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## **STUDY REVEALS FUTURE FOR COASTAL FOREST INDUSTRY**

**VANCOUVER, BC** – The results of a new study by Coast Forest Products Association, which examines and defines future markets and wood product opportunities for the coastal forest industry, are being presented at the BC Forum on Forest Economics and Policy on Wednesday, June 20 in the Westin Bayshore's Stanley Park Ballroom. International Wood Markets Group President Russ Taylor, who conducted the research, will present the study's findings during a panel of industry experts speaking on global competition and competitiveness.

"You don't need a crystal ball to see that the future of forestry on the coast has been impacted by the drastic change that has taken place over the last 20 years," says Coast Forest President and CEO Rick Jeffery. "But for the coast to be a viable industry economically, we do need to know which markets and opportunities will provide a fit for our wood basket over the next 20 years."

***B.C. Coast Strategic Options: Current Business, Future Opportunities and Outlook to 2020*** examines what kind of wood products the coast will be producing in the year 2020 and who will be buying them. "The good news," says Taylor "is that the coast is not really limited by any market or product restrictions. The key to the coast's competitiveness lies in cost reduction and in determining ways to define an economic timber base."

In future, the study suggests the coastal forest industry's best prospects lie in:

- High volume cedar sawmills, targeting specialty and some semi-commodity products
- Custom cut or specialty sawmills, targeting specialty products and niche markets with all the major species and niche species
- Veneer mills which offer a growth sector for Douglas fir and possible opportunities for hemlock-balsam if it can be used in greater volumes in the future
- High volume sawmills processing small diameter and second-growth hemlock and Douglas fir logs, making a new small log industry with low costs a logical fit for commodity markets

The purpose of the study was to examine the current realities and the future of the coastal forest industry's harvesting and manufacturing capabilities, and timber supply. "This study provides the coastal industry with strategic direction," says Jeffery. "Knowing how to develop the competitive advantage is key to the coastal industry's future profitability and sustainability in a changing world."

To receive an electronic copy of the study, please contact Corinne Segouin at Media Coach at 604-222-3755. An executive summary of the study is posted at [www.coastforest.org](http://www.coastforest.org)

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