Past, present, and future of forest products marketing

Past, current and future trends of the bioeconomy

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Anne – “What is Forest Products Marketing?”

• Me – that’s a bit silly question…
• I associate FPM more with people than topics!
• Kozak
  • Forest-dependent communities in transition
  • International development and poverty alleviation
  • Forest governance
  • Community forests and decentralization
• My last 5 grad students – NOT marketing
Roadmap

- History of IUFRO 5.10
- “FPM” family tree
- Past/present of FPM
  - What Google Scholar shows about FPM over time
  - What FPM journals shows about FPM
  - This conference
- What’s next?
• 1990 Montréal World Congress
  • Steve Sinclair forms group
• Famous Hyytiälä meeting 1994
• 1995 Tampere World Congress – Murikka side meeting
  • Heikki Juslin assumed leadership
• 1997 Vancouver Island
• 2003 Rotorua Wood Division meeting
  • Rich Vlosky assumed leadership
• 2010 Seoul World Congress – Hokkaido side meeting
  • Eric Hansen assumed leadership
• 2011 Corvallis
• 2016 Joint with SWST
• 2019 Brazil World Congress
  • Anne Toppinen assumed leadership
• 2020 Virtual Finland

Division 5: Nancy, Pullman, Rotorua, Taipei, Estoril, Vancouver
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FPM in Crisis!!!

Google Scholar search “Forest Products Marketing”

• Two key takeaways
  • There really isn’t much FPM research going on
  • There is a huge effort on NTFP marketing
1940-1950 (n=6; NTFP=0)

- RC Bundage, 1940 – Timber marketing problems in the Central Hardwood Region
- WA Durr, 1947 – Research in the economics of forestry
- JA Zivnuska 1949 – Some aspects of the economic theory of forestry
- KL Quigley, 1950 – Marketing farm woodland products in the Missouri Ozarks
- NC Brown, 1950 – Forest products: the harvesting, processing, and marketing of materials other than lumber, including the principal derivatives, extractives, and incidental products in the United States and Canada.
- PF Sharp 1949 – The War of the Substitutes: The Reaction of the Forest Industries to the Competition of Wood Substitutes
1951-1960 (n=2; NTFP=0)

- Cox & Goodman, 1956 – Marketing of housebuilding materials (Journal of Marketing)
- MK Dalvi, 1960 – Co-operatives for forest management and marketing of timber products (India)

“The marketing of housebuilding materials may therefore be viewed as a vast exercise in logistics.” (Cox & Goodman 1956, p 36)

“That is, the tasks assigned to marketing in our economy are defined as taking the form of organizing and regulating the number of different but related flows” (p. 38).
1961-1970 (n=2)

• II Holland, 1962 – Timber products marketing in the claypan region of Illinois
• SU Rich, 1970 – Marketing of forest products
1971-1980 (n=3; NTFP=1)

- Larsen & Gansner, 1973 – Explaining the forest product selling behavior of private woodland owners
- Reynolds & Gatchell, 1979 – Marketing of low-grade hardwoods for furniture stock: a new approach
1981-1990 (n=6; NTFP=1)

- Shaikh & Kanel, 1989 – Forest products marketing system in Nepal: a case study of the urban areas of Kathmandu Valley
- Sinclair & Stalling, 1990 – Perceptual mapping: a tool for industrial marketing: a case study
- A Gray, 1990 – Indigenous peoples and the marketing of the rainforest
- BN Rosen, 1984 – Price reporting of forest products to nonindustrial private forest landowners
- Youngquist & Rowell, 1989 – Opportunities for combining wood with nonwood materials
• Sinclair, 1992 – Forest products marketing

• Reddy et al., 1996 – A market-oriented approach to maximizing product benefits: Cases in US forest products industries

• Ozanne & Vlosky, 1997 – Willingness to pay for environmentally certified wood products: A consumer perspective

• Hansen et al., 1997 – Forest certification

• Kiker & Putz, 1997 – Ecological certification of forest products: economic challenges

• Vlosky & Ozanne, 1998 – Environmental certification of wood products: The US manufacturers' perspective

• Hansen & Punches, 1999 - Developing markets for certified forest products: a case study of Collins Pine Company

• Bowe et al., 1999 – A methodology for determining extension constituent needs: A case analysis in the forest products industry

• Vlosky et al., 1999 – A conceptual model of US consumer willingness-to-pay for environmentally certified wood products
2001-2010 (n=43, NTFP=29)

