Montana Forest Products Marketing News

MSU Extension Forestry

June 2005

Online Directory Now Open to Montana Loggers

Montana's loggers can now list their business information in the Montana Manufacturer's Information System (MMIS).

The purpose of this web-based directory is to help link Montana's manufacturers with each other and with their customers. In the case of loggers, they can use the directory to locate markets for their products since the MMIS also contains a listing of primary forest products manufacturers such as sawmills, post and pole manufacturers and log home builders. In addition, forest landowners looking for a logging contractor can use the directory to locate loggers that work nearby.

The logger listing includes information such as contact names and phone numbers, types of logging equipment the logger owns, geographic area, and certifications held. Loggers can click here to enter their information. There is no listing fee .

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Delivered Log Prices in Montana

The chart to the right shows the average delivered sawlog and veneer log prices in Montana during the first quarter of 2005. The prices are determined from surveys conducted by the University of Montana's Bureau of Business and Economic Research.

Landowners can *approximate* stumpage prices by subtracting logging and log hauling costs from the delivered log price

Quarter 1, 2005

Delivered log prices per thousand board feet, Scribner Scale

		Sawlogs		Veneer logs
		Eastern Montana	Western Montana	Statewide
Ponderosa Pine				
	Yellow	463	494	xx
	Bull	358	391	xx
Lodgepole Pine		435	438	xx
Douglas-fir		429	453	512
Western Larch		xx	453	512
Engelmann Spruce		435	439	xx
Subalpine fir		375	384	xx
Grand fir		xx	382	xx
Western Red Cedar		xx	525	xx
Hemlock		xx	392	xx
White Pine		xx	468	xx
Other species		xx	xx	408

Typical logging costs (for three logging systems) and log hauling costs are:

Helicopter logging	$300 to $350 per MBF
Cable/Line logging	$170 to $220 per MBF
Ground/Tractor logging	$100 to $200 per MBF
Log Hauling	$50 to $100 per MBF

Why do Mussels stick on rocks? Because they're strong!

Resins such as phenol and urea formaldehyde are commonly used as adhesives in the manufacture of wood products such as laminated veneer lumber, plywood and oriented strand board. However, new soy-based protein adhesives are looming on the horizon because of discoveries made by wood scientists like Kaichang Li at Oregon State University's Department of Wood Science and Engineering.

Li's road to discovery started about 5 years ago when he was on a weekend trip to the Oregon Coast. He observed mussels tightly stuck to rocks, despite being battered by ocean waves. Li wondered what allowed the mussels to stick on the rocks?

He soon learned that mussels have an adhesive made of unique proteins and amino acids in their byssus, an anatomical feature made of small threads that a mussel uses to adhere to rocks and other surfaces. Armed with that information, Li began experimenting with adhesives derived from mussel proteins. He found those adhesives had desirable characteristics. However, the mussel protein was not readily available, which would limit commercial application.

That is when inspiration struck Li again. While eating a lunch that included tofu, he realized that the soybeans used to make tofu are also high in protein.

Back in the lab, Li began mixing soy flour with amino acids to create an adhesive similar to that derived from mussels. Li discovered that the soy-based adhesive was strong and remained strong when exposed to water. In addition, soy flour is readily available. Finally, the soy-based adhesive emits no vapors. This contrasts with wood products made with formaldehyde resin, which release vapors that can collect in confined spaces and cause bronchitis, irritation of the lungs and eyes, dizziness and headaches. New homes full of such pressed-wood products may contain three times the formaldehyde levels known to cause health problems, according to the U.S. Environmental Protection Agency.

Oregon State University has licensed exclusive rights to use the new adhesive in plywood to Columbia Forest Products, a Portland, OR based company that is the largest US manufacturer of decorative wood panels. The company recently announced that they would switch from urea formaldehyde to 100 percent soy-based adhesive within the next year.

Columbia Forest Products will switch all production of decorative panels like the one shown above to the use a new soy-based adhesive.

Who are the consumers of environmentally certified forest products?

Forest certification is the process of verifying that a landowner's forest management activities comply with criteria that have been judged to represent sustainable forest management. Industrial forest landowners choose to participate in forest certification programs for a number of reasons. For example, they may want to signal the public, shareholders and customers that the company has high ecological standards. Or, it may be a way for company personnel to learn the newest ecologically-based skills and knowledge. Probably, though, the main reason firms participate is because a firm believes that its customers will prefer buying certified forest products.

If these firms are to effectively market their certified forest products, an important question is — what are the characteristics of the consumers that prefer certified forest products?

To address that question, researchers at Oregon State University surveyed the Home Depot consumers at two stores in Oregon. The first portion of the survey used conjoint analysis, a statistical technique that models how consumers make purchase decisions. The results were used to sort respondents into two groups: 1) those that thought environmental certification was the most important product attribute, and 2) those that thought some other product attribute (including price) was most important.

In the second portion of the survey, respondents reported information about their demographics (income, age, gender, etc.) and psychographics (attitudes, beliefs, and values with respect to environmental issues).

Statistical tests were performed to determine if any of the demographic or psychographic variables were correlated with those respondents who thought forest certification was the most important product attribute.

The results showed that the consumers who preferred the certified products tended to: 1)be younger, 2) be female, 3) be politically liberal, 4)be willing to pay more for certified products, 5) already exhibit ecologically conscious behavior, 5) be concerned about the environment, 6) believe that their individual actions can impact global issues, and 7) have heard of forest certification before completing the survey.

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Montana State University Extension Forestry is a branch of the MSU Extension Service and is housed cooperatively with College of Forestry and Conservation at the University of Montana in Missoula, Montana.

The mission of Extension Forestry is to provide education and outreach to non-industrial private forest landowners, forestry industry, and other forestry-related organizations in Montana.

Extension Forestry carries out its mission by providing its clients with educational workshops, publications, news releases, brochures, and videos. Common topics include forest stewardship planning, forest insect and disease, windbreaks/living snow fences, alternative forest management practices, wildfire hazard reduction, forest products marketing, and tree pruning & care.

We're on the Web:

http://www.forestry.umt.edu/hosting/forestproducts/index.htm

Did a friend send this newsletter to you?

If so, sign up and we can send the newsletter directly to your email address.

Do you have comments, story ideas, or other suggestions?

If so, send them to Roy Anderson, newsletter editor

Calendar of Upcoming Events

*click here to link to a nationwide continuing forestry education events calendar

Forest Stewardship for Landowners Workshop

June 16,17 & 24
Lewistown, MT
call Caren Stewart 406-243-2773

Insect and Disease Management in Forested Ecosystems

June 16,17,24
Ashland, MT
call Beverly Bulanon 406-329-3298

Forest Stewardship for Landowners Workshop

July 15,16 & 23
Thompson Falls, MT
call Caren Stewart 406-243-2773

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