forest industry.
- Motivate and empower consumers to ask for Ontario Wood products when they’re in the market.
- Showcase the depth, breadth and variety of Ontario Wood products available in the province.
- To promote the sustainability of Ontario’s forestry industry.
- Build a sense of community by providing a common voice platform for the industry and its partners/advocates to rally around.

Ontario Wood has 232 partners as of January 2016 and continues to grow.
What does Ontario Wood do?

Ontario Wood partners with wood producers, manufactures, mills, builders and retailers across the province. These partners are licenced to use the Ontario Wood branding on their products, certifying that they meet our standards.

With this branding identifying products grown and made in Ontario, we encourage Ontarians to “Look for the Leaf” and choose local.

- **Look for the Leaf** gives Ontario Wood a strong and memorable call to action. This is designed to build a consumer focused brand that demonstrates the commitment to build a strong initiative to partners.

- **The Natural Choice** is the answer to the “call to action”. It seeks to empower Ontarians to play an active role in their province’s prosperity by demonstrating the positive effects that choosing Ontario Wood has on their province, and their community.
Target Audiences

Sustainable Decorators segment
- proud of their home
- believe in living well, style-focused trend setter
- like their home to look good for themselves and others
- consider home renovation and furniture as an evolution, continuous changes and upgrades
- at home entertainer
- invest in home decorating: shops for unique high quality pieces
- sees decor and renovation as an investment
- engaged consumer who ask a lot of questions
- will invest in DIY
- cares for the environment: environmentally concerned
- prioritize local; they want nice things but also want to feel good about them

Practical Conservationist segment
- have a simpler lifestyle and are not brand oriented
- tend to be DIYers, more environmentally concerned and prioritize local
- enjoy doing DIY projects but on a budget

Interior designers/architects
- look for unique, new ideas to bring to their clients
- influencers who can potentially spread the word about the benefits of buying wood and wood products that are sourced from Ontario
Ontario Wood at Trade and Consumer Shows

One of the most important reasons to choose local is to support small and local businesses. Ontario Wood helps these small businesses and entrepreneurs make connections with the public through attendance at various trade and consumer shows throughout the year.

Past Shows:
- IIDEX 2015 (Sponsor of Woodshop Exhibition)
- Fall Cottage Life Show
- International Plowing Match

Upcoming Shows:
- IDS 2016 (Feature Space in partnership with Citizens and Collaborators)
  - featuring 14 partners
- Spring Cottage Life Show (Sponsor of Cottage Kitchen space)
  - featuring 30 partners in 3,200 square feet
- Ottawa Cottage and Backyard Show (Feature Space Sponsor)
  - featuring 9 partners in 1,000 square foot space
- Green Living Show (Presenting Partner)
  - featuring 16 partners, main sponsor of Every Tree Counts feature
Choosing local and supporting sustainable is a trend that continues to grow. Ontario Wood can meet the needs of designers and architects with products and materials that will fit any style.

With partners who create everything from furniture and lighting to custom cabinetry and home decorative items, all grown and made locally, Ontario Wood is the natural choice for interior design and architecture.
Print and Media Advertising


In Spring 2016 Ontario Wood will be featured in a 1-page advertorial in the Cottage Life Magazine and a 12-page guide in Our Green Homes Resource Guide, as well as advertising in home improvement, home decoration and lifestyle properties.
Social Media

Ontario Wood is active on key social media channels, enabling us to connect and engage with partners and help promote them to our followers, as well as interact with the Ontario public and show them what our partners do.

- Facebook: 1,735 followers as of Jan 14/16
  - Engage partners and share their products
  - Create conversation with consumers about Ontario Wood and how you can incorporate it
- Twitter: 452 followers
  - Focus on supporting and sharing partners
- Instagram: 198 followers
  - Focus on capturing visuals from shows and starting contests (i.e. Find an #OntarioWood Partner)
- Pinterest: 91 followers
  - Curate boards of beautiful Ontario Wood products and encourage consumer to visualize it in their own home/cottage