



TREELINE

TENNESSEE FORESTRY ASSOCIATION

March, 2011



Marketing Tennessee Forest Products

BY: Doug Schnabel, TDF, Forest Business Program Specialist

Every day we are all the targets of sales campaigns. We may be so accustomed to seeing and hearing ads on the radio, TV or our computer that we may not even consider it as "marketing". Marketing is the fancy name for selling something but in a much more targeted and planned process than just putting an ad in the newspaper. Marketing of forest products can be just as mysterious to a forest landowner as programming a new cell phone, but the State of Tennessee can provide some help. The Tennessee Department of Agriculture has helped the hardwood lumber producers to market their products as well. Let's take a look at that process.

There are nearly half a million forest landowners in Tennessee that own approximately 14 million acres of forestland. Most forest landowners do not have complete knowledge of how to most effectively market their timber when the time comes because it is normally a once in a lifetime event. One of the first things to do is call the Division of Forestry, Area Forester or one of their Technical staff for the county where your property is located. They will be glad to take a look or talk with you about your property and your ideas for managing your forest land. They can also give you some great information to help you get

started. An excellent booklet has been prepared by the UT Extension entitled "Marketing Timber in Tennessee, PB 1790" and is available on the web at:

<https://utextension.tennessee.edu/publications/Documents/PB1790.pdf>

It is an excellent guide for a landowner to get started marketing their timber if they are planning a harvest. A good way to keep up with the market for products from the forest is to take a look at the Forest Products Bulletin, it is updated on the Division of Forestry website each quarter.

<http://www.state.tn.us/agriculture/forestry/bulletin.html>

One secret to successful selling your sizable tract of timber is to hire a consultant forester to help with the complete process. They can be found in the Forest Consultant directory on the TN Division of Forestry website, Tennessee Forestry Association's website and in the "Marketing" booklet referenced above.

Once the timber has been sold and the logs have been cut by a logger, the logs are transported to a sawmill where they are sawn into rough green lumber, pallet cants, crossies or other products. These products from the logs are usually marketed by the sawmill to secondary proces-

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107th General Assembly Legislative Update

BY: Candace Dinwiddie, Tennessee Forestry Association, Executive Director

TFA is again taking a very active role in the Halls of the Tennessee General Assembly. With a new Governor, 22 new House of Representatives members and 4 new State Senator, TFA has made significant effort to get to know all the new faces on Capitol Hill.

Governor Bill Haslam delivered his first State of the State address on March 14. His \$30.2 billion budget proposal was a decrease from the 2010 budget proposal of \$32 billion. The Haslam proposal includes a 1.6% raise for state employees and attempts to minimize any effect of budget reductions on Tennessee taxpayers.

The Tennessee Dept. of Agriculture's initial budget was reduced 2.5%. Most of these cuts would affect travel expenses, etc. The Administration will continue to be committed to keeping the Tennessee Agricultural Enhancement Fund maintained as well as continue to fund the Ag Crime Unit.

Governor Haslam announced that his key legislative proposals include legal TORT reform and education improvement. The Governor reiterated the importance of economic recovery for our state and improving the job market for Tennesseans.

TFA has a great working relationship with the new Governor and his Cabinet. TFA's leadership and staff is continuing to meet with the new Commissioners, folks in the Governor's office and new legislators to build relationships and promote the understanding of the importance of the forest industry and forest landowners to our state. TFA members are also encouraged to meet with their legislators and other decision makers back home in their local area. Legislators and others truly listen to the voters in their district and TFA members are the very best source to discuss the impact of forestry and the truth about our industry and landowners that is so important

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Marketing Tennessee Forest Products Continued

BY: Doug Schnabel, TDF, Forest Business Program Specialist

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sors. Most sawmill businesses know the secondary processors within a reasonable distance of their mill, but for some new operations the "Directory of TN Forest Industry" is available at: <http://www.state.tn.us/agriculture/publications/forestry/woodusingindustries.pdf>, or on Tennessee Forestry Association's website.

One bright spot in the otherwise poor market for green sawmill products has been an upsurge in the use of residuals from the sawing process; bark, sawdust and wood chips. The paper markets have been fairly steady for wood chips. Bark and sawdust have seen an increase in demand for use as an energy fuel and for other uses. Some mills are marketing their sawdust for uses other than boiler fuel, such as tobacco curing and animal bedding which usually pay a higher return. For some time now bark has been sold for lawn and garden mulch rather than burned in a boiler for steam production. All of these residual products are a possible supply source for the newly developing biofuel, cellulosic ethanol. The higher price for these "waste" materials can help the mill's bottom line, but are not a substitute for good markets for the high grade lumber sawn from a high value log.

