



Employment Opportunity
Non-Timber Forest Product Coordinator
¾ Time Contract Term Position – 15 Months

The Manitoba Model Forest, a not-for profit organization, is seeking an energetic individual to facilitate the development of a thriving non-timber forest product (NTFP) business sector in eastern Manitoba. NTFPs are raw materials/products that can be sustainably harvested from the forest and marketed worldwide, including wild foods (e.g., berries, mushrooms, herbal teas, syrups), essential oils for aromatherapy, medicinal herbs and nutraceuticals, crafts made from materials from the forest (e.g., wreaths, diamond willow furniture and walking sticks), as well as forest-based spin off activities (e.g., forest-based festivals such as berry festivals) and more. The NTFP sector is growing rapidly in many regions of Canada. It is estimated that this industry will provide over \$1 billion annually to the Canadian economy in the next few years. Business opportunities can include harvesting raw materials, manufacturing and marketing.

The NTFP Coordinator will be based out of our office in Powerview-Pine Falls, Manitoba. Responsibilities include:

- working with communities and individuals in the region to build awareness on NTFP business opportunities, through public presentations and workshops and one-on-one meetings
- developing an inventory of existing and potential NTFP entrepreneurs
- developing an inventory of types of NTFPs that can be produced/marketed from our regional forests
- assisting Manitoba Model Forest NTFP trainers and our partners in offering general and specific training opportunities
- Assisting in business development by linking entrepreneurs with business development agencies, buyers and marketing agencies
- keeping up-to-date on NTFP markets, trends and new product development
- conducting a feasibility study for the development of a regional harvester and marketing cooperative
- conducting a feasibility study for the development of a regional NTFP processing and marketing centre
- creation of an electronic and printed NTFP business directory

The position requires travel within our region. In addition, the candidate will have the opportunity to travel to and meet with other NTFP projects and businesses in Manitoba and Canada.

Knowledge of the boreal forest and NTFPs would be an asset, as well as business development knowledge. The candidate must be able to communicate effectively with a variety of audiences and have a vehicle and valid Class 5 drivers license.

To apply, please submit a resume and covering letter by December 9, 2011 to:

Manitoba Model Forest Inc.
P.O. Box 6500
Pine Falls, MB R0E 1M0
Phone: (204) 340-5013
Email: bdube@mymts.net



We thank all applicants, however, only those being considered for an interview will be contacted.