

A Growing Concern

Ever heard of Juniper?

In some parts of the country people call it 'Cedar'. However *Juniperus occidentalis*, the Wester Juniper, is actually a genus all its own. While it shares some similarities with cedar, juniper that grows in the northwest is distinctly different from its coniferous cousin.

Juniper is a tremendously hardy tree, unusually drought resistant and rugged looking. As the juniper grows its trunk and limbs writhe and contort until the entire tree resembles a towel that's been twisted into knots. All of this extreme tension and stress can be seen in the amazing wood it produces. The contrast between heartwood and sapwood is a little like Hickory. But its grain patterns and mirroring are unquestionably special. It also has a very high natural resistance to decay, even in tropical climates.

Too much of a good thing.

The same qualities that make juniper so beautiful and tough also contribute to its rapid spread in water-starved regions across the western United States. Once held in check by regular fires in the high desert, sensitive ecosystems (already stressed by drought) are now being threatened by the proliferation of juniper.

It is a thirsty tree.

Juniper is able to consume more than 35 gallons of water per day. This both chokes out other plants—like native sage brush, leaving troubled species such as the western sage grouse without suitable habitat—it also severely restricts the free-flow of water in the area; exacerbating drought conditions.

Because of its underutilization as a wood fiber product, and without naturally-clearing fires, juniper has become a serious concern.

Ten-fold increase since the late 1800s

1800s Now



Such a waste.

Previous efforts to control juniper by cutting it down have proved mostly insufficient and wasteful. Over the next 10 years Oregon and California currently plan to eliminate 10,000+ acres of juniper woodlands; throwing away more than two million cubic feet of usable material, and costing of over \$13,000,000.

Apart from its beauty, juniper is also a structurally durable material. It would be a shame to just destroy it, since it is a native species, and could be utilized as a wood product.

Multiple groups have since begun working to build commercial uses for juniper. Both to help restore damaged rangelands and manage it as a sustainable resource. The *Western Juniper Commercialization Project* is one. They are working to develop an industry for western juniper, to ensure long-term sustainability of the resource, benefit landowners and local communities, and fully utilize and add value to surplus raw material produced by ecosystem management activities.

The Juniper Project

At the core of who Allwood is: We believe it's our job to make exceptional products...but our responsibility to care for the people and the world around us. The Juniper Project is part of an ongoing Allwood mission, identifying opportunities to make a difference—either in an individual person's life, or in the environment we all share. It could be donating material to the construction of a homeless shelter, committing to only using recycled and biodegradable materials, or, in this case, sticking our necks out to create a product that is at the same time beautiful and locally made, and that helps build an industry to benefit both farmers and the ecosystem alike.

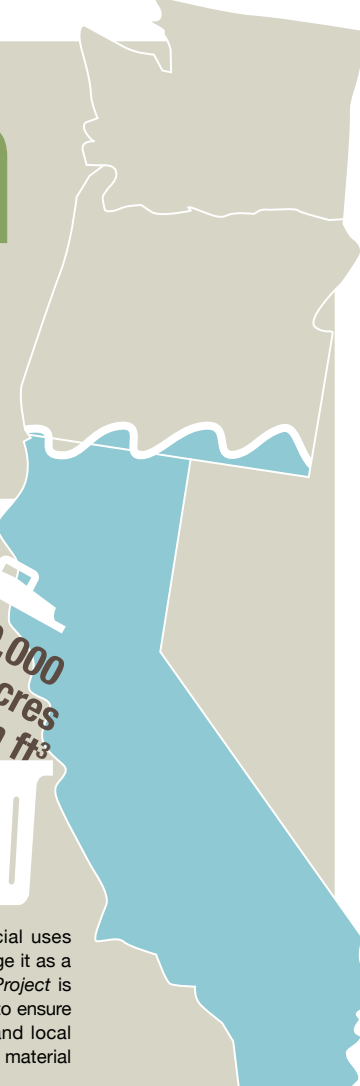
We are excited to share this custom product which highlights the beauty, and unique story, found only in Juniper.

A single juniper can drink

35 gallons of water per day

Areas where junipers forests dominate show clear evidence of watershed degradation.

And they don't leave a lot for other plants and animals. When left unchecked, juniper forests decrease forage production, loss of wildlife habitat, and overall-reduction in biodiversity.



\$13,000,000
10,000 acres
2.3 million ft³



from

