

Jennifer Alger

Urban Wood Network & USRW Certified Urban Wood

Jennifer Alger is President of Far West Forest Products and has been working with urban salvaged woods for 30 years. She is the director of the Urban Wood Network Western Region, a membership network that connects tree managers, arborists, lumber producers, and makers to connect all links in the urban wood supply chain. She is also the founder of USRW Inc. that has developed the first ever Urban Wood Standards for North America. These Standards will be a game-changer for the industry and for the first time allow Chain-of-Custody and certification for urban wood, known as USRW Certified Urban Wood. She has worked with an expert team of developers and customer experience specialists on the build out of Urban Lumber Market with AncestREE™ an inventory management system and enterprise application that will allow users to easily adhere to the industry Standards, track the chain of custody, manage their inventory, and generally better manage and grow their urban lumber businesses. Additionally, Jennifer has recently opened a store in CA where Urban Wood Network members can sell their USRW Certified Urban Wood through.

