

# SC FOREST PRODUCTS

MARKETING PROGRAM UPDATE

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# Outline

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  - a. Background Research
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# South Carolina Forestry Commission (SCFC)

*Our mission is to protect and develop the forest resources of South Carolina*

Without adequate markets and a favorable return on their timber investment, landowners will not reinvest in establishing quality, well-stocked stands for future timber resources.

Markets created through forest products industrial development and export development create jobs and reduce the trade deficit.

These activities will enhance the economics of forestry within South Carolina and will provide the greatest potential for improving forest resource conditions in the region and the nation.



# SCFC Marketing Program | General Objectives

*There are real marketing needs where the SCFC can fill a void and provide a viable service for the promotion and marketing of South Carolina forest products*

- Develop current and new markets for the state's forest resources
- Increase the volume of forest products exported

Scope:



# SCFC Marketing Program | Specific Objectives

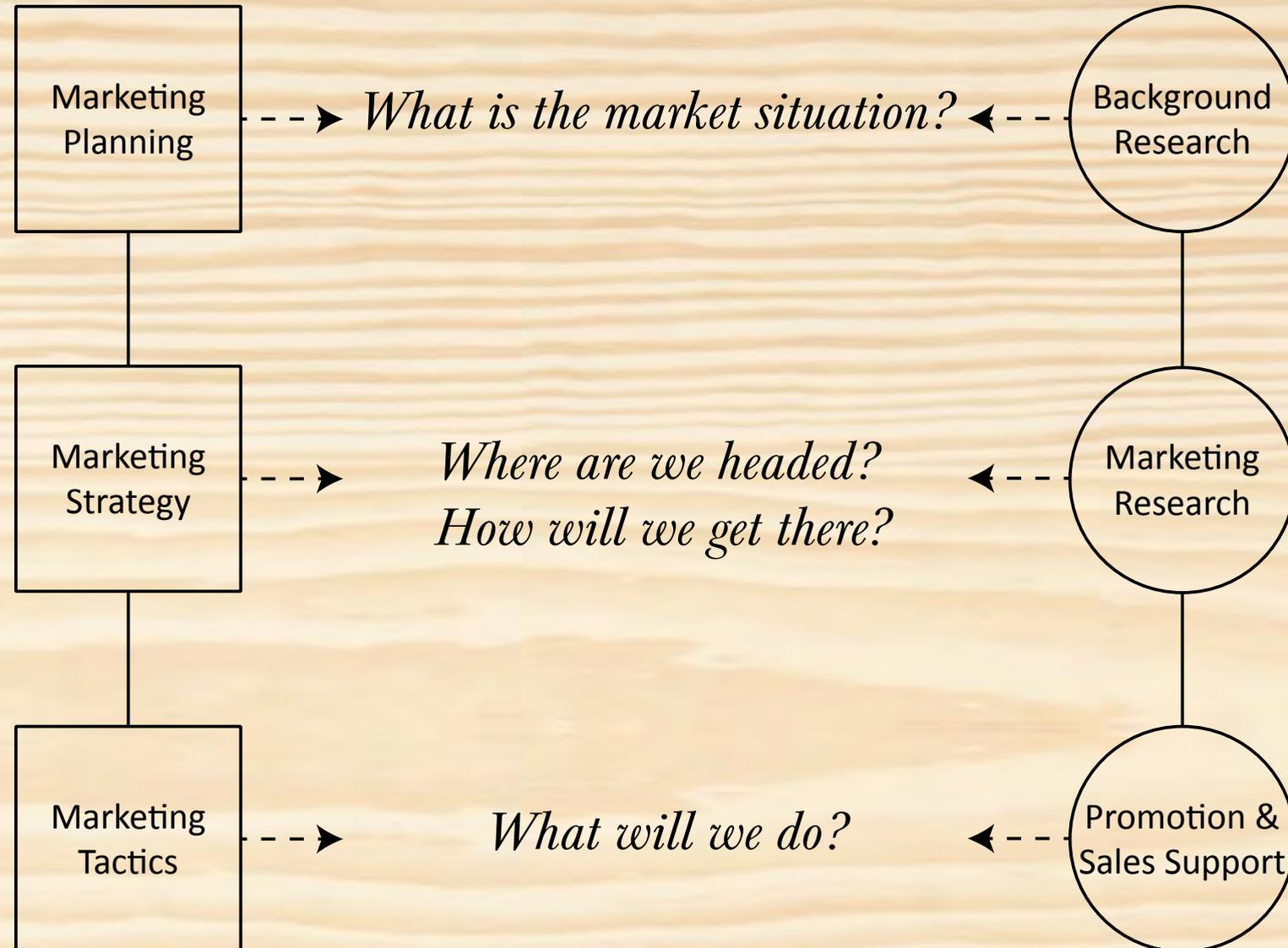
- Assess market needs/barriers
- Develop marketing information and trade contacts to improve demand for South Carolina forest products
- Provide company specific assistance for locating sources of raw materials or manufactured products from South Carolina Producers
- Disseminate database on primary and secondary processors market and promote South Carolina Forest Product commodities for international trade



