



**FOR IMMEDIATE RELEASE  
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## **FORESTRY EXECS AND COMMUNITY LEADERS DISCUSS FUTURE OF COASTAL FORESTRY**

**VANCOUVER, BC** – Forestry executives and community leaders are gathering in Cowichan Bay for a briefing session on the future of forestry on the coast, co-hosted by Coast Forest Products Association and Forestry Innovation Investment (FII). The briefing will take place at the Oceanfront Grand Resort & Marina on Cowichan Bay on Tuesday, September 11, 2007 from 1:30 – 5:00 pm in the Starfish Room. The session will be followed by a hosted reception at 6:00 pm and dinner at 7:00 pm.

Forest dependent communities on the B.C. coast have faced considerable change over the last several years. While issues such as forest company consolidation, United States softwood lumber tariffs and the impact of a rising Canadian dollar are well known to coastal municipalities, information on how changing international market dynamics affect the coastal forest sector has not been as widely available.

“The future for many B.C. coastal communities goes hand in hand with the future of the forest sector,” says Rick Jeffery, President of Coast Forest Products Association. “It’s important for our community leaders to have the opportunity to engage in a dialogue which explores the impacts of global markets on wood products manufacturing in our communities.”

Confirmed speakers are: Russ Taylor, International Wood Markets Group; Paul Quinn, Salman Partners; Michael Loseth, FII; Tanner Elton, BC Forest Safety Council; and David Morel, Ministry of Forests and Range. In addition, Rick Jeffery will be giving an update on the current coastal forestry labour dispute.

Topics will focus on the changing competitive landscape in international markets, the coast’s broadening market orientation, as well as future market and product opportunities that hold promise for renewed prosperity. Similarly, the industry’s improved safety record and government policy initiatives will put the coast’s challenges in perspective.

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