
NEWS RELEASE

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Ministry of Forests and Range

ACTION PLAN PROMOTES FURTHER MANUFACTURING

VICTORIA – Generating More Value from Our Forests, a vision and action plan for further manufacturing, will help position British Columbia as a world leader in innovative and higher-value uses for wood, Forests and Range Minister Pat Bell announced today.

“We have a tremendous opportunity to strengthen our pulp, softwood and further manufacturing sectors and create new high-value products for the changing global economy,” said Bell. “By 2020, I believe our forest sector could generate more economic value per hectare of forest-land than any other jurisdiction in the world.”

The plan provides a framework to mobilize industry stakeholders, investors, researchers, governments and communities around generating more value from wood and wood residue through furthering manufacturing. The aim is to increase production capacity for value-added products and build new capacity for next-generation forest products, such as bio-energy and bio-chemicals.

“The intent of the plan is to bring people together and focus their efforts on adding value to B.C. forest products,” said BC Wood chair Grant McKinnon. “We have all the pieces of the puzzle – skilled workers, primary manufacturing infrastructure, entrepreneurial value-added sector, talented researchers and world-class forests. Now it’s just a matter of putting all the pieces in place to build an industry that sustains jobs and communities by fully utilizing our forests.”

The plan will be supported by the establishment of a Wood Enterprise Centre and a Value for Wood Secretariat. The Wood Enterprise Centre will leverage expertise and resources from existing organizations, research, and academic institutions to expand the use of wood in commercial and institutional construction, facilitate technology transfer, promote training, and expand markets for further-manufactured products.

The Value for Wood Secretariat will provide stakeholders with one-window access to government agencies, leverage public investment, and encourage strategic alliances among businesses, investors and other partners.

“An aggressive approach to the further development of B.C.’s value-added sector will diversify the market opportunities for the primary wood manufacturing sector, and this plan goes a long way to accomplishing that goal,” said John Allan, president and CEO of the Council of Forest Industries.

“This plan builds on the existing value driven coastal forest products industry and provides valuable leadership and direction,” said Rick Jeffery, CEO of the Coast Forest Products Association. “It will allow us to capitalize on the future and provide the world with innovative new carbon-friendly products.”

Complete copies of Generating More Value from Our Forests: A Vision and Action Plan for Further Manufacturing are available on the ministry's website at www.for.gov.bc.ca/het/valueadded/.

1 backgrounder(s) attached.

Media contact: Jennifer McLarty
Public Affairs Officer
Ministry of Forests and Range
250 387-4592

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BACKGROUND

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PLAN PROVIDES VISION FOR FURTHERING MANUFACTURING

Generating More Value from Our Forests offers a vision for further manufacturing in British Columbia and outlines targeted actions to support the development of value-added and next-generation forest products.

The Vision

By 2020, British Columbia's environmentally sustainable forest sector will generate more economic value per hectare of forest land than any other jurisdiction on Earth.

Economic activity will be driven by expanded markets and more diversified, higher-value manufacturing capacity.

This will be achieved through innovation and broad partnerships among forest stakeholders, ranging from governments to First Nations to industries and workers; from small firms to global companies; from rural communities to large urban centres.

Targeted Actions

Champion Wood First:

- Stimulate the domestic market by promoting the structural use of wood for commercial, institutional and mid-rise residential buildings;
- Maximize the use of wood in publicly owned and provincially funded buildings;
- Encourage the use wood as a design element in new construction;
- Showcase new and innovative wood building products and techniques; and
- Position British Columbia as a leader in international markets.

Move Innovation from Lab to Market:

- Expand local manufacturing capacity and build technical expertise by piloting next generation products;
- Improve the flow of information between researchers, investors and manufacturers to promote commercial opportunities; and
- Provide hosting conditions that attract capital investment and encourage strategic alliances.

Facilitate "Right Fibre to the Right Process":

- Pilot new fibre merchandizing and sorting methods to get manufacturers the dimensions, species and grades of fibre they need without being burdened by material they can't use;
- Establish web-based mechanisms to streamline and facilitate the sale of fibre to manufacturers;
- Work towards a target where primary mills make 25 per cent of their products available for further manufacturing; and

- Work to increase the number and size of community forests, and encourage communities to direct some of their fibre to further manufacturing.

Promote Wood Education and Culture:

- Increase consumer awareness about the climate-friendly attributes of wood products;
- Build a more knowledge-based workforce by retraining existing workers and attracting youth through education programs; and
- Address the shortage of wood design and manufacturing programs.

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