- Juslin & Hansen, 2002 – Strategic marketing in the global forest industries
- Hansen et al., 2002 – Marketing strategies of softwood sawmills in western North America
- Wagner & Hansen, 2002 – Methodology for evaluating green advertising of forest products in the United States: a content analysis
- Scherr et al., 2003 – Making markets work for forest communities
- Kärnä et al., 2003 – Social responsibility in environmental marketing planning
- Anderson & Hansen, 2004 – Determining consumer preferences for ecolabeled forest products: an experimental approach
- O’Brien & Teisl, 2004 – Eco-information and its effect on consumer values for environmentally certified forest products
- Hovgaard & Hansen, 2004 – Innovativeness in the forest products industry.
- Owari et al., 2006 – Strategies, functions and benefits of forest certification in wood products marketing: Perspectives of Finnish suppliers
- Durst et al., 2006 – Challenges facing certification and eco-labelling of forest products in developing countries
- Kozak et al., 2007 – Certification involvement by selected United States value-added solid wood products sectors
- Aguilar & Vlosky, 2007 – Consumer willingness to pay price premiums for environmentally certified wood products in the US
- Hansen et al., 2007 – Innovativeness in the global forest products industry: exploring new insights
- Thompson et al., 2010 – Green segmentation and environmental certification: insights from forest products
2011-2020 (n=43; NTFP=32)

- Chen et al., 2011 – An exploratory assessment of the attitudes of Chinese wood products manufacturers towards forest certification
- Toivonen, 2012 – Product quality and value from consumer perspective—An application to wooden products
- Hansen et al., 2013 – The global forest sector: changes, practices, and prospects
- Toppinen et al., 2013 – Consumer perceptions of environmental and social sustainability of wood products in the Finnish market
- Zhang et al., 2014 – Internationalization of the forest products industry: A synthesis of literature and implications for future research
- Halaj & Brodrechtova, 2014 – Use of marketing tools in the Slovakian forest biomass trade
- Han & Hansen, 2016 – Marketing sophistication in private sawmilling companies in the United States
- Han & Hansen, 2017 – Marketing organization and implementation in private US sawmilling companies
- Quesada et al., 2017 – Assessing geographic information systems use in marketing applications for the wood products industry
- Gazal et al. 2016 – Forest products industry in a digital age: Factors affecting social media adoption
- Montague et al. 2016 – Forest products industry in a digital age: A look at e-commerce and social media
History of JFPBR & BioBus

• 2003-2009
  • 6 – consumer preference/behavior
  • 9 – innovation/innovativeness/adoption
  • 3 – strategy/RBV/capabilities

• 2016-present
  • 6 – cross laminated timber
  • 3 – Innovativeness/NPD
  • 3 – competitiveness/success factors
  • 4 – consumer/customer/specifier preferences
  • 3 – digitalization/social media

First reference to ”bioeconomy” is 2018
Newest Work from the Family Tree, NA

- 19/20 Google Scholar for Vlosky, Hansen, Kozak, Panwar, Espinoza
  - Consumers and climate change
  - Community
  - Governance
  - Gender
  - Innovation
  - Biotechnology
  - CLT
  - Competitiveness
  - Marketing reclaimed and urban wood
Newest Work from the Family Tree, Suomessa

• 19/20 Google Scholar for Toppinen, Bergäll, Lähtinen, D’Amato, Korhonen
  • Wood in buildings (10)
  • Bioeconomy (8)
  • Forestry services (4)
  • Forest econ (3)
  • Gender (2)
  • Policy
  • Competitive advantage
  • Energy
  • Plantations
  • Tree Farmers
  • CSR
Topics for this meeting

- Circular Bioeconomy: 27%
- Wood in housing: 27%
- Energy: 6%
- Carbon: 6%
- Forests: 7%
- Other: 27%
State of marketing in the lumber industry?

Marketing sophistication in private sawmilling companies in the United States

• “…companies do not have a holistic understanding of marketing. When talking about the definition of marketing, they tend to emphasize marketing practices occurring in their daily operations and ignore the thinking and planning behind them.”

• “Although a production-oriented mentality still largely persists, it is quite clear that many of the studied companies are pursuing an outward-looking, market-oriented approach.”

• “…we find underdeveloped thinking on the organization and implementation of marketing within forest products industry companies.” “…they have a sales department with a sales executive.”
The Future of FPM

• The future of B2B marketing theory: A historical and prospective analysis – *Industrial Marketing Management*

  • “What are the key challenges business marketers will face over the next three to five years?”

  • “What are the key capabilities business marketers must build over the same time period?”

• 1936-2006 – B2B only 6.7% of 17,853 articles
The Future of FPM

• 6 proposed B2B marketing research streams
  • Innovation
  • Customer journey and relationship value
  • Data analytics
  • Harnessing technology
  • Marketing-finance interface and revenue growth
  • Industry context or ecosystem
The Future of FPM

• Innovation
  • Managing B2B innovation beyond the lab
  • Designing and implementing new business models
  • New markets and understanding customer needs

Cortez and Johnston 2017
The Future of FPM

• “...the genesis of B2B marketing theory needs to be rooted in real practitioner problems while applying the rigor of academic research.”

• My observation:
  • Academics are becoming even more academic
Just as we advocate that the bioeconomy phenomenon is a chance for the forest sector to reinvigorate itself, maybe it too is a chance for the academy to aspire to a higher level. By a higher level I mean both a higher level of sophistication in approaches and methods, but also a higher level of relevance to practitioners.
To Submit: http://biobus.swst.org/index.php/bp bj
Questions?
Literature

