



11 November 2015



SENT TO LSU AGCENTER/LOUISIANA FOREST PRODUCTS DEVELOPMENT CENTER - FOREST SECTOR / FORESTY PRODUCTS INTEREST GROUP



Every few years (when funding is available), I conduct studies of Louisiana’s Primary and Secondary wood products sectors. Thanks to a generous grant from Crosby Land & Resources, LLC, I was able to replicate the studies for 2014. Attached are the figures and some statistical analyses comparing the studies done in 2007 (Recession) and this year for 2014. Refereed and trade journal articles to follow.

Regards,  
Rich

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**President-Elect, Forest Products Society; President-Elect, WoodEMA i.a.**



**Louisiana  
Primary Wood Products Industry  
2007 (Recession)(n=29) vs. 2014 (Post-recession) (n=23)**

Conducted by:

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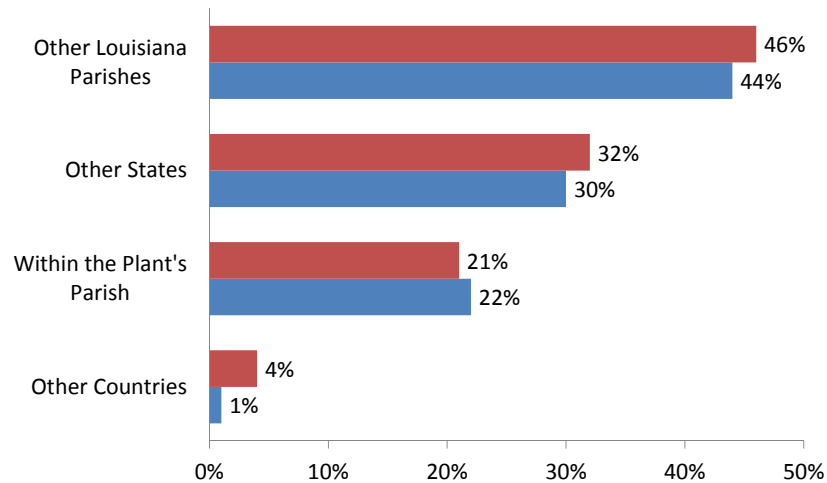
Funding provided by:

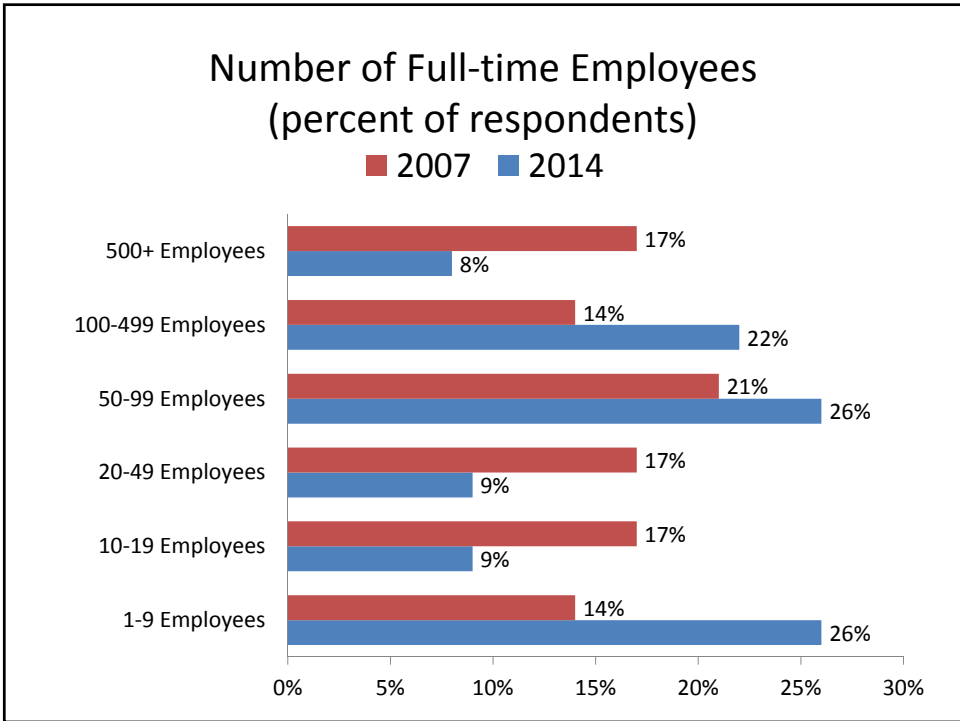
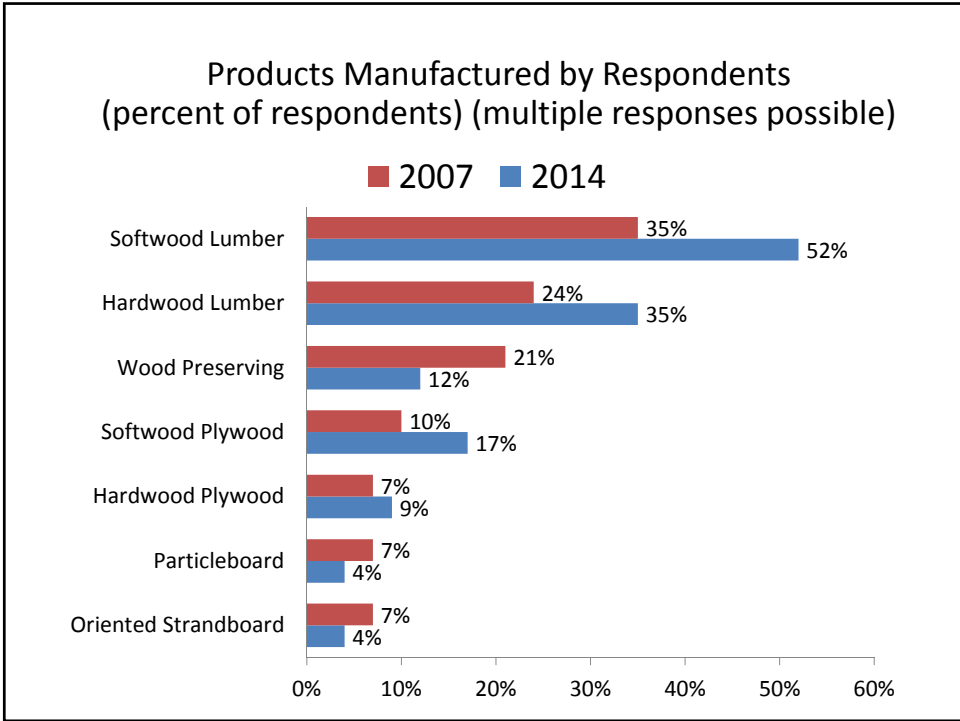


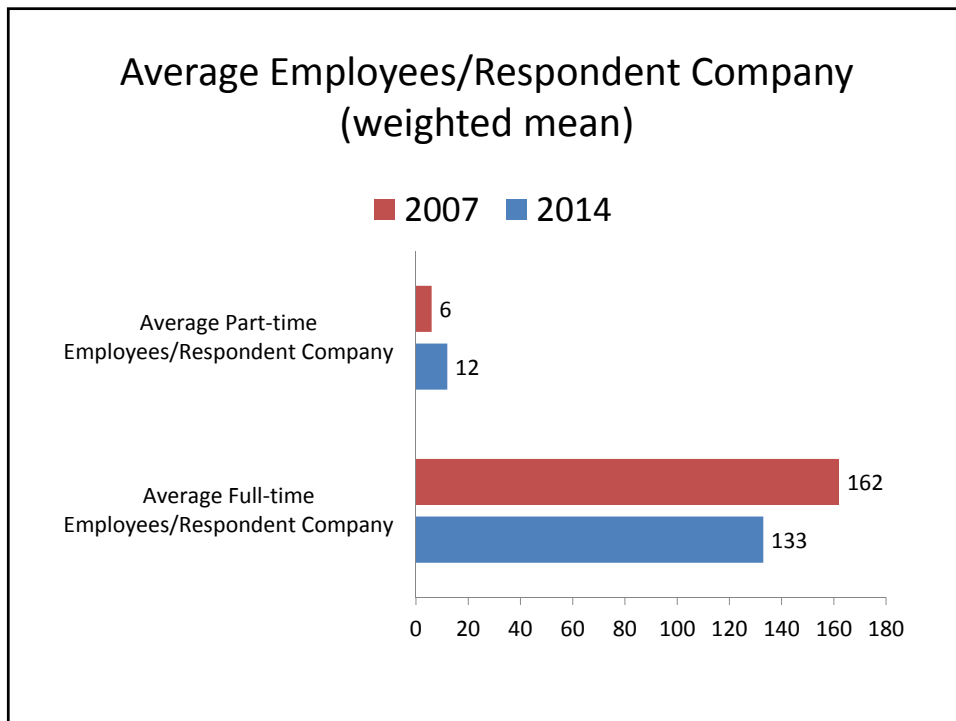
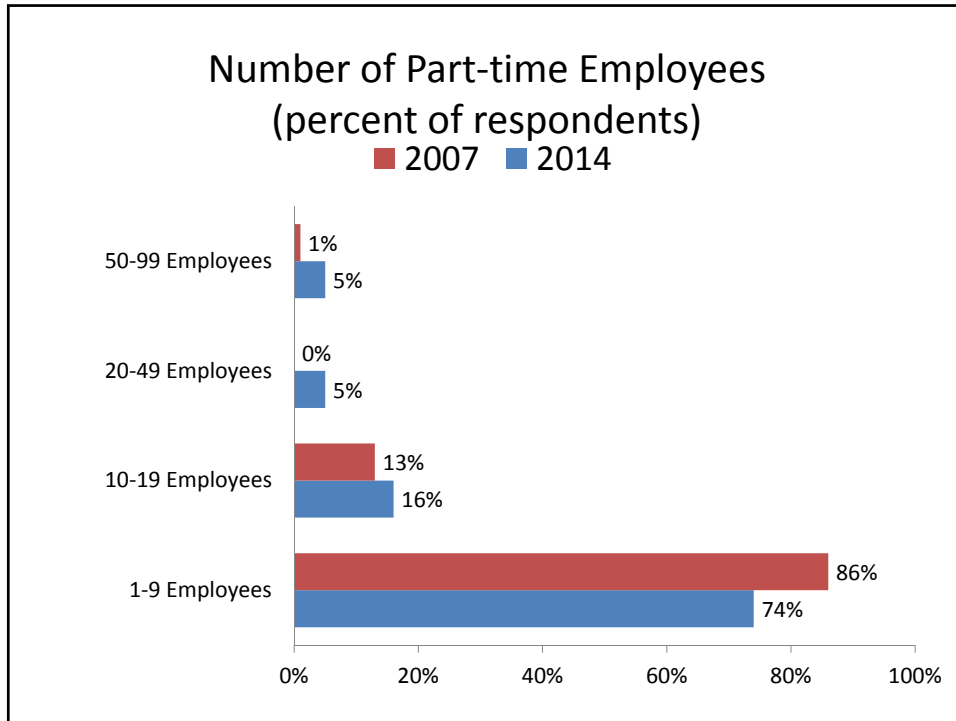
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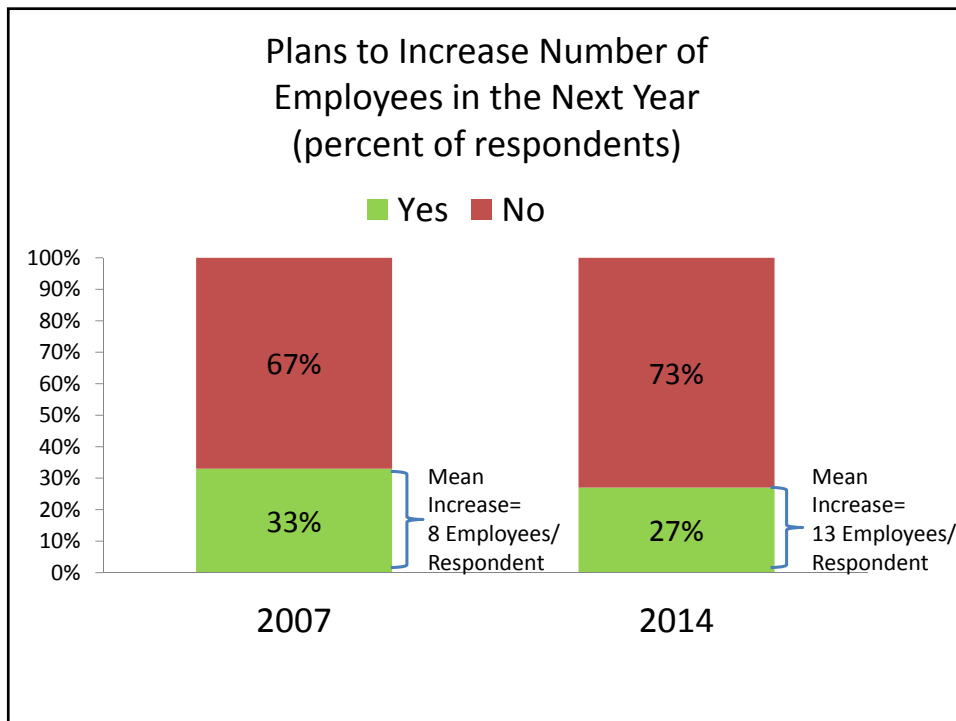
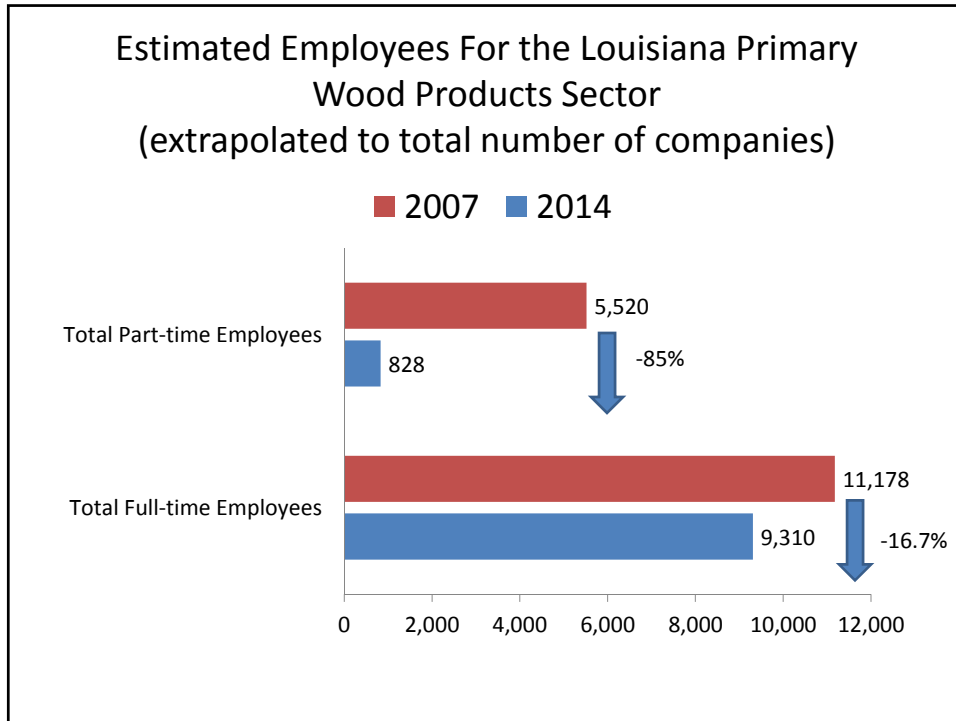
**Raw Materials Sourcing Locations  
(percent of respondents)**

