



## PEFC's General Assembly Includes U.S. Representatives

**Montreux, Switzerland**—The annual PEFC (Programme for the Endorsement of Forest Certification) Week and General Assembly was held here re-



PEFC Secretary General Benn Gunneberg presents a wooden bicycle to outgoing PEFC Chairman William "Bill" Street during the recent PEFC general assembly held in Montreux, Switzerland.

Photos By PEFC International/Jorge Romero (JRPD)

By Michael Buckley

cently and attended by 130 delegates from 41 countries, including representatives from the U.S.

Retiring American-born PEFC International Chairman, William "Bill" Street, has seen PEFC grow from 30 member countries to 42, including China, Japan and Indonesia. "While PEFC has experienced significant growth over the past years and extended its reach specifically in Asia, what has not changed are our core values and commitment to a world where people manage forests sustainably.



Kathy Abusow, CEO of SFI (Sustainable Forestry Initiative), updated PEFC delegates on projects of the organization she leads.

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## World Economy In 2016 May Present Overseas Challenges For Shipping Industry

Sources in the transportation industry who ship North American wood products around the world shared with *Import/Export Wood Purchasing News* their insight about current market activity and export challenges that may arise in 2016.

Their comments follow:

**Lloyd Lovett**  
**King City Northway Forwarding Ltd.**  
**Montreal, QC**

To briefly summarize, container rates from North America to Chinese ports declined to record lows in the last two quarters of 2015. Even though China remains a strong demand for our lumber industry, we have noticed an increased volume of lumber and log shipments into the Southeast Asian countries, particularly with Malaysia, Vietnam and Thailand. In previous years we saw a shortage of equipment during the Chinese New Year, and along with that shortage we saw substantial rate increases during January, February and March. However, currently we have not received any General Rate In-



creases (GRI) from the Steamship Lines. Even though exports in other commodities have gone down in general overall, lumber and logs remain steady. The first weeks of 2016 saw the Chinese stock market plummet more than 7 percent, causing the government to halt trading early. I personally feel this will not have a significant impact for lumber and log exports to China; the need for the raw materials (especially forest products) should still remain strong, as we have seen an increase in bookings to reserve space on vessels, well into February.

With the weakness in the Eurozone economy and oil prices at record lows in the Middle East, lumber shipments have remained steady to these areas.

Additional photos on pages 10 & 11

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## Southwestern Members Share Market Insight

Photos By Zach Miller

Story By Wayne Miller

**New Orleans, Louisiana**—About 35 people attended the recent meeting of the Southwestern Hardwood Manufacturers Club at the Monteleone Hotel here. Members and guests in attendance came from Tennessee, Mississippi and Alabama. Represented were exporters, sawmills, wholesalers, flooring manufacturers, freight forwarders, insurance brokers, and one bank.

Bubba Lammons of All Star Forest Products,



Zach Miller, Import/Export Wood Purchasing News, Memphis, TN; Terry Reynolds, Rives & Reynolds Lumber Co. Inc., Louisville, MS; and Bubba Lammons, All Star Forest Products Inc., Fairhope, AL

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# Who's Who in Import/Exports



**Alex Gonter-Dray** is an export sales representative for **Goodfellow Inc.**, located in Delson, QC. Goodfellow Inc. is an exporter carrying an average inventory of 20 million board feet of North American hardwoods and exotics. The company also offers hardwood slabs, S4S lumber, panels, decking, siding, flooring and other wood-based products. Goodfellow has the ability to produce mixed loads of all hardwood and softwood species. A fully-staffed logistics department closely tracks all overseas shipments and provides documentation promptly.

Gonter-Dray graduated from Hiland High School, Berlin, OH, in 1995. He received an Associate of Applied Science degree in Fine Woodworking and a Bachelor of Science degree in Industrial Technology from the University of Rio Grande, located in Rio Grande, OH. Further education includes a Master's degree in Business Management, which he obtained from Bluffton University, located in Bluffton, OH. Gonter-Dray has worked at Goodfellow for 11 years in his current

Continued on page 13

**Yongjie Hu** is director of Asian sales for **Allegheny Wood Products**, headquartered in Petersburg, WV.

Allegheny Wood Products (AWP) is a hardwood sawmill and dry kiln operator with annual sawmill production capacity of over 230 million board feet and annual dry lumber production capacity in excess of 100 million board feet.

With customers around the globe, AWP has the expertise to produce and ship lumber to specific customer requirements.

A native of Shanghai, China, Hu has worked at AWP for 17 years. He earned a Bachelor of Science in Economics degree and a Master of Arts in International Studies degree from Fudan University, located in Shanghai. In 1995 Hu earned his Ph.D. in Economics from West Virginia University, located in Morgantown, WV.

After spending the first five years of his career at AWP working at the company's



Yongjie Hu

Continued on page 13



**Jayme Wilson** is a member of the sales team at **Legacy Wood Products LLC**, located in West Plains, MO.

Legacy Wood Products is a manufacturer, wholesaler and exporter operating five concentration yards in Missouri and northern Arkansas. The company produces in excess of 36 million board feet of all American hardwoods per year in 4/4 to 8/4.

Legacy Wood Products offers all products internationally, specializing in Red and White Oak, Ash and Soft Maple. Additional products and services offered include door to door delivery, pulled-to-width products, S2S and Straight-Line Ripping.

Wilson handles sales strategies for export markets to China, Malaysia, Indonesia and Vietnam, as well as domestic markets and the procurement of green and kiln-dried lumber. His first position in the industry was as a green lumber buyer for North Pacific Lumber Co. in 2000. He has spent five years in the import/export market industry.

Legacy Wood Products is a member of the National Hardwood Lumber Association, Missouri Forest Products Association and American Hardwood Export Council.

Wilson enjoys golfing, fishing, football, basketball and baseball.

For more information visit

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**Cindy L. Squires, Esq.**, is executive director of the **International Wood Products Association**, located in Alexandria, VA.

Founded in 1956, the International Wood Products Association (IWPA) is a leading international trade association representing the North American imported wood products industry. Association members consist of three key groups involved in the import process: U.S. importers and consuming companies, offshore manufacturers and the service providers that facilitate trade. Through IWPA membership, voting, associate and overseas members gain access to a community of fellow members, a voice in Washington, D.C., and many programs, services and products specifically tailored to the industry.

