

Sawmill Survey Is Positive For Poplar CLT

Appalachian Hardwood Manufacturers, Inc. asked Producer members to participate in a survey about Poplar for cross-laminated timber and the findings will be the basis of a presentation at GreenBuild / IWBCB this month.

The results will be revealed during a panel discussion on “*Will There Be Enough Wood to Meet Future Demand?*” Roland Hernandez of Stiles | Homag will share AHMI's results and the status of an application to approve Poplar as a CLT resource.

AHMI has assisted three universities and a dozen researchers completing the request to APA for inclusion in International Building Codes. The application is under review by APA's PRG 320 Committee.

Almost half of AHMI Producer members participated in the survey - with a focus on those who manufacture Poplar.



***Findings Will Be Reported At
GreenBuild / IWBCB On Sept. 27
In Washington DC***

It asked about 2022 production, Poplar timber availability, production capacity and the percentage of 2Common and 3Common lumber manufactured from their logs.

An interesting result was that the majority of respondents replied they would likely change the dimension of lumber to meet structural demands. The overwhelming majority said the decision would be based on the price of the lumber.

Poplar ranks third in volume in standing inventory in the Appalachian Hardwood region after Red Oak and White Oak. For more information, please contact the AHMI office.

AHMI Plans Innovations Grant Writing Webinar

Appalachian Hardwood Manufacturers, Inc. has contracted with grant writing professionals to offer training and assistance to apply for US Department of Agriculture's Wood Innovations Grants.

USDA invested more than \$43 million in 2023 to expand innovative uses of wood as construction materials, energy sources, and in manufacturing and processing input for wood products. A dozen AHMI member companies were recipients.

The resources were made possible by the Bipartisan Infrastructure Law and the Inflation Reduction Act and went to 123 projects nationwide. Since 2015, the Wood Innovations and Community Wood Grant programs have provided more than \$93 million to 381 recipients to support

wood products and wood energy projects.

“These grant programs provide opportunities for communities and businesses to develop

innovative uses and markets for wood, a renewable and economical resource,” said Forest Service Chief Randy Moore.

The AHMI webinar is **planned for mid-October** to prepare for the March deadline. AHMI members are eligible for discounts to use the webinar contractor for individual assistance.

Details and registration will be available soon. For more info, contact the AHMI office.



The way I see it...

By Tom Inman, AHMI President

....and more importantly "the way I hear it," a few domestic and international markets have stabilized in the month of August.

White oak demand remains strong and markets for certain grades of poplar are increasing. Exports are mixed with China and Vietnam purchases low but inquiries are up.

Hardwood lumber salespeople report it is still a "very challenging market" especially for soft maple and red oak. A few grades of both species are S-L-O-W movers currently.

In late August, buyers for flooring plants were seeking to increase lumber inventories and demand improved modestly. This is offset, however, by the closing of two major domestic furniture manufacturers, Klassner and Mitchell Gold.

These companies have multiple plants in North Carolina. They purchase framestock hardwood lumber and sheet goods for their upholstered chairs, sofas and hospitality industry products.

The loss of these factories for lower and mid-grade materials will be felt by area mills and yards. There is uncertainty in the near term for furniture manufacturing and retail sales.

There are brighter spots in other markets. I wrote an article for the Railway Tie Association magazine in August and talked with several Appalachian railroad tie producers.

They reported demand was good and log species have changed slightly in recent weeks. Oak species continue to dominate but the mixed hardwood category is seeing more maple with gum, beech and sycamore.

"Buyers say they don't have markets for the maple lumber now so grade sawmills don't want the low grade logs," a Virginia tie mill owner said. "We take them and cut some ties from them but we can't move the maple lumber either."

He noted that pulp logs are showing up at sawmills. "We have seen 18' pulp logs delivered to us and we just put them back on the truck," he said. "We are watching that more closely. We can't use a fiber log either right now."

