

U.S. PROGRAMS

*Stimulating Economic Opportunity and
Environmental Management in Rural America*



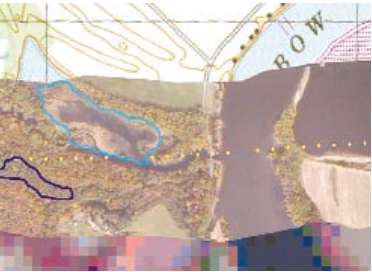
WINROCK
INTERNATIONAL

Putting Ideas to Work

Environment and Natural Resource Management Services

U.S. PROGRAMS

Natural resources – from farmlands to forests – are valuable assets that support rural life. Wise use and management of these resources is essential to ensuring healthy and economically viable communities. U.S. Programs offers comprehensive services that include research and analysis of environmental issues and concerns as well as design and implementation of projects that create a sustainable balance



between the needs of people and the environments that support them. Winrock works with local leaders, government

agencies, business and industry, and organizations to develop policies that preserve the environment and help create jobs and generate new sources of income.

Carbon Storage, Measurement & Monitoring – Trees and plants absorb carbon dioxide from the atmosphere, storing carbon and reducing concentrations of this greenhouse gas that contribute to global warming. Storing carbon in forested areas and offsetting emissions is of great interest to utilities and industries that are interested in preserving the environment and buying carbon offset credits. By setting aside forest reserves as part of carbon storage initiatives, landowners can benefit from new

income through the sale of carbon credits while restoring these important ecosystems. Industries benefit from a reliable store of carbon offsets to assist them in meeting emission and environmental preservation goals.

Winrock International is a leader in carbon measurement and storage and offers a complete line of project design, measurement, and monitoring services. It is a pioneer in aerial survey techniques that offer accurate and cost-effective strategies for measuring and verifying carbon stored in forests and monitoring these reserves over time. Combined with field measurements, these services are unsurpassed in accuracy and set a standard for the industry. U.S. Programs capitalizes on Winrock's extensive forestry experience to design and implement programs for both large- and small-scale forest management programs.

In the Mississippi River Delta of Arkansas, the **TREE (Trees Restoring the Economy and the Environment) program** is giving rural landowners an opportunity to convert unprofitable marginal farmlands into more viable bottomland hardwood forests. New income from the sale of carbon offset credits, and recreational and wildlife activities are contributing to a more stable economy.

Forest Management Strategies – Wise forest management for large and small tracts of land makes good economic and environmental sense.

For many landowners, simple steps can bring greater profits at harvest and good returns in the future.

U.S. Programs promotes forest management through education and training programs and provides resources landowners need to maximize the potential of their timberlands. Managing forested tracts, regardless of their size, has important implications for wildlife habitats, biodiversity conservation, and income generation.

Safeguarding Resources – Rural areas across the country face complex challenges as they struggle to balance the needs of agriculture and industry with the demand for clean environments, recreation, and urban growth. U.S. Programs, in collaboration with other Winrock units, offers research, analysis, and policy initiatives to identify problems and

develop sensible strategies for the future. From water quality and nonpoint source pollution control to alternative agriculture approaches and innovative business solutions, Winrock puts the best economics, science, and technology to work.



Winrock at work in the United States

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Stimulating Economic Opportunity and Environmental Management in Rural America



U.S. Programs provides sustainable community and economic development services and environmental and natural resources management programs that benefit Arkansas, the mid-South and the United States.



U.S. Programs at Work

Winrock International's U.S. Programs unit is dedicated to helping return economic vitality and sustainable natural resource management to America's rural landscape. From its roots in Arkansas, work has expanded through the mid-South and across the U.S. to address the many interrelated issues that rural areas must face in preserving jobs, strengthening communities, and making the best economic use of their resources.

By combining conservation of natural resources with sustainable development, Winrock and its partners create economic opportunities for communities, landowners, and businesses while developing strategies for long-range enhancement of natural resources through environmental management. When farmers, communities, and others reap economic benefits from

wise use and conservation of natural resources, the importance of safeguarding those resources becomes a priority.

