

Annual Meeting Has Timely Reports On Cabinets, Carbon

PONTE VEDRA, FL - A great crowd learned about cabinets, carbon and consumers at the 2023 Annual Meeting of Appalachian Hardwood Manufacturers at The Ponte Vedra Inn & Club in Ponte Vedra, FL.

The 95th anniversary meeting began with a prospective on the cabinet industry from a 117-year-old domestic cabinet manufacturing company. Edwin Underwood, Chief Executive Officer of Marsh Furniture in High Point, NC, spoke about the company's past and future with his prospective on the domestic industry.

Marsh began producing stand-alone kitchen cupboards in 1906 and now manufactures kitchen, bath and cabinetry with thousands of applications. The company employs more than 700 people in plants and retail centers across the eastern U.S.

The domestic cabinet industry produced more than \$10 billion in sales for 2022 with 55 percent in stock cabinets, about 35 percent in semi-custom and the balance in custom work.

Underwood said the cabinet industry is investing in finishing, dimensional processing and technology. Many companies like Marsh are introducing new products that are built from maple and oak solids and engineered materials. The finishes in 2023 include brown stains in addition to white and gray taking a larger market share.

He predicted a decline in cabinet sales in 2023 as interest rates have impacted home sales. The forecast for 2024 is improved.

Carbon & Forest Management

Carbon is at the forefront in government and the environmental community in 2023 and forests play a large part in that debate. The president of Bluesource Sustainable Forestry Company, Blake Stansell, spoke on the recent sale of The Forestland
(See Meeting on page 2)



Attendees pack the Meeting room to hear cabinet prospective from Marsh Furniture CEO Edwin Underwood

What's Trending In Cabinet Species in 2023

Grain and texture are becoming more prevalent.

Oaks, Ash, and other open grain species.

Bringing the outdoors in with more nature-inspired textures and colors.



Eligible Carbon Pools

- aboveground live tree
- below ground live tree
- aboveground standing dead trees
- **harvested wood products**



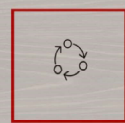
Maximize Promotion



Increase Funding



Unify Industry



Enhance Operational Excellence

RAHC 2023-2025 Strategic Plan Objectives

The Real American Hardwood Coalition (RAHC) unites the collective efforts and resources of the industry to advance American hardwoods as the Naturally Authentic™ choice.



Meeting from page 1

Group to Bluesource.

The former company is a large landowner in Appalachia and has sold timber resources to many AHMI members. Bluesource will maintain timber management plans with an emphasis on carbon storage and forest products, Stansell said.

The company is the seventh largest landowner in the U.S. Its parent company, Anew, is the largest forest carbon developer in North America.

The carbon industry has grown from \$520 million in 2020 to more than \$2 billion in 2022.

Carbon In Soils & Finished Goods

Virginia Tech Professor and Researcher Dr. Brian Strahm shared the value of carbon stored in soils that is often overlooked. He said an equal amount of carbon that is reported in standing forests is also stored in the root system underground.

He said the soil carbon and what is stored in finished products must have greater value in the marketplace. Research proves that finished goods have long-term storage values that are not part of most carbon payment schemes.

Real American Hardwood

National Hardwood Lumber Association Executive Director Dallin Brooks spoke on behalf of the Real American Hardwood Coalition with the latest report on consumer marketing efforts. RAH has focused on social media with posts on Instagram, Twitter and other services that have attracted thousands of followers.

The group is developing a relationship with the Magnolia Network to promote American hardwood products on several consumer television shows. Brooks asked attendees to contribute financially to help raise awareness and thousands of dollars were pledged.

He showed a video explaining the health benefits of solid hardwood flooring compared to plastic/vinyl materials. It has been released on social media and has had thousands of views in a few weeks.

Brooks encouraged the industry to pledged financial support to the effort.

USNR Expands Offerings

Industry supplier USNR has east coast operations in nearby Jacksonville, FL, and Sales Manager Alan Robbins spoke on the recent acquisitions by the company. These mergers have expanded USNR's group to include sawmill, cross-laminated timber presses, dry kiln and lumber handling equipment but also parts and supplies.

