

BC Coastal Hem-Fir Initiative – 2012/13

Project Title	Market Assessment of Western Red Cedar Solid Wood Products
Project Number	C.01
Project Leader	Chris Gaston
Project Team	Markets & Economic Group, Paul Morris
Total Budget	\$100,000

Need(s)

BCCI needs (which will lead to identifying consumer needs):

- Updated understanding of naturally durable solid wood product use in major markets, and BC Coastal western red cedar's (WRCs) competitive position.
 - What attributes are being demanded by identified end-users?
 - How has this changed from 5-10 years ago?
- Identification of BC Coastal WRC product/market opportunities to increase overall margins (taking a whole-resource approach; i.e. implications of producing a new product on existing products/markets).

Objectives & Approach

- Benchmark WRC products/markets (what is being produced and for who; trends)
- Develop value propositions (NABCs) on identified product/market best bets
- Work with industry on identified opportunities and challenges
- Anticipated follow-up in subsequent year:
 - With positive value propositions: identifying production logistics (clustering), product prototyping, product positioning, demonstration projects and promotional activities
 - Aid industry with business plan development.

Benefits

- Identification of solid value propositions for BC Coastal WRC product market opportunities that add margin
- Large and high-value market. BC export value for WRC was \$451 million for lumber compared to \$750 million in previous years.

Project Tasks and Outputs – Current fiscal year

Tasks / Outputs	Expected Delivery Date
Benchmark exist product flows & markets (what's being produced and for who; trends)	May 2012
Industry interviews to determine existing WRC products / markets and opinion/priorities on information gaps	June 2012
Rapid support/assessment: support industry with their identified opportunities /	Ongoing

Tasks / Outputs	Expected Delivery Date
challenges	
Consumer market study	March 2013
WRC competitor analyses; ID of "best bets"	March 2013
Final report	March 2013

Status and Major Accomplishments – Previous year

New project

Performance Measures

Key Success Factor	Key Performance Indicator	Target	How the outcome of the Project supports the Program objectives
Research collaborations (industry and others) Industry / government collaboration (e.g. demos)	Up-to-date intelligence on market opportunities for WRC. Acknowledgement of value to the industry	Maintenance of WRC margins	Product / market diversification and optimization is critical to the future strength of the BC wood products industry

Communication Strategy for Information Dissemination

- Regular industry contact (including the associations)
- Interim and final reports

Collaboration – Research Partners (if applicable)

- Coast Forest Products Association, Western Red Cedar Lumber Association, BC Shake & Shingle Association, Shake & Shingle Bureau, Western Red Cedar Export Association, BC Wood, BC WoodWorks (in-kind contributions of time)
- WFP, Teal Jones and other industry (in kind contribution of time and materials)