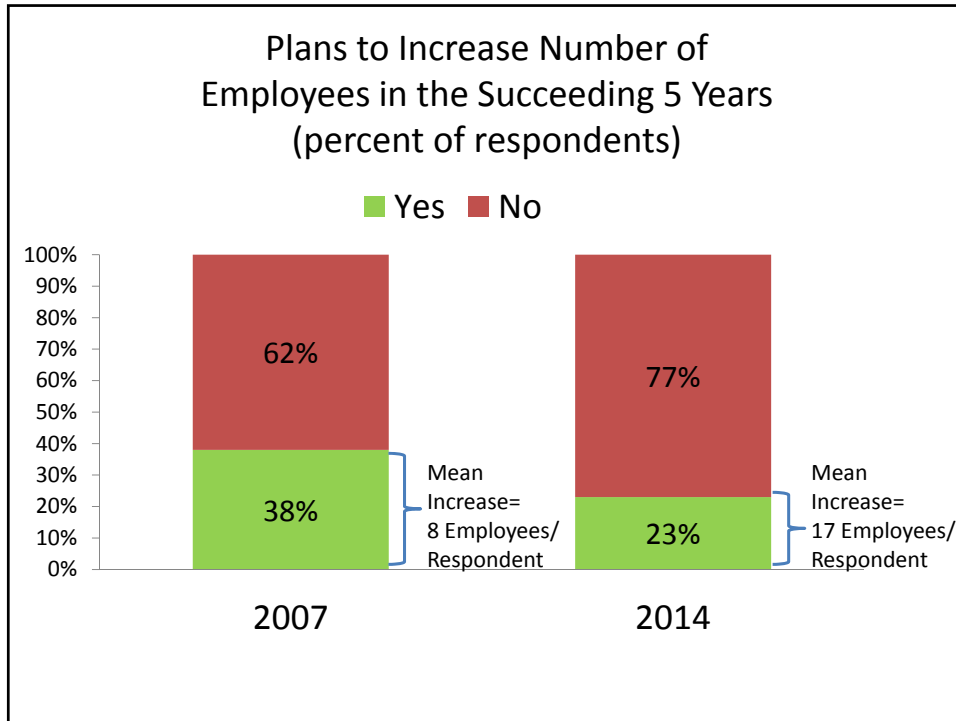
■ 2007 ■ 2014





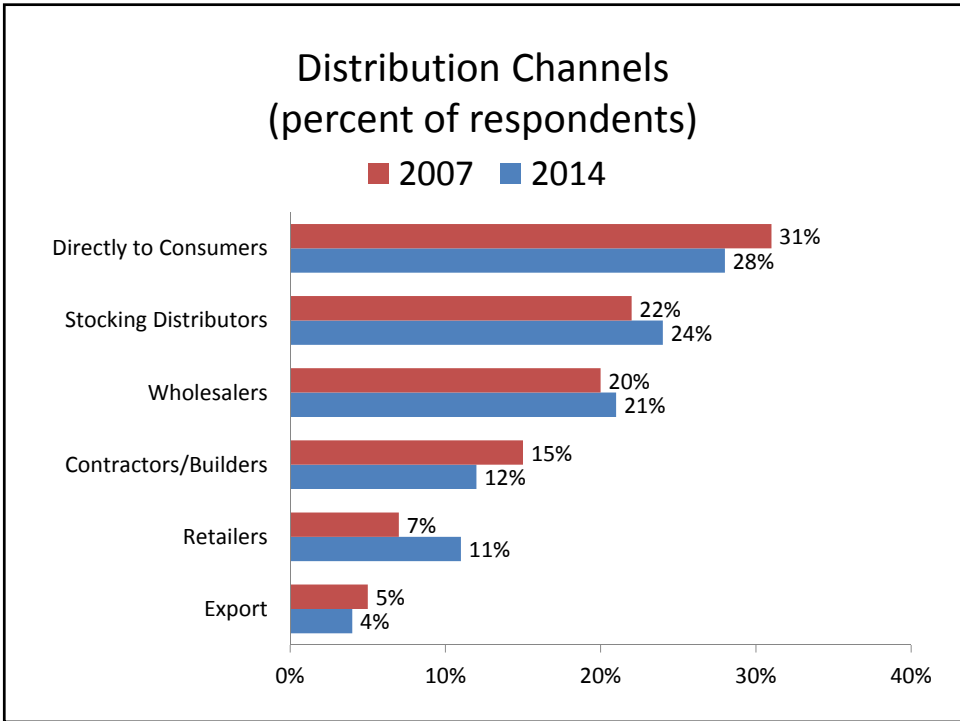
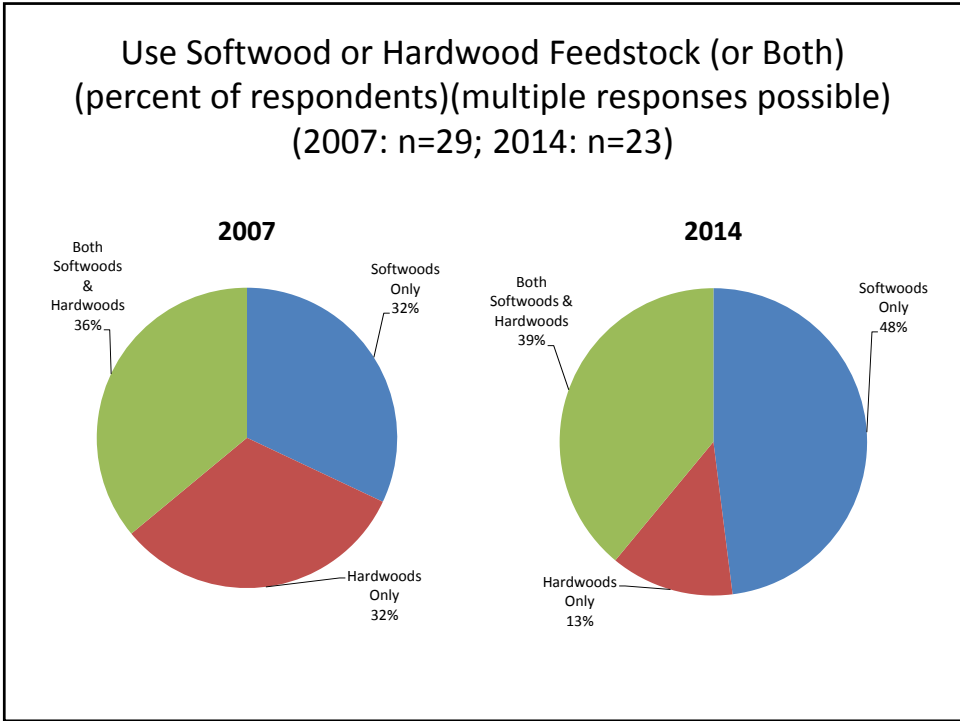