Hardwood Federation

Dana Lee Cole, executive director of the Hardwood Federation, gave an update on federal legislative issues. She said key issues include the Farm Bill and using hardwood materials in building, wood-based biomass, and business taxes.

AHMI Member anniversaries were honored and marking 25 years are:

- Distributor Blandy Hardwoods, Inc.
- Forestry Rowland Land Co. LLC
- Forestry Weyerhaeuser
- Supplier Farm Credit of the VAs
- Supplier Forestry Systems, Inc
- Supplier Hardwood Review

Early Registration Prize winner was Neil Poland of Mullican Flooring.

The **Annual Golf Tournament** Friday winners were: Friday golf: Low gross: (1) Joe Pryor; (2) Alan Robbins. Low net: (1) Jeff Stenta; (2) Jay Reese; Long Drive: Joe Pryor

Golf Scramble Saturday winners were: (1) Phil Cornett & Jeff Dougherty; (2) Joe Pryor & Zach Law; Long drive: Scott Cummings; Closest to the Pin: Joe Pryor

Annual Fishing Tournament winners were: Largest Fish-Brian Strahm; Most fish-Emory Honeycutt

Inaugural **Croquet Tournament** winners were Patti & Webb Heintzelman and second place Kim & Mark Vollinger.

The next meeting of AHMI is July 22-25 at the Greenbrier in White Sulphur Springs, WV.

The way I see it...

By Tom Inman, AHMI President

...what a terrific 2023 Annual Meeting recently at the Ponte Vedra Inn and **THANK YOU** to all attendees. We had four days of 80-degree sunny weather, outstanding presentations and fun receptions and events.

Brief details on the presentations are included in this newsletter and the slides are posted on the AHMI website at:

www.appalachianhardwood.org/videos

It was a great networking event for AHMI members and guests to discuss business and share ideas. Top concerns were log availability, demand for key Appalachian species and business conditions.

One change from the past two years was a reported rise in people seeking employment. Most attendees said they are adequately staffed for current production needs.

The event included opportunities for Producers and Distributors to meet with other company leaders in their division. Both groups discussed ways to improve business in the coming year.

The Real American Hardwood Coalition provided an update with Dallin Brooks of NHLA presenting. It included a request for contributions and more than \$12,000 was pledged at the Meeting.

Thank you Annual Meeting sponsors:

Stringer Industries - Thursday reception
 UBS Financial - Friday reception
 Stiles Machinery - Saturday reception
 Stella-Jones, Inc. - Morning breaks
 Business Session: PLM Insurance
 White Oak: Nyle Dry Kilns
 Red Oak: CombiLift
 Golf Lunch & Prizes: Corley Manufacturing
 Golf Refreshments: SII Dry Kilns
 Fishing Lunch & Prizes: ISK Biocides
 Shoot For Pin: EHD Insurance
 Croquet: Blue Ridge Lumber

AHMI cannot provide our quality events if not for these companies and individuals.



MEMBERSHIP

AHMI welcomes the following new member:

Consumer

Barefoot Pellet

Scott Cummings

PO Box 96, Troy, PA 16947

Tel: (570) 297-1297

Email: scott@barefootpellet.com

www.barefootpellet.com

New members are vital to the work of AHMI. If you know of companies that should join, please share that information with the AHMI office.

2023 Annual Meeting Photos

Right - Croquet Tournament Best Dressed Couple was Jay & Mitra Reese

(see all event winners on page 2)



Left - David Anderson (on right) receives prize in Shoot for the Pin contest from Jeff Stenta of EHD Insurance. He landed at 13 feet from the pin.

Right - Steve Houseknecht catches nice sea trout



Congress Prepares Farm Bill 2023 Discussion

By Dana Lee Cole, Executive Director
Hardwood Federation

As the 118th Congress kicks off its first session, lawmakers are beginning to roll up their sleeves on moving the Farm Bill, which is up for reauthorization in 2023. It has historically moved forward within the context of bipartisan cooperation.