The green sawmills have historically sold their lumber to facilities within a reasonable distance from the mill, because of the heavy weight of green lumber and other wood products. Typically, flooring, furniture and kitchen cabinet manufacturers have purchased green lumber and then dried the lumber in their own kilns to use in their manufacturing process. Flooring is still a big business in Tennessee, but some of the other secondary manufacturing facilities have moved overseas to reduce labor costs in these high labor content products such as furniture.

To partially fill the void left by the loss of manufacturing facilities, Tennessee has a number of concentration yards where lumber is bought from the green mills and dried, graded, sometimes processed further and sold to wood manufacturing facilities throughout the United States and many other countries in Europe and Asia. The export markets for lumber have expanded somewhat as the facilities in the US have closed in the past few years. The TN Department of Agriculture has helped companies with hardwood lumber to sell find export markets in many parts of the world. To enhance that effort, Tennessee is a member of the American Hardwood Export Council (AHEC); one of the best advocates for American hardwood lumber around the world. AHEC sponsors the Hardwood States Export Group (HSEG) as one of the many things it does to promote and aid US hardwood lumber manufacturers. Tennessee is an active member of the HSEG, and we have had the opportunity to participate in a number of world-wide trade shows where companies can showcase their Tennessee hardwood lumber to potential customers in many foreign countries such as China, Vietnam and Turkey. For example, the HSEG is sponsoring booths at the Dubai Show in April and Vietnam Wood 2011 in October where we will have a number of TN companies participate. The group sponsors a USA pavilion for our companies in six to eight shows each year in primarily developing countries where there are growing American hardwood lumber markets. Even if a company does not attend they are sent all the potential customers from that show so they can contact them to become a potential customer. The State helps businesses market their quality Tennessee hardwood lumber to customers even if they are many miles distant from our Tennessee forests.

The last few years have been absolutely horrible for the forest products industry because of the near collapse of home construction in the United States. The successful companies (or surviving companies) have used all their marketing skills to find new markets and new ways to grade or sort their lumber or other processes to differentiate their product for the current tough marketplace. We all hope that the economy improves and the country begins to build new houses again. Having a good steady market for products from the Tennessee forest is vital to being able to practice good forestry and provide a growing, vital, sustainable and renewable forest for all the citizens of Tennessee.

TFA Hosts Successful Tree Day & Legislative Reception

TFA's members visited the Governor's office and each legislative office and delivered oak seedlings, coffee mugs, forestry informational materials, smiles and handshakes on Wednesday, March 9. TFA's President Johnny Heard made a presentation to the House Conservation & Environment Committee on TFA, its history and goals as well as the forest industry and landowners economic impact to the State of Tennessee.

Over 140 legislators, officials from the Haslam Administration, Commissioners and other decision makers attended the TFA Legislative Reception held at the Downtown Sheraton/Pinnacle Room. TFA members visited with legislators and others and discussed pertinent issues to our forest industry and landowners. TFA appreciates the following sponsors who supported the 2011 Legislative Reception:

American Forest & Paper Council	Domtar	Packaging Corporation of America
Tennessee Paper Council	Forest Management, Inc.	Summers Lumber Company
Tennessee Forestry Association	Hankins Forest Products	Temple-Inland Corporation
Selective Workers Comp. Group	International Paper Company	White County Lumber Company
Cardin Forest Products		

107th General Assembly Legislative Update Continued
BY: Candace Dinwiddie, Tennessee Forestry Association

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for our elected officials to understand.

Legislation Filed in the 107th General Assembly

TN Forest Sustainability Resolution Filed
HJR165 by Rep. John Tidwell (D) New Johnsonville TFA SUPPORTS

HJR165 is Scheduled for Hearing in House Environment & Conservation Committee on Wednesday, April 6th. Please contact members of the House Environment Committee and voice support. Roster of committee members and contact information can be accessed at www.legislature.state.tn.us.

