

Why give a root?



It might begin at **home**, but it's not charity.

Appalachian Designs' **Root Cause** initiative is about raising awareness in the southern Appalachians for a good idea: the use of local forest products. If you understand the importance of buying locally grown food, spread that thinking to **our forests**, and your furnishings. We live and work in the birthplace of Forest Conservation in the United States. Our forests give us life, shelter, and beauty; in turn, they should be protected and managed with thoughtful planning and the careful fostering of our valuable native tree species.

For conservation-minded landowners, **preservation** means utilizing their land without developing it. Increasing the demand for local forest products takes advantage of their natural assets, and starts a chain reaction of increased jobs for forestry consultants, logging teams, saw mill operators, manufacturers, craftspeople, retail sellers, and more. **Root Cause** is about supporting: 1. the local landowners that use their forests wisely -- preserving their acreage, nature's ecosystems, and our mountain views; and 2. all the people that may follow that tree from its growth to the making of something both beautiful and practical.

The need to utilize the many skills and products that we make in our backyard is greater than ever. Ever-rising fuel prices add dollars to everything that is made, and the environmental and societal costs of selling and shipping our **locally harvested trees** to overseas companies to be turned into wood furnishings that are turned around and sold back to us are unnecessary burdens. **Buying local** keeps money in Western North Carolina and is the truest way to create and sustain jobs for an improved, more sustainable economy.



Buy local forest products and be part of the **cause**.