Squires graduated from George Mason University, located in Fairfax, VA, with a Bachelor of Arts in International Relations degree. She earned her Juris Doctor degree from American University's Washington College of Law, located in Washington, D.C. Her first position with a hand in trade related issues was as a Senate Agricul-



Cindy L. Squires

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# AHEC-Sponsored Environmental Documentary To Air In Mexico

By Michael Snow  
American Hardwood Export Council  
Reston, VA  
703-435-2900  
www.ahec.org

Promoting the sustainability of U.S. lumber to international markets has been a focus of the American Hardwood Export Council since its inception. For the demand of hardwood products to increase we believe the public and specifiers need to be informed on cradle-to-compost environmental impact. We at AHEC are excited to announce a new project that targets end users in a way we've never reached before: an environmental documentary to be aired on primetime television in Mexico and the United States.

This 40-minute documentary entitled "The American Miracle" is being filmed and produced by Televisa's *Por el Planeta* crew and will air in June across four news channels plus *Univision*, where it will be simulcast in the United States. The distribution mix is spread across a week of 8-minute capsules on morning, afternoon, and evening news programs with the full documentary airing in an hour time slot on the weekend. The estimated viewership of this program and our message is 40+ million viewers.

Working with the director of our Mexico City office, Luis Zertuche, and the producers from *Por el Planeta*, we have assembled a narrative of the history of environmental sustainability in the United States. The documentary will focus on how late 19th and early 20th century attitudes changed following the establishment of the Forest and National Parks Services and the resulting supply of renewable

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# Washington Scene

A recent update from Dana Lee Cole, executive director of the Hardwood Federation, stated that before the end of 2015 Congress passed and sent to the President an Omnibus bill that includes all department and agency spending for the year and a tax bill that addressed a number of pending tax abatements, including some that were positive for the hardwood industry.

Several Forest Service programs important to the hardwood industry will receive increased funding and directional support, according to the bill, including:

- **Fire Suppression:** although the bill does not provide a permanent fix to the fire borrowing problem, the bill provides \$4.2 billion for wildfire fighting and prevention programs; \$670 million above the 2015 enacted levels. This should reduce the borrowing from other Forest Service programs at least over the fiscal year. Hazardous Fuels Reduction programs will be funded at \$545 million, an increase of \$19 million, although a bad fire season this year could diminish these increases.
- **Timber Harvest Programs:** The Omnibus bill includes an increase of \$21 million for timber sales, bringing the line item up to \$360 million. There is also strong House and Senate report language indicating that both Chambers expect compliance with program objectives i.e. increasing timber sale outputs in a more efficient manner.
- **Northern Long Eared Bat:** There is report language in the bill directing Forest Service research staff to prioritize studies of white nose syndrome.
- **The Forest Inventory Analysis (FIA)** program will receive a \$5 million increase this year, according to the bill.
- It is also worth noting that U.S. Department of Agriculture (USDA) Secretary Tom Vilsack sent a letter to Senate Energy and Natural Resources Committee Chair Lisa Murkowski expressing his disappointment that a solution to the fire

Continued on page 13

# Vietnamese Wood Exports Expected To Climb In 2016

Vietnam's wood industry is expected to gain a total export value of wood and wooden products of US\$7.7 billion for this year, higher than \$7.1 billion in 2015. According to the Vietnam Wood and Forestry Products Association (Viforest), exports of wood and forestry products from Vietnam will have the advantage of starting operations through the ASEAN Economic Community (AEC) and the Trans Pacific Partnership (TPP) deal.

Local enterprises have done good business with ASEAN partners for many years so the AEC will create favorable conditions for them to develop further business incoming time.

Meanwhile, TPP will also usher in opportunities for the domestic wooden product makers to have more legal wooden material for export processing because the TPP member countries have great potential for high quality wooden materials with legal origins, according to Nguyen Ton Quyen, chairman of Viforest.

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## Industry Intelligence More Important Than Ever

As we worked to put the final touches on the agenda for the 60th World of Wood Annual Convention in beautiful Austin, Texas, I was struck by how many issues IWPA is engaged in will have lasting impacts on the future of our industry. The relative health of the U.S. economy, the strong dollar, and new sourcing opportunities have led to strong growth of U.S. wood products imports, but legal and regulatory issues are percolating that require immediate and constant attention and IWPA is working every day to make sure our members have the information they need to find opportunity where others find only frustration.

Recent developments continue to show that wood products importers and the businesses that utilize their products must have the latest information about the requirements of the Lacey Act and how it is being enforced. In the last year we

have seen the prosecution of three tree cutters and a mill owner in Washington State for allegedly illegally harvesting Big Leaf Maple in a national forest, the settlement between Lumber Liquidators and the Department of Justice for violations of the Lacey Act and customs laws, and most recently the exclusion of several shipments of wood products from Peru due to U.S. Customs and Border Protection's inability to determine admissibility under the Lacey Act. These events have led to considerable uncertainty about the steps wood products importers must take to meet their obligations under the Lacey Act. In addition to blog posts and webinars on these critical issues, IWPA will be announcing a full schedule of courses in the coming weeks for its Wood Trade Compliance Training and Due Diligence Tools course.

In the legal realm, plaintiffs' attorneys continue to file lawsuits alleging that flooring retailers have sold product that emits excessive levels of formaldehyde.



By Cindy Squires  
Executive Director  
International Wood Products Association  
[www.iwpawood.org](http://www.iwpawood.org)



Late last year it became clear that the investor who recently rescinded his claim that Lumber Liquidators knowingly sold non-compliant flooring, was betting that the stock of on-line furniture retailer Wayfair would

Continued on page 14

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# Partnership With Mills And Customers Key To J.W. Goodfellow Success

By Terry Miller

**Hemmingford, QC**—J.W. Goodfellow Forest Products Inc., located here, is a family-owned concentration/distribution yard whose history is deeply rooted in a tradition of high standards in customer service and business practices, which were established in 1971 by the company’s founding father, Jack Goodfellow. From the design of the facility’s Ash branch logo, which was created by the matriarch of the Goodfellow family and is painted on each pack of lumber, to oversight in efficiently fulfilling customer orders, the Goodfellows are deeply involved with day-to-day operations.



J.W. Goodfellow Forest Products dries its lumber on breeze dry kiln sticks, which eliminate sticker stain.

White Oak, Basswood, White Ash, Butternut, Aspen, Birdseye Maple, Hard and Soft Maple and Beech. These products are available in 4/4 through 12/4. Customers for Goodfellow’s products are diverse and include Appearance grade manufacturers, such as kitchen cabinets, furniture and stair treads, etc., as well as distribution yards with kilns.

Bruce Goodfellow said, “I think our success over the past 44 years has been determined by several factors. A good sound knowledge of the industry is one of those factors, along with flexibility and knowing when and how to grow your company at the right time. We’ve been growing very carefully through the years. For example, our goal is not to invest in new equipment when we can buy new used equipment from companies that have closed down. We do not believe in over extending or leveraging our company to the financial institutions. We survived the recession due to careful business principles and, due to this, we’d like to think we are recession-proof.”