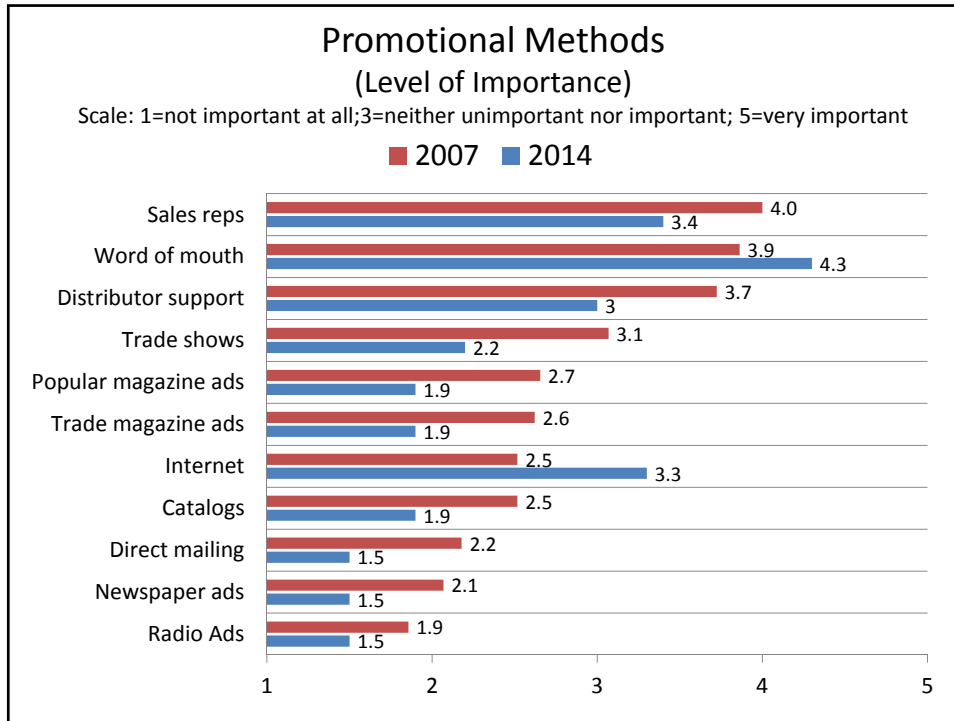




### Reasons for not having plans to hire new employees (percent of respondents)(multiple responses possible) (2007: n=29; 2014: n=23)

	2007	2014	
Lack of markets for my company's products	28%	22%	Workmen's compensation costs
Can't find adequate labor	21%	26%	Can't find adequate labor
Workmen's compensation costs	17%	4%	Can't afford to train employees
State taxes	17%	30%	Labor health costs are too high
I do not want to grow the company	14%	26%	Wages required to hire new employees
Labor health costs are too high	14%	13%	I do not want to grow the company
Federal taxes	4%	9%	Federal taxes
Local taxes	3%	17%	State taxes
Can't afford to train employees	3%	13%	Local taxes
Wages required to hire new employees	0%	9%	Lack of markets for my company's products





### Promotional Methods Ranked Level of Importance & Difference from Neutral (3.0)

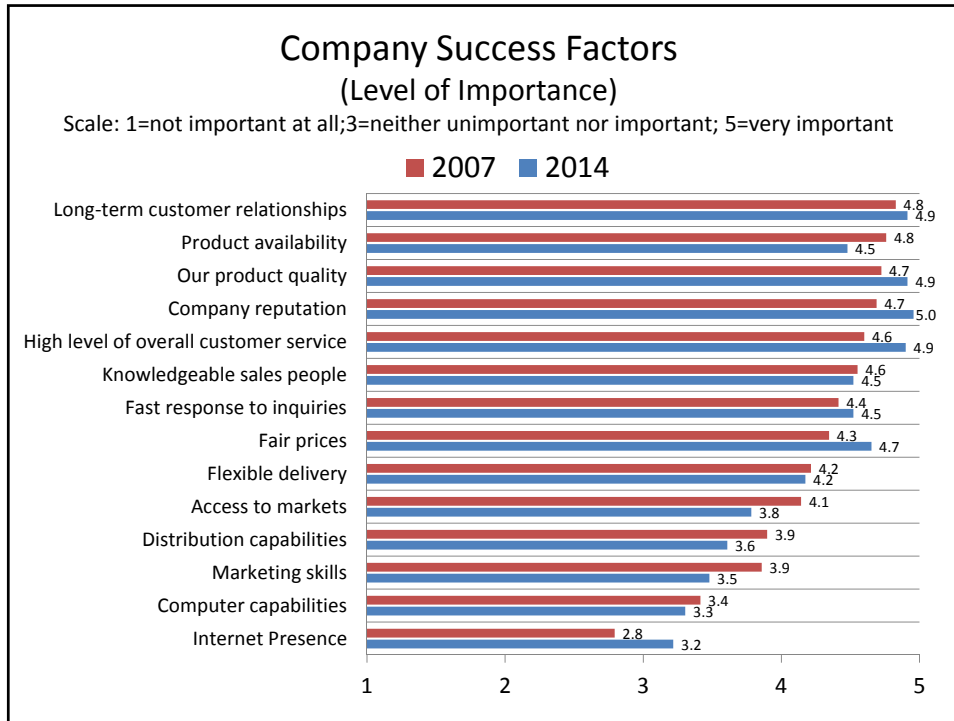
Scale: 1=not important at all;3=neither unimportant nor important; 5=very important

2007	N	Mean	Sig. (2-tailed)
SALESREPP	29	4.0	.000
WORDMOUTH	29	3.9	.003
DISTRIBUTORP	29	3.7	.008
TRADESHOWP	29	3.1	.795
MAGADP	29	2.7	.169
TRADEMAGP	29	2.6	.155
CATALOGP	29	2.5	.060
INTERNETP	29	2.5	.011
DIRECTMAILP	28	2.2	.001
NEWSPAPERP	29	2.1	.000
RADIOP	28	1.9	.000

2014	N	Mean	Sig. (2-tailed)
WORDMOUTH	23	4.3	.000
SALESREPP	23	3.4	.273
INTERNETP	23	3.3	.272
DISTRIBUTORP	23	3.0	.900
TRADESHOWP	22	2.2	.014
MAGADP	23	1.9	.000
TRADEMAGP	23	1.9	.000
CATALOGP	23	1.8	.000
DIRECTMAILP	23	1.5	.000
NEWSPAPERP	23	1.5	.000
RADIOP	23	1.5	.000





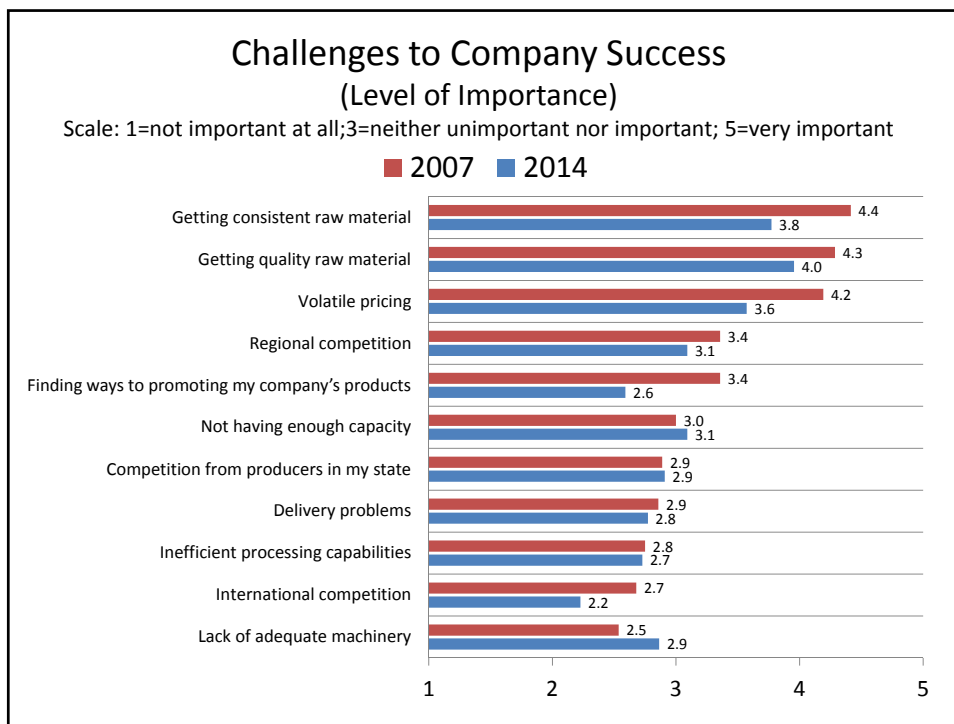
### Company Success Factors Ranked Level of Importance & Difference from Neutral (3.0)

Scale: 1=not important at all;3=neither unimportant nor important; 5=very important

2007	N	Mean	Sig. (2-tailed)
LTERMCUSTREL	29	4.8	.000
AVAILABILITY	29	4.8	.000
QUALITY	29	4.7	.000
REPUTATION	29	4.7	.000
HIGHLVLCUSTSERV	29	4.6	.000
KNLDGESALESPLP	29	4.6	.000
FASTRESPP	29	4.4	.000
FAIRPRICEP	29	4.3	.000
FLEXDELP	28	4.2	.000
ACCMKTP	28	4.1	.000
DISTRICAPP	29	3.9	.000
MKTSKLLP	28	3.9	.000
COMPCPBLTYP	29	3.4	.063
NETPRESENCEP	29	2.8	.312

2014	N	Mean	Sig. (2-tailed)
REPUTATIONP	23	5.0	.000
QUALITYP	23	4.9	.000
HIGHLVLCUSTSERVP	23	4.9	.000
LTERMCUSTREL	23	4.9	.000
FAIRPRICEP	23	4.7	.000
KNLDGESALESPLP	23	4.5	.000
FASTRESPP	23	4.5	.000
AVAILABILITYP	23	4.5	.000
FLEXDELP	23	4.2	.000
ACCMKTP	23	3.8	.005
DISTRICAPP	23	3.6	.031
MKTSKLLP	23	3.5	.086
COMPCPBLTYP	23	3.3	.284
NETPRESENCEP	23	3.2	.436



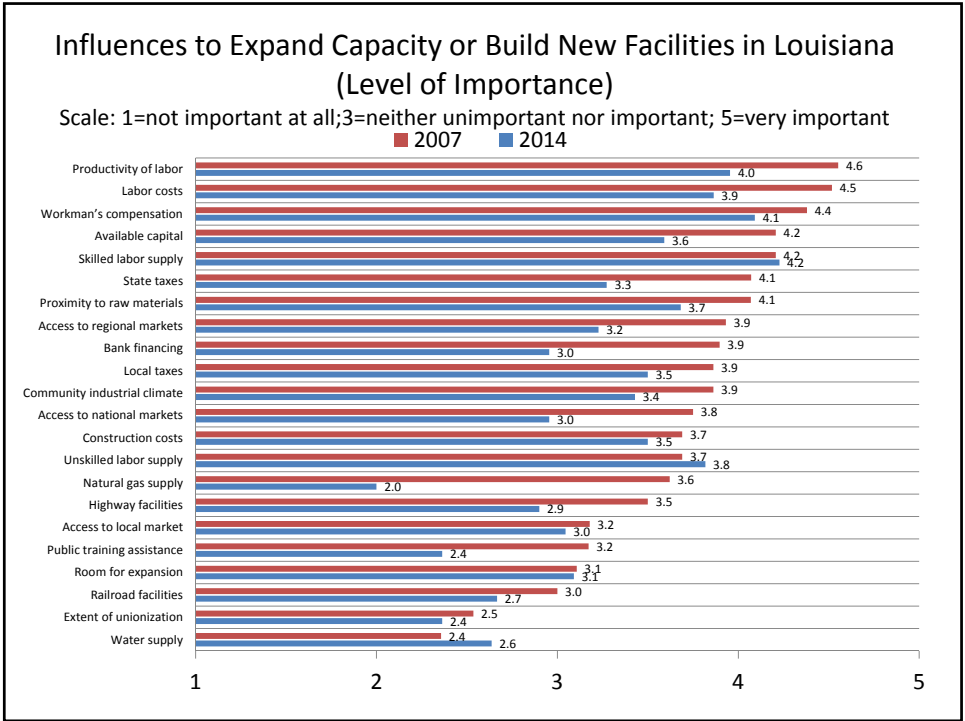
### Challenges to Company Success Ranked Level of Importance & Difference from Neutral (3.0)

Scale: 1=not important at all;3=neither unimportant nor important; 5=very important