TFA is supporting a resolution filed by Rep. Tidwell which highlights the importance of our forests and forest industry in Tennessee. The resolution addresses the following:

- The legality of wood sourced in Tennessee
- The growth/drain ratio is positive and stable in Tennessee
- Consumer demand for assurance of legally sourced wood from sustainable forests
- Tennessee's forest industry includes many companies that are supplied with wood grown by small, non-industrial landowners
- Most trees grown in Tennessee are native species and not genetically modified
- Threatened and Endangered Species are protected by law
- Tennessee has a well-established Master Logger Program
- Documented reports have found that forestry activities in Tennessee have very few adverse effects on water quality due to the use of Best Management Practices

The resolution is filed by Rep. Tidwell in the House of Representatives and after passage, will also be filed in the Senate. **This resolution should provide documentation on legal and sustainable sourcing of wood in Tennessee. Many of our Volunteer State mills with both overseas and domestic customers, need this documentation for marketing and shipping purposes.**

A copy of this resolution can be obtained by contacting TFA or by visiting the Tennessee General Assembly website: www.legislature.state.tn.us.

SB1868 by Kyle (D-Memphis)
HB1242 by Haynes (R-Knoxville)
TFA OPPOSES

This legislation is scheduled to be heard in Senate State & Local Government Committee on Tuesday, April 5. Please contact members of the State & Local Government with the message that TFA and our members believe & support efficiency in government, but do not believe paper products should be singled out through legislation for decreased usage when other products are not singled out through any similar legislative initiative.

SB1868/HB1242 states that beginning July 1, 2012, and on an annual basis before July 1 of every year, each department, agency and entity of state government shall reduce the amount of paper and paper products by at least 5%.

TFA believes that state departments, agencies and entities should work efficiently and reduce waste. However, our organization does not believe that one product that is used by state government should be singled out for reduction in this matter. Passage of this legislation sends a message to our pulp & paper companies' employees, loggers who deliver wood to the mills and landowners who grow the wood manufactured into paper that this industry is being singled out by state government for reduced usage of the products, when other industries are not affected. Please contact the members of the Senate State & Local Government to voice opposition of SB1868. Committee roster available at www.legislature.state.tn.us.

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107th General Assembly Legislative Update Continued

BY: Candace Dinwiddie, Tennessee Forestry Association

SB310 by Gresham (R) Somerville

HB204 by Fitzhugh (D) Ripley

TFA OPPOSES

Sponsors have indicated to TFA that they have no intent to move this legislation, however, TFA continues to monitor and oppose any further action on SB310/HB204.

This legislation would prohibit the practice of clear-cutting to be used for harvesting on state forests. Certain exemptions apply for insect infestation or natural disaster.

TFA opposes this legislation since clear-cutting is an accepted silviculture practice. The Division of Forestry certainly has the management expertise to make the proper decision on harvesting methods on state forests. Clear-cutting is implemented as a management tool to support the health and well-being of the forest and is used when deemed the appropriate silvicultural practice. Also, prohibiting clear-cutting on state forests could eventually affect the rights of private landowners to use this management tool on their own land. Senator Gresham and Representative Fitzhugh have always been friends of TFA. We understand this legislation was filed after hearing concerns from a constituent. To learn more about this legislation or to obtain a copy of the bill, please contact Candace at TFA.

Combustible Dust

By: Kelly Park, TFASWCG, Loss Manager

Combustible dust and the potential for a catastrophic explosion has become a leading concern for the safety and health community over the past 5 years. On February 7, 2008, the Imperial Sugar Factory in Savannah, Georgia exploded, killing 14 with over 40 injuries, including 14 severe to critical. This accident permanently changed the way safety and health officials view dust accumulation and its associated hazards.

When I first began discussing combustible dust hazards and the potential for an explosion with TFA Work Comp members, the common response was, "that would not happen here". I can understand those feelings, in 25 years there were only 119 deaths caused by combustible dust explosions, but in reality, one death caused by a controllable hazard is too many. During these conversations about dust, I asked if they had ever had a fire start in the mill or ventilation system and everyone I talked to said yes. These fires that started in the ventilation system are called dust deflagrations and not explosions simply because the container or structure did not rupture. Change one component of the deflagration; whether it is dust levels, oxygen content, container or structure size and you suddenly have an explosion.