Certified Appalachian Helps Sell Lumber

AHMI members seeking legal and sustainable documents to meet customer needs should enroll in Certified Appalachian. The program provides a third-party audit of resources and processing.

It also verifies by county of origin the lumber that is being shipped in all transactions. Program participants have learned Certified Appalachian provides value to their customers.

As geographic location of timber resources becomes more important for domestic and export customers, Certified Appalachian currently locates the county and plans to include the geolocation.



Program participants would secure details from landowners at contract signing or from the loggers or contract haulers at the purchase. The locations would be entered into a database and then submitted to customers that require it.

The program serves dozens of AHMI members and is valued by customers. To learn more information or enroll, call the AHMI office at (336) 885-8315 or email info@appalachianhardwood.org.



New members are vital to the work of AHMI. If you know of companies that can benefit from Appalachian promotion and should join, please share that information with the AHMI office. We have a packet of materials that explains our work, retirement plan, and meeting opportunities through membership.

We are ready to send these materials to prospective members that you do business with. Please contact the AHMI office for details or if you know of companies that should join.

We have received seven new members so far in 2023.

Webinar Offers Insight On Spain, Portugal

The U.S. Commercial Service's Europe Team invites American exporters to participate in market briefings with U.S. Embassy colleagues across Europe.

The sessions cover the status of the market, key target sectors, new procedures or guidelines, and developing trends. Speakers include American government officials and industry experts.

The next webinar is on opportunities in Spain and Portugal and is set for Sept. 20 at 11 am EST. The cost is \$30.

U.S. exports of goods and services to Spain grew by 57% from 2021 to 2022, with total trade reaching \$35.3 billion creating a trade surplus for the first time in 10 years. Due to reforms in the financial sector and labor laws, costs have dropped, and productivity has increased.

U.S. exports of goods to Portugal were \$4.4 billion, up 36.5% from 2021, and imports from Portugal were \$8.1 billion, up 38.2% from 2021.

For registration information, please contact the AHMI office at (336) 885-8315.

BBB Advises Mohawk To End Laminate "Ads"

The National Advertising Division (NAD) of BBB National Programs determined that Mohawk Industries stop making claims on its RevWood laminate flooring product line "Wood Without Compromise" and "The Perfect Wood for Your Home"

The claims at issue were challenged by the Decorative Hardwoods Association, which represents the hardwood plywood, hardwood veneer, and engineered hardwood flooring industries.

NAD found that in the context of Mohawk's advertising, consumers may take away the misleading message that RevWood is wood flooring from the slogan "Wood Without Compromise." However, RevWood is a laminate flooring product that mimics the appearance and texture of wood.

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:

Sept. 12: **ALC**, Crowne Plaza, Asheville, NC

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

Sept. 25-27: **GreenBuild**, Washington, DC

Sept. 27: **IWBCC**, Washington, DC

Sept. 27-28: **White Oak Initiative**, 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**, Koury Convention Center, Greensboro, NC

Nov. 14: **ALC**, The Carnegie, Johnson City, TN
2024

Jan. 9: **ALC**, Embassy Suites, Greensboro, NC

Feb. 5-7: **IHLA**, Marriott Downtown, Indianapolis, IN

Feb. 21-25: **AHMI Annual Meeting**, Hammock Beach Resort, Palm Coast, FL

March 12: **ALC**, Hotel Roanoke, Roanoke, VA

Senate Urges Study On Carbon Storage In Wood Products

The Hardwood Federation reports that the Senate Appropriations Committee has instructed the US Department of Agriculture's Forest Products Laboratory to study carbon storage in wood products.

The forest products industry is advocating for a detailed study to accurately quantify the sector's greenhouse gas (GHG) reductions and potential for wood products. The research would give forest products credit for its environmental benefits.

