

- 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.



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