John Goodfellow added, “We know it’s important to remain as debt-free in business as possible. Our father, Jack, taught us that and always said ‘don’t bleed your business – don’t leverage yourself and, without any debt, you’ll be able to survive the tough times.’ We also have been so resilient during tough times because 90 percent of our customer base consists of niche accounts. These customers have stayed with us during tough times, and they really kept us above board and on an even keel. Customer retention and customer satisfaction – these are the integral ingredients to our success as a business. Equally important are the relationships that we have developed with

**“Whatever the customer wants, we are able to do it. Knowing, and keeping, our customers is the secret to our success.”**  
**– John Goodfellow, President, J.W. Goodfellow Forest Products Inc.**



Pictured are John Goodfellow and Bruce Goodfellow at J.W. Goodfellow Forest Products, which was established in 1971 by the company’s founding father, Jack Goodfellow.



Pictured are J.W. Goodfellow’s three partners: Robert Goodfellow, vice president of operations; John Goodfellow, president; and Bruce Goodfellow, vice president of sales and exports. Also pictured is their beloved dog, Nikon.

the sawmills, who we depend on for our Green lumber.”

The Goodfellows have also been careful through the years to build a solid customer base beyond the U.S. border. Robert Goodfellow explained, “It’s nice to have flexibility and a diverse customer base, whether in China or Europe or Canada. That solid base of international customers we cultivated prior to the recession in the U.S. helped steady us as a company when the tough times hit in 2007 or so and continued to drag on.”

John Goodfellow added, “We move a fair amount of our lumber through our agents in Europe that go directly to the importers. The importers then re-sell to the LTL’s and/or truckloads. We also market to furniture and flooring plants across the globe. In China specifically, we distribute our lumber directly to their furniture factories.”

To maintain that strong international connection, J.W. Goodfellow has seven experienced sales representatives servicing customers in China, Europe, Canada and the U.S. Armand Cormier is the latest addition to the company’s sales force. Cormier, who has several years experience as a lumber wholesaler, is now representing J.W. Goodfellow in Eastern Canada.

Six others comprise J.W. Goodfellow’s sales staff. Among them are: Daniel



The staff at J.W. Goodfellow Forest Products Inc., headquartered in Hemmingford, QC, totals 40 people, and many have decades of service to the company.

Larose, Northeastern U.S. and Ontario, QC, accounts; Andre Aucoin, Quebec; Michael (Mike) Bernatchez, U.S. and Canada; as well as the Goodfellows.

Bernatchez also serves in the capacity of production manager at J.W. Goodfellow Forest Products. John Goodfellow noted, “Mike is instrumental in putting all the loads together for the company, whether domestic or foreign. Mike is our go-to-guy in making sure the trucks are loaded properly each morning, and are on time. He has significant lumber grading experience as well. We also load between six to eight containers from our yard daily, so there is considerable activity to oversee.”

J.W. Goodfellow’s staff totals 40 people, and many have decades of service to the company. That experience has helped propel the company forward through the years, and so has management’s ability to identify and develop new products for their markets. Among the products unique to the company is the groove kiln

Additional photos on pages 14 & 15

Additional photos on page 14

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# MARTIN® GUITAR: EQUIPPING GUITAR LEGENDS AND ENTHUSIASTS AROUND THE WORLD

By Bridget McCre



Under current leadership since 1986, the company is led by Chairman and CEO Christian Frederick Martin IV.



Pictured is Linda Davis-Wallen, sourcing specialist for Martin Guitars, located in Nazareth, Pennsylvania.

**Nazareth, Pennsylvania**—When guitar legend Eric Clapton stepped on stage in 1992 to perform his live *Unplugged* album in front of a small audience in England, he had no idea that the event would stoke a virtual rebirth of acoustical guitar music around the world. For the performance, Clapton played Martin 000-42 acoustic guitars (one of which sold at auction for \$791,500 in 2004) that were handcrafted by a



Martin Guitar's D-15M Burst model instrument is crafted using a Mahogany neck and East Indian Rosewood headplate.

183-year-old instrument manufacturer, Martin® Guitar (C.F. Martin & Co. Inc.), headquartered here.

**"Our business is making guitars out of beautiful woods and we don't want to see them disappear. We do everything we can to make sure that doesn't happen." – Linda Davis-Wallen, sourcing specialist, Martin® Guitar**

Founded by Christian Frederick Martin Sr. in 1833, Martin Guitar has re-

Continued on page 15

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Though equipment has been added over the years to help maintain consistency, a lot of the company's work is still done by hand.

Joe Murante is one of the 183-year-old company's skilled craftsmen.



Additional photos on pages 15 & 16

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Jerrold and Sarah Free, J.T. Shannon Lumber Co. Inc., Memphis, TN



Bubba and Brenda Lammons, All Star Forest Products Inc., Fairhope, AL; and Wayne Miller, Import/Export Wood Purchasing News, Memphis, TN



Dick Chilvers, Woodus K. Humphrey & Co. Inc., Shreveport, LA; David Sutley, Trustmark Banking and Financial Solutions, Fairhope, AL; and Jerrod Free, J.T. Shannon Lumber Co. Inc., Memphis, TN



Andy Nuffer, Wesley Robinson and Toto Robinson, Robinson Lumber Co. Inc., New Orleans, LA



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# From Naught To Number One In 10 Years: Tavico Timber Dominates As A Vietnamese U.S. Hardwood Distributor

By Michael Buckley



Pictured are Tavico Timber's Chairman Vo Quang Ha (left) with Nhut van Nguyen, an importer/distributor for Go Bac My, located in Vietnam.



Pallets of American Black Walnut are stacked high in Tavico Timber's warehouse, ready to fulfill customer orders.



A Tavico Timber representative takes inventory of new American Ash logs. The company procures 45,000 cubic meters of logs and 40,000 cubic meters of dry lumber annually. Among the wood specie purchased are North American Red and White Oak, Maple, Yellow Poplar, Ash and Walnut.



Pictured is Tavico Timber's Trading Manager Do Ngoc Linh Vu at the company's facility in Bien Hoa City, Vietnam.

**Bien Hoa City, Vietnam** –Tan Vinh Cuu Joint Stock Company (known as Tavico Timber) started operations only 10 years ago and has risen to number one in Vietnam. “My dream,” said founder Chairman Vo Quang Ha, “is to show the world how professional a Vietnamese company can be.”