So, what is considered a combustible dust? Wood dust, aluminum dust, sugar dust, flour dust, grain dust, plastic dust, textile dust, paper dust, magnesium and coal dust is a few and the industries directly impacted by this hazard includes: wood processing, food products, agriculture, chemical processing, metal working, textile manufacturing, tire and rubber manufacturing, paper products and coal min-

ing. As you can see more industries are exposed to combustible dust than are not.

Controlling combustible dust requires that all employers review their own operations to ensure proper control measures are in place. The main control measures you as a TFA member can do is to ensure your facility is clean, not only in the main production areas but in the rafters, on all horizontal ledges and around all electrical service. Secondly if you have an exhaust system for your dust waste, you should ensure the system will meet the production output at full capacity.

There is much more to learn about combustible dust than what is covered in this summary and I would recommend several resources to you:

1. www.woodworkingnetwork.com – search for: Jamison Scott article explosive combustible dust issue
2. www.osha.gov – search for: CPL Combustible Dust
3. www.youtube.com – search for sawdust explosion
4. www.csb.gov – search for wood dust explosion

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Opportunities for Tennessee Forest Landowners

By: Jenne Eastham, National Resource Conservation Service

This past year, eligible Tennessee forest landowners were able to participate in expanded cost share programs focusing on forestry practices that protect water quality from non-point pollutants; conserve ground and surface water resources; improve forest health and biodiversity; and reduce soil erosion from agricultural and forest lands. This was largely due to the 2008 Farm Bill bringing about significant changes in the Environmental Quality Incentives Program (EQIP). To be eligible for EQIP and Wildlife Habitat Incentives Program (WHIP) cost-share programs, applicants must meet eligibility requirements for both Producer Eligibility and Land Eligibility.

In the past fiscal year, over half a million dollars was obligated through the EQIP and WHIP cost-share programs to improve forestland in Tennessee. Funded practices included:

- Prescribed Burning
- Forest Stand Improvement
- Tree/Shrub Site Preparation
- Hedgerow Planting
- Early Successional Habitat Development and Management

Cost-share was also available for Forest Management Plans that are developed by certified Technical Service Providers.

Forest landowners who are interested should contact their local NRCS office which is located in the county's USDA Service Center for more information. Applications for these programs will be accepted year round. The application process is more lengthy if the forest land owner and their land is not already in the USDA system, or if the owner is a corporation or partnership. Don't wait...visit your local NRCS office today to get started.

Go to www.tn.nrcs.usda.gov for more information. NRCS is an equal opportunity provider and employer.

TFA's ANNOUNCES ANNUAL MEETING DATES

The Tennessee Forestry Association 2011 Annual Convention has been set for September 28th-30th in Nashville at the Music City Sheraton. The hotel offers a fitness facility, whirlpool/hot tub, indoor heated pool, laundry service, valet & wireless internet. The hotel's TFA sleeping room rate is \$129.00 single/double. More information will be available soon.

Tennessee Master Logger Dinners Announced

TFA will be hosting Master Logger Dinners on the following dates. These dinners will provide Master Loggers information on Safety in the Woods, Comprehensive Safety Analysis, SFI and Legislative Updates. TFA will be mailing Master Loggers notification on these dinners. This is a great time for loggers to visit and discuss ideas and issues with TFA and others.

Thursday, May 12
Crossville
Ryans Steak House

Thursday, May 19
LaFollette
Cove Lake State Park

Thursday, May 26
Jackson
Casey Jones Old
Country Store
Restaurant



Get The Benefits Of Prescribed Burning With Insurance Through TFA

For years professional foresters have prescribed low-intensity burning to enhance timber growth, and to improve wildlife habitat. However, burning, even low-intensity burning, has its liabilities. So today, many timberland owners are not willing to assume the risks. The result has been the accumulation of thick understory which, in turn, has reduced the quality of timber, making wild fires that do occur hotter and much worse for the trees. So foresters have been searching for an affordable answer. The Outdoor Underwriters Prescribed Burning Insurance Program Is Designed To Provide Landowners With A Per Burn Product Previously Unavailable In The Marketplace.

Master policies can also be issued to consultant foresters and wildlife biologists who burn for multiple landowners. For timberland owners, the premium may even be tax-deductible. Now, while the weather is cool and wet, is the time to consider prescribed burning. And with Outdoor Underwriters Prescribed Burning Insurance Program, you can improve your forest and reduce your liability exposure. Visit <http://tfa.outdoorund.com> for more information.



