

# Sustainable Forest Management and Timber Production

## *Delphi Expert Survey*

Scion is conducting a study on the factors that influence the credibility of marketing forest products from planted forests. In this interview, we would like to know *your* beliefs and attitudes based on your experiences on the trends that you noticed over the past years. Your views are important and will help guide future decision making.

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Delphi ID: D\_\_\_\_\_

Mode of interview: \_\_\_\_ Email only (1), \_\_\_\_ Email + phone call (2), \_\_\_\_ Email + video conference (3),  
\_\_\_\_ Email + face to face (4)

Name of respondent: \_\_\_\_\_

Organisation: \_\_\_\_\_

Position: \_\_\_\_\_

Number of years working in the profession: \_\_\_\_\_

Country: \_\_\_\_\_

Interview date: \_\_\_\_\_

Time started: \_\_\_\_\_

Time completed: \_\_\_\_\_

Interviewer: \_\_\_\_\_

### **Impressions about New Zealand**

1. How do you view New Zealand as a producer of forest products from planted forests?

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2. What is your opinion on how New Zealand (NZ) produces logs and timber from planted forests? What do you think are the strengths and weaknesses of New Zealand compared with other timber producing countries?

Opinion: \_\_\_\_\_

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Strengths: \_\_\_\_\_

\_\_\_\_\_

Weaknesses: \_\_\_\_\_

\_\_\_\_\_

3. Which other country or countries would you associate alongside NZ as a producer of timber products? Why?

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4. Which other country or countries would you NOT associate alongside NZ as a producer of timber products? Why?

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**Thinking about wood products grown in your own country/region:**

5. What are the most desirable attributes or features of forest products from the perspective of the international market?

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6. Besides price and quality, what other attributes would the international market consider?

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### **Your views on 'credence'**

'Credence' means truthfulness, or believability. In agriculture, organic, grass-fed and free-range are examples of 'credence attributes': a feature of a product that cannot be readily ascertained by consumers, but may have environmental, animal welfare, social welfare or cultural benefits. Many consumers are willing to pay more for products with these additional qualities.

7. Have you heard of credence attributes before? **Y / N** If **Y**, what credence attributes do you think might be important for wood products?

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8. Are you aware of any wood product suppliers promoting to customers about environmental aspects of how the product is grown in the forest (e.g., biodiversity, water footprint, ecosystem services provision etc., sustainably managed, forest regeneration, etc.)? **Y / N**

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9. Are you aware of any wood product suppliers promoting to customers about social aspects of how the product is grown in the forest (access for recreation, gathering food, community engagement, harvesting safely, etc)? **Y / N**

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10. Are you aware of any wood product suppliers promoting to customers about legal aspects of how the product is grown in the forest (forest legality, certification, meeting Montreal Process C&I)? **Y / N**

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11. Are you aware of any wood product suppliers promoting about environmental aspects of how the product is manufactured (carbon footprint, chemical free production, renewable packaging, etc)? **Y / N**

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12. Are you aware of any wood product suppliers promoting about social aspects of how the product is manufactured (free of slave labour, job creation, social licence, or job creation)? **Y / N**

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13. What about aspects such as timber being *organically grown* (i.e. restrictions on the use of sprays and chemical fertilisers etc. in a same manner as horticulture and viticulture), is that something that might translate across from food to fibre production? **Y / N / Unsure**

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14. Do you think people would prefer to buy forest products with credence attributes than those which do not? **Y / N / Unsure** If Y or N, why?

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15. Are people willing to pay more for timber products with credence attributes and if so, what are the most profitable ones? **Y / N / Unsure**

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### **Concerns**

16. With the current over supply from beetle infestations and fire salvaged logs, are there any concerns from customers around wood quality from these sources?

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17. Have there been any concerns raised by the public about the way wood is being grown, harvested or produced by your local forest companies?

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18. Is there evidence of investment in addressing these concerns by your local forest sector?

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19. Besides legality, has there been any concerns raised by the public about the way wood is being grown, harvested or produced for imported wood products?

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#### **Credence attributes in general**

20. In New Zealand, we sell non-timber forest products such as honey from manuka (*Leptospermum scoparium*), a New Zealand tea tree. This must have a certain Unique Manuka Factor or UMF potency requirement to be claimed as medicinal grade. Are you aware of any certification schemes or concerns from the public about claims made about non-timber forest products?

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21. Are you aware of any particular studies on people's attitudes toward these Credence Attributes?

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22. Which credence attributes do you think will likely grow in prominence over next five to 10 years and why?

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23. Where do you think forest certification (e.g. FSC (Forest Stewardship Council), PEFC (Programme for the Endorsement of Forest Certification)) is heading towards over the next five to ten years and why?

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24. Where do you think is the reporting of corporate social responsibility of producers of forest products from planted forests heading into over the next five years? For example, some companies started to have a public sustainability reporting and/or incorporating green initiatives in their annual reporting.

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25. Do you have a person or two in mind who we should also include in our list of Delphi respondents? **Y / N**

If **Y**, please provide name and email address \_\_\_\_\_

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26. In addition to this Delphi survey, we are also conducting a similar online survey on forest economics, trade and credence. Do you also have a person or two in mind who we should also include in our list of online respondents? **Y / N**

If **Y**, please provide name and email address \_\_\_\_\_

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27. We would like to know if there is anything else that we missed? Or do you have any other comments related to the questions above?

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**Thank you very much for your time!**