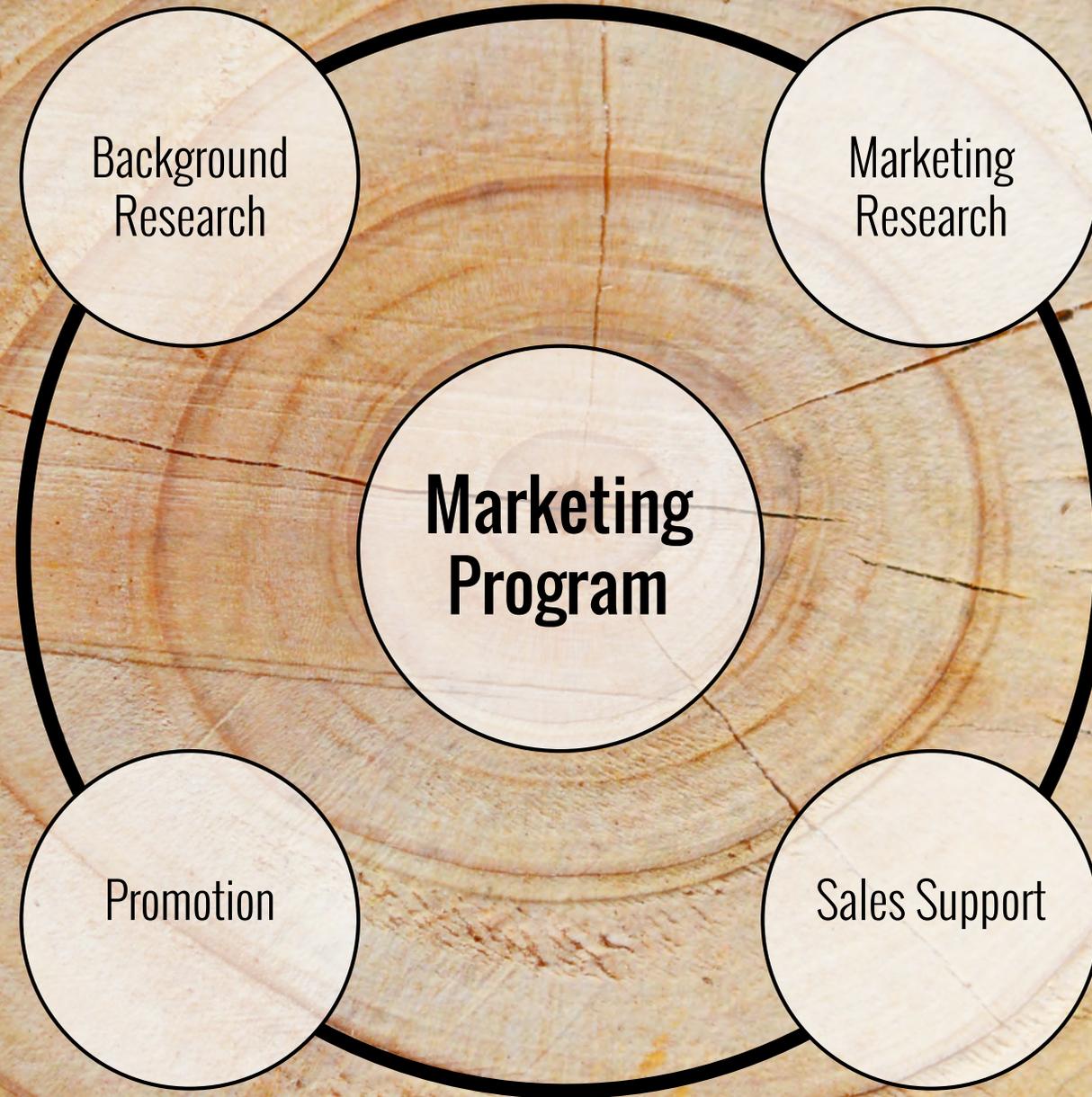
# SCFC Marketing Program | Overview

## Forest Products Industries

## SCFC Marketing Program



# SCFC Marketing Program | Overview



# SCFC Marketing Program | Background Research

## Focus Areas

- Trade Data: Exports, Imports
- Production Data
- Value and Volume
- State, region, country
- Main Commodities:
  - Wood-based Chemicals
  - Solid Wood Products
  - Wood Pulp
  - Paper Products
  - Wood Furniture
- Primary/Secondary Industry Directory

