



Oregon's Forest Products Marketing Program





What is OFRI?

State agency formed in a manner similar to the state's commodity commissions

Funded by a harvest tax on all private forest land owners in the state

Budget is about \$4 million; 9 staff; primarily focused on public education and landowner education around forest management. Until now.

My job is promotion and education around wood products





Executive Order No. 12-16

Issued in October 2012 by
Governor Kitzhaber





“Promoting wood products in commerce as a green building material, encouraging innovative uses of wood products and increasing markets for Oregon wood products.”





About the sector:

- Ranks third among Oregon's traded sectors
- Contributes \$12 billion + to the economy
- About 59,000 direct jobs
- Harvest levels around 3 billion bf
- #1 in lumber production (5.25 bbf)
- About 70% of products are sold outside the state (excludes logs)





Specifics in the Executive Order

1. Identify two state capital construction projects that can be improved by using wood





2. Address whether green building rating systems adequately recognize the environmental, social and other related benefits of wood products made from trees grown and harvested in Oregon.





3. Investigate the utility of specifying wood products for new construction and renovation of state buildings.





4. Develop a strategy to accelerate research and commercialization of advanced wood products, and





5. Increase the market for Oregon wood products, including promotion and marketing of Oregon wood products to new and existing international and domestic markets.





Oregon Business Plan

Five priorities for the Forest Sector,
among them this:





“Support public and private initiatives that advance use of traditional and innovative wood products in commercial construction, including use of mass timber in tall wood buildings.”





Why commercial?



- \$176 billion market growing at about a 5% annual rate





Why commercial?



75% is 6 - 12 stories





Why mass timber?





Why mass timber?

