

# Project Statement

## BC Coastal Forest Sector Development Initiative

<b>Program</b>	Products & Markets
<b>Project Title</b>	Benchmarking Current Core Products
<b>Project Number</b>	P.02
<b>Project Leader</b>	Chris Gaston
<b>Project Team</b>	Sarah Saddler, James Poon
<b>Start Date</b>	April 1, 2008
<b>Completion Date</b>	March 31, 2009
<b>Budget (2008/9)</b>	150,000

### Rationale:

This project will continue the activities of the literature/effort review and initial benchmarking activities. This will bring together ongoing competitor analysis, wood flow economics, and market research/intelligence to support demonstration products in P03.

### Key Objectives:

- Build on first year of Project P02 (benchmarking current core products and their associated markets) including
  - Continued effort review and industry interviews
  - Updating of industry statistical and economic trade flow information
  - Ongoing competitor analysis for Coast export markets which will examine existing and potential competitor strategies in major markets
- Continue to develop and characterize BC Coastal value chain in partnership with resource and harvesting and conversion programs (products, markets, margins)
- Continue to identify “best bets” products from the benchmarking results through determining the best product mix from the current wood supply

### Project Methodology:

- 1) Develop literature review (P01) into a usable tool for industry
  - a. Database support/programming
  - b. Interviews and possible surveys
  - c. Leverage identified gaps in market research

- 2) Continue to partner with industry collaborators (WFP, Teal Jones and Catalyst in particular)
- 3) Continue to pull together existing production and trade statistics.
- 4) Ongoing characterization of attributes demanded by products / markets grouping; identification of “best bets” for hem-fir

**Project Milestones:**

Activities	Planned Completion Date
Develop literature review (P01) into a usable tool for industry	September 2008
Continued supply chain analysis with an emphasis on ‘return to log’ for identified product categories	January 2009
Expanded competitor analysis to further examine potential product strategies in specific markets	March 2009
Ongoing updates of production and trade statistics	Ongoing
Collaborate with Manufacturing and Resource in offering product/market support	March 2009

**Key Deliverables:**

- Literature Review “search engine database”
- Wood Flow Economics Tool (Collaboration and Project support with Manufacturing groups)
  - To support composites, lumber, pulp and paper etc
- BC Coast current trade flow data
- Developing best bets for Gap analysis report

**Expected Long-term Outcomes:**

Clarify and prioritize key products that can be developed and modified for dynamic markets. Increase margins from niche markets and products.

**Potential Impact:**

This report will combine the previous efforts of the Products and Markets program for the BC Coast to actively aid industry develop and market new, higher margin products from hem-fir.

**Collaboration:**

Western Forest Products, Teal Jones, Catalyst etc.  
Universities, FII, Industry Associations, consultants, etc.