## Examples

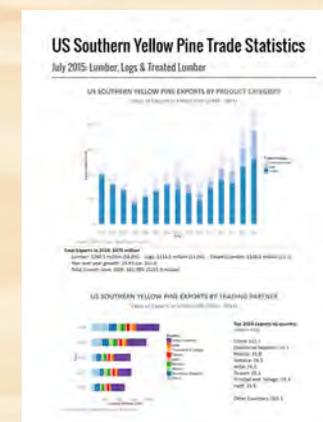
*SAF 2015 Summer Meeting*



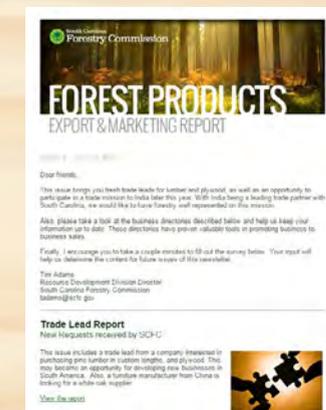
*SC Exports Report*



*U.S. SYP Trade Statistics*



*Newsletter*



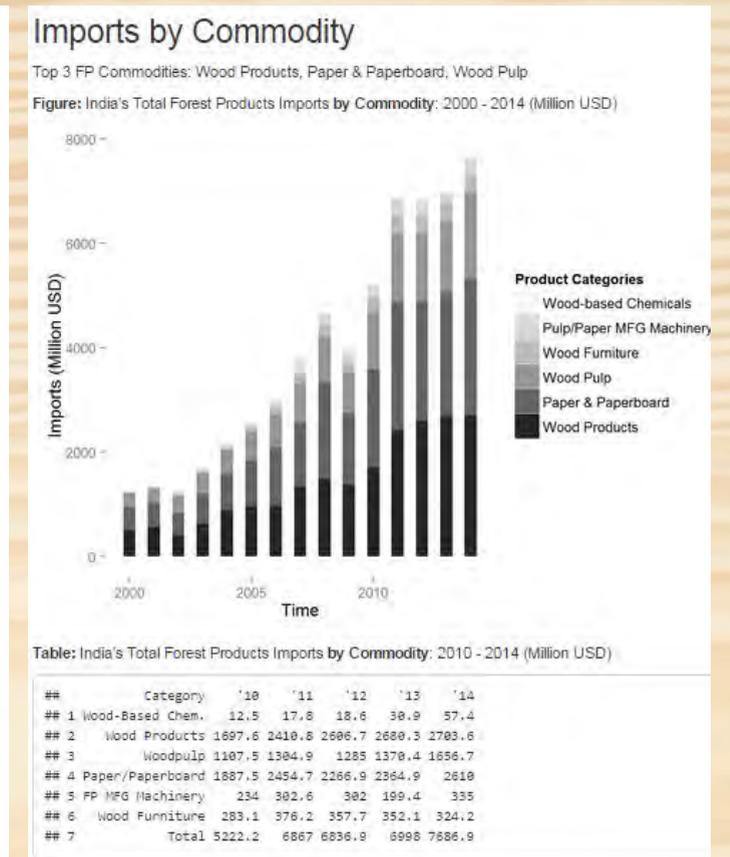
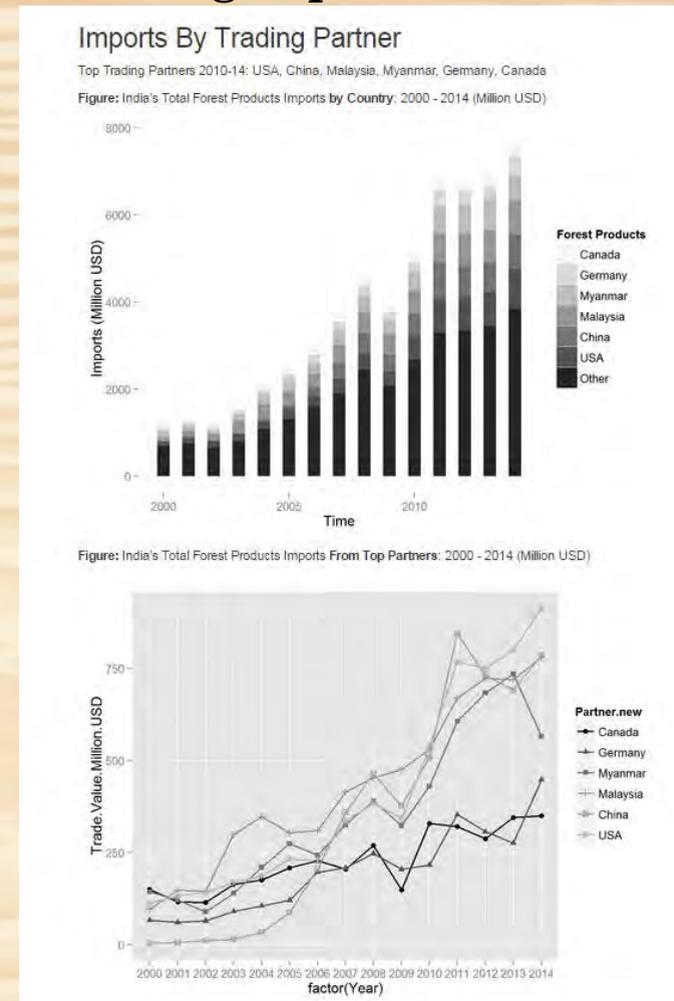
# SCFC Marketing Program | Marketing Research

## Focus Areas

- Current/New Markets
- Forest Resources
- Economy, Growth
- Housing Market
- Demographics
- Trade Data: Imports / Exports
- Forest Products Commodities:
  - Product Categories
  - Individual Products
  - Species

