

Oak Markets

A Global Perspective



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Outline

- Brief History of Markets
- Two Demographics of Markets
- Export Markets
- Today's Markets
- Future



Brief History

- White Oak Preference
 - Ship building
 - Barrels
 - Decay resistance
- Red Oak
 - Flooring, Rail Road Ties, Military crating
 - 1950 through 1980's



Two Demographics

- Baby Boomers Wanted
 - Oak flooring
 - 1960 – 1970 Carpet caused a market decline
 - Mill work
 - 1980's used in hotels & homes
 - Cabinets



Two Demographics

- New Generation Late 1980's
 - Wanted less grainy wood
 - Oak priced it self out of market favor



Export Markets

- Demand Trends Followed U.S. Trends
- Europe Desire for Select Northern Red Oak
 - White Oak High demand for barrels
- Export Logs & Lumber to China
 - Shipped back to U.S. as finished goods



Today's Markets

- Bedroom & Furniture decreased desire
 - 1998 white oak 5% & red oak 17%
 - 2008 white oak 7% & red oak 3%
 - Rank of other species % of Market
 - Cherry 12%
 - Maple 9%
 - Rubberwood 9%
 - White Oak 7%
 - Ash 6%



Today's Markets

- Oak Flooring
 - Very popular and a good market
 - Strong competition from
 - imported tropical woods
 - composites (bamboo)
 - other material and domestic species
- Industrial Grade
 - Rail Road ties
 - Pallets



Future

- Major Species Group
- Market Trends
- Other Types of Products



Thank you



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