2007	N	Mean	Sig. (2-tailed)
CONSISTRWMATP	29	4.4	.000
QULTYRAMATP	28	4.3	.000
VOLAPRICEP	26	4.2	.000
PROMOTEPRODP	28	3.4	.106
COMPINREGIONP	28	3.4	.125
NOTENUFCAPP	28	3.0	1.000
COMPINSTATEP	27	2.9	.683
DELPROBP	28	2.9	.503
INEFFPROCESSCAPP	28	2.8	.257
COMPOVERSEASP	28	2.7	.204
TOOMUCHCAPP	28	2.6	.062
ADQMACHINEP	28	2.5	.045

2014	N	Mean	Sig. (2-tailed)
QULTYRAMATP	22	4.0	.006
CONSISTRWMATP	22	3.8	.018
VOLAPRICEP	21	3.6	.030
NOTENUFCAPP	22	3.1	.715
COMPINREGIONP	22	3.1	.732
COMPINSTATEP	22	2.9	.771
ADQMACHINEP	22	2.9	.658
DELPROBP	22	2.8	.448
INEFFPROCESSCAPP	22	2.7	.329
PROMOTEPRODP	22	2.6	.071
TOOMUCHCAPP	22	2.4	.009
COMPOVERSEASP	22	2.2	.009



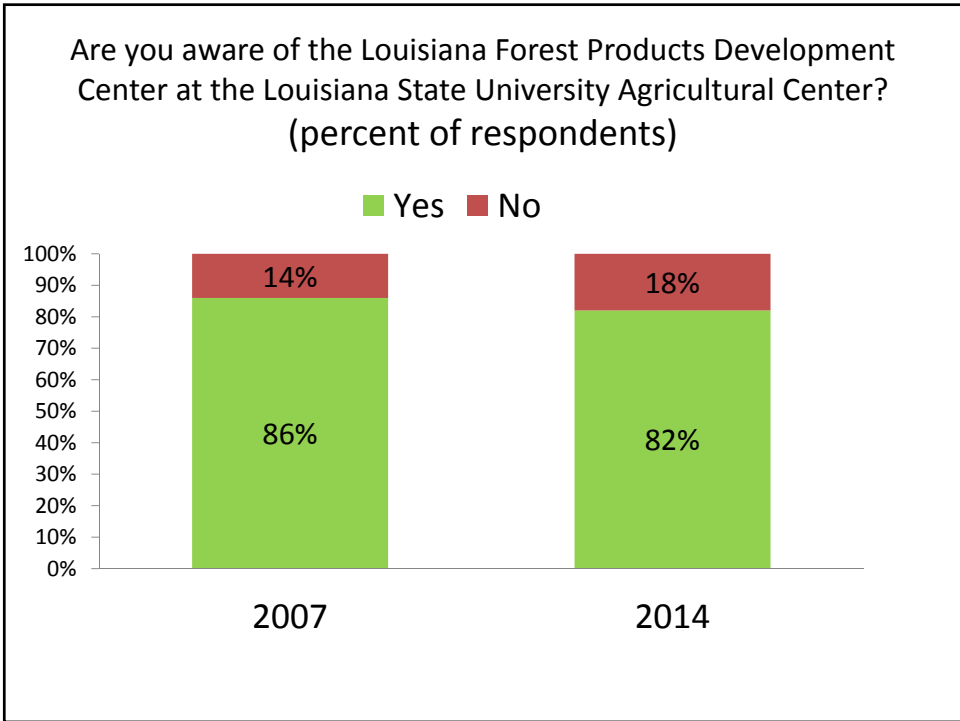
### Influences to Expand Capacity or Build New Facilities in Louisiana Ranked Level of Importance & Difference from Neutral (3.0)

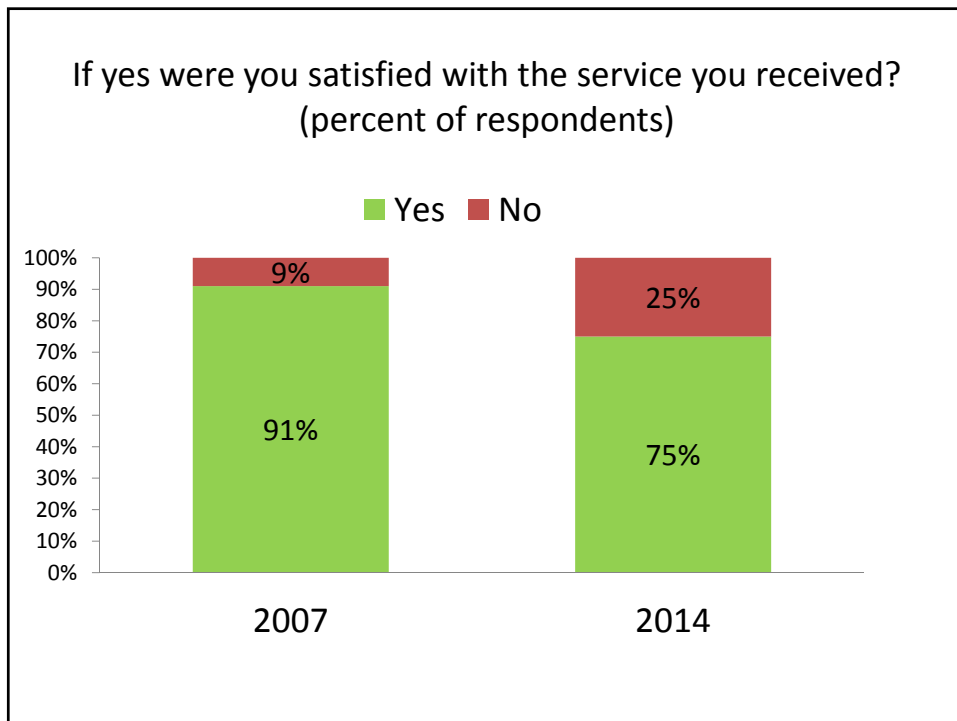
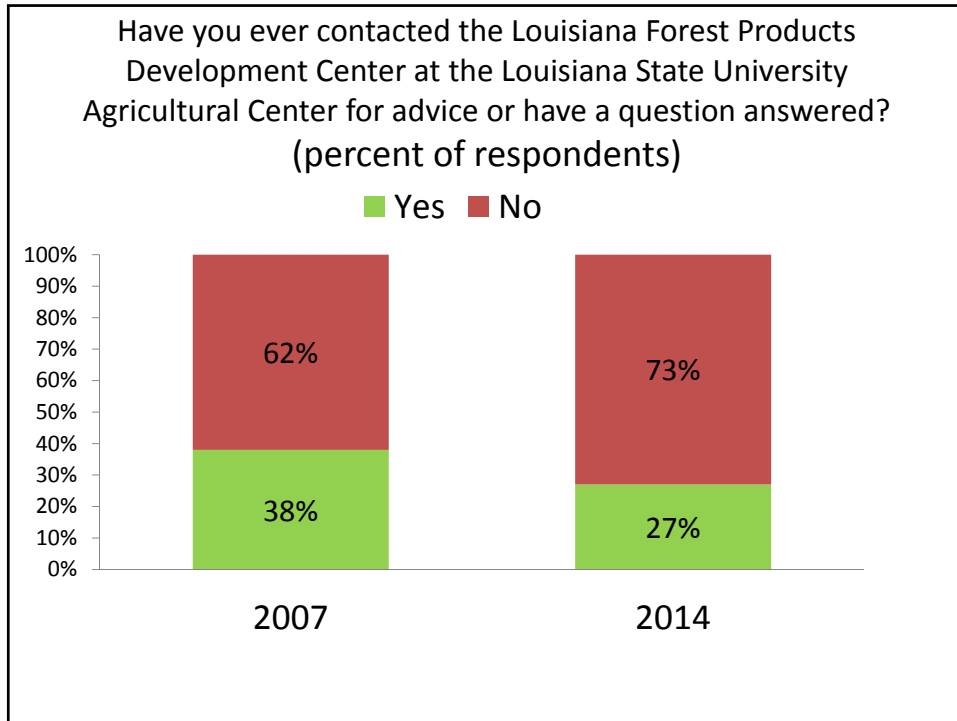
Scale: 1=not important at all;3=neither unimportant nor important; 5=very important

2007	N	Mean	Sig. (2-tailed)
LABPRODUP	29	4.6	.000
LABCOSTP	29	4.5	.000
WRKMNCOMPP	29	4.4	.000
SKLLLABSUPP	29	4.2	.000
AVAILCAPP	29	4.2	.000
STATETAXP	28	4.1	.000
PROXRAWMATP	29	4.1	.000
ACCREGMKTP	29	3.9	.000
BNKFINP	29	3.9	.000
INDUSTCLIMP	29	3.9	.000
LOCTAXP	29	3.9	.001
ACCNATMKTP	28	3.8	.005
UNSKLLABSUPP	29	3.7	.005
CONSTRUCTCOSTP	29	3.7	.004
NATGASSUPP	29	3.6	.007
HIGHWAY	29	3.5	.004
ACCLOCMKTP	28	3.2	.421
PUBTRAINASSTP	29	3.2	.394
ROOMEXPP	28	3.1	.656
RAILROADP	27	3.0	1.000
UNIONP	28	2.5	.102
WATERSUPPP	28	2.4	.013

**Influences to Expand Capacity or Build New Facilities in Louisiana**  
**Ranked Level of Importance & Difference from Neutral (3.0)**  
 Scale: 1=not important at all;3=neither unimportant nor important; 5=very important

2014	N	Mean	Sig. (2-tailed)
SKLLABSUPP	22	4.2	0.000
WRKMNCOMPP	22	4.1	0.000
LABPRODUP	22	4.0	0.003
LABCOSTP	22	3.9	0.005
UNSKLLABSUPP	22	3.8	0.011
PROXRAWMATP	22	3.7	0.028
AVAILCAPP	22	3.6	0.067
CONSTRUCTCOSTP	22	3.5	0.102
LOCTAXP	22	3.5	0.094
INDUSTCLIMP	21	3.4	0.165
STATETAXP	22	3.3	0.389
ACCREGMKTP	22	3.2	0.479
ROOMEXPP	22	3.1	0.740
ACCLOCMKTP	22	3.0	0.886
BNKFINP	22	3.0	0.883
ACCNATMKTP	22	3.0	0.894
HIGHWAY	22	2.9	0.824
RAILROADP	21	2.7	0.308
WATERSUPPP	22	2.6	0.247
UNIONP	22	2.4	0.050
PUBTRAINASSTP	22	2.4	0.045
NATGASSUPP	22	2.0	0.001
ACCINTNLMKTP	22	2.0	0.000





**Desired Information from LFPDC**  
(percent of respondents)(multiple responses possible)

Percent of Respondents 2007	Desired Information-2007	Percent of Respondents 2014	Desired Information-2014
17%	International markets	22%	Government rules and regulation
14%	Cost reduction	17%	Cost reduction
14%	Government rules and regulation	17%	Lumber grading
14%	Product improvement	17%	Wood drying
14%	Quality control	13%	Wood gluing
14%	Wood gluing	13%	Wood/moisture relationships
10%	Computer education	13%	Wood machining processes
10%	Lumber grading	13%	Domestic markets
10%	Marketing	9%	International markets
10%	Securing financial assistance	9%	Product improvement
10%	Wood identification	9%	Wood identification
10%	Wood/moisture relationships	9%	Equipment usage
7%	Plant layout/design	9%	Exporting/importing
7%	Wood drying	9%	Wood finishing
7%	Wood machining processes	9%	Wood properties
3%	Domestic markets	9%	Fast growing tree species
3%	Equipment usage	4%	Quality control
3%	Exporting/importing	4%	Computer education
3%	Log grading	4%	Marketing
3%	Strategic planning	4%	Securing financial assistance
3%	Wood finishing	4%	Plant layout/design
3%	Wood properties	4%	Log grading
0%	Biomass/bioenergy	4%	Strategic planning
0%	Fast growing tree species	4%	Biomass/bioenergy

