



WE'RE GROWING MARKETS FOR NEW MEXICO WOOD!



For New Mexico producers like you, the growing market for local, sustainable, 'green' wood products offers strong business potential. To translate potential into profit you need a trusted name, skilled advocacy, consumer education, and targeted marketing. The Source Verified GoodWood® brand and program were created in 2018 for this purpose.

Though verification of sourcing practices and product processing throughout the supply chain, GoodWood® brands wood products to be marketed as ethically managed and locally harvested. Through education and promotion, our program drives increased demand and expanded markets for sustainably produced materials and sales growth for members.

To propel restoration of our forests and watersheds, we need a dynamic wood industry that can utilize sustainably harvested trees and vibrant markets to sell these products. GoodWood® has secured a 3-year grant from the USDA Forest Service to expand the scope of its Source Verified program, offering new opportunities for New Mexico wood products and producers through membership-access to these market-driven solutions.



We Invite you to join us!

Become a GoodWood® member today: current global supply chain shortages, rising demand for local 'green' products, and the need for vital forest health treatments means that *now is the right time* to expand wood products market opportunities. GoodWood® helps to grow these markets by authenticating responsible forest management and harvesting practices for its members, including Chain of Custody ("CoC") certification. Verified products use the GoodWood® brand and logo and are supported by listings on the GoodWood® website, consumer marketing, and industry advocacy efforts. By joining as a GoodWood® member, you will get a *fast, easy, and right-sized approach* to product certification and markets to increase revenue and preference for your business. Consumers get information, education, and a simple way to support sustainable forest practices, healthy watersheds, and their local economy. It's a win-win.

New Mexico's forest industry has long asked for a simple and affordable green certification program to participate in the important green building programs... GoodWood® is the connecting force and the key to accessing this growing market.

BE A PART OF THE SOLUTION THIS NEW YEAR! JOIN US TODAY!

Members benefit by being included in marketing, listings on the GoodWood® website and map and use of the GoodWood® logo. GoodWood® aims to gain access for member products into green building programs and explore new wood product lines and market opportunities. Discover more by visiting www.goodwoodverified.com, or by contacting us at rachel@goodwoodverified.com / (505) 989-5072.

Good for our forests, good for customers, good for your bottom line.

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