A Development Leader

Winrock is one of a few international development organizations with a strong domestic focus. The U.S. Programs unit offers the full complement of services Winrock has developed through years of helping people worldwide help themselves. Expertise found in other program areas plays an important part in addressing challenges and solving problems domestically: Agriculture, Clean Energy, Ecosystem Services, Forestry & Natural Resource Management, Leadership Development, Volunteer Technical Assistance, and the Henry A. Wallace Center for Agricultural & Environmental Policy. Frequently lessons learned abroad have application at home, and linkages between people and organizations in the U.S. and around the world offer new areas for collaboration and partnership.

A Commitment to Partnership

Winrock believes in the power of partnerships, because no single entity can work in isolation to identify problems and solutions and effect lasting change. Partnerships form the cornerstone of Winrock's successful development initiatives and include interaction with local communities and organizations, private industry, conservation and development

groups, and federal and state agencies. U.S. Programs brings people to the table to discuss ideas, coordinate efforts, and forge alliances.

Initiatives with Long-Term Benefits

U.S. Programs focuses attention on activities that have long-term benefits for rural communities and their people. A comprehensive approach is critical to adequately addressing the related issues that contribute to economic and environmental challenges. U.S. Programs brings people and organizations together to identify problems, set priorities, and plan for the future. Activities focus on

- Community and Economic Development
- Environmental and Natural Resources Management Services
- Education and Outreach

Community and Economic Development

Winrock spearheads a wide range of programs designed to stimulate long-term improvement in rural communities. By strengthening new and existing businesses, U.S. Programs helps ensure jobs and livelihoods.

Strengthening Rural Businesses - U.S. Programs offers services to improve business management, foster growth, and enhance production processes and product quality. These activities include research, market analysis, strategic planning, processing and operational efficiency assessment, technology assistance, and workforce development.

Cooperative development in rural areas enables small to mid-size firms to work together to stretch limited resources and take advantage of economies of scale and marketing opportunities. By collaborating, businesses can address common problems and become a united voice for the industries they represent. Winrock's work with the secondary wood manufacturers associations, among other



industries, has contributed substantially to the growth and development of these businesses. Efforts have led



to formation of an industry association and training programs, introduction of new technologies, and coordination of marketing and promotion. Secondary wood manufacturers are now more competitive, have expanded product lines to meet market demands, and are creating new jobs in rural communities.

Building a Strong Workforce – Workforce education and training is critical for businesses that need a skilled labor pool to excel and for individuals looking for good jobs. Winrock understands this link and develops programs that serve the needs of employers and potential employees.

The **Bridging the Gap** program unites manufacturers and educators to provide high school students who do not plan to attend college with the curriculum support and training they need to qualify for jobs when they graduate. Educators attend a “boot camp” and serve unique summer internships with manufacturers to get a firsthand look at the job skills their students will need to succeed. They incorporate this new insight into course work and guidance programs. Manufacturers contribute their knowledge to boost classroom instruction. Non-college-bound students benefit from high school instruction that prepares them

for entering the workforce. Success of the Bridging the Gap program is spreading across

Arkansas and to other states.

The Arkansas Wood Manufacturers Association Youth and Adult Apprenticeship project is a nationally recognized pilot program specially developed to offer the educational curriculum and hands-on training both youth and adults need to qualify for journeyman certification within the wood manufacturing industry. This rigorous program is helping local people attain the skills they need to qualify for jobs and making sure rural employers find the trained employees they need to stay productive and competitive.



Bridging the Gap is the result of industry and educators working together to define a problem and solve it. The program introduces educators, through on the job internships, to the skills needed in Arkansas' workplaces. The results are improved educational programs and students who are better prepared for getting and keeping jobs.



Arkansas Wood Manufacturers Association Apprenticeship program transitions students from the classroom to the workforce – a win-win situation for employers and apprentices alike. This model program is easily adapted by other industries needing skilled workers.

Education & Outreach

Giving people the information they need to make good decisions and manage their resources is the first step to ensuring economic and environmental sustainability. Winrock International is a conduit between research and academia and the individuals and organizations that put new knowledge to work. Information and ideas are powerful forces that can drive change and create opportunities.

Environmental Education – Instilling respect for the environment and awareness of the link between economic vitality and natural resources is a priority for U.S. Programs. Hands-on training and education campaigns reach youth and demonstrate how the economies of rural and urban areas can benefit from appropriate conservation of natural resources. Building appreciation for and care of the environment creates a long-term legacy for tomorrow's leaders.