**“My dream is to show the world how professional a Vietnamese company can be.”**  
– Vo Quang Ha, Chairman, Tavico Timber

In 2005, Tavico Timber was established on a two-hectare site in Dong Nai, 30 kilometers from Saigon, specializing in sawing imported logs and drying lumber. These came mainly from Russia, as well as other countries amounting to an annual log processing capacity of 18,000 cubic meters and 12,000 cubic meters of dry lumber. But increasingly business with Russia became more difficult with unreliable supplies in both quality and

Continued on page 16



At the end of 2015, Tavico Timber held on average 6,000 cubic meters of lumber in stock in its dry lumber storage area, ready for delivery.

In 2010, Tavico Mart opened the first timber supermarket in Vietnam.



Additional photos on page 19



**SLC**

Quality and just in time shipment are our strength.



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PEFC – Continued from page 1

We have always recognized that the well-being and success of family forest owners and other forest dependent populations is a prerequisite for sustainable forest management,” he said in Montreux.

It was reported at the assembly that PEFC’s North American member, SFI (the Sustainable Forestry Initiative), is working hard to quantify the conservation impact of SFI’s work and its connection to sustainable supply chains, and presented its progress at the PEFC Forest Certification Week. Close to 270 million acres (100 million hectares) of forestland in North America are certified to the SFI Forest Management Standard. It is driven by the rigorous requirements of the SFI forest management, chain-of-custody and fiber sourcing standards with one basic requirement: that SFI Program Participants must support forest research, and that has resulted in more than \$1.5 billion invested since 1995.

During the week of the meeting, new PEFC International Board members were voted in, including Brian Kernohan, Director of Policy and Environmental Advocacy at Hancock Natural Resources Group, which operates in the United States, Canada, Australia, New Zealand, Brazil and Chile.

During the Montreux meeting PEFC presented some of its many achievements throughout 2015, covering all continents and many relevant to Asia:

- PEFC announced India had become the latest country to join the PEFC alliance.
- As 5.3 million hectares of forest in China came under PEFC certification, the country also celebrated China’s National Forest Certification System and PEFC logos together on a product for the first time in China, with the launch of Asia Symbol’s “Paper One” copy paper.
- Japan took the next step towards endorsement, as the Sustainable Green Ecosystem Council (SGEC) submitted the Japanese Forest Certification System to PEFC, expected to be endorsed in 2016.

- The New Zealand Forest Certification Association achieved endorsement of its national forest certification system.
  - SFI, an independent, non-profit organization dedicated to promoting sustainable forest management and, with its partners across North America, set a new Guinness World Records title by planting 202,935 trees in one hour.
- To learn about more PEFC’s activities in 2016, visit online at [www.pefc.org](http://www.pefc.org). ■

TRANSPORTATION – Continued from page 1

On the labor front at North American ports in 2016, we will not be facing the same labor issues with the International Longshore and Warehouse Union (ILWU) that we saw at the start of 2015. Services should remain consistent until their next contract renewal in 2018-2019.

King City Northway Forwarding Ltd., located in Montreal, Canada, is an international freight forwarding company that has been in existence since 1977 servicing Canadian customers. Along with King City USA Inc., located in Pittsfield, MA, we have been servicing our U.S. customers. Together we will continue to provide excellence in service delivery. We offer “Door to Door” service from Canada and the United States of America to any major port in the world.

My partners Michel Berard, Michael Hilburn and I would like to take this opportunity to sincerely thank the forest industry for all their support, loyalty and perseverance. It is our wish that 2016 be a healthy and prosperous year for family, friends and business.

My favorite quote for 2016 is by Winston Churchill, which is: “Some people regard private enterprise as a predatory tiger to be shot. Others look on it as a cow they can milk. Not enough people see it as a healthy horse, pulling a sturdy wagon.”



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Stephen A. Zambo  
Ally Global Logistics LLC  
Scituate, MA

2015 was an interesting year for many in the lumber industry. After an excellent 2014, 2015 was less than spectacular. Some of the contributing factors for the downturn were uncertainty in the Middle East, a slowdown in China’s housing sector mixed with another slow year in the European Union. Going forward many are cautiously optimistic for the future of the export lumber market. I anticipate similar results in the year ahead.

As of this writing, rate increases were announced for February 1st. Carriers have been losing money for two previous quarters and are looking to recoup some of their money. The current markets do not justify an increase, so I am not sure the announced increase(s) will have legs to stand on. I don’t see any significant increases for at least another quarter.

With the Chinese New Year dates, shippers scrambled to ensure containers would go out before U.S. calendar year-end. With Ally Global Logistics’ network of drayage resources and knowledge of specific trans-shipment routings, we were able to meet the demands of our customers and their buyers.

During January, we expected to operate business as usual. Many orders had not come through production yet due to the overly wet season the U.S. has encountered. My customers have a back log of orders that need to ship, and we will get them out as pending

Continued on page 11

TRANSPORTATION – Continued from page 10

production comes to fruition.

The U.S. economy is in a relatively stable position. The world however is not. At this point I think what happens will be dictated by stability in the Middle East and China’s housing/constructing sectors.



Curtis Struyk  
TMX Shipping Co. Inc.  
Morehead City, VA

In the last five years we have seen an upward trend in lumber and log exports. 2015 was a little off from 2014, but still better than the previous four years. We typically ship somewhere around 50,000 40-foot containers a year, and we were off by 5 percent, or approximately 2,500 40-foot containers, in 2015. This can probably be attributed to a little bit of slowdown in China and Vietnam.

I would be happy for 2016 to be a repeat of 2015. I would be thrilled, actually. I’m a little concerned about some of the things

we hear in the news, especially pertaining to China, because 53 percent of everything we ship goes to China. I have heard from customers, however, and they don’t seem to believe things are as bad as what you might see on the news, at least as it pertains to China buying our forest products.

The last half of 2015 we saw probably the cheapest ocean freight rates in the

history of shipping, at least in the 30 years I’ve been doing this, with rates to China somewhere in the \$300 or \$400 range, and Europe around \$175...I don’t see how they can maintain those levels and remain profitable. Even with lower fuel prices, everything I’ve read has said that for the foreseeable future there won’t be any major increases unless something major happens in the world. I see freight rates perhaps ticking upwards just due to the simple fact that they can’t stay this low. Nothing major, but maybe just a minor uptick sometime in the first quarter of 2016.

China recently had to close its stock market because it was down 7 percent. I’m not claiming to be smart enough to fix it, but what we’ve always done as a family-owned business is keep our hands in the dirt. We have the ability to pull back and get skinny at any time. If we have to we adjust to the trends, trying to stay ahead of the game.

Any fluctuation from normal shipment numbers is likely a factor of the slowdown in China, but overall Vietnam was 8.2 percent of our shipments, Great Britain was 6.4 percent, and Germany is holding steady at 3.2 percent. We still have a lot of eggs in one basket with China, but I hope that things will level out over there and they will continue to buy. ■

SOUTHWESTERN –

Continued from page 1

Fairhope, AL, led the meeting in the absence of Joe Vaughn, club secretary-treasurer, who recently underwent leg surgery.

