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JOE ROSS RECOGNIZED WITH VFA LOGGER MERIT AWARD

Richmond, VA – The Virginia Forestry Association (VFA) recognized Joseph “Joe” Ross with its Logger Merit Award during the 2022 Virginia Forestry Summit in Blacksburg, Virginia. VFA’s Logger Merit Award recognizes and honors the performance of one or more outstanding logger(s) in the Commonwealth. Winners are chosen based on a written evaluation of the total logging operation. Recipients of the Logger Merit Award represent the “best-of-the-best,” and exemplify the highest professional standards, as they serve as effective positive public role models for the entire logging industry.

Mr. Ross founded J&J Logging, based in Henderson, NC in the 1970’s and continues to run his business to this day. He operates a clear-cutting and chip harvesting operation with 11 crew members on the jobsite, as well as 3 fulltime truck drivers and 4 shop employees. J&J Logging produces between 80-100 loads per week. Mr. Ross was a founding member of the Carolina Loggers Association, Inc, and remains an active board member in that organization. In addition to being a member of VFA, he is also a member of the NC Forestry Association and the Virginia Loggers Association. Previously certified as a Pro-Logger in North Carolina, Mr. Ross now maintains a SHARP Logger certification as most of his operations are Virginia based.

Mr. Ross has been an avid supporter of Log a Load for Kids, a non-profit, grassroots fundraising organization supporting local Children's Miracle Network Hospitals throughout the United States. He is a supporter and donor to the Little Man Foundation, a non-profit that supports Duke Children’s Hospital, which was created after the death of his grandson Joseph who died from SMA in 2006. Joe has sponsored a local recreational ball team for numerous years and continues to do so.

Highly regarded across the country, J&J Logging has been featured in several industry publications, including the June 1999 edition of Timber Harvesting Magazine, the September 2013 edition of Southern Logging Times, the Forestry Review in September 2014, and the AgCarolina Farm Credit publication in May 2007. In nominating Mr. Ross for VFA’s Logger Merit Award, Richard Griffin, a consulting forester from Kenbridge, VA shared, “Joe Ross can be counted on to always do an excellent logging job. This makes my landowners happy and often cuts down on the cost of reforestation.”

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About Virginia Forestry Association:

Founded in 1943, the Virginia Forestry Association (VFA) is a not-for-profit organization that represents Virginia’s diverse forestry community and promotes the sustainable use and conservation of forest resources to ensure their long-term benefits for all Virginians. VFA’s membership of more than 1,000 companies and individuals includes landowners, foresters, forest products businesses, loggers, forestry consultants, and stakeholders who value the conservation and sustainable use of forest resources as a driver of ecological, economic, and social prosperity in Virginia. Learn more at www.veforestry.org.

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