



# Marketing Forest Products from Your Woodlot

I hope you weren't expecting a get  
rich quick plan...

Kemptonville Winter Woodlot Conference  
Feb 21, 2020

# Overview

1. Understanding forest products markets
2. Who are the buyers?
3. What are your goals?
4. Standing timber
5. Cutting your own

# Know Your Woodlot!



# Decisions, decisions

- Cut your own?
- Standing or harvested?
- When should I cut?
- Who is going to buy?

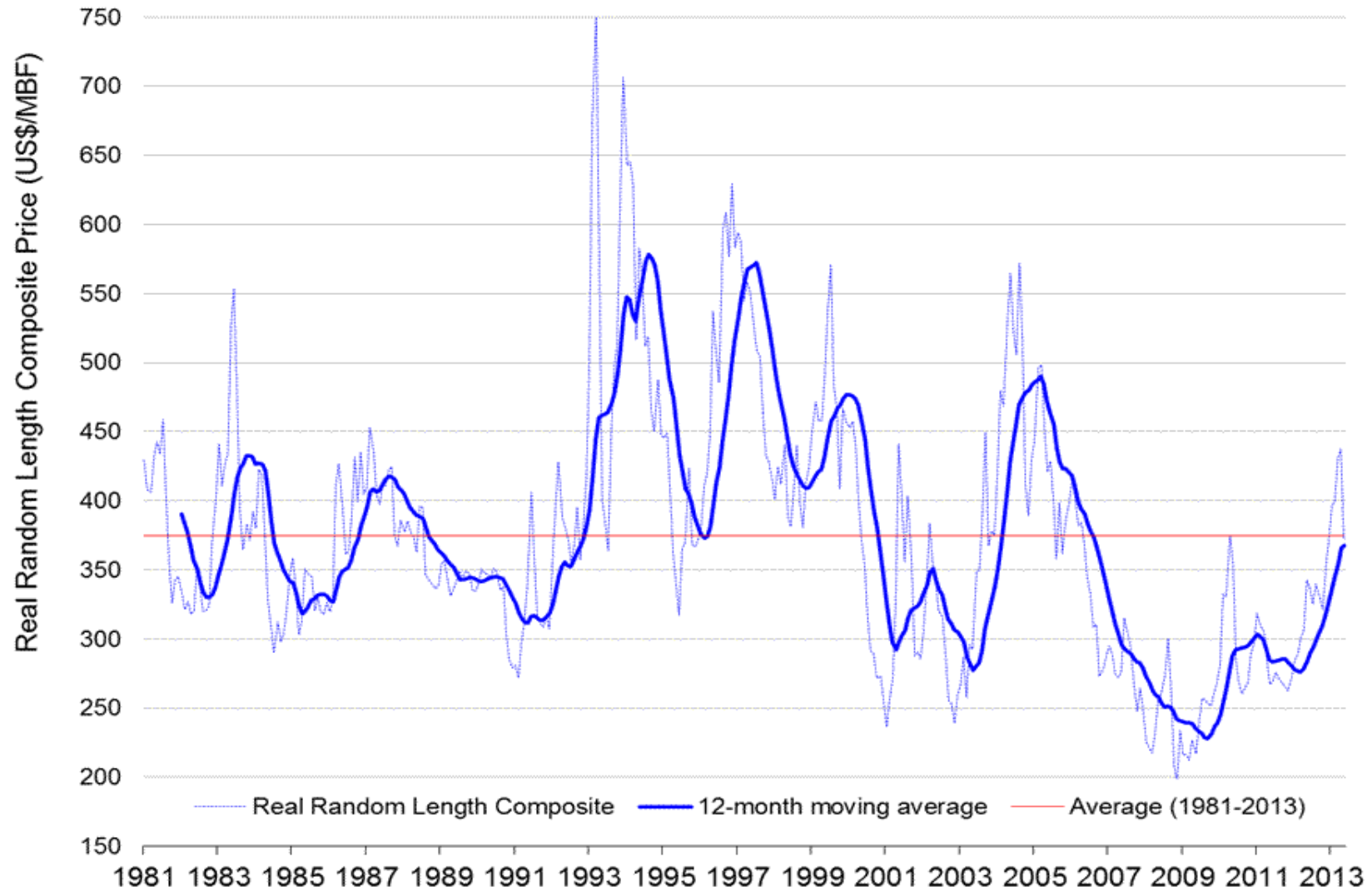
# Timber Markets

- Who is buying what?
- Historical ups and downs
- Log prices do not follow lumber prices directly
- US housing starts
- Local buyers

