



## **2018 Customer Market Acceptance Research Executive Summary**

Leger: The Research Intelligence Group was commissioned by the Forest Products Association of Canada, with support from Forestry Innovation Investment and the Canadian Council of Forest Ministers Forest in Mind program, to conduct a biennial study at the executive level of pulp, paper and wood buying companies in several countries regarding their perceptions of forest products and environmental issues.

The survey included a telephone survey conducted in the fall of 2017 with 190 professionals in nine different countries including the United States, Germany, the Netherlands, the United Kingdom, Italy, China, Japan, Korea and India.

### **Survey results confirm Canada and B.C. as leaders**

- As a supplier of forest products, Canada ranked the highest in terms of environmental practices and environmental reputation. This confirms the findings of the same survey conducted two years ago.
- 98% of people surveyed believed that Canada performs better than average on environmental practices while 99% believed Canada performs better than average in terms of environmental reputation.
- The survey also confirmed that the province of British Columbia (B.C.) is seen as a leader in terms of environmental practices and environmental reputation with 99% of respondents also ranking B.C.'s environmental reputation as better than average.
- B.C. was ranked highest by respondents from North America and Asia.

### **Canadian forest products recognized for quality**

- Survey respondents appreciated Canadian forest products because of their quality, followed by other characteristics including sustainability, abundance and availability.
- Respondents positively perceive Canadian suppliers in terms of forest management reputation and, more specifically, 96% of respondents have a positive impression of how Canadian forests are managed.
- The perception of B.C.'s forest management practices was positive across all markets.
- Respondents also positively evaluated Canada's performance on environmental issues. The most positively perceived attributes relate to legality assurance and forest management practices.

### **Use of forest products mostly stable**

- 41% of respondents claimed that their use of forest products has increased over the past five years, while 38% claimed it stayed the same. 21% claimed that it has decreased, primarily in the pulp and paper sector.

### **Price, product quality and availability matter most to customers**

- In alignment with the survey conducted two years ago, price, quality and availability are the most important criteria for companies when they choose where to source forest products.
- European companies are more likely to pay attention to legally sourced forest products, forest management reputation and supplier relationships. They also require certifications and look for eco-labels because their customers require them to do so.

- Environmental considerations have remained stable in Europe and North America over the past five years, while more than half of respondents from Asian say that the importance of environmental considerations in their purchase decisions has *increased* in the past five years.
- Results show that the legality of sources, air and water pollution, and regeneration are the most important environmental issues for companies.

**Certification is important**

- 80% of respondents regard forest certification as important when choosing forest products.
- European companies are more likely to require certifications. By contrast, 79% of respondents from the U.S. would rather source forest products from a supplier with a good reputation for strong forest management practices, even if this supplier is not certified.
- FSC (Forest Stewardship Council) and PEFC (Programme for the Endorsement of Forest Certification) are still the most used and appreciated certification standards.

For a copy of the full report contact:

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