



# Canadian Wood Fibre Centre (CWFC)

## Information and consultation

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*April 4, 2007*

*Sault Ste Marie*





# Background

Fragmentation problem in forest sector research - 2002

**CFIC created - 2003**

“Upstream“ gap identified in Institute portfolio ~ 2004

Canadian Wood Fibre Centre launched – April, 2006

**FPIinnovations approved – December, 2006**





# Why

- Forest sector will “transform” away from commodity and towards more innovative specialty type niche markets, each requiring its own particular mix of fibre attributes
- **Managing complexity** in moving the right fibre attributes to the right place at the right time at the right cost demands more sophistication in forest planning and supply optimization
- To respond effectively, FPInnovations needs more forest level research capacity than Feric, Forintek and Paprican currently provide – hence the CWFC



## What

- A “virtual” organization conducting coordinated forest level research and knowledge transfer in all regions of Canada

## How

- A public-private partnership via FPInnovations



## Who & Where

- 55 CFS scientists and staff
  - headquartered in Ottawa
  - located in CFS regional offices
    - Victoria
    - Edmonton
    - Sault Ste. Marie
    - Quebec
    - Fredericton
    - Corner Brook



## Vision

*Canada's wood fibre is sustainably managed to give the forest sector a strong competitive advantage in a global marketplace*

## Mission

*The Canadian Wood Fibre Centre will create innovative knowledge to expand the economic opportunities for the forest sector to benefit from Canadian wood fibre*

***Forest level (“upstream”) research***





# Strategic Direction

## *From FPInnovations*

- **Optimize the value chain**
- **Global leadership in sustainable harvest and renewal**
- **Enhance competitiveness**
- Diversify markets
- Control costs
- Become an energy contributor
- Develop breakthrough technologies

## *From NRCan – CFS*

- **Promote competitiveness**
- **Grow opportunities through R&D**
- **Ensure forest sustainability**
- Pursue a sustainable future for rural Canada
- Expand international influence



# The Canadian Wood Fibre Centre in 2017

- the national authority on characterization of Canadian wood fibre
- an innovator in the development of forest inventory technology, forest management planning tools and reforestation techniques
- a knowledge leader in integrating Canadian wood fibre into a profitable forest products value chain