The best overall description of reports indicated a “mixed bag” in terms of log supplies, and levels of demand for various products, both internationally and domestically.

An exporter said, “Having a relationship with your buyer in China is a big thing. We broker Red Oak, White Oak, Ash and some Poplar. Some areas of China are better than others. The Euro has declined against the dollar in the past year, making it harder to export to clients there. Petro dollars are drying up in the Middle

East, hurting their purchasing power.” Another exporter said, “China sales are encouraging. They are kicking tires more. I think 2016 will be a good year and I am optimistic.”


A freight forwarding company rep said he is handling export and domestic shipping for clients. “In the near future every container weight will have to be verified and meet new regulations. You will have to provide documents to verify your containers for logs and lumber. You will be able to weigh the entire container or weigh individual bundles of lumber. They can reject your container based on any doubt about the weight. The steamship lines say it is six months out; they don’t know how it will work. There will be fines and fees; it all has to do with safety at sea. No variance is allowed and there will be zero tolerance,” he said. “Ocean rates have been at bottom. This month, they may go up.”

One broker/exporter said, “Appalachian hardwood logs seem to be in good supply in some areas, but not in others. My buyers are concerned about quality. The barrel industry pays very high prices for lumber. They have to use a new White Oak barrel to make bourbon and the barrel industry will buy White Oak right out from under you. In the next two years Jack Daniels Distillery will be making 7,000 barrels a day. Barrels have gone from \$100 to \$200 each, even to \$350 for a new barrel. Common and Better White Oak is going up due to the barrel industry.”

The exporter continued, “In Europe things seem subtly better, but there is not a lot of buying over there. The Euro dropped 22 percent in 2015. The currency in Brazil has also dropped considerably. Some Brazilian lumber items are \$1,200 cheaper now than six months ago. Right now the U.S. dollar goes a long way in Brazil.” Another exporter reported that the company Lumber Liquidators has caused a lot more Lacey Act and CITES activity from the government checking imported wood products.

An Alabama sawmill owner said, “We are running our sawmill 40 hours a week. Lumber looks much better for first and second quarter of 2016. The Asian market

Continued on page 12



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is looking, doing some tire kicking. They are asking if they can buy all of our lumber inventory!" Another exporter said, "Ash going to Europe may be a problem soon due to the Emerald Ash Borer (beetle). Ash is going to be hard to sell. There are counties, even as far south as Georgia that are being quarantined due to the Ash issue. I see business being flat in 2016. It will be very competitive. All the economic reports are showing 2016 will be a struggle."

Flooring manufacturers represented said that the flooring market is over produced on solid flooring, with too much supply for demand, and prices for solid flooring are tumbling. "Prices can drop down \$50 to \$75 a week," one flooring sales rep said. "Flooring is ugly with prices coming down quickly and no sign of it getting better," agreed another flooring salesman. One flooring manufacturer said, "Some manufacturers must go. Engineered flooring has taken away much of our market. Some ceramic flooring looks so much like wood that you have to get down and scratch on it to tell the difference, and it is much cheaper than solid hardwood flooring to boot!"

Another flooring producer said, "I always thought that when housing starts hit one million, it would automatically mean good business for us, but the numbers in housing are above that level and our flooring business isn't good. A lot of people have cut back production on solid unfinished, but it will take a while for the cut back to take effect." Another flooring representative said, "I believe solid flooring will be for custom homes or remodels in the future and engineered flooring will be used in other lower end homes."

A lumber buyer said, "Engineered flooring has taken off; we are producing more of that than we ever have. Our solid flooring manufacturing has turned more to custom jobs; we will probably be out of the solid flooring business in a year."

The question was asked, "What will it take for U.S. producers to be competitive in wood flooring?" The answer was "We have to produce engineered flooring

cheaper than the Chinese."

Most sawmill executives present agreed that cross ties continue to enjoy strong demand, along with mat timbers. On the lumber side, one sawmill owner said, "2015 was a challenging year for lumber. We have been cutting lots of cross ties; board road material has been slow; we're getting orders for some mat timbers. I feel we were lucky lumber prices didn't go lower in 2015. We feel the first quarter of 2016 will see good demand, but our larger mills have been in the red much of the past year. Our smaller mills managed to stay in the black. We feel optimistic about the first quarter of this year."

An Alabama mill sales manager said, "I feel that we'll have a great first quarter. The market has been seesawing lately, with quick changes taking place. The so-called El Nino could be a big factor in the new year. I don't see a lot of lumber in warehouses. Inventories are low. Most mills are running leaner and will react to cutbacks or stop production if we see a downturn."

One Mississippi mill owner reported a five week supply of logs at his mill, but a very large inventory of lumber, most of it flooring Oak. "We don't see a light at the end of the tunnel. We're running our mills 45 hours a week, no matter what our log situation is. That's what it takes for us to be efficient, even if we run out of logs." Another mill owner in Mississippi said, "We have a several weeks log supply, mostly out of swamp timber. Our business is improving except for flooring Oak. Poplar is so-so. For mat business, the price they pay is strong. I can't believe as many mats are moving now with oil prices so low."

A Louisiana mill owner whose business is largely based on mat demand coming from Texas oil fields said, "We have done business mainly with buyers of mats for 30 years and it is totally impossible to forecast what they will order or when. At times when oil is high priced, the demand cuts off. Then when oil is at a low price, and you think they will not be ordering, the demand ramps back up. It seems impossible to predict with no logic behind it."

A broker reported, "There is a planned mat road between Birmingham and Orlando that will call for 190 million board feet, and another big road planned in Texas. I don't know where they plan to find all the wood for it." On the subject of demand for board mats, one broker said that demand from Alberta has turned to

domestic Canadian softwoods due to higher prices from the U.S. due to currency issues. "Right now the U.S. dollar is worth \$1.34 Canadian, and buyers up there can't afford the currency difference plus transportation costs." It was also reported that some laminated mats are going into Canada and that there are companies that rent mats for 50 cents per day to oil drilling firms. Some mats are only used once, but some are built to last longer and are reused for years.

In southern Mississippi a mill owner reported, "We are running 50 hours at one mill and 40 hours at another. Our sales are good. Prices are weaker than we would like, but are improving. We recently added a new dry kiln and carriage with a wood waste boiler. Our new SII kiln adds 400,000 feet of kiln space, giving us a total capacity of 900,000 feet. In the field, no one carries inventory anymore. The market can come and go in three to six months and you can miss it if you aren't ready to react. Cypress markets are very strong, but timber is very expensive to purchase."