The Farm Bill covers a variety of multi-billion-dollar programs ranging from nutrition assistance to insurance programs for various crops, which could become the target of budget hawks and delay the legislative process, the Hardwood Federation will be laser focused on priorities that directly impact the industry. Many of the sector's priorities will be housed in the aptly named Forestry Title, but also in the Trade and Energy Titles. These include:

- Maintaining or increasing funding for export promotion programs administered by USDA.
- Improving U.S. Forest Service capacity to manage federal lands with regional timber harvest objectives and funding of state and local programs.
- Maintaining or increasing funding for the Wood Innovation Grant programs and include specific hardwood projects.
- Including hardwood products in federal carbon accounting systems and programs.
- Proposing and advocating for funding to educate public and consumers about environmental and health benefits of hardwood products.
- Maintaining programs that promote biomass energy and the deployment of heating and power systems that rely on wood-based biomass.
- Supporting programs that incentivize private woodland owners to keep forests as forests.

The legislative process begins with a series of hearings, on Capitol Hill and at various locations around the country, where lawmakers vet priorities from their constituents.

On January 13, 2023 the first of these hearings was held in Harrisburg, PA. Matt Gabler, the Executive Director of Hardwood Federation association member Pennsylvania Wood Products Association, testified at the "field hearing" and delivered on point messages on behalf of the industry, succinctly noting that the industry is "looking to this Farm Bill



as an important opportunity to optimize the management of federal lands, improve the outreach and educational materials available to the public, and ensure that our commodities effectively reach domestic and foreign consumers."

While the Federation has conducted several meetings with members of the House and Senate Agriculture Committees to tee up industry priorities, such as a new competitive grant program that will promote education about the benefits of hardwood products, we are also working in conjunction with the Forest in the Farm Bill (FIFB) coalition to leverage other messages. The FIFB is a group of trade associations representing forest products makers and landowners to move provisions around which there are common interests, including robust funding of USDA export programs.

Both the Senate and House Agriculture Committees took some time to finalize their membership list. In both cases the rosters look promising for Hardwood Federation outreach.

Fortunately, industry keeps a roster of bipartisan allies and can look forward to working with champions such as Rep. GT Thompson (R-PA), chairman of the House Agriculture Committee as well as senior and influential Democrats on the panel, Ranking Member David Scott (D-GA), and Committee Members Jim Costa (D-CA) and Abigail Spanberger (D-VA).

The House Committee is a large one and we have our work cut out for us making sure we touch base with each and every office throughout the Farm Bill process...but we have already made a start and will continue to reach out to them all.

As Farm Bill 2023 moves forward, stay tuned for updates from the Federation about how YOU can make your voice heard as part of these very important deliberations...including as a participant in our upcoming Fly-In to D.C., June 13-15!

Technology IDs Wood Species, Geo Source

Chemists at the US Fish and Wildlife Service (USFWS) have been developing a method to identify trafficked wood on the spot using chemical fingerprinting.

According to Chemical and Engineering News, the estimated annual value of illegal wood trade is \$50 billion to \$150 billion, and the USFWS has been instrumental in developing a technique for wood identification and sharing it with law enforcement labs around the world.

The technique is called direct analysis in real time mass spectrometry, or DART-MS for short. The suite of molecules it measures can be used to rapidly identify the species, and sometimes even the region, a piece of wood came from.

According to the report, while DART-MS-based analysis is one technique used internationally for tree identification, other techniques are available. Several US ports of entry have installed sophisticated imaging systems that capture magnified multispectral photos that wood anatomists can later investigate. Other labs conduct genetic analysis.

White Oak Initiative Lobbies For Support

Comprising a coalition of researchers, conservationists, foresters, policymakers, and big players from industries including cooperage and distilling, the White Oak Initiative's mission is to secure the future of the United States' oak forests and a key species in them—the white oak.

If oak forests are not properly managed, we could see an end to the species' viability as a usable product in the next 100 years, WOI explains. States need funding to support landowners' care of their woods and WOI is lobbying for money for white oak renewal in the upcoming Farm Bill, the next appropriations bill, and the Trillion Trees Bill.

The goal is to establish a healthy balance of mature and young white oaks on 100 million acres by 2070. WOI doles out grants, shares knowledge, and has materials for forestry management in 17 states.

AHMI Event Calendar

Appalachian Hardwood Manufacturers, Inc. plans to attend the following events to promote AHMI member companies and products.

