



# Forest Stewardship Council

Market Opportunities for FSC Wood Products

# Forest Stewardship Council

Our market-based certification system includes three key elements:

1. A third-party verification of forest management practices, chain-of-custody, & product labeling
2. A diverse membership that governs and monitors the system
3. Partnerships that promote those participating in the system



1. Forest management



2. Chain of Custody certificate



3. Product labeling



# Partners in Action

FSC is the only forest certification system recognized & supported by more than 140 leading environmental NGO's; many are active members





# State of the US Market-Demand

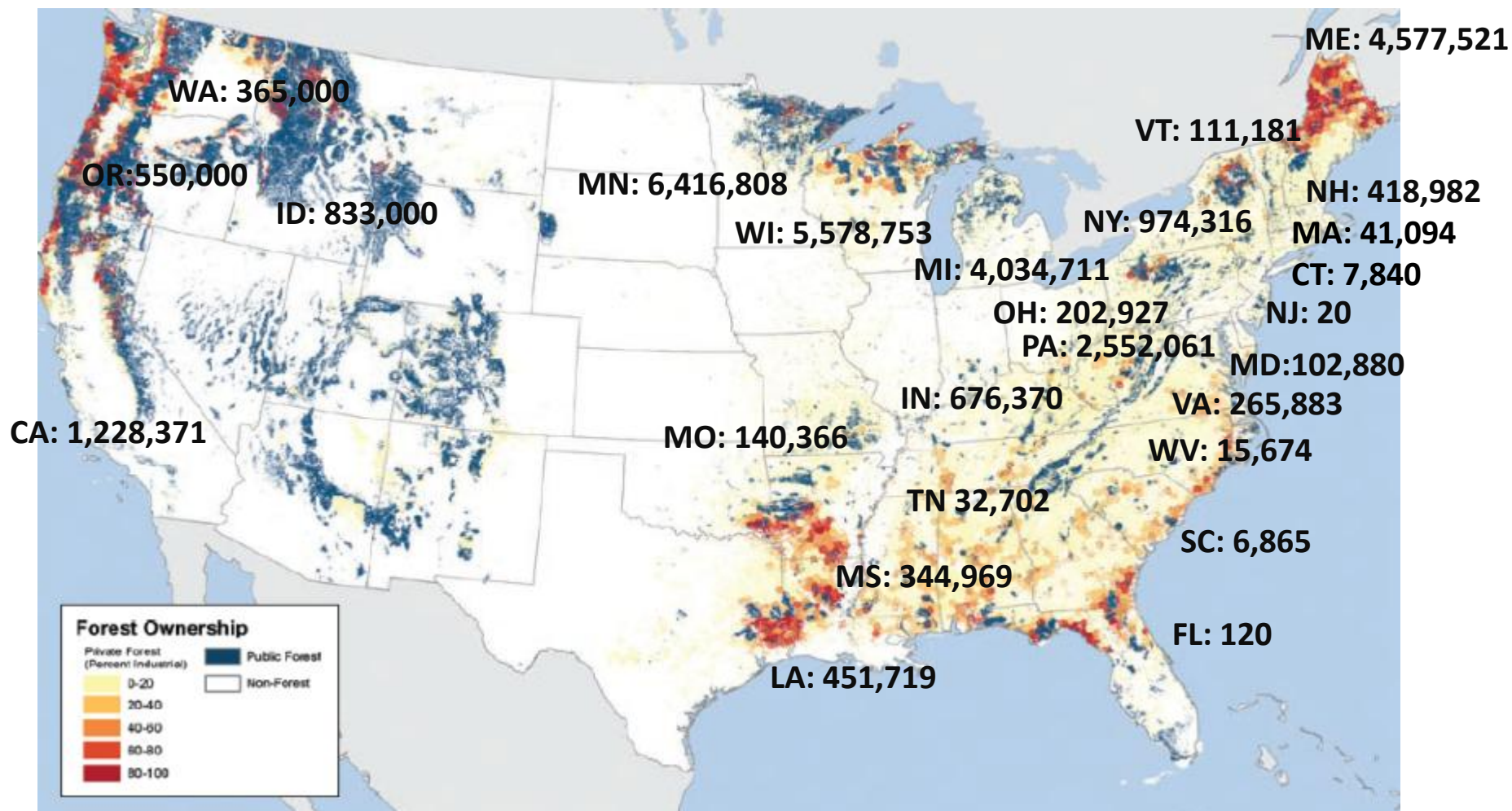
- FSC commands approximately 5% of US forest products market
- FSC's recent success in paper (and packaging) market gives billions of prominent label placements
- Primary drivers of growth are corporate buyers and Green Building initiatives
- Major retailers are the establishing FSC brand identity, especially Walmart and Home Depot