The Senate Appropriations Committee gave instruction to USDA to move forward with a study in the FY 2024 spending bill. A coalition of industry associations are advocating that the research

New Study Questions Wood Products Sustainability

By Dana Lee Cole, Executive Director
Hardwood Federation

The hardwood industry has long fought an uphill battle to better inform the general public, the media, and government policy makers about the sustainability and environmental friendliness of using wood in all its amazing applications.

Unfortunately, just when we seem to be making progress, another questionable report comes out that is touted by those who would prefer that our forestlands remain untouched and unmanaged. The World Resource Institute (WRI) is the latest organization to strike.

The WRI recently released a study challenging scientific and public policy claims that the wood products industry is a low or neutral emitter of greenhouse gases (GHG). Some of the key assertions of the study include:

- Demand for Wood Products undermines efforts to reduce GHG Emissions.
- Between 2010 and 2050, annual wood harvests are expected to release three times more carbon dioxide than the global aviation industry.
- Three million square miles of forestland are expected to be “razed.”
- Massive accounting gap in global greenhouse gas production; netting carbon losses from new harvests with carbon sequestration from growth of broad forest areas is “inappropriate” and gives a false impression of low, zero or even negative greenhouse gas emissions from harvests.
- *On one hand*, recently harvested trees cannot be included in carbon accounting because you cannot guarantee those forests would have continued to grow. *Yet on the other hand*, they claim current growth can be attributed to past harvest and land clearing.

The Hardwood Federation is working with industry allies on a strategy to address this claim. The National Alliance of Forest Owners developed talking points for members of Congress that may have questions:

- The study ignores robust, well-established body of science showing the opposite.

- Intergovernmental Panel on Climate Change (IPCC) has stated, in contradiction to the report’s authors, that “in the long term, a sustainable forest management strategy aimed at maintaining or increasing forest carbon stocks, while producing an annual sustained yield of timber, fiber or energy from the forest, will generate the largest sustained mitigation benefit.”

- Eliminating forest harvest is not the solution to healthy, vibrant forests. Compared to private lands in one state, national forests are growing half as much and 70% is lost to mortality.

- Cherry-picking science is dangerous. The authors used international forestry data from specific regions to conclude for all forests globally, misrepresented forestry harvest emissions, and underrepresented the sequestration values of replanting and managing forests.

- In the U.S., we don’t cut and move on. We replant, regrow, and regenerate in a never-ending cycle. Private forest owners **grow 43% more trees** than they harvest each year.

Fortunately, scholars in the forest economics and modelling community have begun to respond to the study. On Aug. 8, Brent Sohngen, a professor of environmental and resource economics at Ohio State University, published a blog posting entitled “Why Global Wood Harvests Aren’t Emitting 3.5 to 4.2 Gt CO2 Per Year in Net Emissions,”

More scholars, scientists and environmentalists need to come out and push back on this flawed reasoning and we are hopeful more such work is in the pipeline. We will continue to work closely with our allies and double our efforts to share the facts about the wood products industry with policy leaders in D.C.

You may read more from the WRI report at <https://www.wri.org/insights/wood-harvests-overlooked-carbon-costs>.

You may read Professor Sohngen full post at <https://u.osu.edu/forest/>

If you have questions or plan to contact your legislator, the Hardwood Federation staff can help.

2023 NC Global Lumber EXPORT CONFERENCE

Sheraton Greensboro • Koury Convention Center
3121 W Gate City Blvd, Greensboro, NC 27407

The focus is to provide export education and provide opportunities to learn about foreign markets.
There will be business meetings between wood buyers from
Asia, Mexico, Africa, and the Middle East.