**Louisiana**  
**Secondary/Value-added**  
**Wood Products Industry**  
**2007 (Recession) (n=51) vs. 2014 (Post-recession) (n=44)**

**Conducted by:**  
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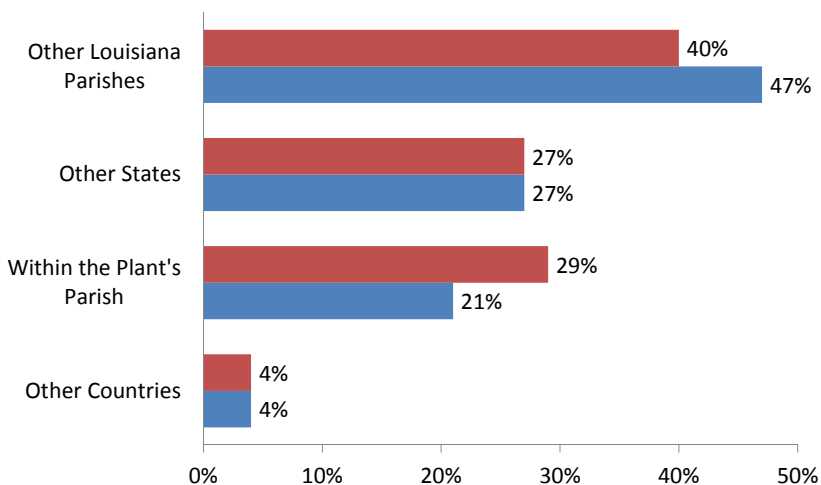
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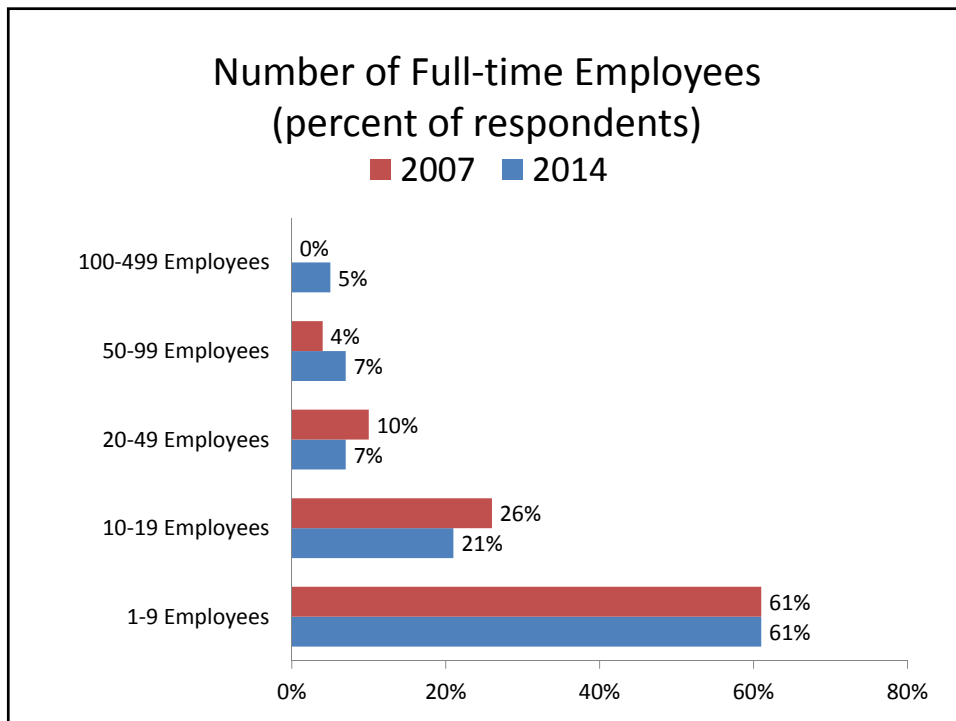
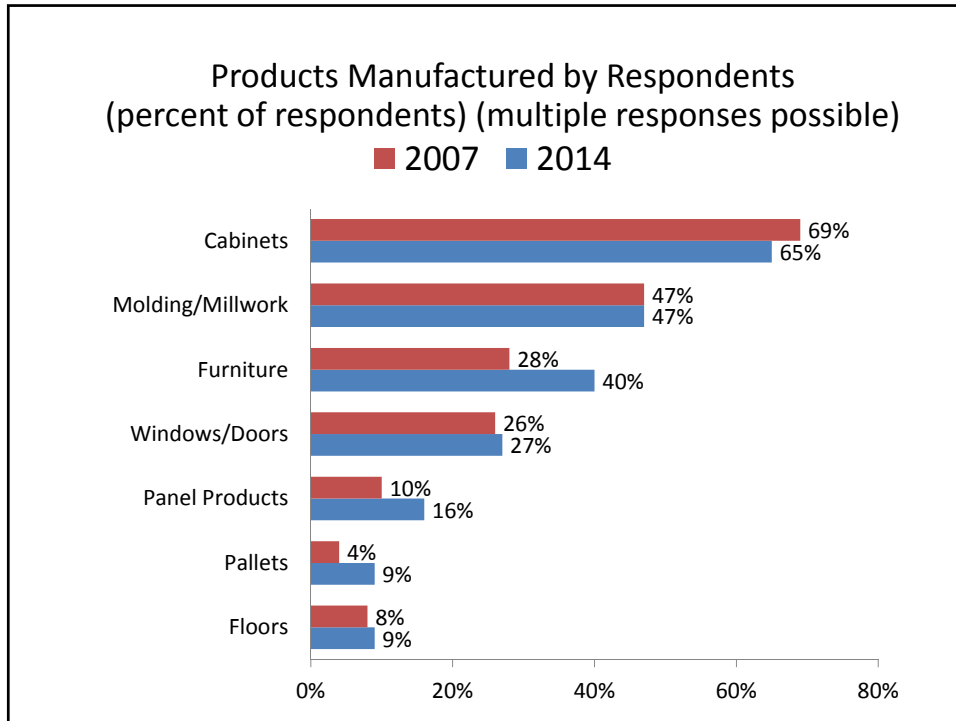


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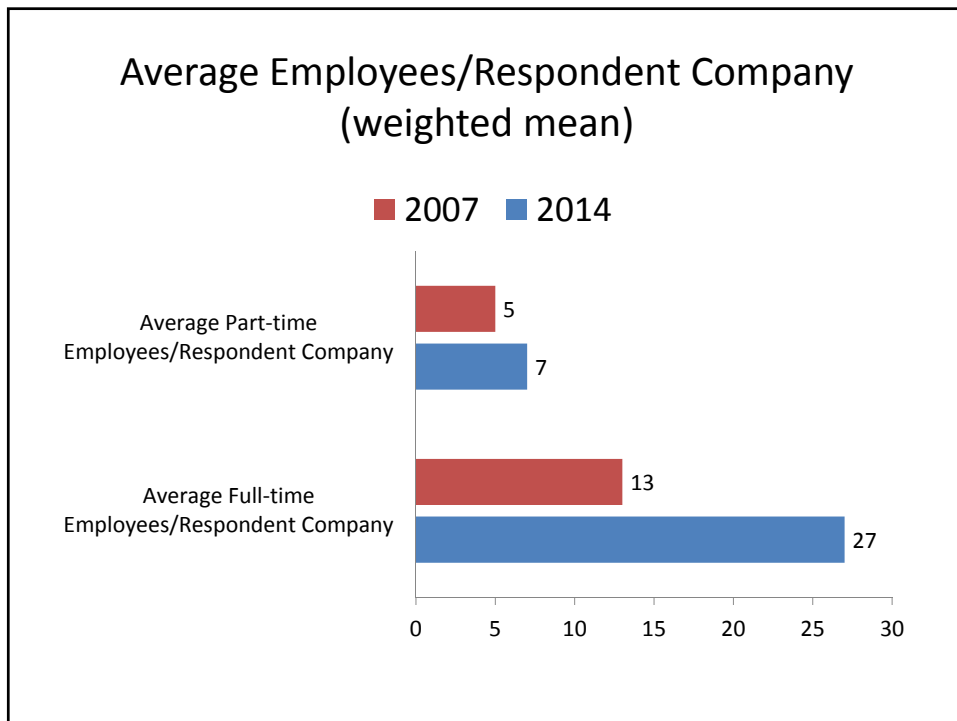
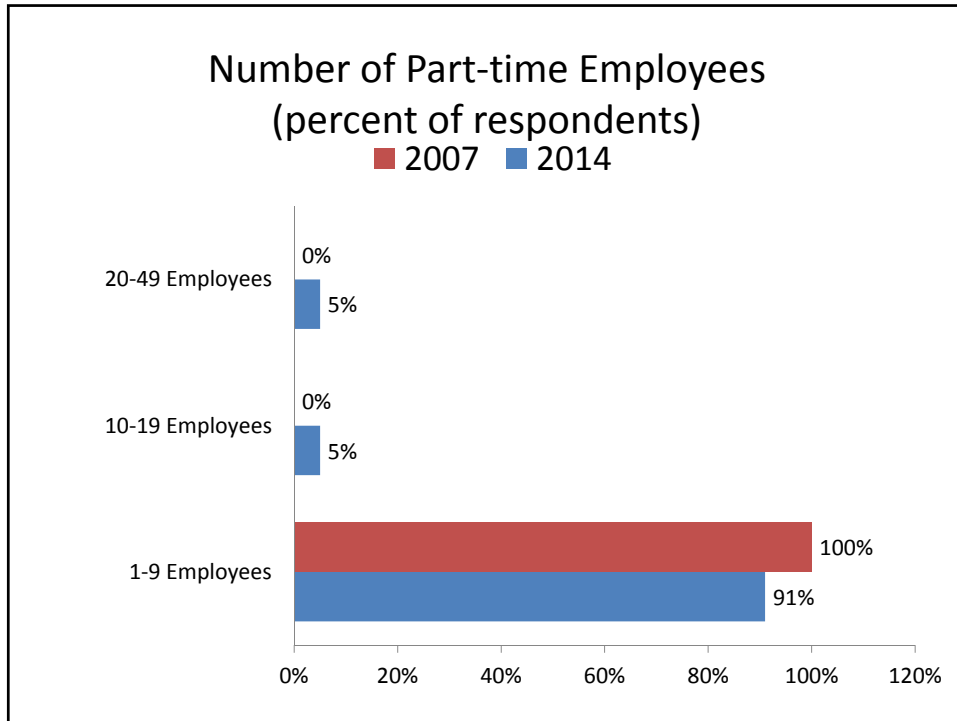
**Raw Materials Sourcing Locations**  
**(percent of respondents)**

