

White Birch Bark

By Logan Sears
Long View Forest, Inc.
Westminster, Vermont

Outline

- Introduction of myself.
- Overview of company.
- Background of bark business.
- The three “stages” to bark.
- Uses
- Questions

Introduction

- Logan Sears
 - Raised in Sharon, Vermont, just north of White River Junction.
 - Grew up on an active 65 acres of forest.
- Studied Forest Operations Science at The University of Maine, Orono.
- Started with Long View in January of 2012.
- Responsible for:
 - Bark business.
 - Forwarder operation.
 - Mapping for all forestry clients and harvest operations.

Company Overview

- Contracting
 - Based in Westminster.
 - Work primarily in Windham county, also one crew in Orange county.
 - Started in 2000 with one forwarder and two hand cutters.
 - Now employ 6 forwarders, 3 harvesters and a total of 14 people on the ground.
 - Harvested about 7 million feet in 2012, 2.5 million of low grade included.
 - Net revenue for entire company was around 1.5 million.
 - Contracting also includes Woodland Services.

Overview continued

- Management
 - Joined with Andy Sheere and Future Generations Forestry a year and a half ago.
 - Now manage roughly 20,000 acres of privately owned forestland.
 - Land base is owned by about 220 clients.
 - One full time forester with 3 “on-call”.

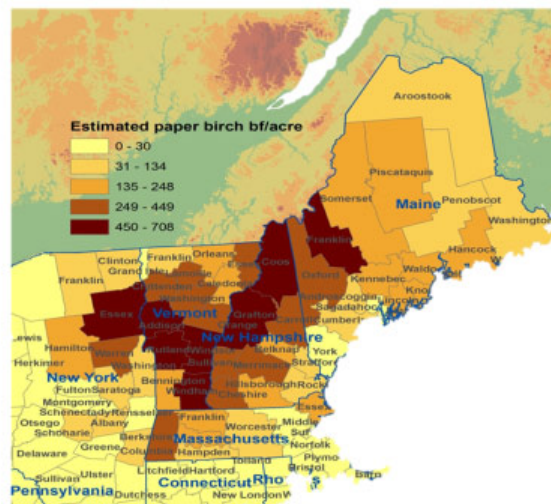
Birch Bark

- Long View purchased business from Irwin Post in 2003.
 - Included harvesting gear and customer list.
- Procurement and sales historically managed by Jack, harvesting by crew member.
- Hours per year range from 150 to 550.
- Fits well into work flow with spring downtime and restart, depending on the year.
- Keeps 2-3 crew members busy through June and July.

Three stages of birch bark

- Procurement
 - Foresters, landowners, loggers.
- Harvest
 - VT, NH, ME, NY
- Sales
 - Nation wide.

Procurement



Procurement

- Advertising.
 - Northern Woodlands.
 - Sawlog Bulletin.
- Calling and e-mailing potential sources.
 - Foresters, logger, landowners.
- Pay landowner or logger \$3.50 per sheet of bark peeled.

Harvesting



Harvesting



Harvesting

- Season runs from June to late July.
 - Weather will dramatically affect peeling.
- Peel small percentage of trees in a stand.
 - 10-20%
- Look for good sites.
 - Elevation, aspect, timber type, soils.

The Harvesting Process



Process continued

- Tools of the trade:
 - 4-wheeler and trailer, climbing harness and spurs, utility and putty knife.
 - No fear of heights!
- Two guys peel, one carries bark.
 - Peel our way up, skip over spots we don't like.
 - Peel to first branch, bad bark, or extent of comfort.
- Transported by ATV to truck, put into cargo trailer for ride to shop.

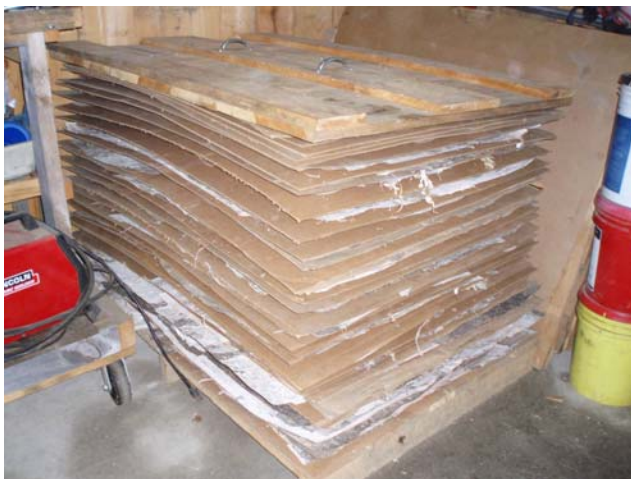
Transport



Quality



Storage



Sales

- 4,000 to 12,000 square feet sold per year.
- 70,000 square feet over 11 years.
- 59% of all sales covered by two customers.
 - Remaining 41% covered by 55 plus customers.
- \$16,000 to \$45,000 net revenue per year.
 - Random sales create big differences.
- Very little advertising.
 - Word of mouth.

Sales

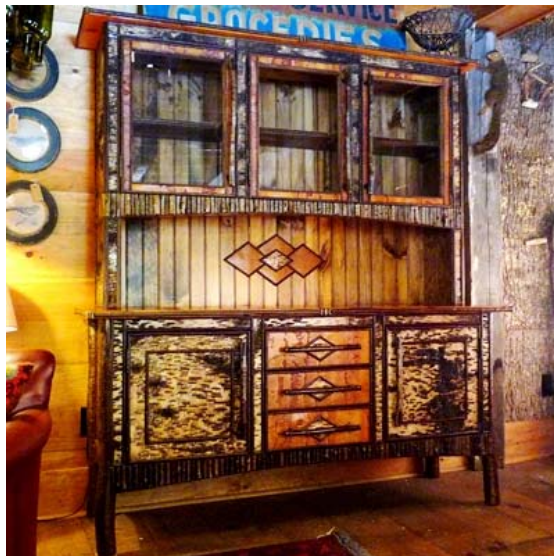
- As bark is sold it is measured and tallied.
 - Per square foot pricing
 - Depends on volume being purchased.
- Ship 100 feet at a time all over the country.
 - California, Colorado, New York.
- Arts and crafts, furniture makers, interior decorators, wedding planners.



Uses



Uses continued



Uses continued



Sources

- Long View Forest
 - Jack Bell
 - Andy Sheere
- FIA dataset
 - <http://fiatools.fs.fed.us/fido/index.html>
- Dartbrook Rustics
 - Keene, New York.
- Jeff Smith
 - Thetford, VT



