Montana Wood Products Conference

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The forest products industry cannot depend on increasing population and per capita income for continued growth, lumbermen were told at the first Montana Wood Products Conference in Missoula.

Concentration on developing marketing programs to increase wood products sales is needed, Dr. Lee M. James, professor of forestry at Michigan State University said.

The situation in which national demand for wood products is decreasing while Montana production is increasing prompted the conference which was sponsored by the Schools of Forestry and Business Administration at Montana State University.

Fifty representatives from sawmills, plywood mills, the forest services and banks took part in the one-day concentrated study of wood products marketing.

Experts in forestry and marketing discussed various aspects of current and projected production and consumption. Participating in the program were: Robert Benson, market research specialist with the U. S. Forest Service; Kent T. Adair, forest economist, MSU School of Forestry; Dr. John Krier, MSU professor of forestry; Dr. Norman Taylor, associate director of the Bureau of Business and Economic Research at MSU; Lawrence Hunt, assistant professor of business administration; Dr. Thomas G. Johnson, associate professor of business administration, and Dr. James.

The conference began with an identification of the market for wood products and the current market problems. More diversified production of wood products, sales promotion of Montana wood to identify it from that produced in other states and market research to determine what customers want and need were suggested as means of improving the wood products market.

Because of interest shown in this meeting future conferences may be scheduled, according to Kent Adair, conference coordinator.

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