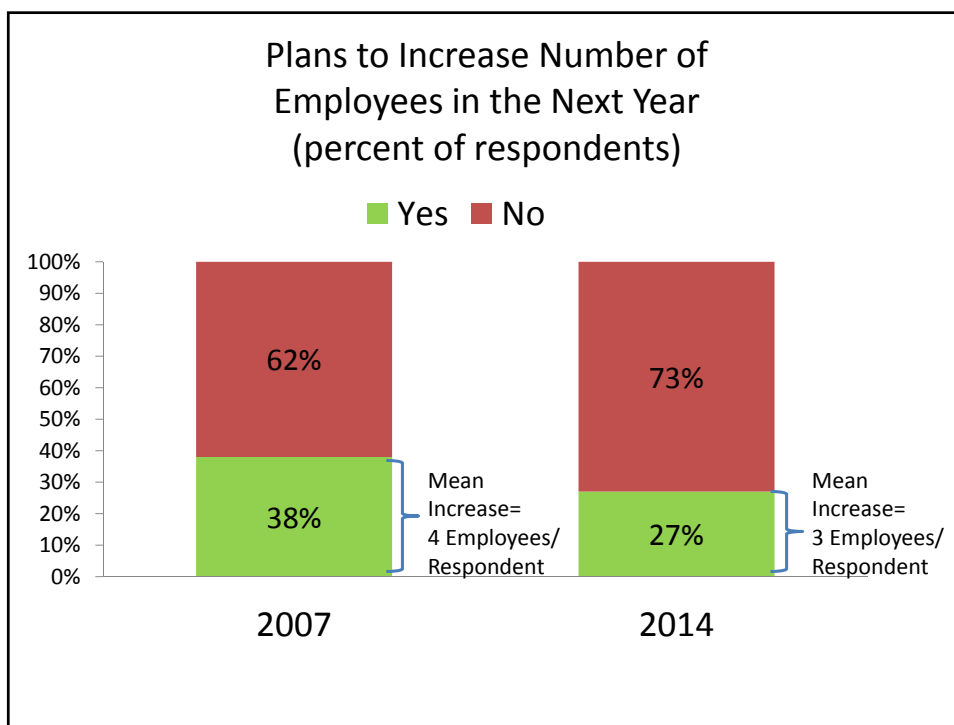
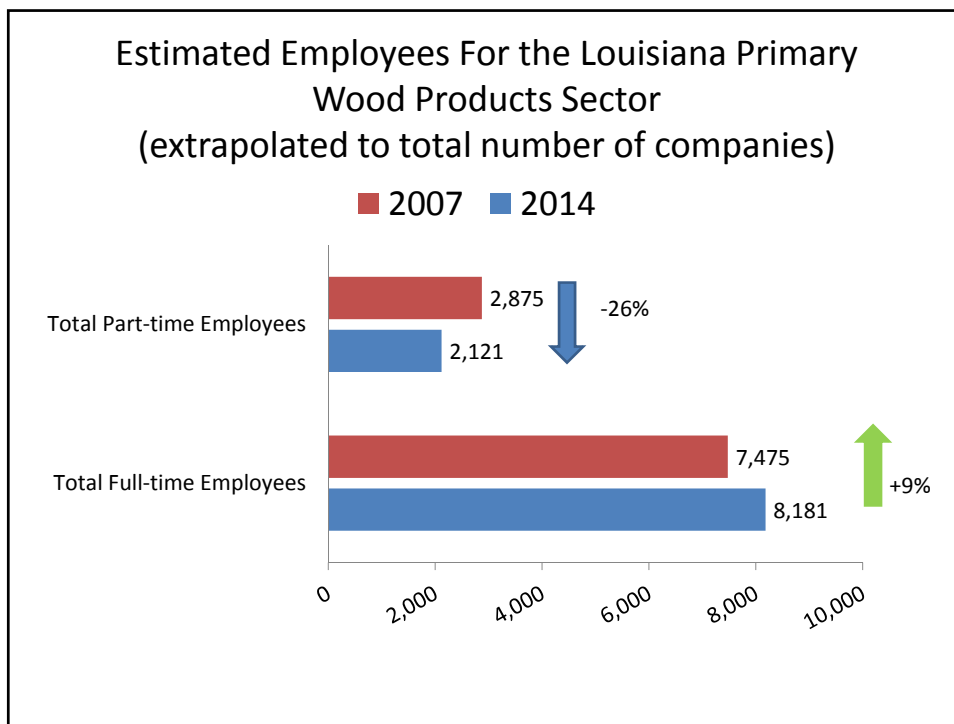
■ 2007    ■ 2014

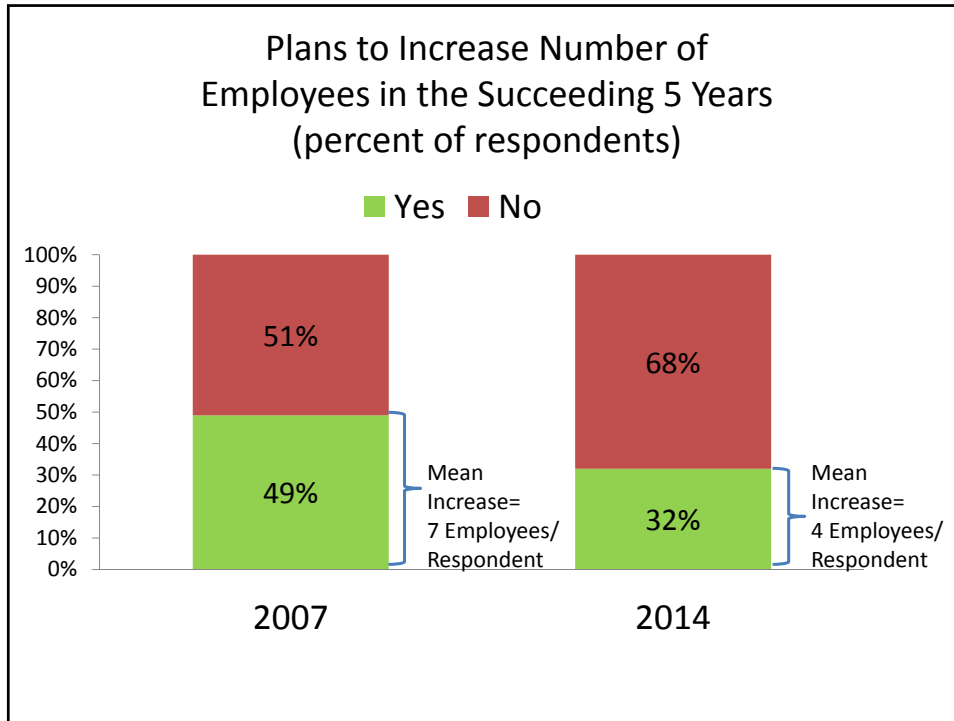






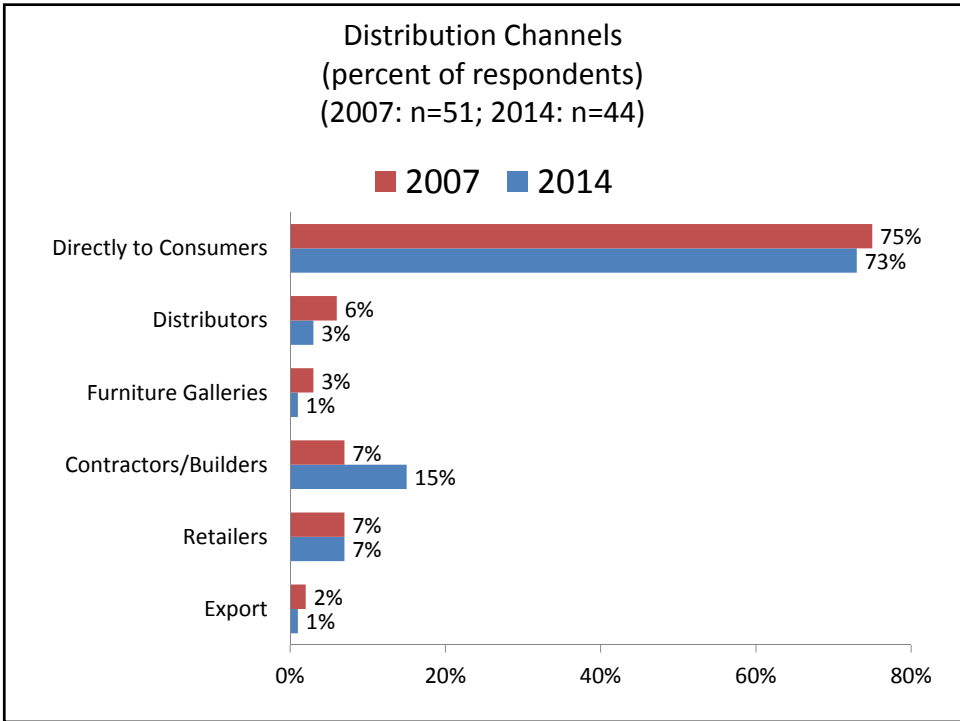
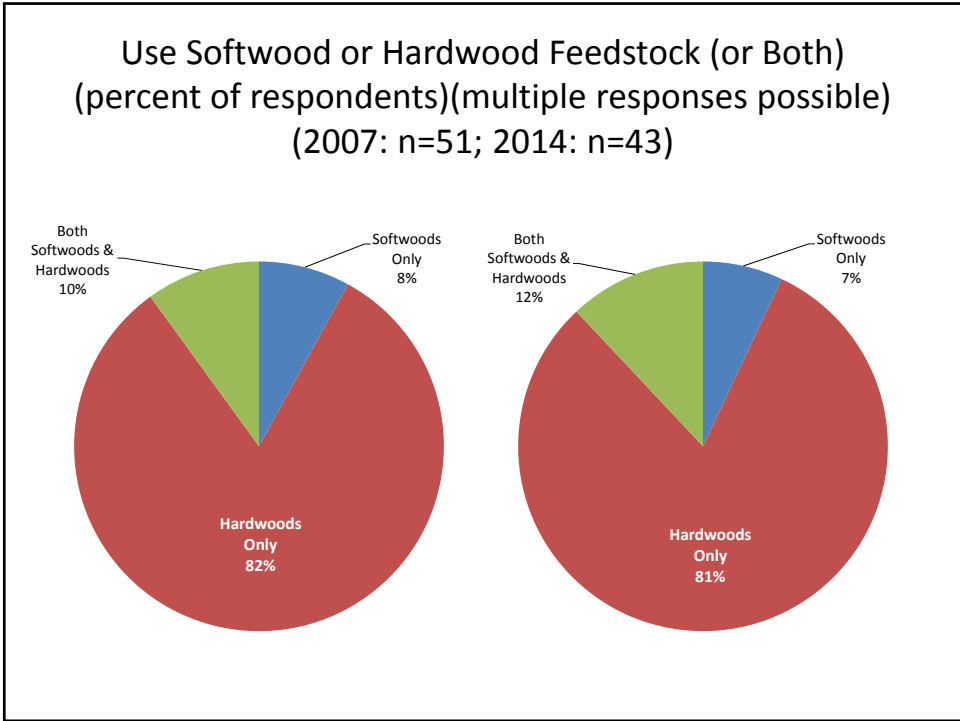


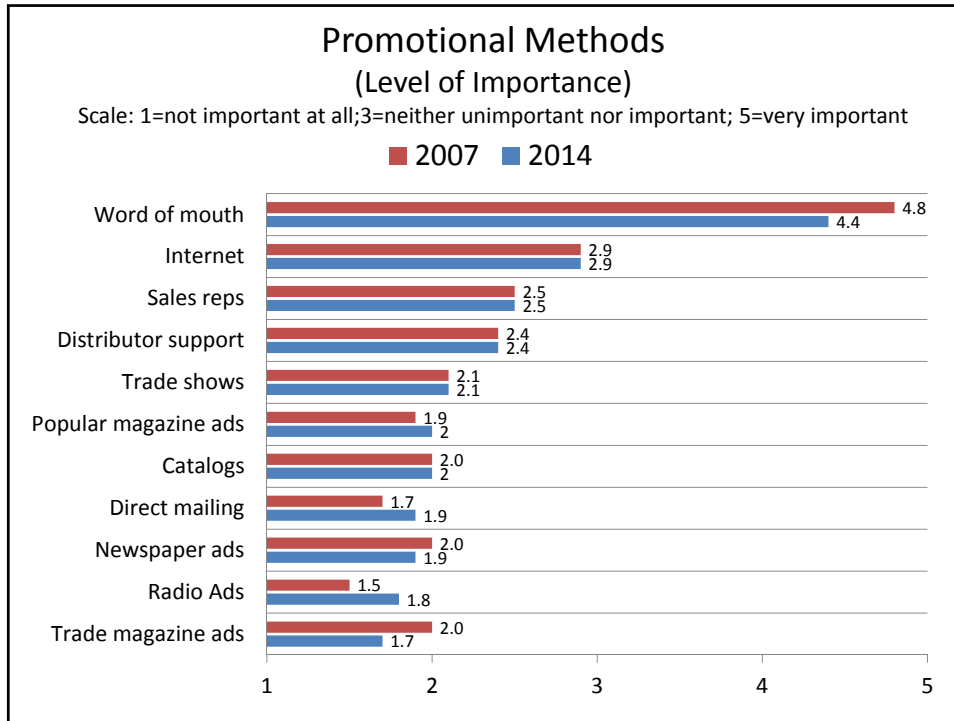




### Reasons for not having plans to hire new employees (percent of respondents)(multiple responses possible) (2007: n=51; 2014: n=44)

