

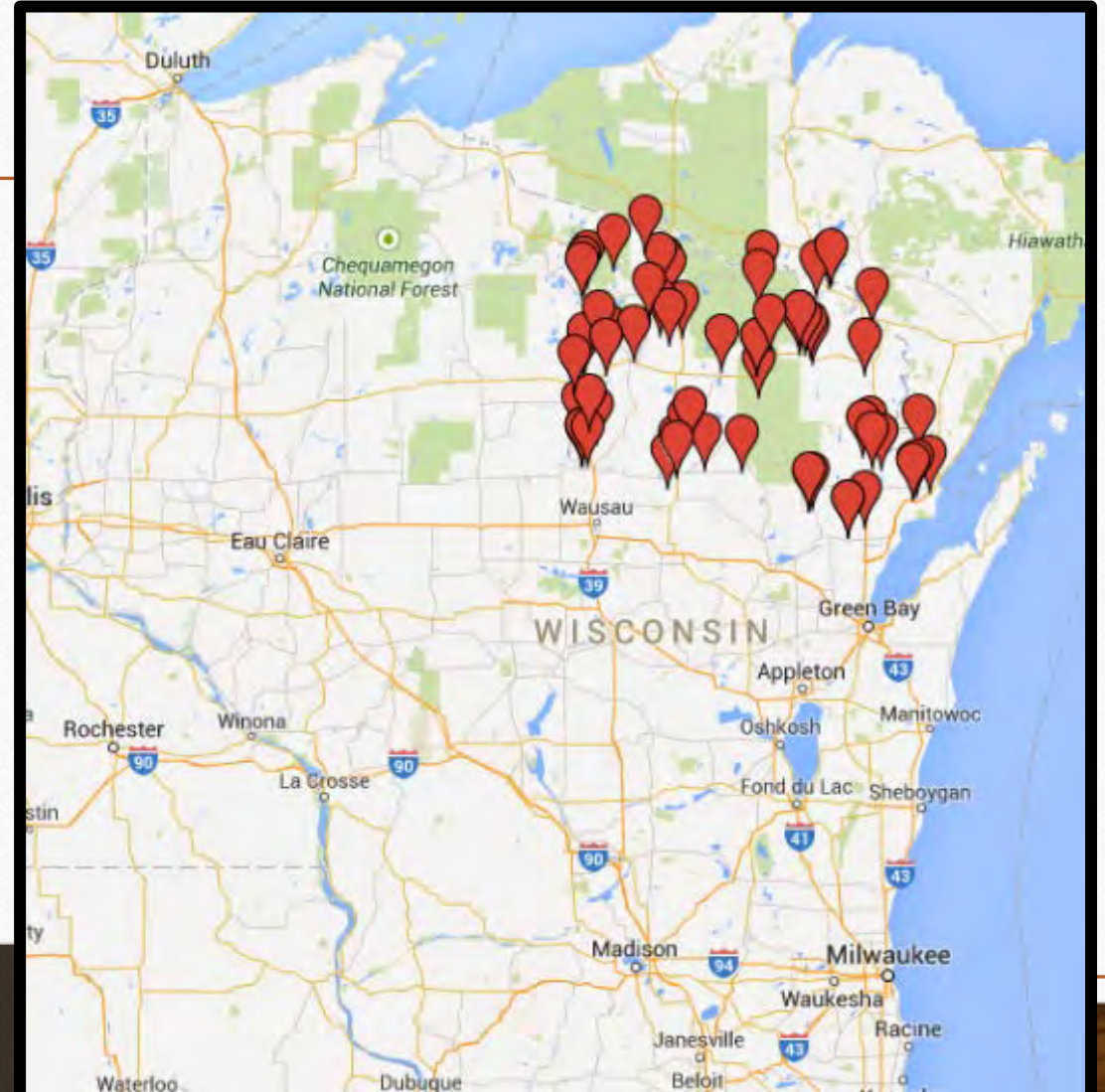
Grow North

Mapping and Market Intelligence

May 2015

Mapping companies in the Grow North Region

- 66 Companies
- 41 Unique product categories
 - Lumber
 - Value add processing
 - Containers and Pallets
 - Furniture & signs
 - Architecture & building products
 - Household goods & tools
 - Residue