***4<sup>th</sup> Business Unit of FPInnovations***

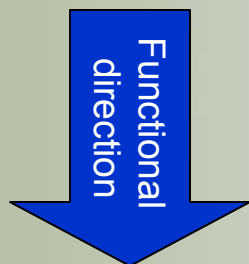




# FPInnovations

**Canadian  
Forest  
Service**

Legal, financial  
& administrative  
direction



Board of Directors

President & CEO

Divisional  
Steering Committee

Divisional  
Steering Committee

Divisional  
Steering Committee

Divisional  
Steering Committee

**Canadian  
Wood  
Fibre Centre**

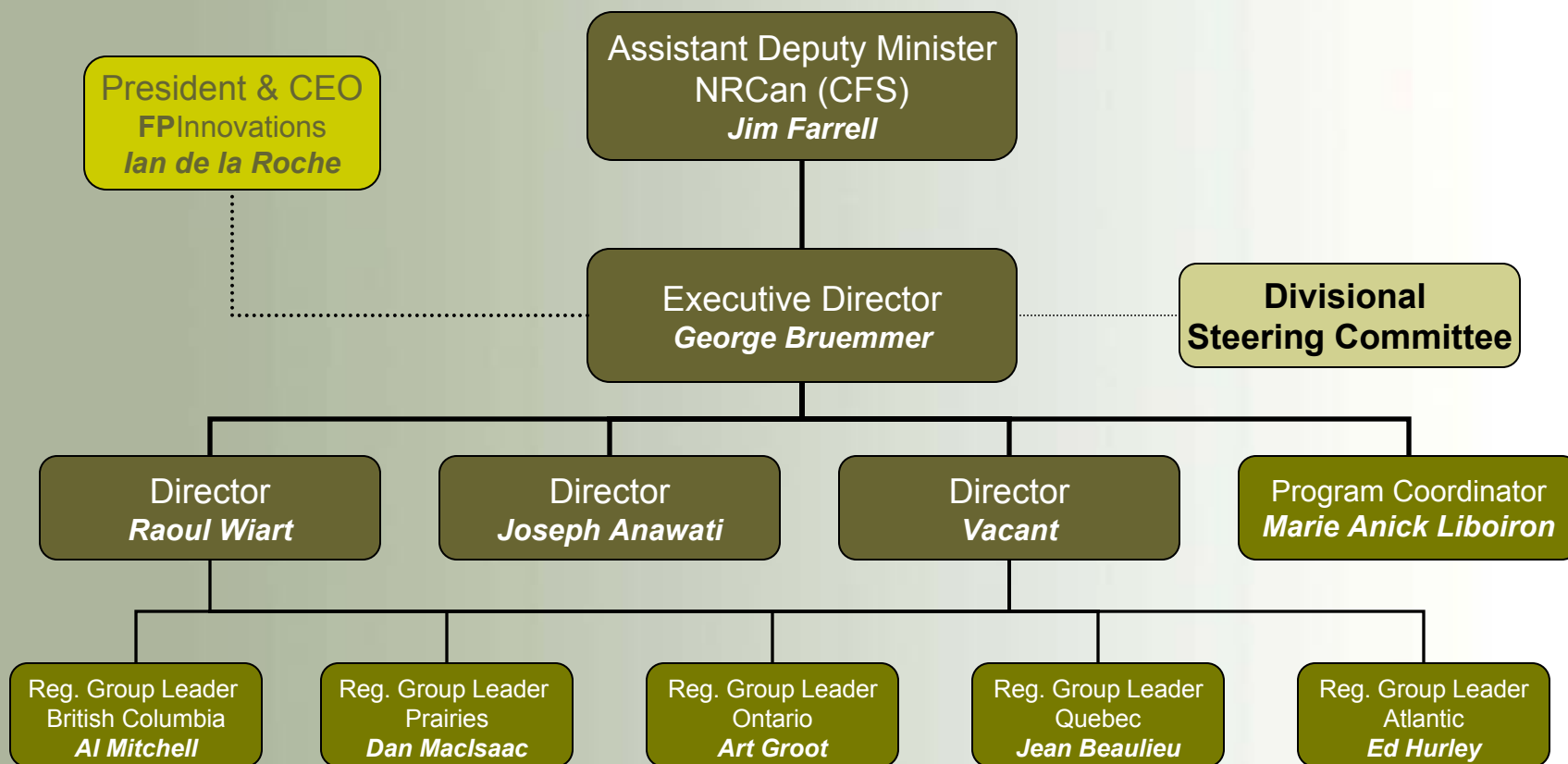
FERIC

Forintek

Paprican

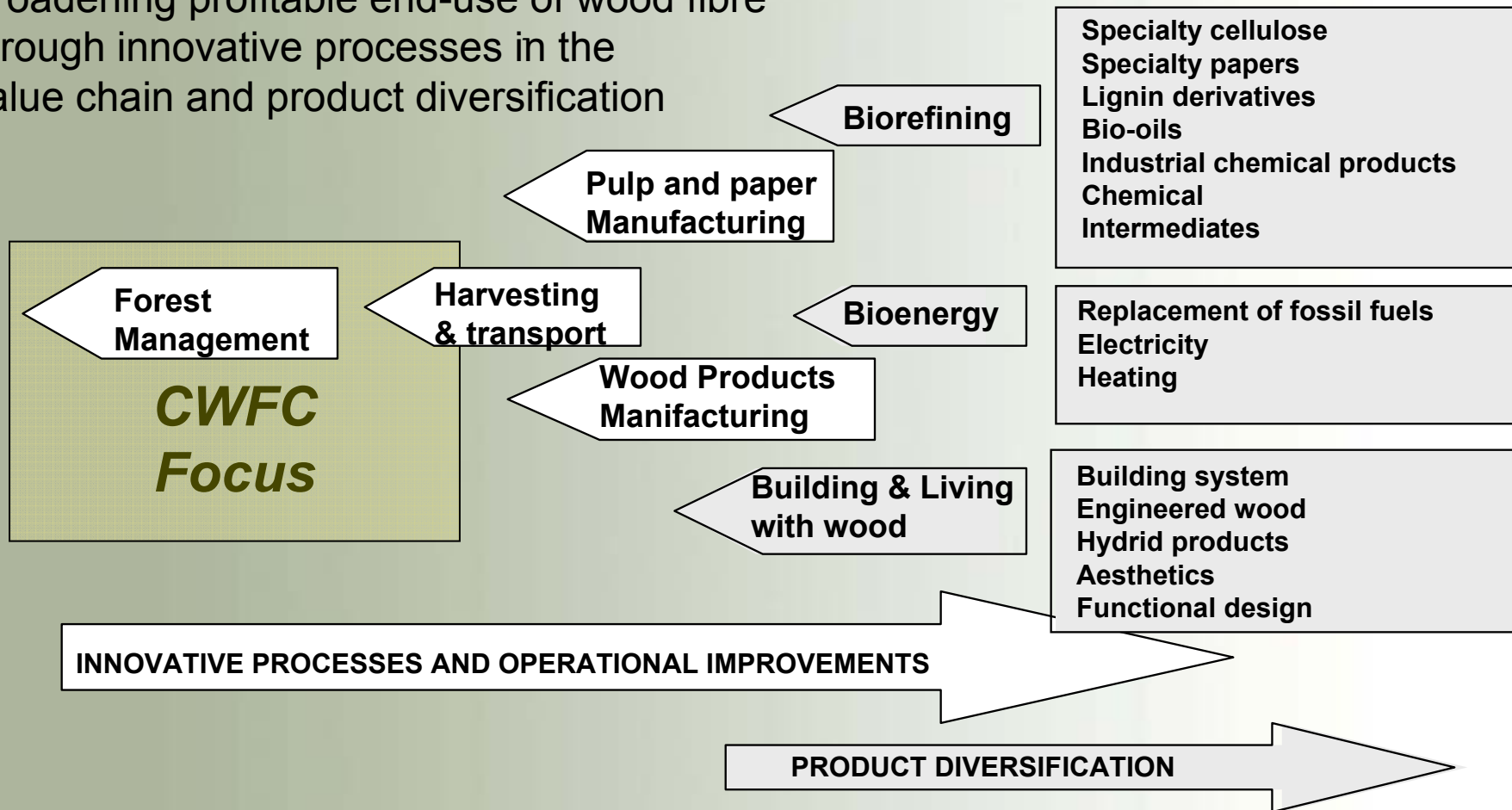


# Organizational Structure





Broadening profitable end-use of wood fibre through innovative processes in the value chain and product diversification