	2007	2014	
Lack of markets for my company's products	28%	34%	Can't find adequate labor
Workmen's compensation costs	28%	31%	Workmen's compensation costs
Can't find adequate labor	26%	25%	Wages required to hire new employees
Can't afford to train employees	20%	22%	I do not want to grow the company
Labor health costs are too high	18%	21%	Labor health costs are too high
Wages required to hire new employees	18%	16%	Lack of markets for my company's products
I do not want to grow the company	14%	11%	State taxes
State taxes	10%	11%	Local taxes
Local taxes	10%	9%	Can't afford to train employees
Federal taxes	4%	9%	Federal taxes





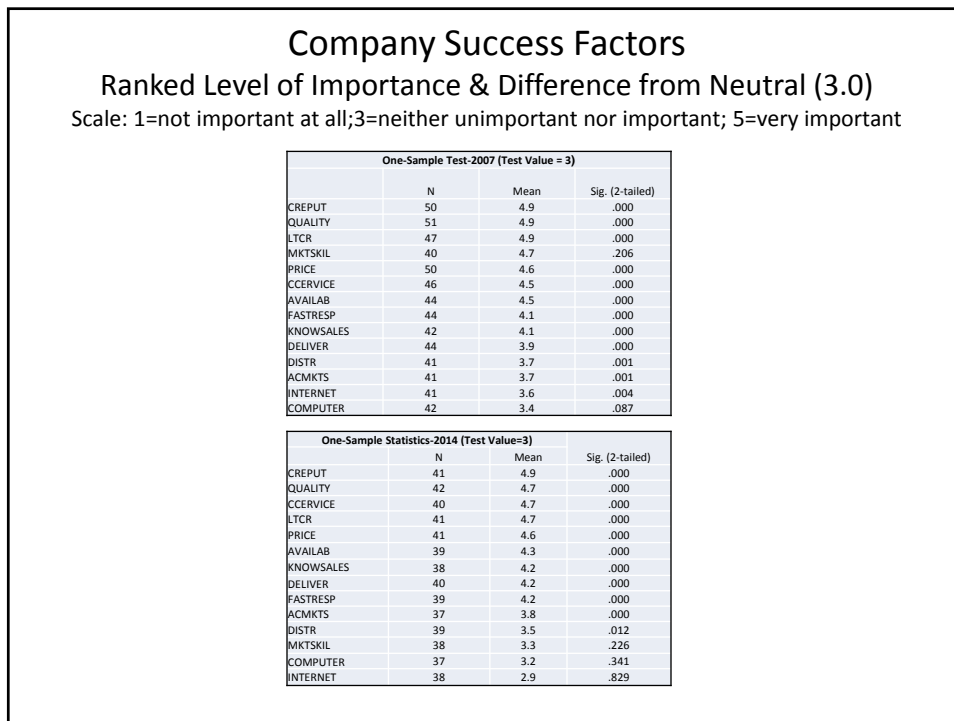
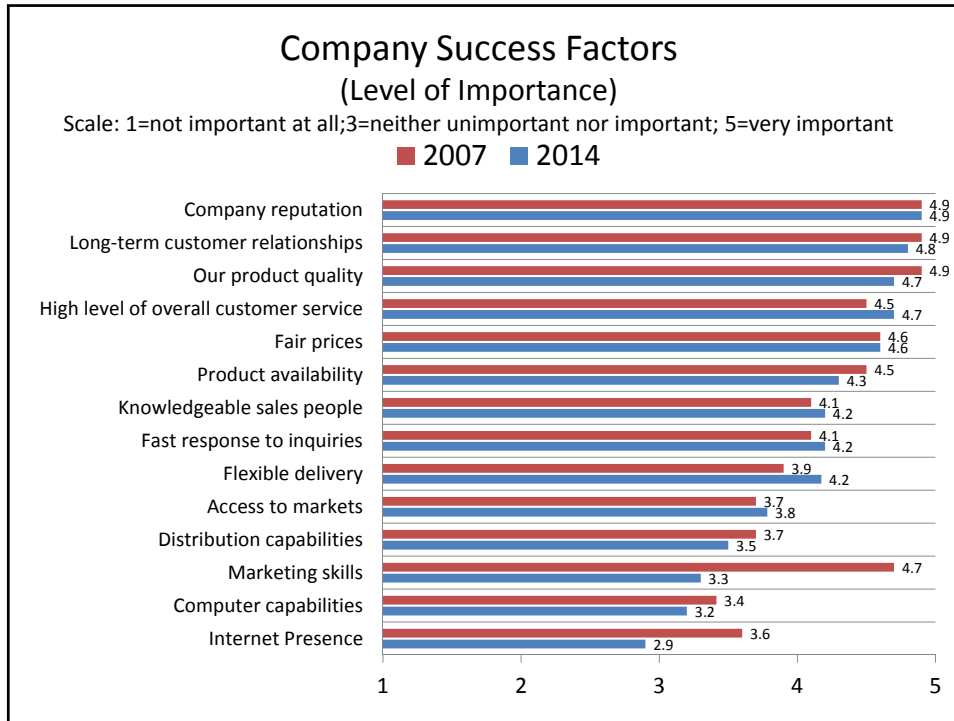
### Promotional Methods Ranked Level of Importance & Difference from Neutral (3.0)

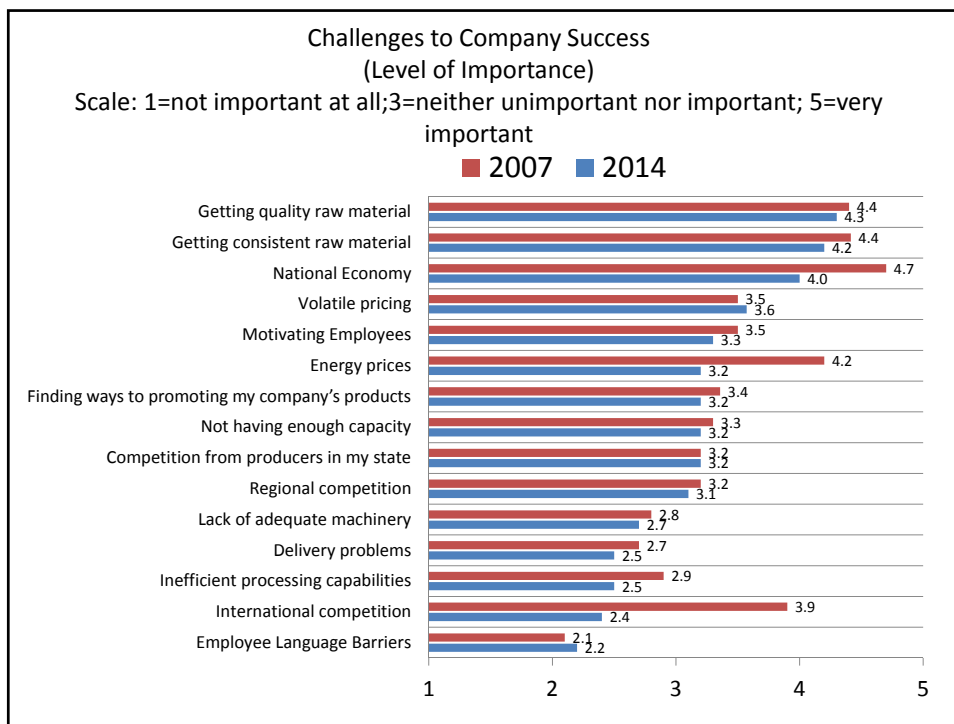
Scale: 1=not important at all;3=neither unimportant nor important; 5=very important

One-Sample Test-2007			
	N	Mean	Sig. (2-tailed)
WMOOUTH	50	4.8	.000
WEB	40	2.9	.694
SAREPS	40	2.5	.037
DISTRIB	40	2.4	.006
TRADESHOW	39	2.1	.000
NEWSPAP	41	2.0	.000
CATALOG	39	2.0	.000
MAGAZINE	40	2.0	.000
MAGADS	41	1.9	.000
DMAIL	39	1.7	.000
RADIO	39	1.5	.000

One-Sample Test-2014			
	N	Mean	Sig. (2-tailed)
WMOOUTH	40	4.4	.000
CATALOG	35	2.1	.000
TRADESHOW	34	2.1	.000
NEWSPAP	34	1.9	.000
SAREPS	34	2.5	.068
WEB	34	3.4	.128
MAGAZINE	33	2.0	.000
DMAIL	33	1.9	.000
RADIO	32	1.8	.000
DISTRIB	31	2.4	.014
MAGADS	31	1.7	.000





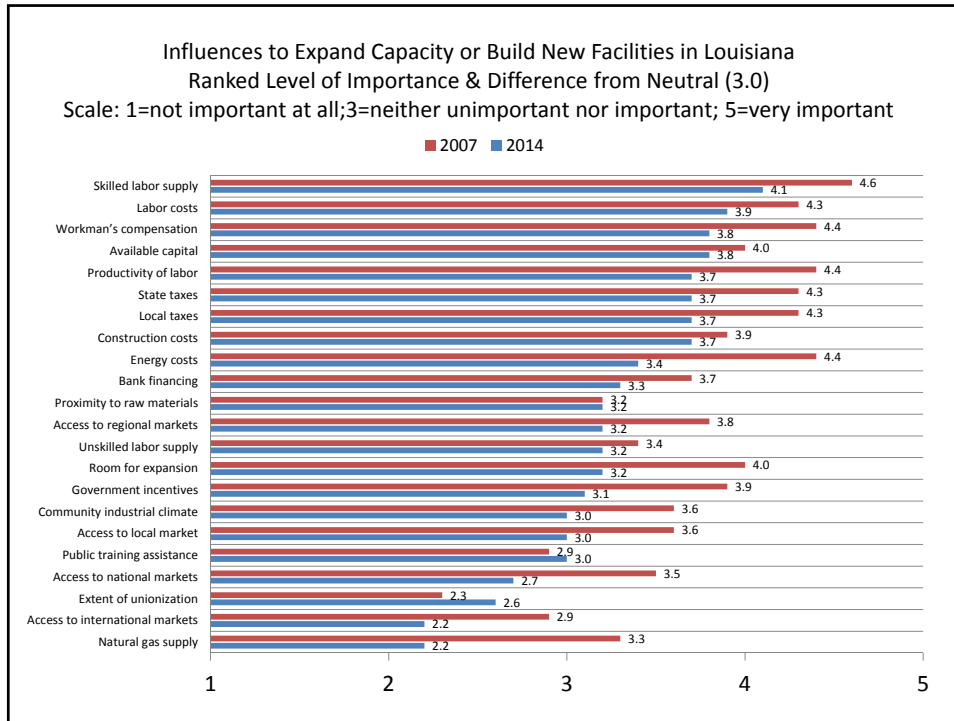
### Challenges to Company Success Ranked Level of Importance & Difference from Neutral (3.0)

Scale: 1=not important at all;3=neither unimportant nor important; 5=very important