Truck Driver Safety

By: John J. Lemire, Forestry Mutual Insurance Company, Director of Loss Control

One item released from the US Federal Highway Administration each year tells a chilling story about driver safety. Make safe driving a lifelong habit

- **EVERY 21 MINUTES: A road departure fatality occurs.**

Each day across America millions of truck drivers haul products to support our economy. Trucking plays a huge role in the wood products industry from logs to finished furniture. Trucking is the way our industry moves its products to market. Once the truck leaves the logging job, warehouse, plant or mill, drivers are on their own and away from direct supervision. There is a huge amount of responsibility and liability based upon the driver's decisions and actions.

Recently a number of truck wrecks, some proving fatal, have occurred. Each driver killed was a family member that did not go home at the end of the workday. The most common causes of accidents involve driver distractions such as talking on a cell phone or CB radio, becoming sleepy from long hauls, and boredom.

In order to reduce the number of road departure fatalities hold regularly scheduled safety meetings to help keep safety awareness at a high level. Some topics to discuss include:

- Make sure all medical requirements are met for drivers with commercial licenses.
- Do a thorough pre-trip inspection of the truck and trailer.
- Has scheduled maintenance been completed?
- Are the brakes and tires serviceable?
- Check the load often. Tighten binders and chains frequently.
- Know your load. A double bunk load of cut logs pulls and handles differently than a load of tree-length wood. Pallets and finished furniture handle differently than wet or dried packs of lumber.
- Use your seat belt.
- Drive alert and avoid distractions - Do not use cell phones while driving.
- Constantly scan your mirrors. Be aware of blind spots.
- Adjust your speed for the driving conditions you encounter.
- Do not do anything that can impair judgment before or during your trips.
- Be aware of following distances, your truck doesn't stop on a dime.

Accidents can be prevented. Lowering risk through safety awareness reduces the chance of an accident. Taking the time to hold safety briefings with your trucking employees will demonstrate your concern for them. Drive safely.

Tennessee Teacher Conservation Workshops Planned

A Continuing Education Course in Natural Resources "Let the Forest Be the Teacher"

TFA members are encouraged to get word to local educators regarding the upcoming Tennessee Teacher Conservation Workshops. These workshops provide hands-on activities and information to teachers from grades K-12 on all the benefits derived from our Tennessee forests. Educators visit harvest sites, sawmills, and paper mills during the week-long workshop as well as learn about soil, streams, and wildlife in the woods. Facilitators also provide information on Project Learning Tree to teachers. PLT is an award winning program that provides teachers and students fun activities to learn about conservation and the reasons why we grow and manage our forests.

There is no charge to attend the week-long workshops. Teachers are provided lodging, food and travel once at the workshop. Dates/locations for the workshops are:

June 19-24 University of Tennessee, Knoxville
July 17-22 Pickwick Landing State Park, Pickwick Dam

TCW brochures can be downloaded from the TFA website:
http://www.tnforestry.com/Educational/Teacher%27s_Conservation_Workshop/

Sponsors for the workshops are:

Appalachian Hardwood Manufacturers Association
Lumbermen's Educational Foundation
Tennessee Forestry Association
TFA/SFI Committee
The Ames Plantation
TN Dept. of Agriculture, Division of Forestry
TN Dept. of Education



