***Lesson: Introduction to Forestry***

**Purpose:** With all the talk about diminishing global resources, we are constantly on the lookout for renewable resources. In the talk of using trees as a renewable resource, many of a forest’s benefits area easy to overlook. How do you currently think trees can be used? Your first thoughts probably went to lumber and paper product production. While these are possibly the most commonly known uses for trees, there are many other benefits to learn about.

**Directions:** Access the commodities and products tab on the AgMRC website (<http://www.agmrc.org>) and find the link to the forestry profile page. Utilize information located here to answer the questions below:

1. Name three ways in which an agritourism plan could be incorporated into a forestry enterprise.
2. What are the general market trends in the nursery trees industry?
3. What are some advantages and disadvantages to operating a Christmas tree farm? How could adding a Christmas tree farm to an existing value-added operation be beneficial?
4. Briefly explain agroforestry in your own words.

**Reinforcement activity: Best in Sales**

For this activity you will be playing the role of a tree/ forestry salesperson. You need to sell to a person with a lot of land currently not in use. They want to put the land to use, but they do not know what to do, and with your expertise in forestry you think you have the answer. Your task is to decide what type of trees you would implement, and you need to be able to support your decision with benefits that will make the customer interested in purchasing your forestry services.

For example, a good car sales person first determines the driving needs of the customer, then finds a good vehicle to match the customer. Then their job is to relay to their customer why that particular car is the best choice. Benefits of the car could be good fuel mileage, environmental friendliness, towing capacity, etc. Your task is to do the same as the car salesperson, but with a particular forestry plan.

Write out your plan in a proposal format that you could give to a customer, and prepare your sales presentation. Your teacher may have you turn in your proposal and may also have you try sell your proposal to a classmate or even the whole class, so be prepared!