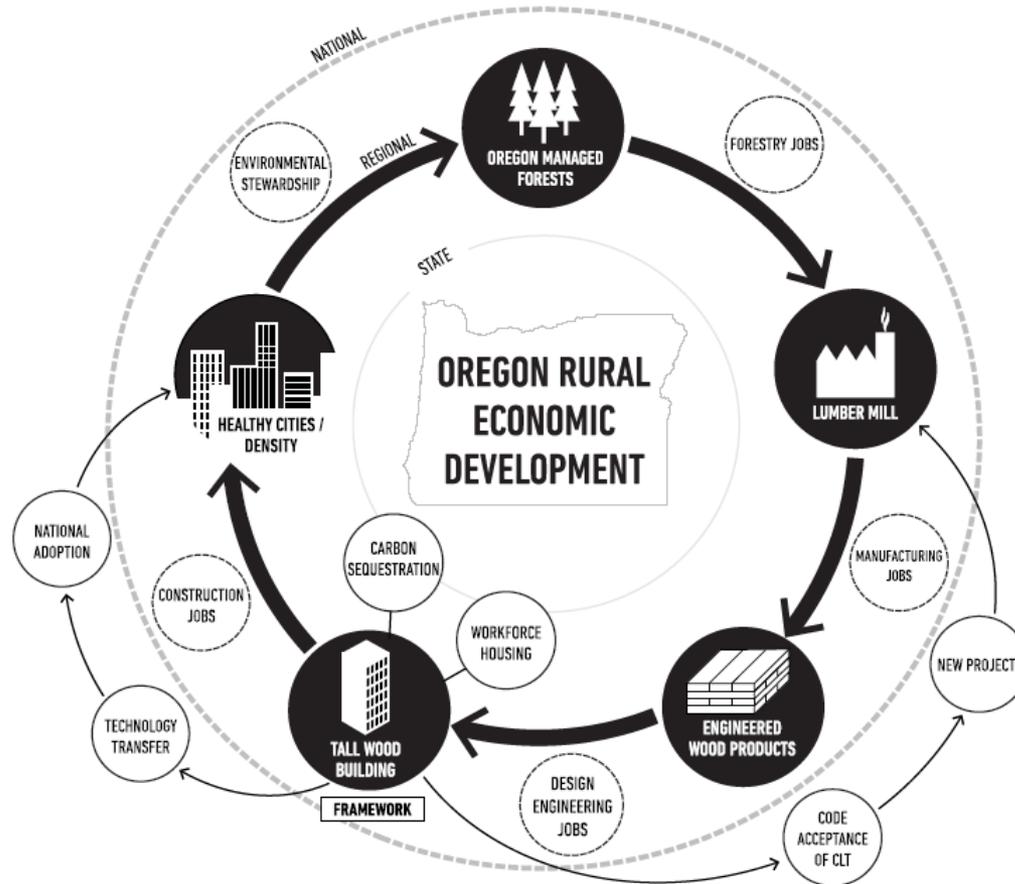
We can; we know how

Mass timber can address fire and seismic safety concerns





Why mass timber?





Why Wood?