# FSC Certified Forests in 81 Countries

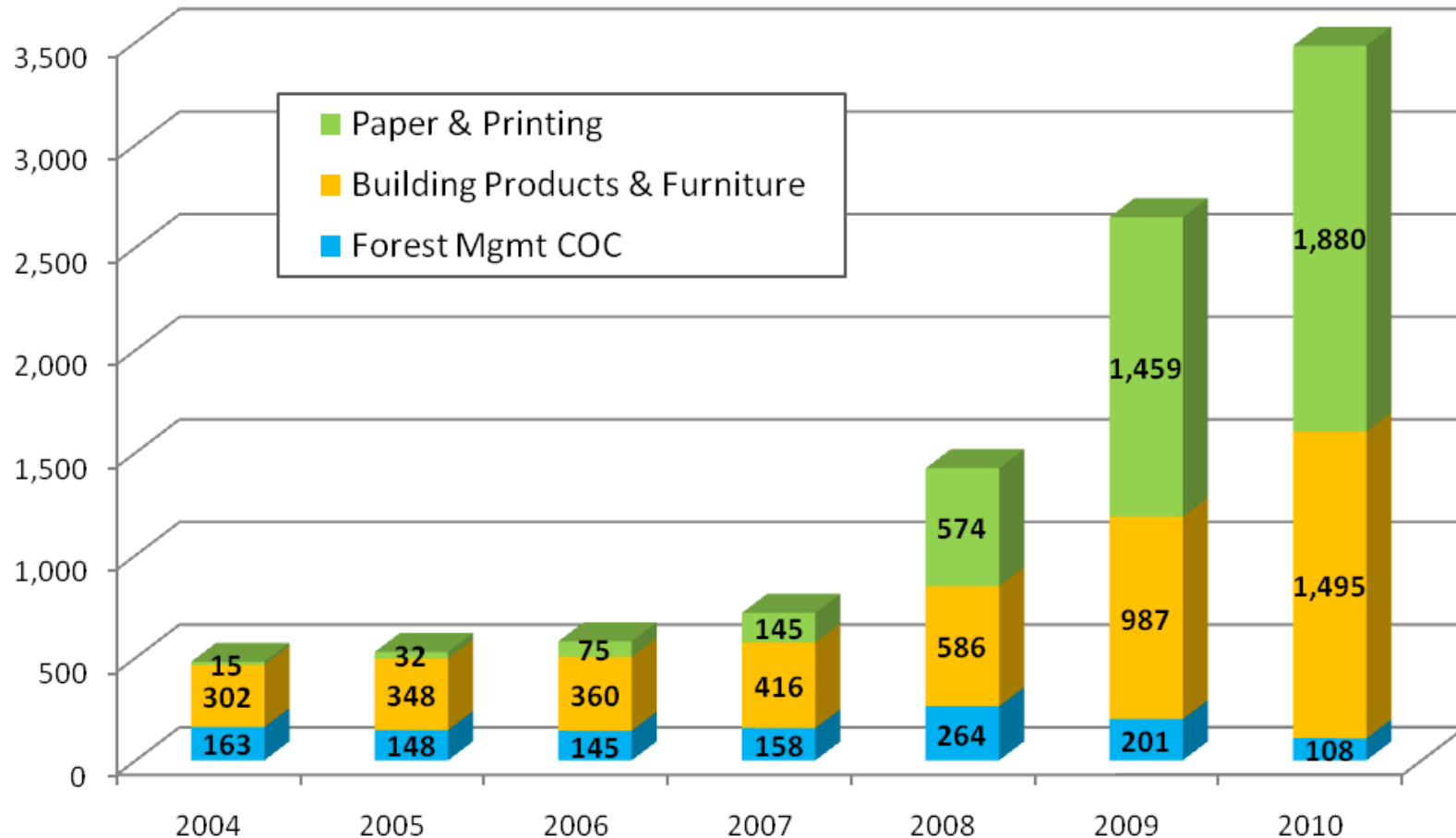


# Forest ownership in the US & FSC certified acres by state





# FSC Chain of Custody in U.S.



# Chain of Custody – 100%

100% of wood used in a product comes from an FSC-certified forest



FSC-certified forest



Chain of Custody certified mill



Certified Product





# Chain of Custody – Mixed

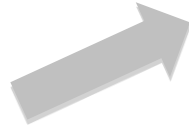
Some of wood used in a product comes from an FSC-certified forest



FSC-certified forest



Controlled Sources



Chain of Custody certified  
mills/processors/distributors



Certified Product



# The Labels

The FSC label is your guarantee that a product comes from a responsible source

In order for a product to carry an FSC Label, every step in the supply chain must be CoC certified