Market Intelligence – Commodity & Product Demand

- Consultant research has identified a number of potential and current product markets for Grow North companies including:
 - Railroad ties
 - Timber mats
 - Institutional furniture
 - Juvenile furniture
 - Niche regional ornamental products
 - Wood products for agriculture
 - Thermally modified wood
 - Cross laminated timber

Wisconsin Economic Future Study

- The wood products industry as defined under NAICS code 321 – Wood Products Manufacturing and 337 Furniture & Related Products are both listed as drivers in Wisconsin
- NAICS 321 on a statewide basis:
 - Sufficient wood supply to support industry growth
 - Exports increased by 12% from 2010 to 2011
 - Increased technological innovation is needed to reduce costs and environmental impact
 - Innovation is required to compete with new non-wood product alternatives

Wisconsin Economic Future Study

321 Wood Product Manufacturing Exports

United States Exports (Origin of Movement – Total) via Wisconsin								
NAICS Code: 321, Wood Product Manufacturing								
YTD Comparison: January – December								
		U.S. Dollar (adjusted to 2011)			% Share			% Change
Rank	Country	2009	2010	2011	2009	2010	2011	2011/ 2010
	World	135,560,797	177,930,026	199,276,038	100.00%	100.00%	100.00%	12.0%
1	Canada	91,266,566	120,322,882	135,577,962	67.3%	67.6%	68.0%	12.7%
2	China	7,312,949	11,972,090	17,063,078	5.4%	6.7%	8.6%	42.5%
3	Japan	3,913,389	5,142,887	7,140,621	2.9%	2.9%	3.6%	38.8%
4	United Kingdom	6,870,228	6,582,936	6,512,454	5.1%	3.7%	3.3%	-1.1%
5	Italy	5,009,152	4,823,526	4,250,019	3.7%	2.7%	2.1%	-11.9%

Source: Foreign Trade Division, U.S. Census Bureau.

⁷ Wisconsin Country Forests Association.

⁸ Foreign Trade Division, U.S. Census Bureau.

Wisconsin Economic Future Study

321 Wood Product Manufacturing Exports

State	Rank	Exports (Real 2011 \$, 1,000)			% share			% change
		2009	2010	2011	2009	2010	2011	2010-2011
Pennsylvania	4	\$234,286	\$297,913	\$290,889	5.3%	5.4%	5.0%	-2.4%
North Carolina	5	\$176,159	\$246,064	\$287,515	4.0%	4.5%	4.9%	16.8%
Ohio	9	\$157,606	\$191,066	\$206,314	3.6%	3.5%	3.5%	8.0%
Georgia	10	\$138,250	\$197,542	\$205,074	3.1%	3.6%	3.5%	3.8%
Wisconsin	11	\$135,561	\$177,930	\$199,276	3.1%	3.2%	3.4%	12.0%
Indiana	17	\$161,952	\$170,421	\$160,744	3.7%	3.1%	2.7%	-5.7%
Michigan	18	\$118,488	\$142,618	\$129,675	2.7%	2.6%	2.2%	-9.1%
Minnesota	22	\$64,211	\$78,914	\$85,197	1.5%	1.4%	1.5%	8.0%
Illinois	25	\$37,403	\$47,108	\$63,658	0.9%	0.9%	1.1%	35.1%
UNITED STATES		\$4,396,422	\$5,511,223	\$5,858,987	100.0%	100.0%	100.0%	6.3%

Source: Foreign Trade Division, U.S. Census Bureau.

Wisconsin Economic Future Study

- NAICS 337 on a statewide basis
 - Greatly affected by the general state of the economy and the housing market in particular
 - 4 years of growth but has not returned to levels of 2006 and 2007
 - Output has declined from 2008 to 2011
 - Exports have increased 2009 to 2011 by 29.5% with the majority going to Canada
 - Success is highly dependent upon transportation cost due to large size of goods
 - Future issues possible due to the high use of solvents, paints, and adhesives