Renewable resource

Energy efficient

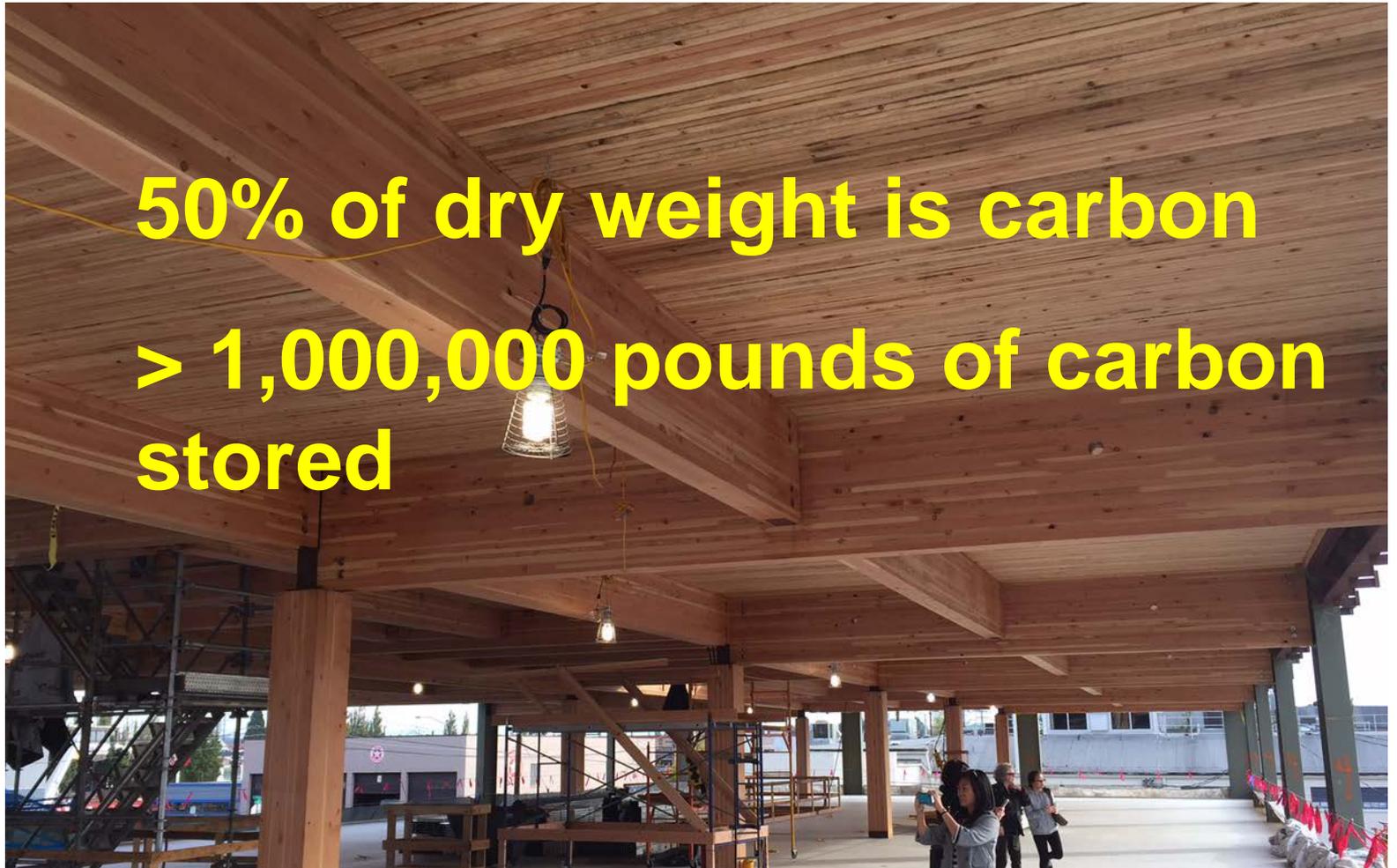
Carbon storage





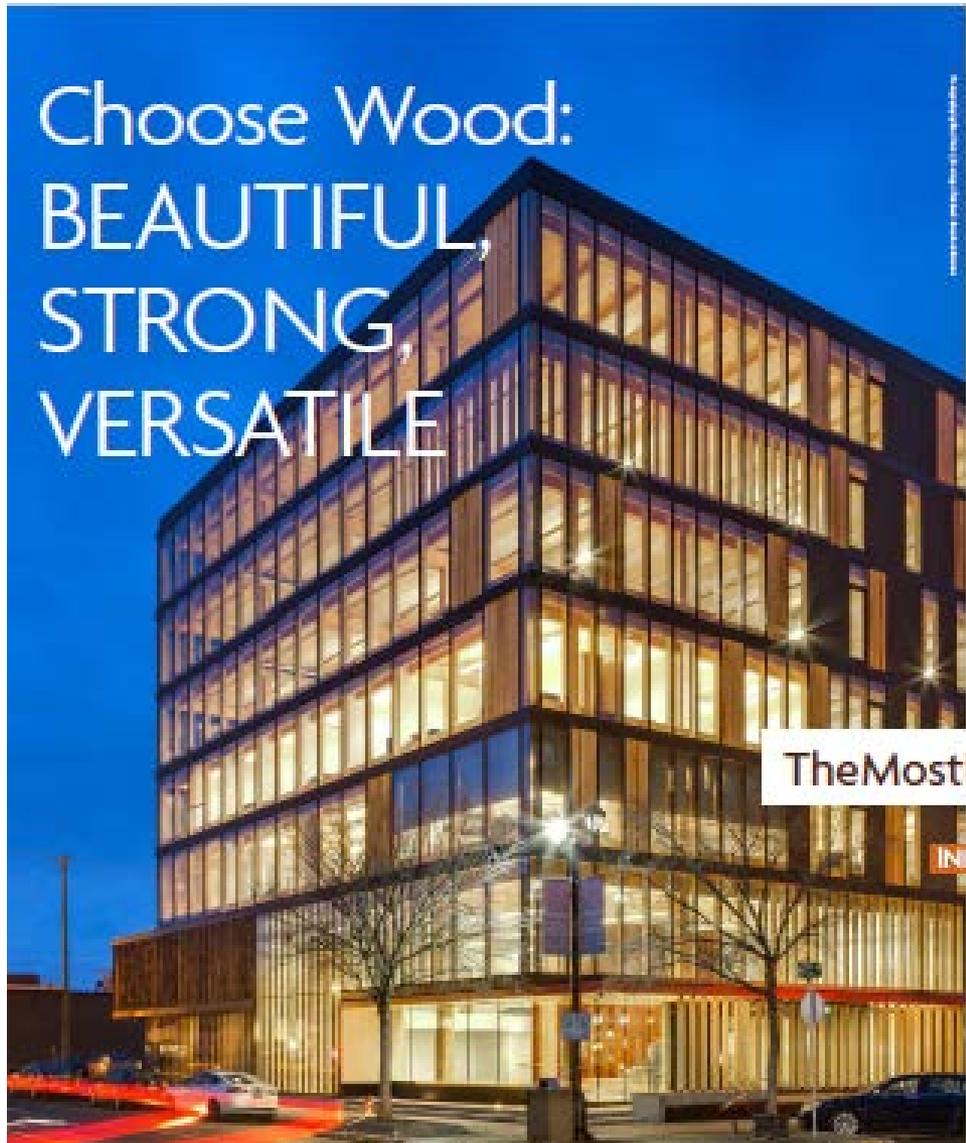
Why Wood?

