producing and consuming countries, aimed at securing a well-conducted and environmentally sound timber trade through cooperation," he said.

ITTO had recently issued guidelines for establishing the tropical timber trade on a sustainable basis by the year 2000, with a mechanism for consuming countries to assist producers to meet this target.

"Membership of the organisation also provides a chance for New Zealand's experience and technology in both conservation and production forestry to contribute toward achievement of the global goal," said the Minister.

ITTO was established in 1983 to promote trade in tropical timber, through research and development and improved market intelligence.

"Since 1983 the rate of tropical deforestation has risen sharply and is now estimated at 19 million hectares a year.

"As a result, ITTO has swung behind development of national policies for sustainable utilisation and conservation of tropical forests and their genetic resources, and maintenance of the ecological balance," said Mr Falloon.

Forestry honour for NZIF member

Dr Dennis Richardson is the first New Zealander to be awarded honorary membership of the Society of American Forestry.

The Society is the largest forestry society in the world. Usually one honorary membership is awarded a year to a forester outside the United States, Canada or Mexico.

A New Zealander has never been selected before and no memberships were awarded last year.

Dr Richardson said he found out his name had been put forward for consideration about two years ago.

"I had forgotten about it until I received the letter the other day."

His Specialty

Dr Richardson said most of his work is done overseas as he specialises in tropical forestry. He has written two books on forestry in China and recently gave lectures in North America on China.

The official presentation will be held in Virginia at the end of October. Dr Richardson said he would most probably attend as it was such an honour and he was "chuffed".

(See Page 3, Waiting for Waitangi.)

Forest products review

Dr Margriet Theron*

Forest products is a key industry, supplying the country with virtually all its timber requirements and currently earning over $1.5 billion yearly in overseas exchange. A review of the research that is being undertaken in the sector says that despite New Zealand's impressive advantages in forestry, forest industries still face a major challenge in actually realising the sector's full potential as a key New Zealand industry.

An independent review report just released by the Ministry of Research, Science and Technology says that the forestry sector stands at a crossroad between becoming a supplier of lower-value forest commodities such as logs and sawn lumber, or becoming a significant player in the international market for higher-valued softwood products.

Ministry of Research, Science and Technology Chief Executive Dr Basil Walker said that over the next decade the forestry sector had the potential to increase its annual foreign exchange earnings to over $3 billion.

"The sector has a major challenge ahead to achieve its full potential. An essential component in the mix required to achieve this is a substantial and focused research effort by both the Government and industry," said Dr Walker.

The review facilitated by the Ministry of Research, Science and Technology, covers all New Zealand's government-funded forest products research. It includes new and improved processing and quality management methods and wood and paper products.

The report states that around $31 million is spent each year on research in the forestry sector. Of this, approximately $16 million is spent on plantation forestry research and $15 million on forest products research. Of the $15 million spent on forest products research, around $7.5 million is spent by commercial firms and $7.5 million is funded from the Government's public good science fund.

The report states that a recent strategy report by the Forest Industries Council has recognised the two most important issues facing New Zealand's forest industries:

1 The need for an industry strategy and associated action programme involving the cooperation of all participants working for the common good of the whole sector and
2 The need for the whole forestry sector to recognise and support fully the pivotal role of the sawmilling industry. While various alternative development paths are recognised for the sector, the greatest impediment to collective industry growth is seen to be the lack of a strong, vibrant, innovative, internationally focused sawmilling industry.

The review team also noted that the New Zealand Forestry Research Institute (formerly the Forest Research Institute) is an internationally recognised centre of excellence for forestry and forest products research. It says that the various research organisations and the universities also have considerable forest products research capabilities and it is imperative that close links are maintained between scientists and engineers at the Institute and those in other organisations.

The report also notes that there is a persuasive argument for a major injection of funds into forest products research over the next decade and for this additional research to focus, to a large extent, on the solid wood industry. It says that this will require a commitment by both Government and industry to bolster the effort across the whole spectrum, from fundamental studies into wood properties to product development and marketing research.

The members of the review team were: Barry Ashwin, Technical Director, Fletcher Challenge Ltd; Dr Frank Beall, Professor and Director, Forest Products Laboratory, University of California at Berkeley; Dr David Bryant, General Manager, Scientific Services, Carter Holt Harvey; Dr Gordon Leary, Director, DSIR Chemistry; Mr John Turner, Director, Forestry Industry Services Ltd, Auckland.

SUMMARY OF CONCLUSIONS

- Sawmills provide the residues vital to the maintenance of competitive fibre-based forestry industries, and consequently, a vibrant and internationally focused sawmilling industry is pivotal to the future competitiveness of the whole forestry sector. Achieving this will require investment, and a research effort focusing on the needs of this industry and involving close collaboration between Government and industry.