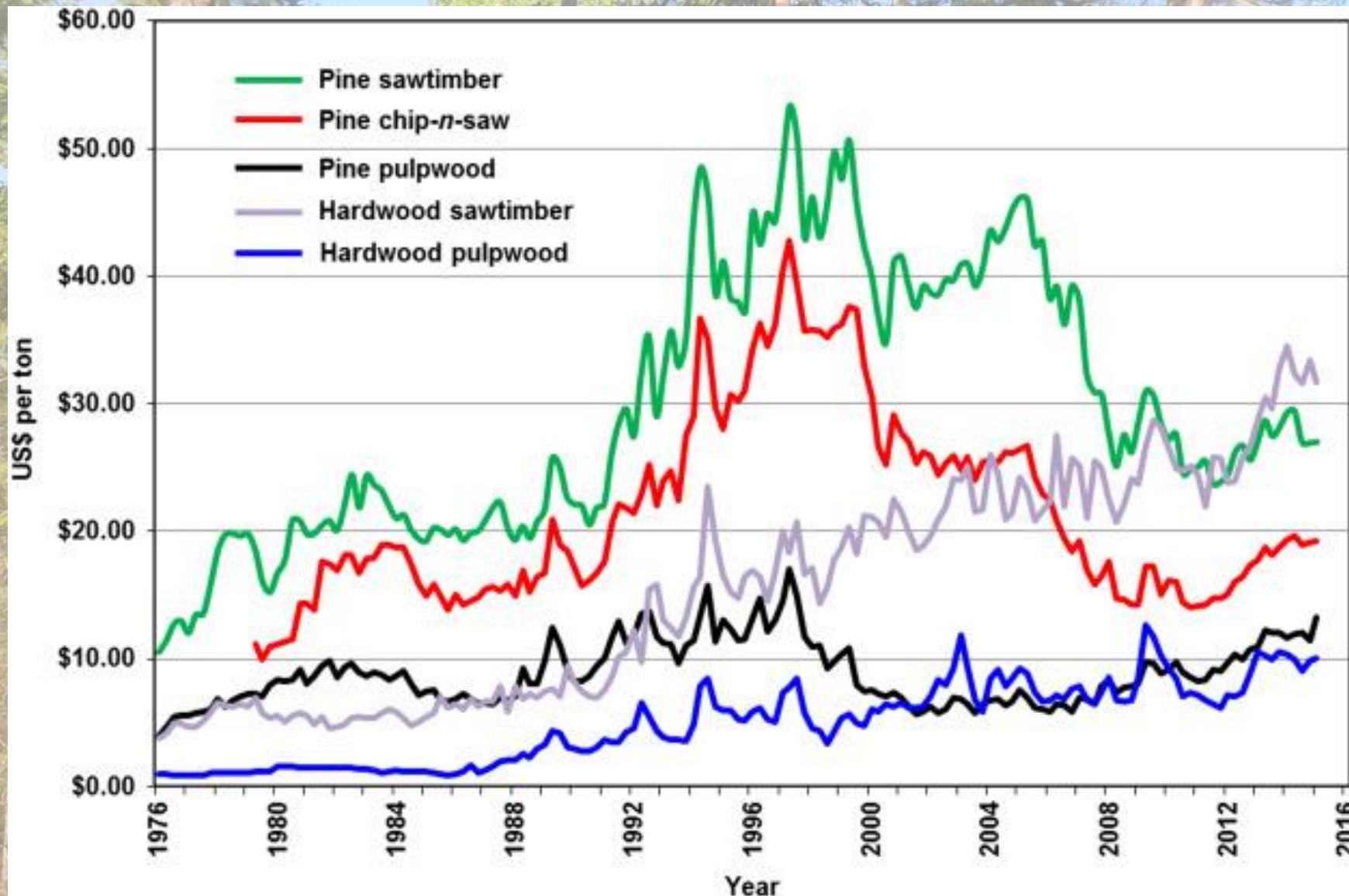
# SPF Lumber Prices 1980-2020



# Lumber/Sheating/Plywood Etc

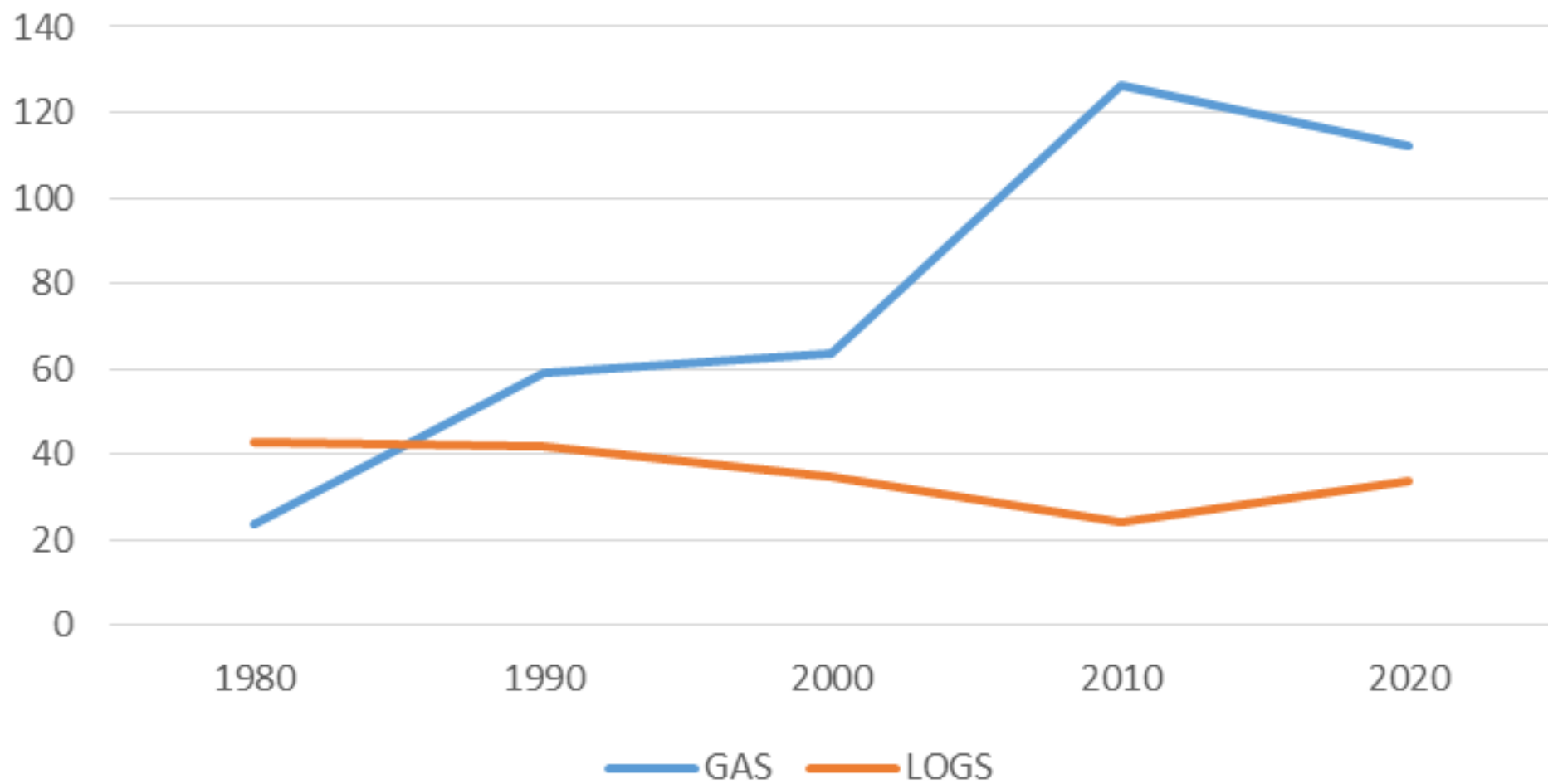


