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FOCI Newsletter

Firewood Outreach Coordinating Initiative

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**DON'T MOVE
FIREWOOD.org**



New Research on Effective Forest Pest & Firewood Outreach

Looking for the best outreach strategy to raise awareness among the public regarding forest pests and the firewood pathway? Boy do we have the publication for you! Check out the latest research on the topic; a collaborative study between TNC and researchers at Clemson University tackled the question of what makes firewood messaging effective and who are the most “trusted messengers.” Hint: we’ll all do well to work more with state forestry agencies!!

[Click here for the official news release and publication >>](#)

It's still August which means it's still Tree Check Month

Keep the outreach coming during tree check month! It's prime time for encouraging the public to check their trees for signs of insect damage, especially from the notorious Asian longhorned beetle. At the Don't Move Firewood website, we have accumulated relevant online resources that you can download for free or link to on your poster, website, brochure, or Facebook posts. Don't be afraid to sprinkle in some educational fun with resources from the kids' activities section!

[Access the 2022 Tree Check Resource List Here >>](#)

Prepare for Firewood Month this October

Now is the time to start thinking about what sort of awesome outreach material you want to disseminate for Firewood Month this year; we are in the process of doing just that! Keep an eye out for the 2022 Firewood Month Toolkit for ideas and resources. In the mean-time there are plenty of great examples from previous years on our website.

[Check Out Some Great Firewood Month Resources Here >>](#)

Photo of the Month: Exit holes made by Asian longhorned beetle (ALB) are pointed out in Norway maple (*Acer platanoides* L.). August is Tree Check Month and the time of year the public has the greatest chance

of finding adult ALB. Be sure to tell folks how they can report suspicious new insects and insect damage in your area. Photo credit: Dennis Haugen, USDA Forest Service, Bugwood.org.

Infestations and Regulations

Spotted Lanternfly Now in Michigan

Michigan Department of Agriculture and Rural Development (MDARD) as well as the USDA have confirmed the detection of a small population of spotted lanternfly in Oakland County, Michigan this August. This makes Michigan the 13th state to have an established infestation after the pest was first detected in Pennsylvania in 2014. Many states are increasing their outreach efforts in an attempt to catch new infestations early. While authorities in Michigan suspect the pest may have been brought in via the nursing industry, the state is in the [process of developing an exterior quarantine on firewood](#) which will help curtail the introduction of non-native tree pests.

[See here for the MDARD press release >>](#)

Don't Move Firewood Campaign

New DMF EAB and ALB Graphics

Check out our Resource Library for fresh new graphics! Small square shaped ads are great for sharing on social media, and the new vertical ads are perfect for adding to your website or information guides. The latest ads feature emerald ash borer and Asian longhorned beetle. (Coming soon: spotted lanternfly!)

[Visit the DMF Resource Library here >>](#)

FORWARD THIS TO A
COLLEAGUE »

In the News

[As Many as One in Six U.S. Tree Species is Threatened with Extinction](#)

Aug 23

[Meet Michigan's 9 Invasive Insects: What they are, the damage they cause and what to do about them](#)

Aug 22

[Officials Drafting Plan for Oak-killing Beetle in San Bernadino National Forest](#)

Aug 3

[Can't Save the Forest for the Trees: Confronting the Loss of Species that Define Maine Woodlands](#)

July 29

[Tree-killing Beetle Spreads to More Texas Counties this Summer](#)

July 22

[Deadly pest reaches Oregon, sparking fears for ash trees](#)

July 20

Share firewood news tips

Input from our readers is vital to the success of this newsletter — and to the mission it serves. Have you heard (or done) something that you think we and other readers should hear about? Please tell us about it!

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