* *Manager, Science Review, Ministry of Research, Science & Technology*

- New Zealand has technology leadership in research into radiata pine and radiata-based products. To maintain that position, a substantial forest products research effort must be maintained in this country. The overall level of forestry research funding is low, given current and potential export earnings from this sector.
- New crop radiata has markedly different properties and poses a major challenge to the forest processing and product industries. A substantial ongoing research effort is needed to make the best use of new crop properties and to manipulate further the genetic stock to enhance the next generation of trees.
- Both solid wood processing and pulp and paper manufacture have significant environmental impacts. Further development of these industries will be possible only if sound technical solutions are found to reduce significantly or eliminate pollution.

Red Stag

This month the Forestry Corporation of New Zealand is launching a new brand mark for its lumber products – The Red Stag.

It is a break away from all the conventions that have previously ruled marketing thinking in this country.

'Powerful Symbol'

According to Geoff Hipkins of The Corporation, "Red Stag is a powerful symbol and an effective piece of communication; it ranks with the likes of the Shell logo in its ability to achieve widespread recognition.

"The fact that the brand symbol and name are one and the same gives that extra reinforcement – when you see the brand, you say the name.

"Traditionally, the symbols and brand names used in the forestry industry have been tree or log related. We've deliberately gone away from that and chosen a symbol designed to add value and personality to our products, to ensure our products stand out and are distinguished from the competition.

"The RED STAG symbol has powerful and positive connotations around the world, particularly in our key Asian markets. The way we have used it in our brand is full of energy and movement, lifting it above the static images that have been used in the past."

Travel bags for trees

New Zealand's largest tree producer, Puha Nursery, is using Multiwall bags to ship millions of young trees throughout the country in comfort and style.

The idea of "travel bags for trees" began when Puha Nursery decided to use reject bags for shipping young trees. Although cost-effective, this method had its drawbacks, and the company decided to approach Multiwall Packaging to produce a custom-made bag.

According to Graeme Falloon, Director of Puha Nursery, the new bags offer the company some real advantages.

"We specialise in bare-rooted, open-grown trees predominantly for commercial use as shelter-belts on farms, or for forestry and local government purposes, and it is important that the trees arrive in prime condition," he said.

"The new bags not only protect the trees in transit but retain their integrity until replanting takes place – sometimes several days after shipment in rugged terrain and wet conditions," said Graeme Falloon.

Each bag is designed to contain young trees up to three metres high, and holds as many as 200 pine trees. User instructions and Puha Nursery's name and address are printed on the bags in bold green lettering.

Graeme Falloon said that the company was very pleased with the new Multiwall travel bags.

"We are delighted with the bag, its appearance, performance and pricing, and believe that our decision to invest in a custom-made bag was the correct one."

Puha Nursery is based in Gisborne and handles approximately ten million trees per annum.

Swastika shape in forest

German officials recently said they had discovered a forest in the shape of a huge Nazi swastika probably planted 60 years ago by the Hitler Youth. The forest near the east German town of Zernikow measures more than 100 m from tip to tip and can be seen only from the air. It is especially vivid when its larch trees turn bright green in spring and yellow in autumn. Guenter Reschke, a regional government official, said he discovered the forest while looking through aerial photographs taken in 1988. Research showed that the larches were apparently planted in the shape of the swastika in the mid-1930s, during the Nazi Third Reich, by village children in the Hitler Youth.

LETTERS

Cork Oak trees

Sir,

Our local group is embarking on a project to locate and study all Cork Oak trees within New Zealand in order to obtain information on their growth rates, seeding habits and site preferences.

If possible, we intend to collect seed, grow on selected samples for further study and comparison with imported clones with a long-term objective of perhaps establishing a cork industry to meet local needs.

Could we use your columns to invite interested persons and agencies to write to the address below with information on any Cork Oak trees of any age that they may know about?

The likely species will be *Quercus suber* (the most common); *Quercus variabilis* (Chinese Cork Oak); *Quercus occidentalis* (West Europe); a hybrid named *Quercus hispanica* and Q. *lucombeana*.

We would like as much information as possible on each tree, including age, height, diameter, specific location and owner, soil type, aspect, exposure and general health, etc.

All data will be made available to the public through your columns in due course.

Ross Macarthur,
Convenor,
Marlborough Tree Growers Association Hardwood Action Committee,
Cork Oak Project,
The Grove, RD 1, Picton.
Phone (03) 574-2265
Fax 0064 3 57699

Institute direction and public image

Sir,

In NZ Forestry, May 1992, John Purey-Cust asked the question: "What of the future and the next million hectares? Will it all have to be the same, corporately owned, all marching in step, singing the company song, or is there another more interesting way?"

We in farm forestry have been thinking along these lines for many years but unfortunately have not planted more than about 15% of the present exotic resource.

In recent months there have been