Members are welcome to participate in the AHMI exhibit and we can assist with registration if required. Please check with the AHMI office before you make final plans:

Mar. 14: **ALC**, Roanoke, VA

Mar. 28-30: **KFIA**, Lexington, KY

Apr. 22-26: **High Point Furniture Market**, High Point, NC

May 4-7: **ALC Beach Meeting**, North Myrtle Beach, SC

June 13-15: **Hardwood Federation Fly-in**, Washington, DC

July 19-20: **Furniture Manufacturing Expo**, Hickory, NC

July 23-25: **AHMI Summer Conference**, The Greenbrier, White Sulphur Springs, WV

Aug. 21: **Penn York Lumbermen's Club**, Titusville, PA

Sept. 12-13: **PFFA**, State College, PA

Sept. 12: **ALC**, TBD

Sept. 13-15: **WMMA Fall Tour**, Hershey, PA

Sept. 15-17: **Virginia Forest Products Association**, The Homestead, Hot Springs, VA

Sept. 26-29: **GreenBuild**, Washington, DC

Oct. 4-6: **NHLA Convention**, Louisville, KY

Oct. 14-18: **High Point Furniture Market**, High Point, NC

Oct. 19-20: **NC Export Conference**, Greensboro, NC

Nov. 14: **ALC**, Johnson City, TN

If you know of events that we should consider, contact AHMI at info@appalachianhardwood.org and provide details.



Real American Hardwood Touts Health Benefits

Hardwood industry leaders have issued statements touting the benefits of real wood products over highly processed, wood-look alternatives. The statements come in response to the recent train derailment and chemical spill that took place in East Palestine, Ohio. The unfortunate incident raised questions about the effects of chemicals—and the products made from them—in relation to our health and environment.



Did you know hardwood floors and surfaces are hypoallergenic? It's true, and your family can breathe easy! They won't harbor allergens, microorganisms, or harmful

pesticides that can be tracked in from outside. They also minimize the accumulation of dust, dirt, mold, and animal dander, which improves the indoor air quality in your home. And because Real American Hardwood products are all natural, they won't emit VOCs and other chemicals that can impact your family's health.

When a train carrying hazardous materials derailed on February 3, toxic chemicals were released, including vinyl chloride, which has been linked to cancer of the liver, brain, lungs, and blood. While residents living near the derailment had no choice about their exposure, millions of homeowners unknowingly put their families at risk when they bring plastic products into their homes. This is because vinyl chloride is used to make a variety of plastics, including polymer polyvinyl chloride (PVC), a primary component used to make resilient and vinyl flooring, cabinets, doors, window frames, and mouldings, as well as other household items.

"Real wood products do not jeopardize human health or the environment," says Michael Martin, president and CEO of the National Wood Flooring Association. "They are made using natural materials that can be regrown, and that contribute to the overall health of our planet and its residents."

Trees are a natural resource that grow in a factory called a forest, using a renewable source of energy called the sun. "During their growth cycle, trees



Adam Jones explains his concerns for his family's health as reason he installed Real American Hardwood floors in his home

take in carbon dioxide, releasing oxygen and using the carbon to grow," says Tom Inman, president of Appalachian Hardwood Manufacturers, Inc., "but what many people don't know is that even when trees are harvested, they continue to store carbon in the products made using them. So your real wood floors, real wood cabinets, real wood trim and mouldings, real wood furniture, even your real wood picture frames, continue to store carbon during their entire service life. And you can feel it; about half their weight is stored carbon."

When it comes to harvesting hardwood, responsible forest management is a primary goal. "Hardwood trees are an agricultural crop, just like corn or soy beans," says Dallin Brooks, executive director of the National Hardwood Lumber Association. "They just have a longer growth cycle, typically 40–60 years, and must be harvested before they begin to die." Once that cycle begins, trees no longer produce oxygen, and the lumber becomes unusable, as well as a fire hazard.

To learn more about the health and environmental implications of home product choices, visit [RealAmericanHardwood.com](https://www.prnewswire.com/news-releases/hardwood-industry-leaders-come-together-to-educate-on-consumer-safety-and-the-environment-301761328.html) or view the video at <https://www.prnewswire.com/news-releases/hardwood-industry-leaders-come-together-to-educate-on-consumer-safety-and-the-environment-301761328.html>