



## **Island Coastal Economic Trust Announces International Yellow Cedar Marketing Initiative**

**For Immediate Release – October 30, 2007.** Mayor W.J. (Jack) Peake, Chair of the Island Coastal Economic Trust (Trust), today announced funding approval of \$110,000 for the Vancouver Island Association of Wood Processors (VIAWP) to undertake a marketing initiative in the southern United States for yellow cedar products. The total cost of the initiative is estimated at \$220,000.

“The Vancouver Island Association of Wood Processors has identified a niche market in the Southern U.S. wood products market because of yellow cedar’s termite resistance, durability and appearance,” stated Jack Peake. “This marketing initiative could result in significant export market opportunities of an underutilized forest product and support some of the smaller Island forestry operations.”

VIAWP Director and spokesperson, George Cousineau, explained that the Association intends to develop products for the Southern U.S. target market in large part by cutting lower grade and blue stain Cedar logs. These form a substantial portion of the forest profile on Northern Vancouver Island and the North Coast. “Capitalizing on this underutilized resource will provide alternative feedstock for wood processing operations. Increased demand and prices for lower grade Yellow Cedar logs will enhance forestry operations in northern communities.”

“Our key objectives include creating an effective marketing strategy and presence for Yellow Cedar in the target market, developing a structure for mills to participate in this venture, and investigating opportunities with First Nations to supply round wood and cants for the project,” Cousineau said. “Realizing these objectives will enable participating North Island mills, value-added companies, and logging and salvage operators to maintain or increase employment.”

### **About Island Coastal Economic Trust**

The Island Coastal Economic Trust was established by Provincial legislation on February 27, 2006. It provides \$50-million that is managed by an independent board of directors made up of 8 locally elected government representatives and 5 provincially appointed members from the community. The board’s mandate is to make strategic investments in regional economic priorities such as forestry, transportation, tourism, mining, energy, Olympic opportunities, economic development, agriculture and aquaculture, and small business. Information about the Trust can be found on [www.islandcoastaltrust.ca](http://www.islandcoastaltrust.ca).

For further information call:

Mayor W.J. (Jack) Peake  
Town of Lake Cowichan  
250-749-6681

Al Baronas, CEO  
Island Coastal Economic Trust  
250-334-2427 Extension 223

George Cousineau, Director  
Vancouver Island Association of Wood Processors  
250-757-9644

Roy Ostling, Executive Director  
Vancouver Island Association of Wood Processors  
250-754-3270