# US Log Prices

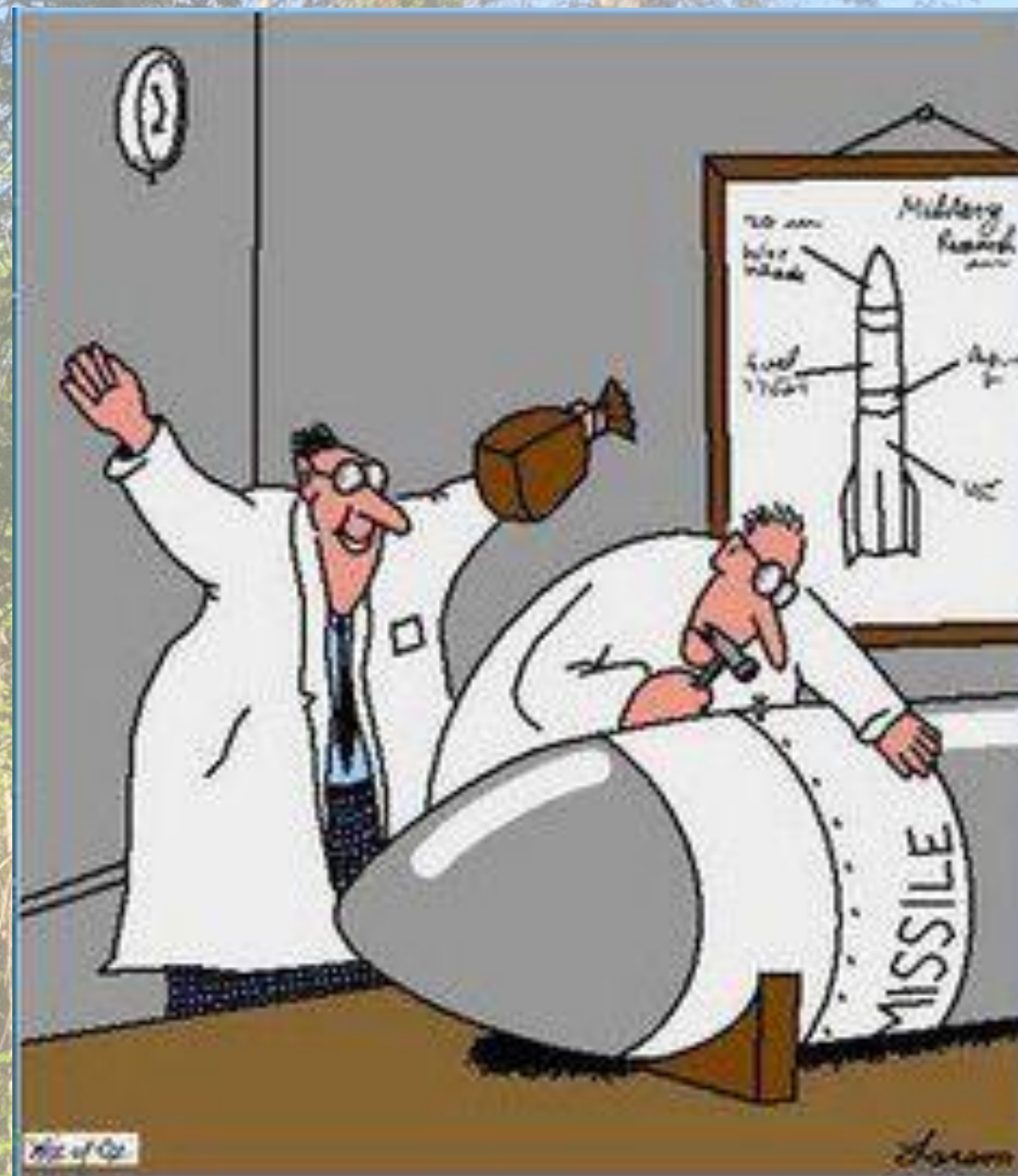




## Gas/Pine Logs (Actual \$)

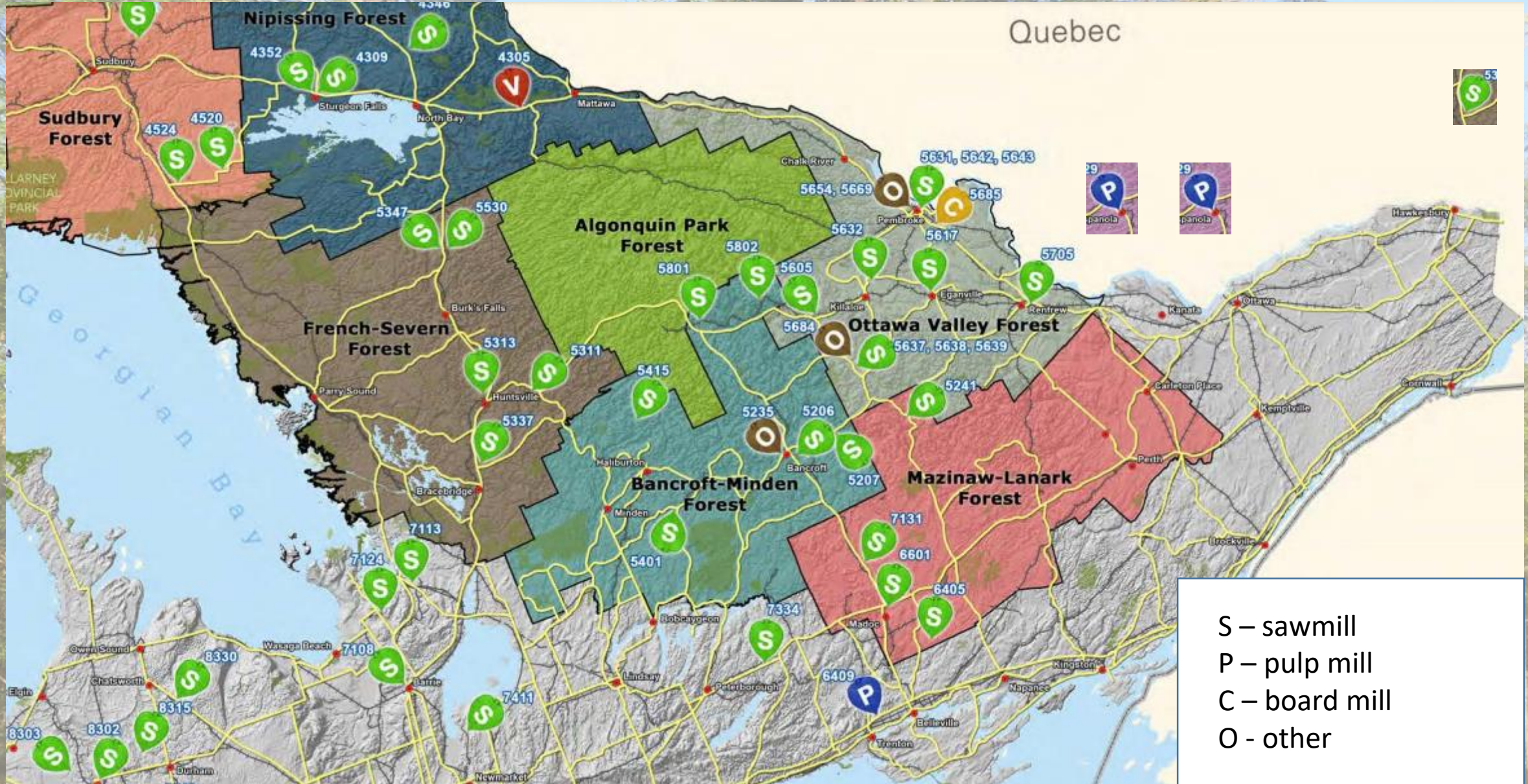


Timing is everything...





# Central and Eastern Ontario



# Lots of mills that buy logs

- Madawaska (Murray Bros)
- Palmer Rapids (Gulick, Neuman)
- Barry's Bay (Rumleskie)
- Bancroft (Freymond)
- Pembroke (Shaw, Popkie)
- Renfrew (Bell)
- Killaloe (Hokum)
- Eganville (Heideman)
- Roslin (Chisolm)
- Madoc (Wilson)
- Trenton (Norampac)
- Plessisville (Amex)