A Tennessee sawmill representative said, "We have a good supply of logs for this time of year. Our flooring business is awful. Prices are awful! I think England has taken some of our solid flooring market share. I think a year or a year and a half ago we raised prices too high. We kept going up. Prices were high and margins were good, but there was a cap and buyers looked at other cheaper products. My gut feeling is that the engineered industry will get stronger and there will be a niche demand for solid hardwood flooring. Red Oak is in abundance; it is a commodity. White Oak is hard to come by."

Dee and his wife Carol Peterson of Keith D. Peterson & Co. Inc., Shreveport, LA, also hosted a reception and dinner for about 55 people during the event, also in the hotel.

Election of new officers was delayed until the next Club meeting due to Joe Vaughn not being present, according



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Continued on page 13

SOUTHWESTERN – Continued from page 12

to Bubba Lammons. “However, I can tell you that Scott Westbury will be the new Club president,” he said. ■

WHO'S WHO – Squires – Continued from page 2

ture Committee staffer. Squires has been executive director of the IWPA for two and a half years.

Previous positions held by Squires include chief counsel for the National Marine Manufacturers Association; attorney at Beveridge & Diamond, P.C.; legislative liaison and regulatory analyst at the U.S. Department of Agriculture in the Agricultural Marketing Service; as well as a member of the legislative staff on the U.S. Senate Agriculture Committee.

Squires serves on the boards of the American Hardwood Export Council and the Global Timber Forum.

In her spare time, Squires enjoys spending time outdoors with family. She is married to Richard Ward and the couple has one son.

For more information visit [www.iwpawood.org](http://www.iwpawood.org). ■

WHO'S WHO – Gonter-Dray – Continued from page 2

position in export sales, though he additionally is involved in new business/product development and assisting with purchasing.

Goodfellow Inc. is a member of the National Hardwood Lumber Association.

Gonter-Dray enjoys woodworking, volunteering at church, volunteering for his children’s sports programs as well as being an active member of the Knights of Columbus. He has been married to Becky for 13 years. They have three sons: Patrick (12), Matthew (9) and Edward (6).

For more information visit [www.goodfellowinc.com](http://www.goodfellowinc.com). ■

WHO'S WHO – Hu – Continued from page 2

Petersburg, WV, headquarters, Hu moved back to Shanghai. As director of sales into Asia, he is also in charge of promoting U.S. hardwoods in China and has attended every American Hardwood Export Council China/Southeast Asia convention.

Hu has been married for 29 years and the couple’s daughter recently got married. In his spare time, Hu enjoys swimming, exercising and watching English language films to help him sharpen his language skills.

For more information visit [www.allegHENYwood.com](http://www.allegHENYwood.com). ■

WHO'S WHO – Wilson – Continued from page 2

[www.mcclainforestproducts.com/legacywoodproducts](http://www.mcclainforestproducts.com/legacywoodproducts). ■

AHEC NEWS – Continued from page 2

lumber we currently enjoy. A thread we will use to exhibit the impact of conservative thinking is the population levels of buffalo; after being hunted to near-extinction around the turn of the century, buffalo herds were dramatically brought back coinciding with the establishment of these forestry programs. Hardwood lumber will be the centerpiece of this program, as filming is set to take place in the spring at the Cradle of Forestry near Asheville, NC, a hardwood sawmill, and a logging site on the east coast. The documentary will also provide a chance to interview me on current environmental initiatives in the U.S. to ensure all exported lumber is legal and sustain-

able.

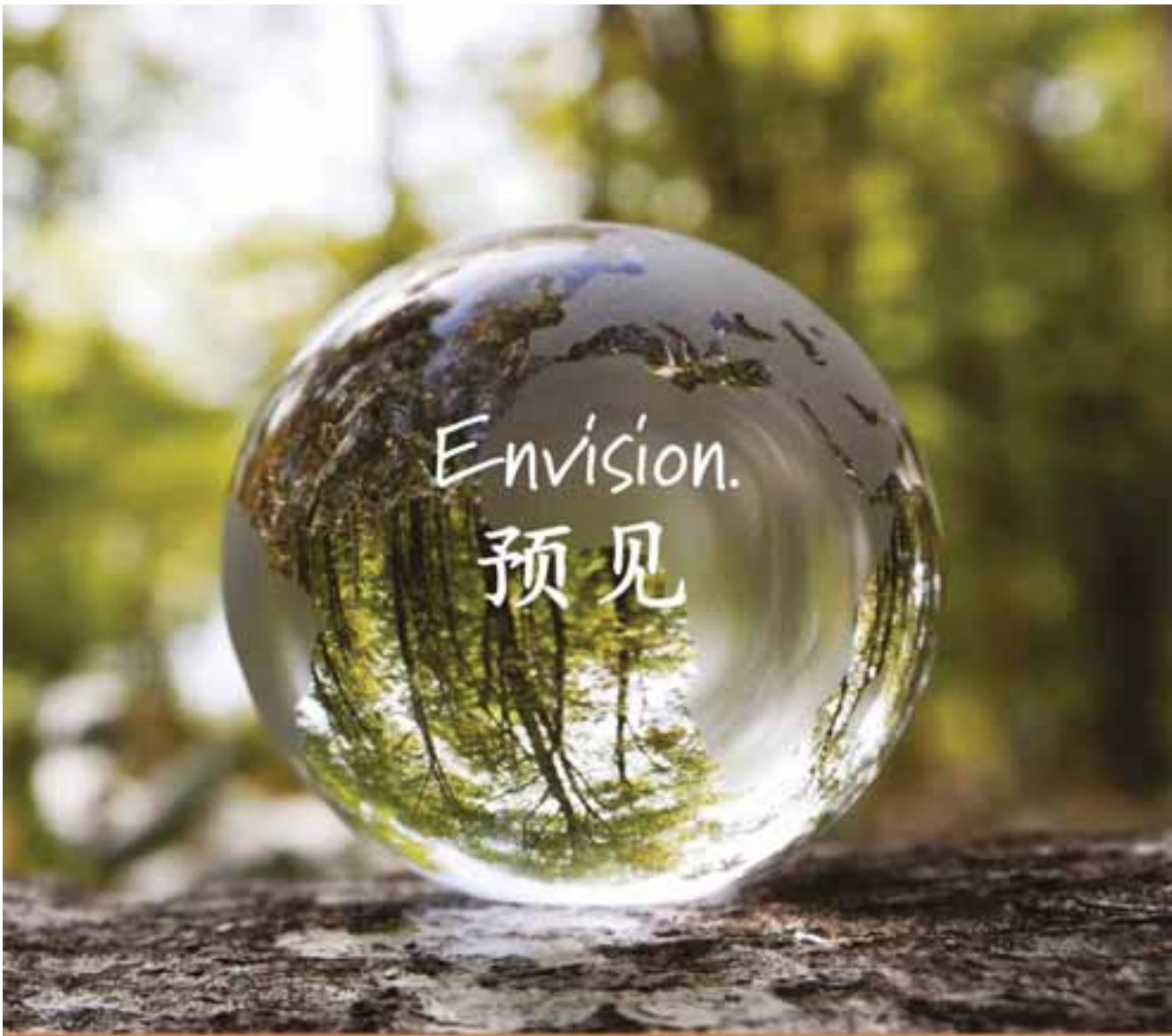
This project provides a unique opportunity to send our message out to a massive audience and truly change attitudes about using wood. With this varied distribution mix and enthralling narrative we are thrilled about “[The American Miracle](#)” and hope you will join us and tune in this June! ■