## Examples

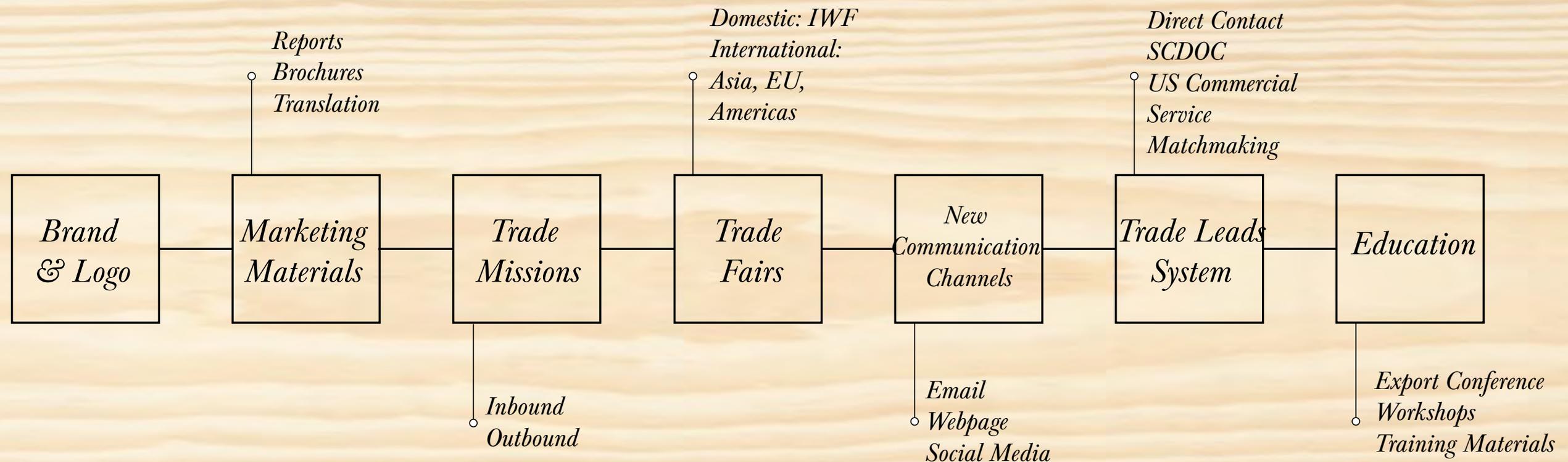
### Marketing Report: India



# SCFC Marketing Program | Promotion & Sales Assistance

## Awareness Campaign: domestic and international markets

- Forest Products Availability (FIA, TPO)
- Characteristics of primary and secondary products in the state
- Directory of Companies
- Activities:

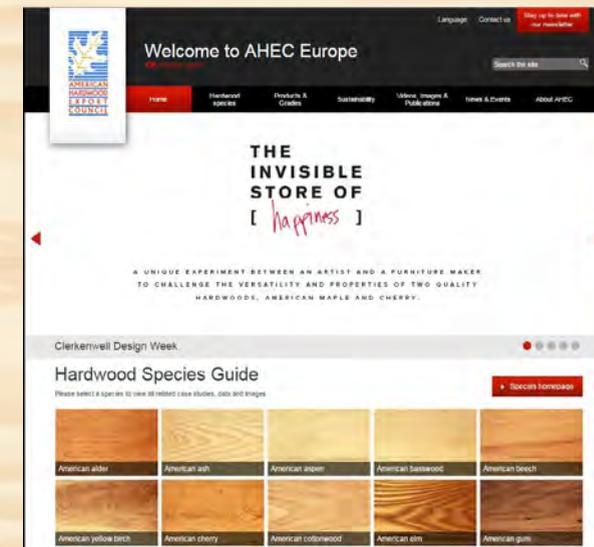


# SCFC Marketing Program | Promotion & Sales Assistance (cont.)

Logo: VA & NC's examples



Logo: Web & Social Media Example



# SCFC Marketing Program | Cooperation

*Partner with cooperating organizations where possible to leverage our efforts*

SCFC

SC Dept.  
of Commerce

US Commercial  
Service

SC International  
Trade  
Coalition

SC World  
Trade  
Center

SC Ports  
Authority

SC Dept. of  
Agriculture

Academia

Trade  
Associations

Southern  
Group of  
State Foresters

SC District  
Export Council

Others

# Key Points

- SCFC Marketing Program:
  - Understand industry's needs
  - Develop and manage specific plans to promote South Carolina products
  - Marketing Research and Analysis
  - Communication flow
  - Industry Assistance
  - Represent the agency and forest products industry on export-related committees
  - Attend trade shows and missions to promote South Carolina forest products



# Thank you!

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