# Large mills



# Small mills



Very small mills





# Speciality buyers



# Utility Poles



Cedar



# Plantation Red Pine



# Fuelwood



Pulpwood...the problem that never goes away

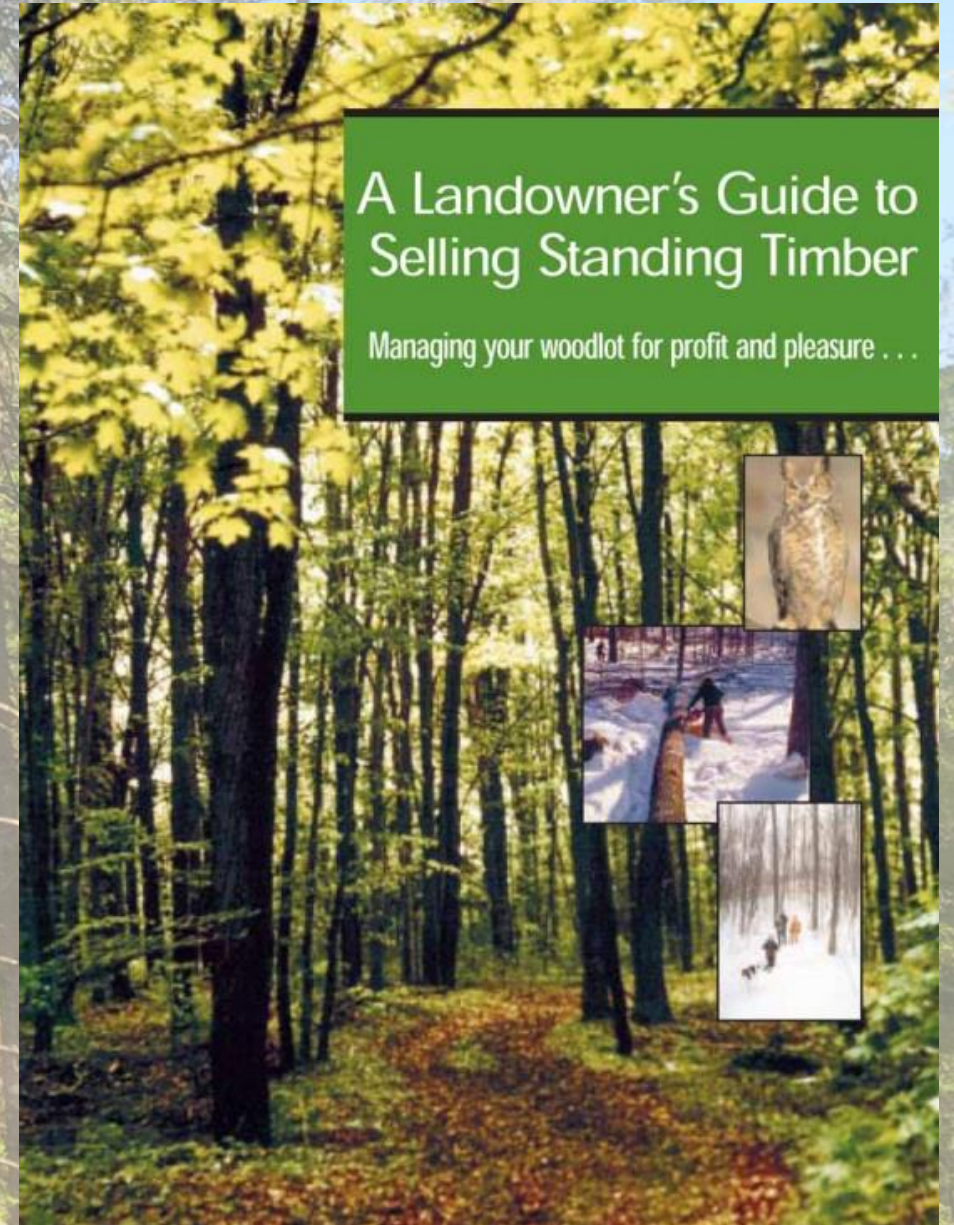




It's up to you...

- What are your goals?
- Are you being realistic?
- Don't bite off more than you can chew
- Do you need professional help?

# Marketing Standing Timber





Lots of advertising out there



# What's fair?

- Lump sum?
- Split?
- Bush run per unit?
- Product per unit?