One-Sample Statistics-2007 (Test Value=3)			
	N	Mean	Sig. (2-tailed)
NATIONAL ECONOMY	47	4.7	.000
QRAWMAT	47	4.4	.000
CONSISTRRAW	46	4.4	.000
ENERGY PRICES	46	4.2	.000
VOLATILEPR	44	4.1	.000
PROMOTE	41	3.5	.022
NOCAPACITY	40	3.3	.103
STATECOMP	42	3.2	.236
REGIONCOMP	41	3.3	.102
INTLCOMP	41	3.9	.000
DELIVERPROB	40	2.7	.086
PROCESS	40	2.9	.701
MACHINE	42	2.8	.311
EMPLOY LANGUAGE	42	2.1	.001

One-Sample Statistics-2014 (Test Value=3)			
	N	Mean	Sig. (2-tailed)
QRAWMAT	41	4.3	.000
CONSISTRRAW	40	4.2	.000
VOLATILEPR	38	4.0	.000
NATIONAL ECONOMY	38	4.0	.000
PROMOTE	37	3.2	.481
STATECOMP	38	3.2	.453
ENERGY PRICES	40	3.2	.478
NOCAPACITY	37	3.1	.536
REGIONCOMP	38	3.1	.790
MACHINE	39	2.7	.125
PROCESS	38	2.5	.007
DELIVERPROB	39	2.5	.008
INTLCOMP	39	2.4	.010
EMPLOY LANGUAGE	38	2.2	.006



**Influences to Expand Capacity or Build New Facilities in Louisiana**  
**Ranked Level of Importance & Difference from Neutral (3.0)**  
 Scale: 1=not important at all;3=neither unimportant nor important; 5=very important

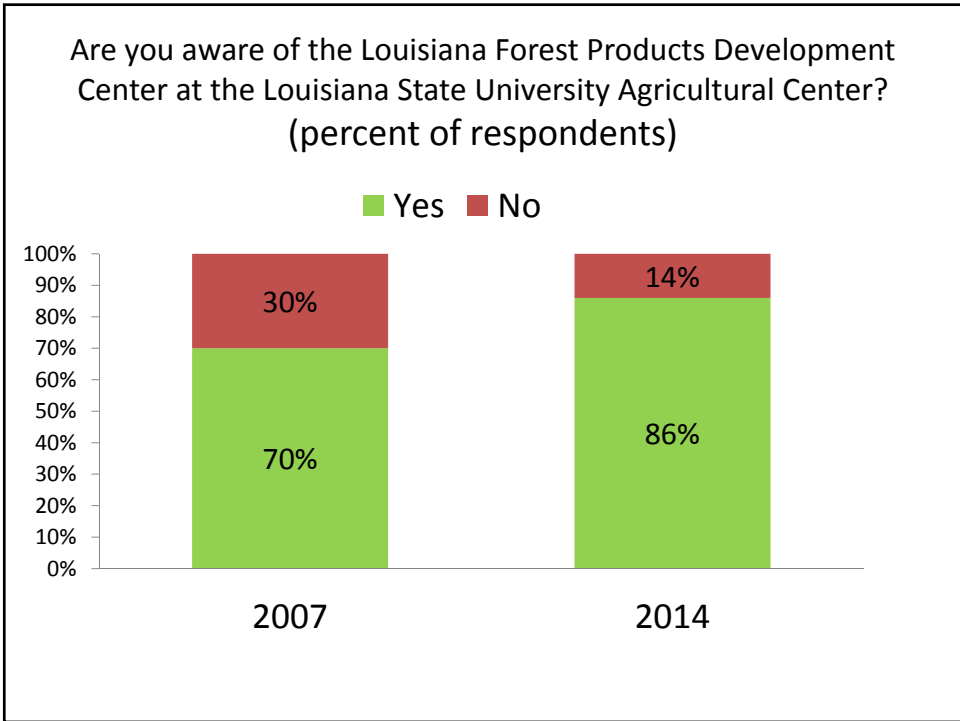
One-Sample Statistics-2007 Test Value=3.0

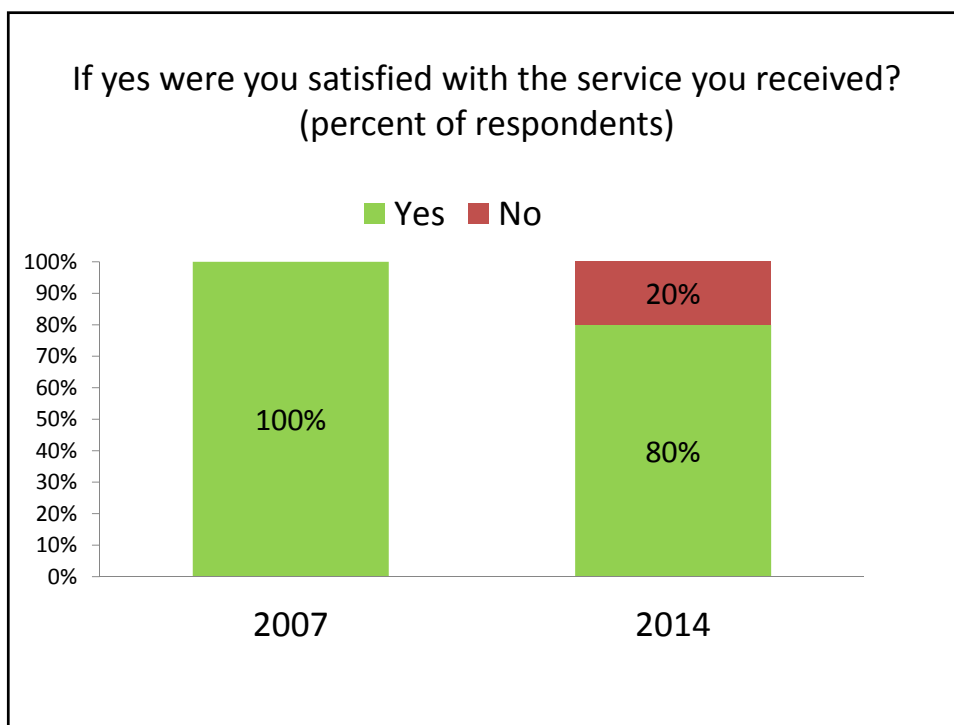
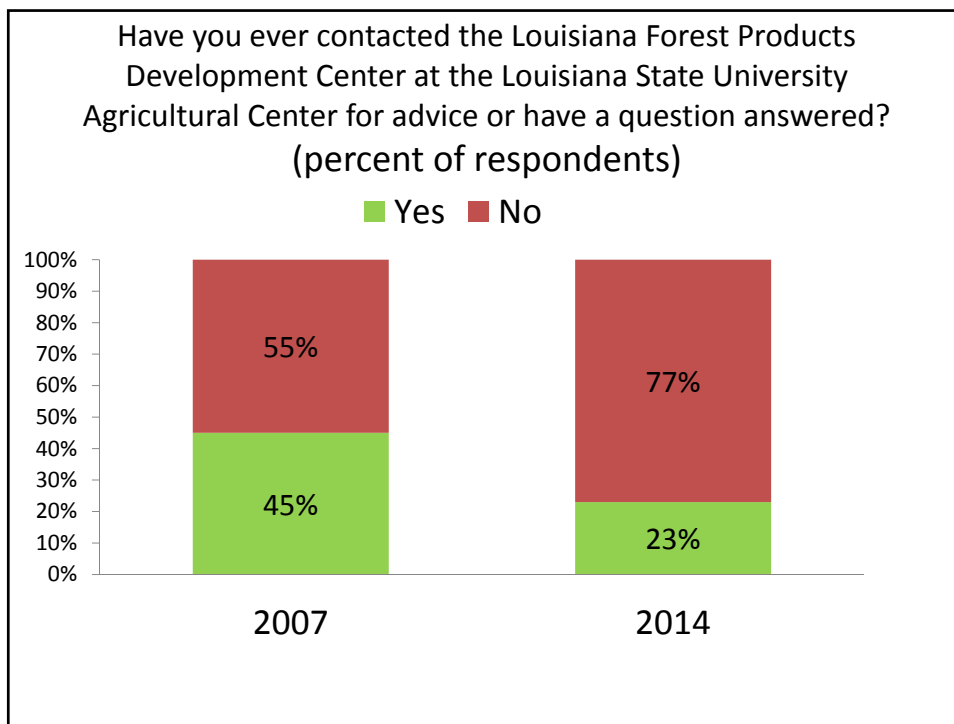
	N	Mean	Sig. (2-tailed)
SKILAB	43	4.6	.000
PRODLABOR	41	4.4	.000
WKCOMPEN	43	4.4	.000
LBCOST	42	4.3	.000
ENERGYCOSTS	42	4.4	.000
STATX	43	4.3	.000
LOCTX	44	4.3	.000
CAPITAL	44	4.0	.000
ROOM	38	3.9	.000
GOVINCENT	41	3.9	.000
COSNTRCOST	41	3.9	.000
ACREGMKT	40	3.8	.000
BANKF	44	3.7	.002
LOCMKT	40	3.6	.002
INDCLIM	42	3.6	.001
UNSKILAB	39	3.4	.075
PROXRAW	40	3.2	.360
NATMKT	41	2.9	.652
TRAINASST	39	2.9	.629
ACCESSINTLMKTS	44	2.9	.614
UNION	38	2.3	.016



**Influences to Expand Capacity or Build New Facilities in Louisiana**  
**Ranked Level of Importance & Difference from Neutral (3.0)**  
 Scale: 1=not important at all;3=neither unimportant nor important; 5=very important

One-Sample Statistics-2014 Test Value=3.0			
	N	Mean	Sig. (2-tailed)
SKILAB	37	4.1	.000
LBCOST	37	3.9	.000
WKCOMPEN	37	3.8	.000
CAPITAL	38	3.8	.001
PRODLABOR	37	3.7	.003
COSNTRCOST	37	3.7	.004
LOCTX	37	3.7	.004
ENERGYCOSTS	37	3.4	.130
STATX	37	3.7	.004
BANKF	38	3.3	.146
NATGASSUPPLY	37	3.3	.143
ROOM	37	3.2	.438
ACREGMKT	37	3.2	.400
UNSKILAB	37	3.2	.461
PROXRAW	37	3.2	.454
GOVINCENT	36	3.1	.705
INDCLIM	35	3.1	.702
LOCMKT	37	2.9	.806
TRAINASST	37	2.9	.697
NATMKT	37	2.7	.123
UNION	37	2.6	.092
ACCESSINTLMKTS	37	2.2	.007





Desired Information from LFPDC  
(percent of respondents)(multiple responses possible)

Percent of Respondents 2007	Desired Information 2007	Percent of Respondents 2014	Desired Information 2014
24%	Wood gluing	34%	Cost reduction
24%	Lumber grading	18%	Securing financial assistance
24%	Wood identification	16%	Wood/moisture relationships
24%	Plant layout/design	14%	Wood gluing
20%	Wood/moisture relationships	14%	Lumber grading
20%	Wood finishing	14%	Wood identification
18%	Cost reduction	14%	Plant layout/design
18%	Securing financial assistance	11%	Government rules and regulation
18%	Wood machining processes	11%	Marketing
16%	Wood properties	11%	Wood drying
14%	Government rules and regulation	11%	Wood finishing
14%	Marketing	11%	Wood properties
14%	Equipment usage	9%	Product improvement
14%	Quality control	9%	Wood machining processes
10%	Product improvement	7%	Computer education
10%	Strategic planning	7%	Domestic markets
8%	Computer education	7%	Equipment usage
6%	Wood drying	7%	Strategic planning
6%	Exporting/importing	5%	Quality control
2%	Domestic markets	5%	Log grading
2%	Log grading	5%	Biomass/bioenergy
0%	Biomass/bioenergy	5%	Wood chip disposal
0%	Wood chip disposal	2%	International markets
0%	International markets	2%	Exporting/importing
0%	Fast growing tree species	2%	Fast growing tree species