

## **INFOR Inc. (Janette Desharnais, Executive Director)**

### **“From Our Atlantic Woods” non-timber forest product business directory**

INFOR Inc. is a non-profit organization created in 2001 to meet the education and information needs of New Brunswick’s Christmas tree growers, maple syrup producers and woodlot owners.

Forest extension professionals from all four Atlantic Provinces and the State of Maine came together under INFOR Inc.’s lead to create the “From Our Atlantic Woods” non-timber forest product (NTFP) business directory. Planning commenced in early 2008 and the bilingual directory – which is available as a printed directory as well as a searchable website: [www.FromOurAtlanticWoods.com](http://www.FromOurAtlanticWoods.com) – was launched in April 2009. As well as showcasing over 250 NTFP-related businesses and associations, the From Our Atlantic Woods directory includes photos, recipes and information texts on historic and modern uses of NTFPs.

This tool has been very well received by local citizens and tourists alike. It shines a welcome light on the NTFP industry which is mostly made up of small and lesser-known businesses. It also sheds some light on the sheer variety of forest resources that can be used to create the wonderful array of products and services that make up the NTFP realm. Showcased products include everything from better known goods like maple syrup and Christmas trees and wreaths, to lesser known products like berry liqueurs and wild mushrooms. The producers already have a great understanding of the importance of sustainable harvesting methods and preservation of forest biodiversity – as their livelihood depends on it – but this tool passes this information on to consumers who can now appreciate the wide assortment of goods from the woods. Furthermore, the non-consumptive opportunities like bird-watching tours and guided hikes featured in the directory encourage readers to get out and enjoy these natural forest settings themselves.

**More information:** [Infor NB.pdf](#)