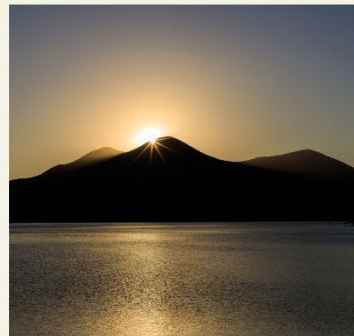


Redwood Region RISE

Working Lands and Blue Economy Activation Plan



Executive Summary

Working Lands and Blue Economy: Regeneration Rooted in Place

The Redwood Region’s forests, farms, and fisheries are more than resources—they are the living foundation of community, culture, and climate resilience. From mountain rangelands to the Pacific coast, our region is uniquely positioned to advance a regenerative Working Lands and Blue Economy (WLBE) model that restores ecosystems, revitalizes rural communities, and fosters inclusive economic growth.

This Activation Plan outlines a regional coordination framework serving producers, processors, port authorities, Tribal communities, and value chain innovators across agriculture, forestry, and ocean-based industries through five interconnected strategies:

- **Expand and Integrate Markets:** Activate infrastructure and branding to strengthen regional value chains and promote locally grown, caught, and made products.
- **Build Collective Capacity:** Formalize sector-specific networks and partnerships to align resources, share data, and amplify impact across forestry, fiber, food, and fishing.
- **Enhance Workforce and Community Resilience:** Launch training pathways in restoration, processing, ocean sciences, and construction with a focus on priority communities and future-oriented skills.
- **Promote Rural Innovation:** Incubate scalable green businesses, invest in digital access and co-ownership models, and catalyze entrepreneurship rooted in stewardship.
- **Advance Research and Pilot Projects:** Partner with educational institutions and Tribal leaders to generate data, test sustainable business models, and expand the region’s innovation ecosystem.

Anticipated Impact

Our vision is a regenerative economy rooted in place—where working lands and waters provide climate solutions, food security, and meaningful livelihoods. Expected outcomes by August 2026 include:

- A workforce pipeline that equips 200 individuals with skills for forest, water, and coastal resilience, with at least 50 placed in family-sustaining jobs.
- Launch of 20–35 new agricultural, food, or green manufacturing businesses.
- Infrastructure revitalization across Noyo, Humboldt, and Del Norte harbors, supporting a 25% increase in tourism and commercial fishing revenues.
- A four-county food hub network improving market access for over 100 producers.
- Pilot deployment of scalable building typologies, wool and timber product development, and kelp or blue carbon projects.

Progress will be measured through economic, ecological, and equity indicators—including job creation, revenue growth, regional collaboration, and resource stewardship.

Regional Partners

This Activation Plan is developed by West Business Development Center as the Sector Investment Coordinator, in collaboration with Catalyst Awardees such as WRX Forest Alliance, NCGA, Forest WRX, and the Noyo Ocean Collective. Partners span Tribes, educational institutions, harbor districts, economic development agencies, conservation nonprofits, and local producers. From sustainable forestry and ocean science to rural housing and meat processing, this coalition exemplifies cross-sector resilience.

This living document reflects the Redwood Region’s commitment to cultivating a future where our working landscapes and seascapes are generative, equitable, and enduring. It will evolve alongside community needs, climate realities, and collaborative learning as we forge a regenerative path forward.

As a living document, this plan will evolve as the work advances. Mary Anne Petrillo, Working Lands and Blue Economy Sector Investment Coordinator—and her team at West Business Development Center—will collaborate with the Redwood

Region RISE Collaborative, Sector Advisory Council, and community partners to conduct semi-annual comprehensive reviews, with the next revision scheduled for February 2026. These updated versions will be shared publicly to ensure transparency and community engagement.