

# Project Statement

## BC Coastal Forest Sector Development Initiative

<b>Program</b>	Products & Markets
<b>Project Title</b>	Gap Analysis, Market Studies and Demonstration Projects of BC Coastal Products
<b>Project Number</b>	P.03
<b>Project Leader</b>	Chris Gaston
<b>Project Team</b>	Sarah Saddler, James Poon, Pablo Crespell
<b>Start Date</b>	April 1, 2008
<b>Completion Date</b>	March 31, 2009
<b>Budget (2008/9)</b>	300,000

### Rationale:

This project will build on the activities of the literature/effort review and initial benchmarking project, including ongoing competitor analysis, wood flow economics, and market research/intelligence. Develop selected demonstration products, aimed at increasing value from hem-fir.

### Key Objectives:

Select “best bets” products produced from P02 project for business plan analysis/implementation.

Work through steps of new product development in partnership with industry:

Short term:

- Collaborate with industry to fast track existing new products that have been partially developed

Long term:

- Using previous Products and Markets information (P01, P02) to develop new product categories

### Project Methodology:

- Develop new demonstration projects (short and long term) to facilitate adoption of new products which creates market development (including strategic market promotion and branding)
- Develop and implement ‘new product development’ scheme, including
  - Idea generation
  - Business case/Feasibility
  - Development
  - Testing
  - Commercialization

**Project Milestones:**

<b>Activities</b>	<b>Planned Completion date</b>
Develop short list of best bets	May 2008
Select Beta Site(s) for potential product manufacturing	June 2008
Identify and engage market stakeholders	June 2008
Develop business case for new product opportunities in collaboration with industry and other appropriate collaborators	September 2008

**Key Deliverables:**

Demonstration Products (short and long term) including facilitated market development and strategy development (i.e. branding)

**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.