Wisconsin Economic Future Study

337 Furniture & Related Product Manufacturing

United States Exports (Origin of Movement – Total) via Wisconsin								
NAICS Code: 337, Furniture and Related Product Manufacturing								
YTD Comparison: January – December								
		U.S. Dollar (adjusted to 2011)			% Share			% Change
Rank	Country	2009	2010	2011	2009	2010	2011	2011/ 2010
	World	132,497,020	155,626,627	171,554,654	100.0%	100.0%	100.0%	10.2%
1	Canada	76,068,530	95,255,464	103,567,280	57.4%	61.2%	60.4%	8.7%
2	Saudi Arabia	2,127,581	9,312,128	11,018,987	1.6%	6.0%	6.4%	18.3%
3	Mexico	7,979,886	8,095,928	6,721,406	6.0%	5.2%	3.9%	-17.0%
4	United Kingdom	3,675,276	5,211,644	5,056,451	2.8%	3.3%	2.9%	-3.0%
5	Venezuela	3,770,934	3,008,845	4,226,083	2.8%	1.9%	2.5%	40.5%

Source: Foreign Trade Division, U.S. Census Bureau.

Wisconsin Economic Future Study

337 Furniture & Related Product Manufacturing

State	Rank	Exports (Real 2011 \$, 1,000)			% share			% change
		2009	2010	2011	2009	2010	2011	2010-2011
Michigan	2	\$418,714	\$484,020	\$536,903	10.0%	10.2%	10.5%	10.9%
North Carolina	5	\$223,396	\$263,293	\$281,108	5.3%	5.6%	5.5%	6.8%
Indiana	7	\$190,856	\$210,277	\$213,574	4.5%	4.4%	4.2%	1.6%
Ohio	8	\$222,772	\$227,960	\$210,056	5.3%	4.8%	4.1%	-7.9%
Illinois	9	\$158,175	\$183,078	\$191,188	3.8%	3.9%	3.7%	4.4%
Wisconsin	11	\$132,497	\$155,627	\$171,555	3.2%	3.3%	3.4%	10.2%
Pennsylvania	13	\$137,587	\$143,718	\$158,076	3.3%	3.0%	3.1%	10.0%
Minnesota	19	\$60,117	\$64,970	\$73,891	1.4%	1.4%	1.4%	13.7%
Georgia	23	\$44,319	\$65,536	\$47,650	1.1%	1.4%	0.9%	-27.3%
UNITED STATES		\$4,194,751	\$4,733,437	\$5,099,358	100.0%	100.0%	100.0%	7.7%

Source: Foreign Trade Division, U.S. Census Bureau.

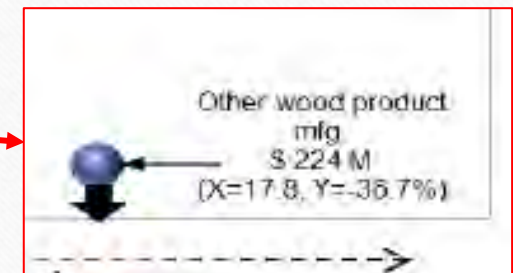
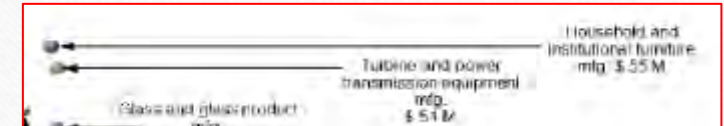
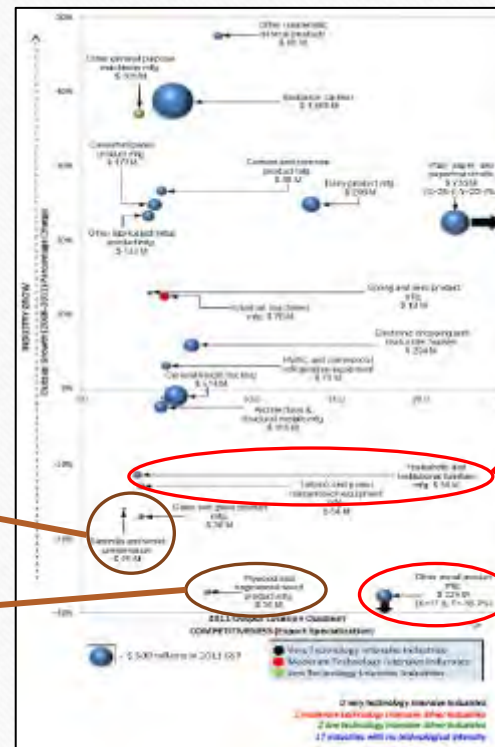
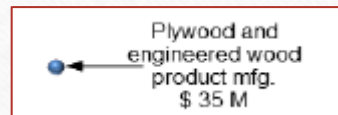
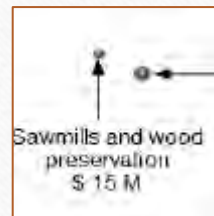
Wisconsin Economic Future Study