WASHINGTON SCENE – Continued from page 2

funding issue could not be reached despite strong bipartisan efforts. This is a good sign that USDA and the Forest Service will continue to be active on this issue throughout 2016, pushing for both fire funding solutions as well as management reform.

Regarding Biomass, the bill addressed the following topics:

- For those that have purchased a wood or pellet stove or are planning to, the Sec. 25C non-business energy property credit was extended forward through 2016. In this section, buyers of qualifying wood and pellet stoves are eligible for a \$300 credit.
- For those that produce wood pellets at facilities, the report accompanying the Omnibus package includes language directing USDA to reform the way it administers a renewable energy program that affects wood pellet producers. The Farm Bill program, known as the Bioenergy Program for Advanced Biofuels, classifies wood pellets as “advanced biofuel,” which makes pellet producers eligible for direct payments under the program. In recent years, USDA has adjusted the payment allocation to favor producers of liquid biofuel. Language in the Omnibus directs USDA to reformulate the payment allocation so that disbursement is fair and equitable across the suite of advanced biofuels that now qualify. ■



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**VIETNAMESE WOOD** – Continued from page 2

That will create more opportunities for Vietnamese manufacturers to export their products to the European Union (EU) and the United States (U.S.) where there is a high demand for licensed wooden products.

In 2015, Vietnam achieved total export value of wooden and forestry products at \$7.1 billion, 8 percent higher than 2014, according to the Ministry of Agriculture and Rural Development.

The three largest export markets of Vietnamese wooden products are the U.S., Japan and China, accounting for 67 percent of the total export value.

Last year, there were many export markets of Vietnamese wooden products with high export value, such as India with a growth rate at 64.45 percent, Hong Kong with rate at 41.95 percent, the U.S. at 17.8 percent and Germany at 10 percent.

Quyen said the export value increase was due to high demand in the world market in 2015, the *Thoi bao Kinh doanh* newspaper reported.

For instance, the U.S. market needs to import wooden products worth \$27 billion per year while Vietnam exported wooden products between \$1 billion and \$2 billion per year. The EU market has a demand for wooden products worth \$85 billion but Vietnam's export value to the EU reaches only between \$700 million and \$800 million per year.

Moreover, Vietnam's wooden products had high competitive ability and a reputation on the world market. Therefore, Vietnamese enterprises would have numerous opportunities to export their wooden products to those markets, Quyen said. ■

**IWPA NEWS** – Continued from page 3

fall because the company was selling furniture products he claimed emitted excessive formaldehyde. IWPA uses our weekly E-News newsletter to keep members informed about these developments. IWPA proactively worked with the California Air Resources Board to prepare a Factsheet about the CARB regulation for wood products importers.

IWPA is always looking for new ways to get the critical information our members rely upon into their hands in a way that they can easily apply it to their own business model. It is no surprise that the most intensive exchange of the latest critical intelligence takes place at our World of Wood Annual Convention, which will take place in just a few weeks from April 6-8 at the JW Marriott in beautiful Austin,

Texas. Attendees - member and non-member alike - will be hearing from leading voices from the industry, government, the financial sector, and NGOs about these topics and many others. If you haven't registered yet, please be sure to visit the convention registration page on our website at [www.IWPAwood.org](http://www.IWPAwood.org). We can't wait to see you in Austin! ■

**J.W. GOODFELLOW** – Continued from page 4

sticks, on which J.W. Goodfellow dries all of its lumber. Robert Goodfellow explained, "These sticks eliminate sticker stain. We supply most of northeastern North America with these groove sticks, and this product sells very well in Canada, too."

Bruce Goodfellow commented, "Our special kiln sticks keep surface problems



J.W. Goodfellow Forest Products markets 10 million board feet of lumber each year in the following species: Yellow Birch, Red and White Oak, Basswood, White Ash, Butternut, Aspen, Birdseye Maple, Hard and Soft Maple and Beech. These products are available in 4/4 through 12/4.

away from the white wood. After our lumber goes through the kilns, it's graded and runs through our Newman 282 planer. Then we re-grade it, after surfacing, in order to sort colors for our customers who are most discriminating.

We color sort to our customers' specs. "We are hands-on with the production, the lumber, the clients and our program business, which has been critical to our longterm success. We start the process with the green lumber coming through all our processes properly – sawn properly and no stain. We take pride in the lumber, board for board and graded on NHLA standards. "I'm not saying we're the biggest. I'm saying that what we do, we're one of the best in the industry. We offer trouble-free lumber – day in, day out." Additionally, when J.W. Goodfellow Forest Products coats the ends of their lumber to protect it from splitting, they use Anchorseal from U-C Coatings, Buffalo, NY. They add safeguard measures for lumber in their T-sheds by hanging U-C

Continued on page 15



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- **have 800,000 board feet per charge of dry kiln capacity counting our new predryer/dry kiln and five dry kilns. We also have two fan sheds totaling 500 MBF capacity.**
- **have dedicated employees with many years of experience who are getting your orders prepared to your exact specifications.**
- **inspect our lumber after kiln drying.**
- **offer many services like export prep, mixed truckloads, container loading, dipping our lumber in ISK Biocides' chemicals, S2S, SLR1E, and width sorting.**
- **process and sell 18 to 20 million board feet a year of the lumber species we deal in.**



J.W. GOODFELLOW – Continued from page 14

Coatings black mesh Shade-dri curtains as well. J.W. Goodfellow maintains 4 million board feet of lumber in inventory within a 60,000-square-foot climate controlled environment. The company has 200,000 square feet of dry storage capacity, and its dry kiln capacity is 500,000 feet. Value-added services offered by J.W. Goodfellow include straight line ripping,