Promoting New Ideas – Winrock International is at the leading edge of science and technology in fields that can have a profound impact on people and communities across the country. It believes that sharing information provides insights into opportunities, practices, and alternatives that can help balance the need for economic development and sustainable use and conservation of natural resources. U.S. Programs collaborates with government agencies and organizations to host meetings and seminars and develop demonstration projects to bring new ideas and technologies to the people who need them most. Among other activities, U.S. Programs demonstrated the use of wood-pellet heating for home and industry; alternative uses for organic agricultural wastes, and new strategies for industry and agriculture byproducts.



Arkansas Rural Enterprise Center

U.S. Programs' Arkansas Rural Enterprise Center is a model of cooperative development and a catalyst for helping businesses create new jobs, improve productivity and profitability, and compete more effectively in the global marketplace. Work with secondary wood manufacturers illustrates how U.S. Programs assists companies. Projects within the industry led to formation of the Arkansas Wood Manufacturers Association. Businesses are competing more successfully with Winrock expertise in market research, business planning, new product development, plant expansion, administrative issues, and compliance regulation. Since activities began, 80 percent of Arkansas Wood Manufacturers Association members increased production, 60 percent of those members have more employees, and wages within the sector have increased.

President's Arkansas Advisory Council (PAAC)

The Winrock President's Arkansas Advisory Council (PAAC) was established in 1989 to raise awareness of Winrock's work in Arkansas and provide advice on program development to serve the needs of the state and region. The expertise members bring from the public and private sectors is invaluable to the continued success of U.S. Programs. Members help raise funds for key activities, increase public awareness of programs, make contacts, and build relationships for Winrock.

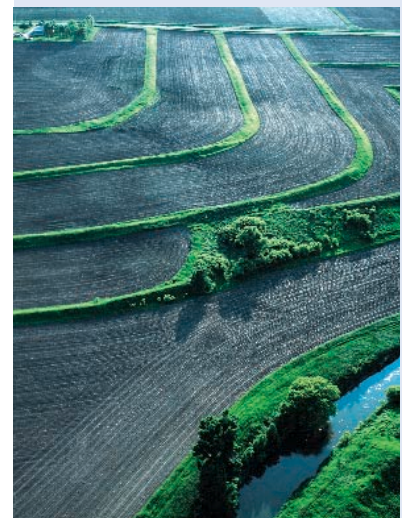
New Frontiers in Resource Conservation

The TREE Program: Trees Restoring the Economy and the Environment

Natural wetlands and hardwood forests are important as ecosystems and as an industry. They provide refuge to migratory birds and other wildlife and play a vital role in environmental balance. These valuable resources also generate revenue from sporting and nature activities, the sale of timber and forest products, and the sale of carbon credits, an emerging income source for landowners.

Forests store carbon they absorb from the atmosphere as carbon dioxide, a greenhouse gas that contributes to global warming. The value of forested land is increasing, not only from the obvious benefits it generates, but also from the unseen carbon it stores. Increasingly, industries are interested in managing forests and purchasing carbon credits to offset their pollution emissions.

Winrock pioneered innovative carbon measurement and monitoring techniques that are used around the world. These same technologies are now incorporated in U.S. Programs' TREE (Trees Restoring the Economy and the Environment) program. The initiative assists landowners in converting their marginal cropland into bottomland hardwood forests to maximize both income and environmental benefits. By targeting croplands that have limited production because of flooding, Winrock helps landowners plant trees to generate new income and free land from cultivation. Sale of hunting leases and fishing rights, as well as sale of carbon offset credits and timber are important sources of income. Cleaner air and water, reduced erosion, and improved wildlife habitats are just a few of the environmental rewards.



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“... helping others help themselves”

— Winthrop Rockefeller, Sr.

Winrock International

- Tradition of Excellence
- A Mission-Driven Team
- Committed to Innovation
- Recognized Experts Dedicated to Success
- Comprehensive Programs Yielding Results
- Fiscally Responsible and Efficiently Managed
- Strategic Geographic Presence
- Commitment to Collaboration and Partnership



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Winrock International is a nonprofit organization that works with people in the United States and around the world to increase economic opportunity, sustain natural resources, and protect the environment. Winrock matches innovative approaches in agriculture, natural resources management, clean energy, leadership development and policy with the unique needs of its partners. By linking local individuals and communities with new ideas and technology, Winrock is increasing long-term productivity, equity, and responsible resource management to benefit the poor and disadvantaged of the world.

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