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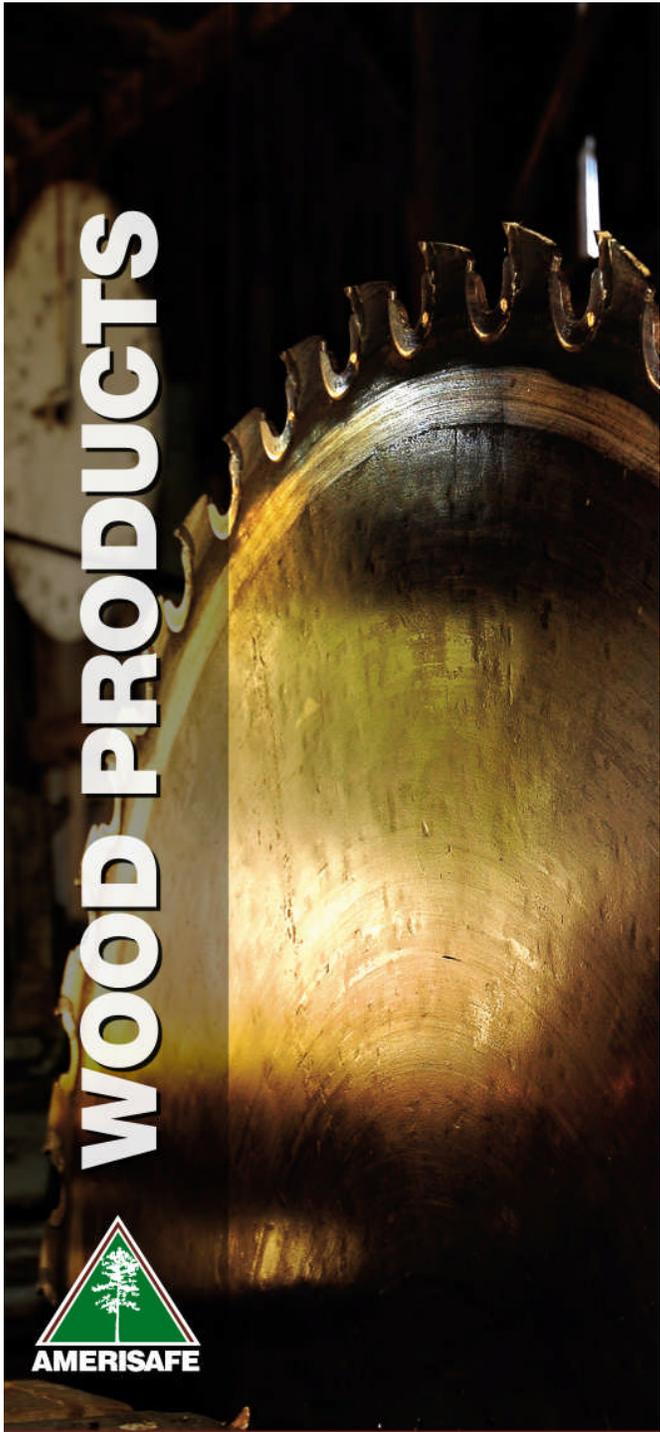
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WWW.TNFORESTRY.COM

Calendar of Events

SATURDAY, APRIL 2
**TN HEALTHY HARDWOOD
FIELD DAY**
STANDING STONE STATE FOREST

THURSDAY, APRIL 7
MASTER LOGGER CE CLASS
MANCHESTER/COFFEE COUNTY
ADMIN. BLDG
TOPIC: LOG BUCKING

SATURDAY, APRIL 30
**TN HEALTHY HARDWOOD
FIELD DAY**
ELLINGTON AG CENTER /
NASHVILLE

SATURDAY, MAY 7
LOG A LOAD GOLF TOURNAMENT
ADAMSVILLE/SILOH GOLF COURSE

THURSDAY, MAY 12
MASTER LOGGER DINNER
CROSSVILLE/Ryan's STEAK HOUSE

FRIDAY, MAY 13
LOG A LOAD GOLF TOURNAMENT
KINGSPORT/
MEADOWVIEW GOLF COURSE

THURSDAY, MAY 19
MASTER LOGGER DINNER
LAFOLLETTE/
COVE LAKE STATE PARK

THURSDAY, MAY 26
MASTER LOGGER DINNER
JACKSON/CASEY JONES
OLD COUNTRY STORE

SATURDAY, JUNE 4
**TN HEALTHY HARDWOOD FIELD
DAY**
EAST TN NURSERY / DELANO

SUN.-FRI., JUNE 19-24
**EAST TEACHER CONSERVATION
WORKSHOP**
UNIVERSITY OF TENNESSEE
KNOXVILLE

THURSDAY, JUNE 23
**TFA BOARD OF
DIRECTORS MEETING**
TIPTONVILLE/
BOYETTES RESTAURANT

THURSDAY, JUNE 30
WEST TN REGIONAL MEETING
JACKSON/CATFISH CABIN

SUN.-FRI. JULY 17-22
**WEST TEACHER CONSERVATION
WORKSHOP**
PICKWICK LANDING STATE PARK
PICKWICK DAM

WED.-FRI., SEPT. 28-30
TFA ANNUAL MEETING
NASHVILLE/SHERATON MUSIC CITY

FRI. -SAT., SEPT. 30-OCT 1
**TENNESSEE TREE FARMERS
WORKSHOP**
DICKSON/
MONTGOMERY BELL STATE PARK

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TREELINE BY E-MAIL

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