The J.W. Goodfellow Forest Products sales team consists of: (from left) Dan Larose, Andre Aucoin, Robert Goodfellow, John Goodfellow, Bruce Goodfellow, Mike Bernatchez and Armand Cormier.

thermal Ash (4/4), Yellow Birch strips, straight line 2-edge strips (Red Oak), ready-rips and special packaging. John Goodfellow explained, “We have certain overseas customers who order multiple containers simultaneously. They would like, for example, to have a container of full bundles, and the next container they might want only half-bundles consisting of 500 feet per bundle. Those are for importers who market to smaller customers. J.W. Goodfellow already has those special bundles prepared so the importer’s time isn’t wasted opening each bundle in order to re-package it for a specific customer. “Whatever the customer wants, we are able to do it. Knowing, and keeping, our customers is the secret to our success.” J.W. Goodfellow Forest Products is a member of the National Hardwood Lumber Association, the Montreal Hardwood Club and New England Lumbermen’s Association. For more information, visit online at [www.jwgoodfellow.com](http://www.jwgoodfellow.com). ■

MARTIN – Continued from page 6

mained continuously family-owned and operated. Under current leadership since 1986, the company is led by Chairman and CEO Christian Frederick Martin IV. Martin Guitar has been handed down five times since its founder began making signature instruments for artists all over the world. The list of Martin guitar players, both past and present, reads like a Who’s Who of the musical world and includes Elvis Presley, Paul McCartney, Eric Clapton, John Mayer, and countless others. In fact, the first D-45 guitar that the company ever made was for country legend Gene Autry, for example, and folk/rock guitarist Stephen Stills has used a similar model in both his solo and group performances. According to a company representative, Martin Guitar has experienced unprecedented sales and production growth, maintained an extraordinary level of quality, introduced many new technologies, and expanded the Nazareth-based factory to nearly three times its prior size. The world-renowned Martin Custom Shop crafts one-of-a-kind models for today’s most popular musicians and customers, various Custom Artist Signature Editions, and recently introduced the successful Authentic Series, which are recreations of period Martin guitars from their famous Martin Guitar Museum.

In 1989, Martin opened its sister factory in Navojoa, Mexico, with 12 employees to expand production of its guitar and Martin Strings products (today, that plant employs 500 people). With another 500+ employees at its 200,000-square-foot Nazareth-based factory, Martin Guitar purchases about 500,000 board feet of lumber annually of various hardwoods (both domestic and imported). Wood species include Mahogany, Rosewood, Koa, and Ebony, as well as Hard Maple and Basswood (No.1 and Better). The company also buys some softwoods (i.e., several species of Spruce) from sawmills and brokers. All wood is purchased as either dimensional lumber or pre-cut sets/pieces – Flat or Quarter-sawn. According to Linda Davis-Wallen, sourcing specialist, Martin Guitar obtains its raw materials from “five of the seven continents – excluding Australia and Antarctica.” With more woods becoming endangered, Davis-Wallen said the company – which is a member of the Forest Stewardship Council (FSC) certified through the Rainforest Alliance – seeks out



Martin Guitar’s D-28 Authentic 1937 model guitar is manufactured with Genuine Mahogany and Madagascar Rosewood.

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alternative, viable options to augment its raw material pool.

The guitar manufacturer has two dry kilns and stores its wood in semi-environmentally-controlled areas of up to 40,000 square feet in size. Within its plant, Martin Guitar uses Fadal and Heian CNC machinery (in its machine room), and Kundig sanders. Davis-Wallen, who has worked for the company for 40 years, said the manufacturer is constantly innovating, seeking out ways to be more efficient, and adding more automation to its operations when appropriate.

“There was a time when everything was done by hand, and now we’re using more CNCs and even robotics to get consistency across parts (i.e., rather than hand-shaping guitar necks),” said Davis-Wallen. “We still do a lot of the work by hand, but we’ve added equipment that helps us maintain consistency in an operation that continues to grow year-over-year.”

Up until 1990, Martin’s Nazareth location made only high-end guitars. After opening a factory in Navojia to accommodate its string production and “back-packers” (traveling instruments), the manufacturer was able to make inroads in the affordable instrument category.

“We are able to have a more diverse product offering for our worldwide customers,” said Davis-Wallen. Additionally, the Martin Strings product line today includes the successful Martin SP® LIFESPAN™; the Retro Strings line played by Tommy Emmanuel and Laurence Juber; and the Martin SP line, which uses an industry leading core wire to hold tunings better.

During the company’s long history, Martin branched out into related fields, producing mandolins in the late 1800s, and becoming one of the top manufacturers of ukuleles in the 1920s. With the acquisition of the Darco String Company in 1970, quality fretted instrument strings became an integral part of Martin Guitar’s operations.

As Martin Guitar continues to innovate, it is introducing new techniques and features that have become industry standards, including X-bracing, the 14-fret guitar, and the iconic Martin Dreadnought body size, which turns 100 this year. Martin Guitar and Martin Strings are the instruments of choice for musicians



Michael Dickinson handles sourcing of exotic, alternative and sustainable wood for the company

around the world, from the icons of rock, pop, country, folk, and bluegrass to those just beginning their careers. They can be seen across all segments of pop culture, from television to movies, Broadway, books, online, and gracing the covers of popular magazines on newsstands everywhere.

Davis-Wallen expects more growth for Martin Guitar in 2016 and said the seventh generation of family owners is already “coming on” and learning the ropes. As it continues to produce great musical instruments and strings, the firm is also focused on environmental issues that impact its raw material sources. “Our busi-



Martin Guitar employs over 500 people, including Rosa Morales, who is pictured here handcrafting one of the company’s instrument models.

ness is making guitars out of beautiful woods,” said Davis-Wallen, “and we don’t want to see them disappear. We do everything we can to make sure that doesn’t happen.”

Martin Guitar is a member of the National Association of

Music Merchants, National Hardwood Lumber Association, International Wood Products Association, and American Forests.

For more information visit [www.martinguitar.com](http://www.martinguitar.com). ■

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delivery. In 2007, Vo Quang Ha was invited to the U.S., where he visited sawmills and promptly decided to expand focus on American hardwood species. That was a huge personal step, for all his past training in metallurgical and photographic processing had been in Russia where he also spoke the language fluently. On returning to Vietnam, his initial trading business had been with Russia, whereas America represented the unknown. “However,” he said, “I found the U.S. to be so professional.”

Vo Quang Ha was so impressed with what he witnessed when visiting U.S. log and lumber suppliers that today the company offers a comprehensive range of U.S. species, including American Red and White Oak, Ash, Maple, Black Walnut and Yellow Poplar (Tulipwood).

By 2010, Tavico Timber’s production had risen to 45,000 cubic meters of logs

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