



Fall 2009

The Lacey Act: Implications for the forest products industry

November 13th, 2009
Embassy Suites Portland Airport, Portland, OR, USA
8 AM - 4 PM Pacific Time

Course will also be available as a live webinar using Adobe Connect.

About the Meeting

Recently, the USDA Animal and Plant Health Inspection Service (APHIS) made changes to the Lacey Act to include wood products. The act now requires that importers declare the species of wood used, the country of harvest for the tree, and other data. The Lacey Act now authorizes substantial civil and criminal penalties if wood is taken, possessed, transported, or sold in violation of any U.S. or foreign law regulating trees. In May 2009, the U.S. Lacey Act officially began requiring declarations for some wood products. The second phase began October 1 2009.

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The purpose of this workshop is to provide participants with an overview of the new act, how the act will be enforced, learn from others in the industry how they are dealing with the act, and advice on how to show compliance, or due care, with the act.

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An overview of the Lacey Act can be found in the Summer 2009 edition of the OWIC newsletter. Click here to view a video overview of The Lacey Act from the Earth Investigation Agency (Please note, this is not an unbiased source).

Agenda

Overview of Lacey Act - Gary Lougee, USDA APHIS

Overview of Enforcement – Thomas Swegle, U.S. Department of Justice

Establishing a Due Diligence Program – Greg Corbin, Stoel Rives LLP

Dealing with Declaration Requirements – Greg McCue, Steptoe and Johnson LLP

Using DNA to Prove Wood Source – Erwin Schutfort, Professional Services Industries

Role of forest certification schemes – Neil Mendenhall, Scientific Certification Systems

For more information visit <http://owic.oregonstate.edu/FPS-WVC/>.

**Registration Deadline
November 6!**



OWIC/Forest Business Solutions Research Briefs

The Oregon Wood Innovation Center and the Forest Business Solutions Group released a series of Research Briefs summarizing recently completed research at OSU. A quick summary of the research briefs is below. Click on the title to read the full version. A comprehensive list of research briefs is available at <http://owic.oregonstate.edu/ResearchBriefs.php>.

The Green Structural Materials Gap Analysis Project: Preliminary Research Findings

Description: Overview of how design professionals make decisions about structural building products

Methods: Individual and group interviews

Data Source: Architects, engineers, contractors, and developers in Oregon

Key Findings: (1) Oregon design professionals generally have positive views about wood. (2) The structural system of a building is selected primarily based on building code and cost. (3) FSC is viewed as the most unbiased forest certification scheme.

Examining the Effect of Environmental Certification, Wood Source, and Price on Architects' Preferences of Hardwood Flooring

Description: Examination of how environmental certification, wood source, and price affect architects' specification preferences for hardwood flooring.

Methods: Mail surveys

Data Source: 402 Architects in Pacific Northwest

Key Findings: (1) Architects' specification preferences for hardwood flooring are primarily dependent on price and wood source. (2) Environmental certification of hardwood flooring is considered the least important product attribute.

Opportunities for Wood Plastic Composites in the Highway Construction Sector

Description: An assessment of market opportunities for wood plastic composites (WPCs) in the U.S. highway construction sector. Annual consumption was estimated for three highway products: tubular markers, in-road reflectors, and guardrail posts.

Methods: Mail survey

Data Source: Highway contractors in eight western states (>10 employees)

Key Findings: (1) Highway contractors are responsible for a significant portion of highway-related purchasing in the western U.S. (2) Overall, familiarity with WPCs amongst highway contractors is relatively low. (3) WPCs are rated favorably in comparison to other materials based on key material properties. (4) WPCs must be included in a qualified product list if they are to be considered by contractors

Managing for Quality and Innovation

Description: Study of best practices in quality management leading to innovation performance

Methods: Mail survey followed by personal interviews

Data Source: Executives/Owners of wood products manufacturing firms and equipment vendors

Key Findings: (1) Companies can adapt current quality management practices to increase focus on innovation performance. Key areas of focus include benchmarking competitors, employee cross-training, customer focus, and employee empowerment. (2) Overall, companies that were more proactive and strategic reported higher innovation performance.

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Communicating the Green Advantages of Wood to Your Customers

The environmental impact of products is becoming an important concern for many companies and consumers. The University of Tennessee, in conjunction with the Oregon Wood Innovation Center, recently released a new publication called "Communicating the Green Advantages of Wood to Your Customers" to address this growing concern. This publication provides professionals in the forest products industry with an overview of the many environmental advantages that wood has over competing materials and discusses strategies for effective communication of this information. The publication is available for download at <http://owic.oregonstate.edu/pubs/CommunicatingGreen.pdf>.

OWIC/Forest Business Solutions Research Briefs (cont. from page 2)

Insights From Lead-users in the Wood Window Sector

Description: Examination of lead users in the wood window value chain to identify innovative product/service opportunities

Methods: Personal interviews

Data Source: 22 members of the Oregon wood window value chain

Key Findings: (1) Lead-user research can help companies identify potential innovations. (2) Green building presents opportunities for new product innovations. (3) Most window manufacturers do not have a consistent method to collect information from customers and funnel it back through their organization.

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Post a position on our jobs board: <http://owic.oregonstate.edu/jobs/form.php>

To subscribe to this newsletter send an email to
Chris Knowles with "subscribe to newsletter" in the subject line.

Contact us:

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Previous issues of the OWIC newsletter are available at <http://owic.oregonstate.edu/newsletter/>



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The Oregon Wood Innovation Center

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