

dcr

Massachusetts



A Legacy in Wood

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*Crane Model Farm, Dalton
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Topics

Past as Prologue...

- Lessons in Chestnut Lumber
- Opportunities in Ash

Lessons From Chestnut



Utility of Chestnut Wood in 1908

- Boxes & crates
- Furniture
- Musical instruments
- Interior finish and stair work
- Cooperage
- Agricultural Implements
- Toys

4 MMbf

Lessons From Chestnut

Utility of Chestnut Wood in 1908

- Railroad Ties
 - Telephone/Telegraph Poles
 - Home Fuelwood
 - Fuelwood for Lime Kilns & Brickyards
- Bridges
 - Framing Lumber
 - Siding & Shingles
-  *Predominantly
Local Use*



Legacy of Chestnut?

Hiding in the walls

What Chestnut Lacked

Foresight...

...Marketing!



The Ash Advantage

*High-Quality,
High-Visibility Uses*



The Ash Advantage

Not Excessively Abundant – a “niche” species

In Forests:

- 305 MMbf – About 4% of all volume
(245 MMbf on private land)

In Urban Forests:

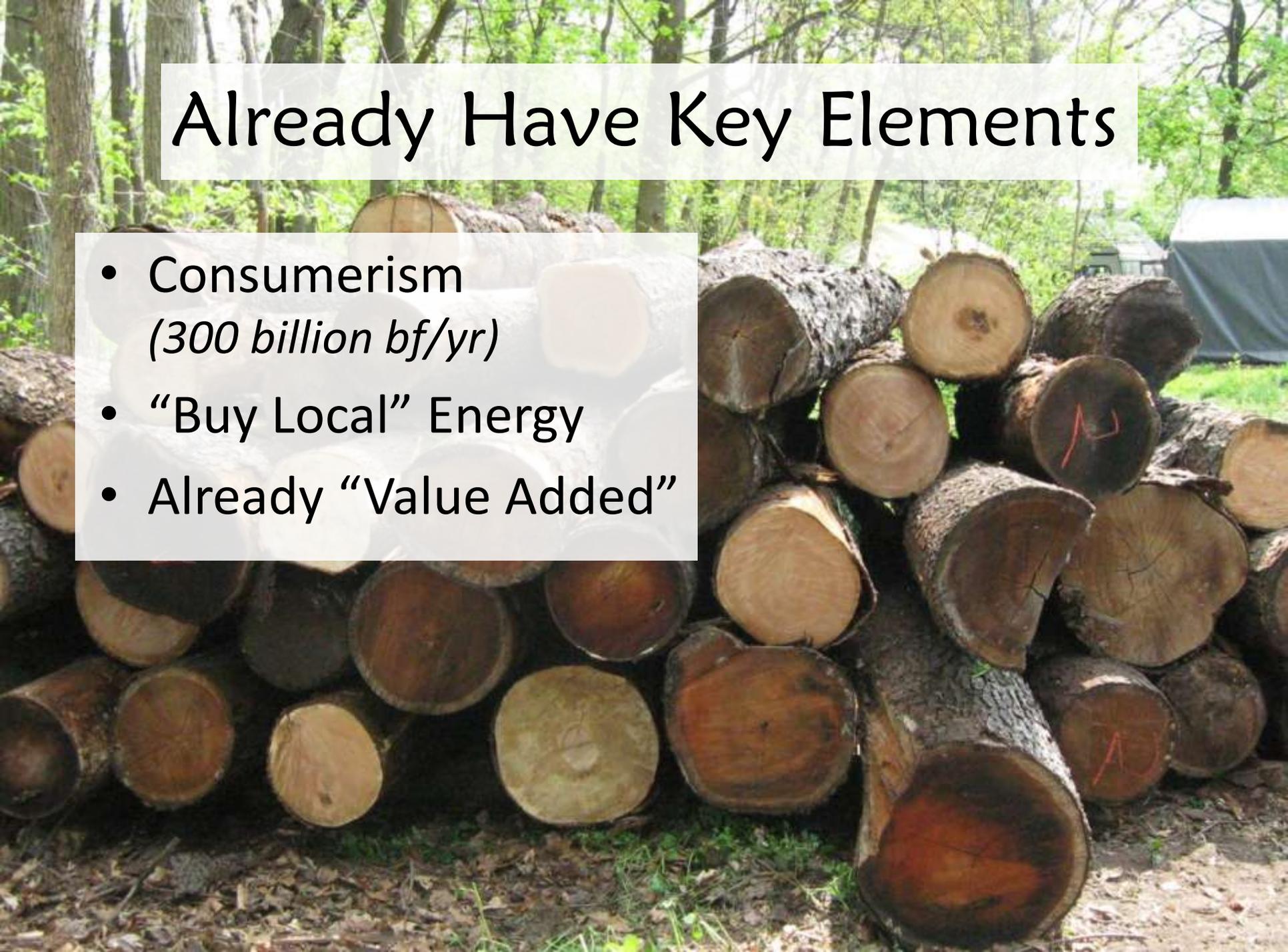
- About 4-5% of Street Tree Inventories*

Sources: Forest data from USDA Forest Service FIA, 2010

**Mollie Freilicher, personal communication*

Already Have Key Elements

- Consumerism
(300 billion bf/yr)
- “Buy Local” Energy
- Already “Value Added”



Value Added

- Novelty
- Wood With a Story
- (Could Be) Customized
- Being Part of Something Historical



The Ash Advantage

Much Marketing Already Done...



...for the Pest!

The Ash Advantage

Contemporary Examples



Urbanwood.org

Southeast Michigan's
Reclaimed Wood Marketplace



Illinois Emerald Ash Borer Wood Utilization Team



COMMUNITY
TREES



DYING
TREES



ARBORISTS



SAWYERS



WOODWORKERS



INTERMEDIARIES



END USERS

Pioneering New Niche Markets

Take-Home Messages

- Stewardship Carries on After Life of Tree
 - Cradle-to-Grave Approach
- Wood With a Story
 - Part of our history
- Ash Doesn't Need to Be a Liability



Thank You!