**Log price list - Area 1+ (CK) Effective : November 08, 2019**

**CAD\$/mbf, Ontario Scale, Loaded road side**

***LOOKING FOR QUALITY LOGS***

<b>Species</b>	<b>Veneer</b>	<b>Prime +</b>	<b>Prime</b>	<b>Select</b>	<b># 1</b>	<b># 2</b>	<b>Small % accepted # 3</b>
<b>Hard maple</b>	<b>1900 - 4500</b>	<b>1625</b>	<b>1400</b>	<b>1175</b>	<b>850</b>	<b>575</b>	325
<b>White oak</b>		<b>1550</b>	<b>1300</b>	<b>1150</b>	<b>850</b>	<b>575</b>	250
<b>Black walnut</b>		<b>3700</b>	<b>3225</b>	<b>2625</b>	<b>2125</b>	<b>1450</b>	750
White ash		<b>1100</b>	<b>975</b>	<b>850</b>	<b>625</b>	<b>450</b>	225
Red oak	<b>1300 - 1700</b>	<b>900</b>	<b>750</b>	<b>700</b>	<b>600</b>	<b>500</b>	375
Black oak		<b>825</b>	<b>700</b>	<b>625</b>	<b>550</b>	<b>450</b>	325
Cherry		<b>1275</b>	<b>1000</b>	<b>725</b>	<b>500</b>	<b>375</b>	250
Yellow/black birch	<b>1300 - 3200</b>	<b>1250</b>	<b>1150</b>	<b>925</b>	<b>675</b>	<b>475</b>	325
White birch		<b>900</b>	<b>725</b>	<b>550</b>	<b>475</b>	<b>350</b>	250
Soft maple		<b>1200</b>	<b>1050</b>	<b>850</b>	<b>625</b>	<b>475</b>	275
Hickory		<b>475</b>	<b>450</b>	<b>400</b>	<b>375</b>	<b>350</b>	300

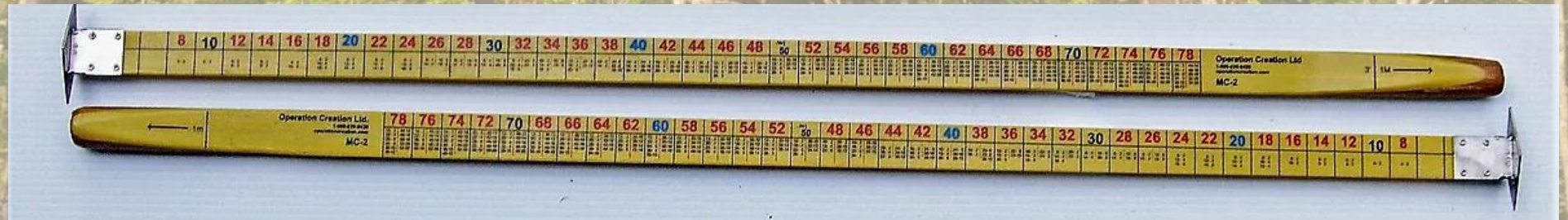
## **Grading specifications**

Veneer:	Call for more details about our veneer program Please cut your veneer 10' 8"	
Prime +:	15" and up, 4 clear faces 16" and up, 3 clear faces	
Prime:	13", 4 clear faces (butt logs only, small defect accepted) 14", 3 clear faces	
Select:	12", 4 clear faces (small defect accepted) 13", 3 clear faces	
# 1:	11", 4 clear faces (small defect accepted) 12", 3 clear faces 15" and up, 2 clear faces	
# 2:	10"-12", 2 clear faces 13" and up, 1 clear face	
# 3:	10" and up, 0 clear face (9" accepted in walnut only)	<b><u>Small % of #3 accepted in each load</u></b>



# Getting paid

- Tonnes
- Tons
- Cube Rule
- Cords
  - Face
  - Full
- Truckload
- FBM
  - Ontario Log Rule
  - Doyle Rule
  - International Rule



# My two cents worth...

- Get someone local
- Know what you want and what to expect
- Check references, look at previous cuts
- DO NOT SELL LUMP SUM
- Get a clear written agreement
- Anyone working on your property must have WSIB coverage!

# Cutting your own





# Lumber?



# Do Some Math...

- Cost of cutting, skidding, piling
- Cost of sawmill
- Cost of planing
- Cost of marketing
- Cost of delivering









Make good logs!







# Long term prognosis



# Woody biomass



# Ecological Goods and Services



# Storing wood for better times...

- What's the best way for a landowner to store wood?



Questions?

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