## FSC 100%



## FSC Mix



## FSC Recycled



# FSC Wood Market in Oregon & Washington

	Oregon	Washington
Primary Processors	15	8
Secondary	41	40
Wholesale/ Distributors/Contractors	27	29





# Green Building

- Architects and Designers
- Municipalities/Government
- Building Associations



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# Green Building Projects

CONTRACTOR	PROJECT	LEED LEVEL	LOCATION
Lake Oswego Const	King Street Station		Seattle, WA.
Paul Schipper	Burke Museum U of W		Seattle, WA
Howard S. Wright	Two Union Square		Seattle, WA.
Wilcox Const.	<a href="#">Ivar's</a>		Seattle, WA.
<a href="#">Lease Crutcher Lewis</a>	University Village		Seattle, WA.
Stonewood Builders	Markham/Mashuda Job		Seattle, WA.
Pryde Johnson	<a href="#">Ashworth - Greenlake</a>	Platinum	Seattle, WA.
Foushee	Seattle BMW		Seattle, WA.
Toth Construction	O'Connor Parks		Seattle, WA.
<a href="#">Turner Const.</a>	Turner Building		Seattle, WA.
<a href="#">Turner Const.</a>	Park 95		Seattle, WA.
Feather River	Kirkland House		Kirkland, WA.
Sweet Green	Tukwila Houses		Seattle, WA.
Woodman Construction	PCC		Redmond, WA.



# Green Building Projects





# Furniture



Natural Pod is a leader in the design, manufacture and distribution of natural children's toys and furniture. Our products are environmentally responsible, inspire imaginative and creative play, and are designed to be heirloom for educators and families.

By providing high-quality, open-ended, imaginative, play-based infrastructure and manipulatives to both parents and educators, while we decrease our dependence on the never-ending cycle of product wastage and replacement while reviving our children's *natural way to play*. Everything we make is of wood, wool or silk and is backed by our commitment to providing timely, human powered customer service.

The items shown in this catalogue are our most popular classroom pieces, but keep in mind, this is only a representative sampling. If you would like to find out more, please do not hesitate to contact us at 604.630.1619. As always, Natural Pod is pleased to offer free shipping (or often even personal delivery) to all educators!

free shipping  
for educators

**natural pod**

Spring/Summer 2011

A selection of products from our Spring/Summer line



# Niche Markets

trendcentral®

TECH

STYLE

LIFE

MEDIA

PLAY

## What Wood You Do?

Artists and designers are sourcing materials from the forest

There seems to be a correlation between our reliance on technology and our interest in the organic. With more **smartphones** and **3-D gadgets** come more **terrariums**, **cork handbags**, and **lumberjack plaid**. The latest sign that people are seeking a balance is the resurgence of wood, as an increasing number of artists and designers are using the age-old material in surprising new ways.



# Niche Markets





# Niche Markets



# FSC Plan to Grow National Demand

- Development of messages that resonate with and motivate consumers to make a difference
- Fresh, consistent visual brand identity
- Consumer-friendly website with product finder
- National advertising campaign
- Collaborative marketing opportunities with high-visibility retailers and consumer packaged goods partners
- Promotional effort with members of environmental organizations
- Leverage social media



# More than half of the American public is concerned about the environment

- **174 million Americans** is “conservation concerned.” (58% of the general public)
- **42 million Americans** are “conservation engaged.” (24% of the “Conservation concerned”)

SOURCE: HARRIS INTERACTIVE



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# The 1<sup>st</sup> FSC Regional Campaign

- There was a high concentration of FSC members and vendors in Oregon and Washington who proactively organized and asked,
- The rich history of forestry, ecology, and community issues,
- 1 million acres & 220 companies are FSC-certified
- Critical mass of “conscious consumers” and certified producers, and
- Significant and growing support by regional NGOs and foundations.



# The Campaign Objectives

1. To increase FSC brand recognition, availability, and demand, building consumer connections to the brand,
2. To make FSC work for FSC-certified landowners, mills and businesses, and
3. To strengthen and grow the network of FSC-certified landowners, mills and businesses.



# The 2011 Campaign Action Plan

Four promotion projects that demonstrate successful flow of product from forest floor to end user.

1. Commercial Construction
2. Residential Construction
3. Municipality
4. Paper and Packaging

Projects represent the geography and diversity of those in the NW participating in the FSC System.



# Promotional Project Elements

- Target the conscience buyer and consumer
- Support and expand regional market incentives and other drivers: Living Building Challenge, LEED, Built Green, public purchasing
- Buy local FSC campaign in concert with NGOs
- Dart board approach





# Accessing the Demand

Andersen   
WINDOWS • DOORS

WILLIAMS-SONOMA



eau0003 [www.fotoresearch.com](http://www.fotoresearch.com)



# Questions?



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