**50% of dry weight is carbon
> 1,000,000 pounds of carbon
stored**





Choose Wood: BEAUTIFUL, STRONG, VERSATILE



Use a natural, renewable resource

Reduce embodied energy

Fight climate change by sequestering carbon

Benefit from sustainable, well-managed forests

Create distinctive buildings



TheMostNaturalResource.com

INNOVATIVE
WOOD PRODUCTS
COLLABORATIVE



Oregon Forest Resources Institute



Hurdles We Face





Implementing the Governor's Executive Order

Task Force formed, has evolved into what we now call the Oregon Wood Products Working Group





Group includes representation from a wide range of public and private organizations:

The Governor's Office, OFRI, Oregon Dept. of Forestry, OFIC, Oregon BEST, State Architect's office, Business Oregon, Wood Works, Oregon State University, Sustainable Northwest, State Building Codes Div, University of Oregon School of Architecture, World Forestry Center, Portland Business Alliance, Oregon Business Association Oregon Business Plan...





Construction projects featuring wood

- Peavy Hall at OSU
- Southern Oregon University
- Nat'l. Ctr. For Advanced Wood Products Manufacturing & Design





Green Building Recognition for Oregon Wood

- Project headed by John Tokarczyk
- Third party certified (PFS Corporation)
- Oregon wood subject to the Oregon Forest Practices Act meets ASTM D7612-10 as “responsible”
- Processors can use label as they wish





Research and Commercialization of Advanced Wood Products

- “The Center”
- Support SLB/WoodWorks initiatives
- Tall Wood Building Winner
- Mass Timber Conference participation
- Oregon BEST design contest
- State support for DR Johnson





Promotion and Marketing

- USDA Grant– my position
- Wood Products Working Group
- OFRI ads now incorporate products
- Tall Wood Building ad





CONGRATULATIONS NEW YORK

(FOR KEEPING UP WITH OREGON)



FRAMEWORK - Pearl District, Portland
Image courtesy of LEVER Architecture

Projects in Portland and New York have each won \$1.5 million in the U.S. Tall Wood Building Competition, placing both cities at the forefront of environmentally responsible construction and cutting edge timber technology. These projects will highlight how the use of wood can help fight climate change and support rural economies. Now, if only New York could brew a drinkable IPA.

OregonForests.org/tailwood.



Oregon Forest
Resources Institute



In addition to congratulating Portland's Framework Team, we recognize the following organizations who are supporting innovative uses of Oregon wood products: Beneficial State Bancorp, Business Oregon, Oregon BEST, Oregon Business Association, Oregon Department of Forestry, Oregon Forest Industries Council, Portland Business Alliance, WoodWorks, and World Forestry Center.



Defining a mission

“A strategy for rural economic development by encouraging the development of advanced wood products manufacturing in timber-based Oregon communities.”

A starting point; the group has not yet reached agreement on this.





Some Accomplishments

- TheMostNaturalResource.com
- Albina Yard
- Framework wins USDA Award
- How It's Made TV Show
- Carbon 12
- Other mass timber buildings





Collaboration

- Innovative Wood Products Collaborative
- Joint ad creative
- PNW presence at national trade shows of importance (Greenbuild, AIA, IBS...)
- Softwood Export Council
- Wood Innovation Grants
- Building Codes
- Market Research