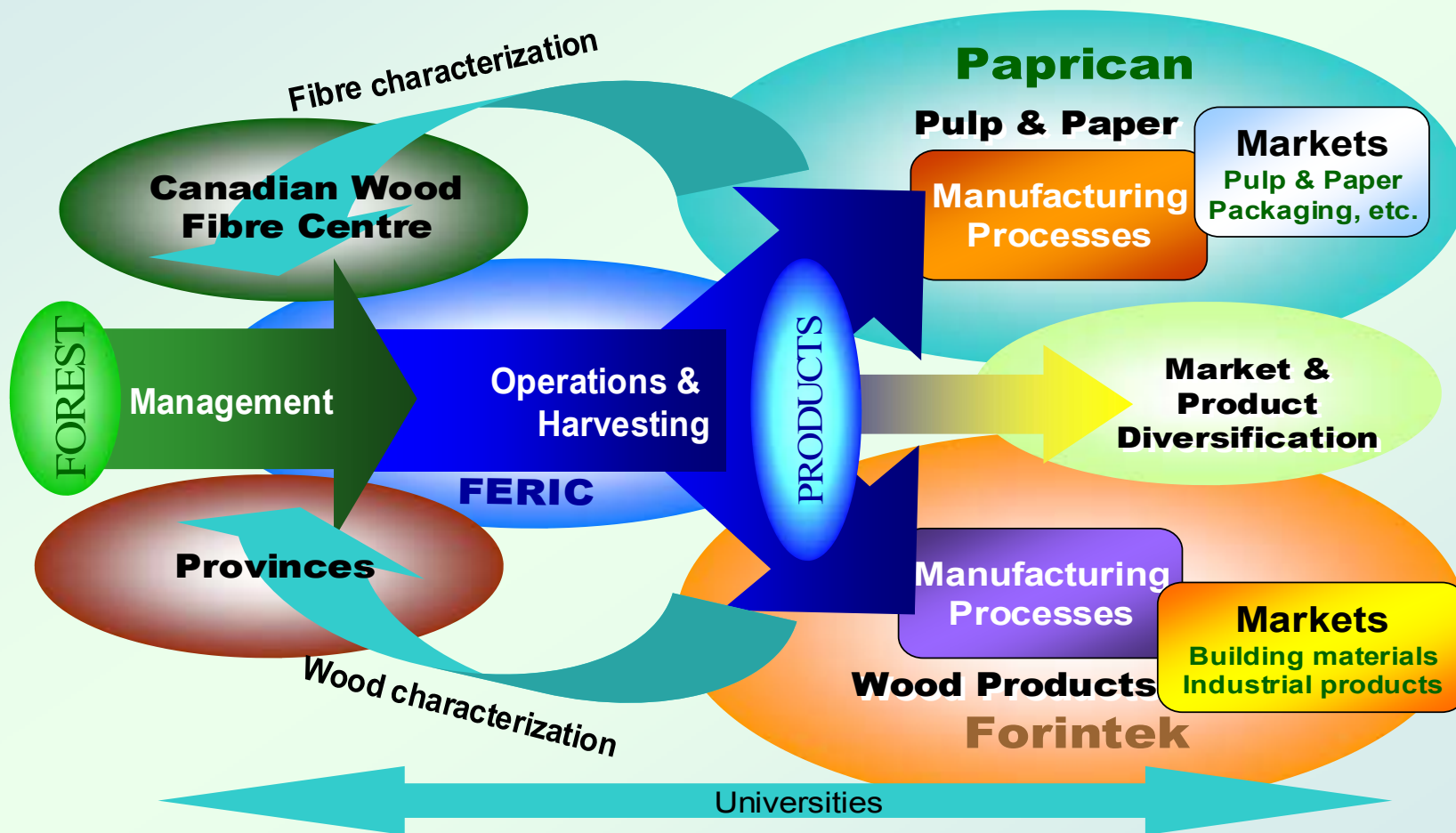


Knowledge Strategy for a Renewed Forest Sector - FPInnovations





# The Forest Sector Value Chain





# Objectives – 2006 to 2009

## 1. Develop Research Program

- Focus on optimizing the economic value of Canadian wood fibre
- Align silviculture research with economic value
- Improve forest management planning systems