Region Selection

- The counties of the Grow North region are distributed amongst several regions within the Wisconsin Economic Study area – thus details for the following regions will be provided:
- Central Region: Langlade, Lincoln
- East Central Region: Marinette, Oconto
- North Region: Florence, Forest, Oneida, Vilas

Wisconsin Economic Future Study

Central Region – Driver Overview



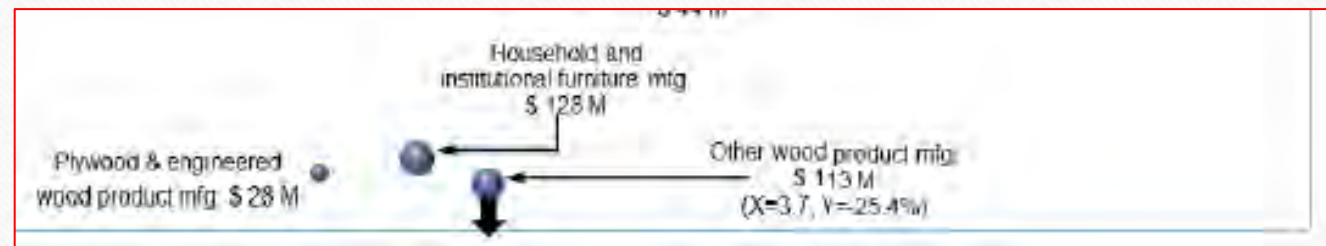
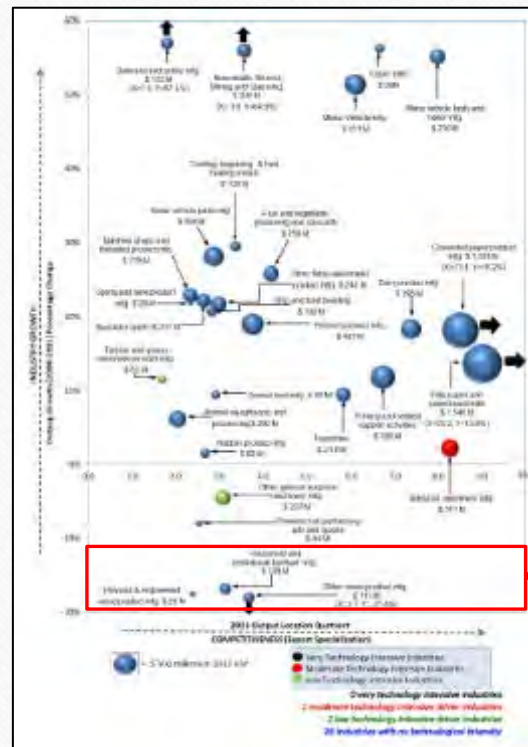
Wisconsin Economic Future Study

Central Region – Gross Product

NAICS	Title	2000	2003	2007	2008	2009	2010	2011
3211	Sawmills and wood preservation	\$33,178,969	\$23,950,800	\$21,693,310	\$18,214,645	\$14,620,630	\$16,428,489	\$15,322,612
3212	Plywood and engineered wood product manufacturing	\$73,469,822	\$63,964,836	\$57,721,892	\$47,992,358	\$36,700,478	\$36,377,722	\$34,958,982
3219	Other wood product manufacturing	\$500,007,707	\$470,458,834	\$417,486,007	\$352,992,441	\$271,210,845	\$243,257,919	\$223,561,235
3371	Household and institutional furniture manufacturing	\$53,668,998	\$58,817,914	\$58,917,289	\$61,933,474	\$47,515,803	\$50,763,612	\$54,902,396

