

Enhance the value of Catalan sawn timber with special dimensions and characteristics and create a new market for it

Summary

The task force has been working on identifying the most suitable type of project upon which to focus a business model. Additionally, the limitations and opportunities of the 'conceptual' idea have been determined through a macro analysis of the sector performed as initial prospecting and also based on surveys conducted on a couple of experts in the handling of wood and the sector. The pilot test (sawing test on six trunks, calculating the production costs and yield), along with a quantitative proposal of the business plan, has been used to focus and have a clearer idea of the business model that the members of the task force would like to continue developing over the course of the coming months.

Objectives

Capitalise on high-quality wood from the forests of the partners of the Catalan Forestry Cooperative and of the Montnegre i el Corredor Forestry Group by means of a pilot test to study the prospects and viability of the sawing of special and large-size timber, which would create more added value than using this timber for packaging or pulp. The objective is to study the possibility of marketing a new product (timber with special dimensions and characteristics cut into planks and dried) such as cherry, oak or maple wood with special characteristics like knots, holes, discolouration, rotting, trunk curvatures, etc. aimed at a specific target public (interior designers, cabinetmakers and other woodworkers, timber dealers...).

Conclusions

The main conclusions of this study are:

- Both the members of the task force and the interviewed experts consider the proposed initiative to be very promising for various reasons: because it does not exist in Catalonia or in the rest of Spain as such (or at least not as far as we have been able to determine), because it is a type of product that would initially seem to be of interest to potential customers (dealers, architects, cabinetmakers and other woodworkers and carpenters) and because such potential customers are currently not able to procure Catalan wood for their pieces without resorting to isolated, one-off purchases due to the lack of a structured and systematic supply like the one we are proposing.
- Aside from price, we have identified other limiting factors such as: assuring a continuous supply throughout the year of the raw material (wood) of the various species, assuring a good procedure for the natural drying of the wood so that its quality is retained, in addition to good storage for the same (covered, with natural air flow, not in the open air or subject to direct sunlight), and assuring a minimum volume of wood to sell.
- The product or types of products to be sold would be: Catalan wood (mainly provided by the forest owners that are members of the Catalan Forestry Cooperative and of the Montnegre i el Corredor Forestry Group) with a diameter larger than average and special characteristics (singular features that make this wood beautiful, such as conicity, colouring, gnarls, knots, forks, etc.) that may be attractive to an artisan or woodworker to create a unique piece (a bench, a table, chairs, other decorative elements).
- We have identified various sale and distribution channels for the product: direct sale in the yard of Quality

Suber, online sales (through a possible e-commerce platform) and also through intermediaries: small non-industrial dealers that may be interested in having this type of products to diversify their sales (which mainly focus on standardised and imported wood).

- Of the two proposed wood processing methods, we have identified method 2 as the most valid and most authentic option: boules (planks cut from the trunk without removing their bark stacked in the form of the log) with plank thicknesses, where possible, of no less than 10 cm, as we have identified that this would be the most commercially popular format and it would also prevent problems like the wood bending.

- The task force is satisfied with the work done so far and is positive about presenting phase 2 (execution) with the aim of implementing this more conceptual stage to materialise it as a business idea, proposing a business plan and an economic viability plan.

Task force leader

Entity: **FORESTAL DE CATALUNYA SCCL**

Contact e-mail:

josep.tusell@forestal.cat

Typology of entity:

Cooperative

Subject area(s) of application

Forestry

Geographical area(s) of application

Province(s)

Girona

Barcelona

Region(s)

Vallès Oriental

Vallès Occidental

Solsonès

Selva

Ripollès

Osona

Maresme

Gironès

Garrotxa

Berguedà

Baix Empordà

Bages

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