**October 19: Conference & One-to-One Buyers Meeting
8:00 am - 6:00 pm**

Agenda

8:00 – 9:00 am	Breakfast and Registration
9:00 – 9:20 am	Opening Remarks
9:30 – 10:00 am	Export Finance (Regions Bank)
10:00 – 10:30 am	Global Lumber Markets and Trade (Dan Meyer, Hardwood Review)
10:30 – 11:00 am	Freight Market and Forecast (Stephen Zambo, Ally Global Logistics)
11:10 – 12:00 pm	Global Markets Panel Discussion
12:00 – 1:00 pm	Lunch (provided)
1:00 – 5:00 pm	One-to-One Buyers' Meetings
5:00 – 6:00 pm	Reception at Hotel & Dinner on your own



Thomas F. Matthias,
Senior Vice President,
Global Trade Finance & Services



Steve Zambo,
CEO,
The AGL Group



Dan Meyer,
Managing Editor & Analyst,
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Non-NC companies registration fee is \$500.
Please contact AHMI for details and to pay fee.

FOR HOTEL RESERVATIONS:



RAH Seeks Donations To Finish Magnolia Ad Buy

Advertisements Air On Magnolia, Hulu , Discovery+ & Streaming

Thanks to the support of industry associations, companies and individuals, the Real American Hardwood Coalition has made exciting progress in 2023. We are an industry with a story to tell and we ARE telling it.

Our consumer advertising campaign with the Magnolia Network and Discovery launched in late July. We hope you have had the opportunity to see the Build Your World™ Campaign currently running on the Magnolia Network as well as the Discovery+ streaming platforms. Early reporting indicates we are on target with our messaging and on track to reach 100 million consumers this year.

This first-of-its-kind industry advertising campaign was made possible by voluntary contributions from associations, companies and individuals representing all sectors of the industry.

This is a lot of progress, but we aren't done yet!

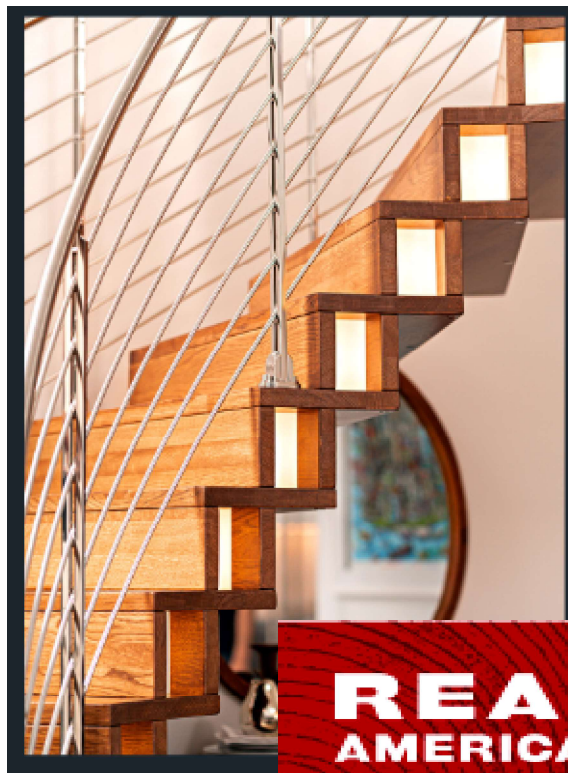
To achieve our 2023 goals for the RAHC, including concluding and expanding the current Magnolia network campaign, we are launching a fundraising campaign with a goal of \$400,000 by the end of 2023.

Your financial support is critical to continue the momentum. Please consider a tax-deductible contribution, or multi-year pledge to support the Real American Hardwood Coalition effort.

Stay Connected

Visit our industry's promotion website at RealAmericanHardwood.com to experience how we're inspiring a stylish and healthy environment by educating consumers on the many benefits of Real American Hardwood cabinetry, flooring, furniture, and millwork.

To ask questions or get in touch with the RAHC, email info@realamericanhardwood.com.



You can contribute online at www.RealAmericanHardwood.com/industry.

Help the industry continue to influence consumer choices and Build Your World™!

Learn more about the RAHC, see a list of supporters, and make a voluntary, tax-deductible contribution online at RealAmericanHardwood.com/industry.

Contributions also can be made by scanning the QR code, or completing a contribution card.