## 2. Incite Uptake and Application

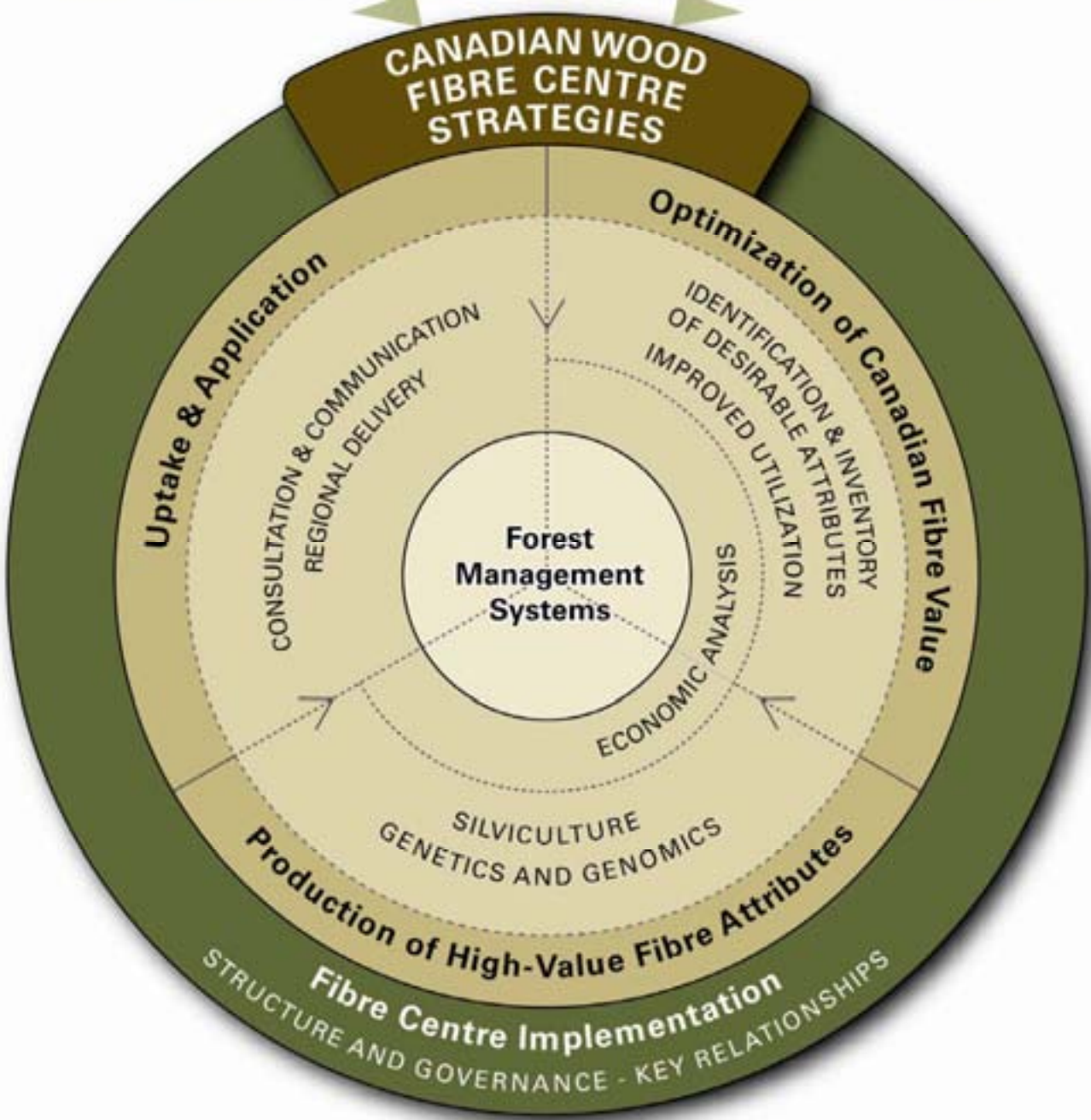
- Engage existing regional mechanisms
- Facilitate consultation and communication

## 3. Set up Structure and Function

- 4<sup>th</sup> Business Unit of FPIInnovations
- Engage provinces and industry

CFS Strategies

FPInnovations Strategies



# Canadian Wood Fibre Centre Centre canadien sur la fibre de bois



Natural Resources  
Canada

Ressources naturelles  
Canada

Canada