Wisconsin Economic Future Study

East Central Region – Driver Overview



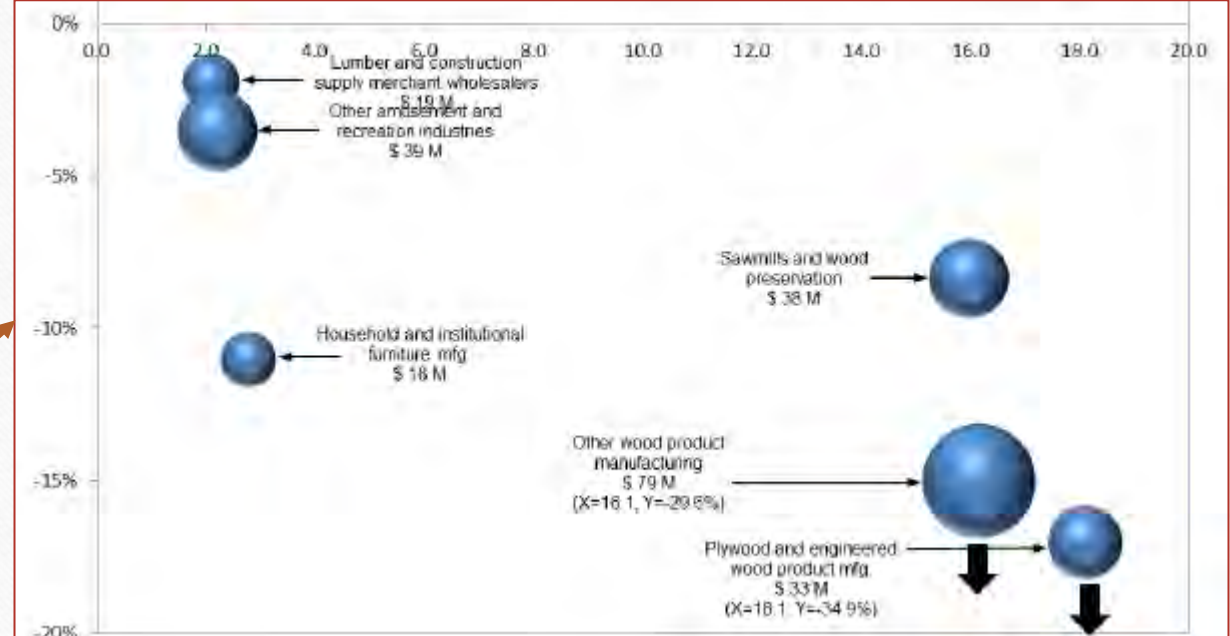
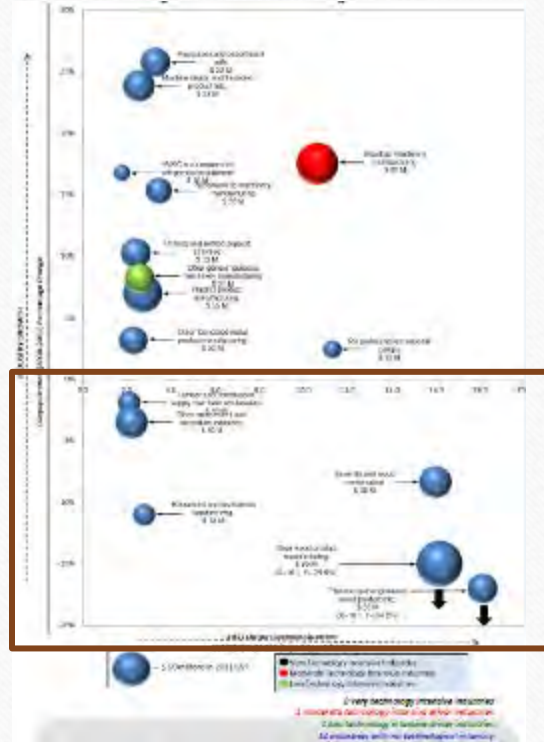
Wisconsin Economic Future Study

East Central Region – Gross Product

NAICS	Title	2000	2003	2007	2008	2009	2010	2011
3212	Plywood & engineered wood product manufacturing	\$51,041,562	\$45,597,326	\$39,001,499	\$33,507,738	\$28,275,362	\$28,656,320	\$27,642,175
3219	Other wood product manufacturing	\$169,893,207	\$164,682,217	\$168,362,213	\$151,677,545	\$135,856,933	\$123,604,351	\$113,094,148
3371	Household and institutional furniture manufacturing	\$174,435,462	\$175,830,514	\$163,772,635	\$154,344,560	\$114,019,315	\$123,623,340	\$128,354,923

Wisconsin Economic Future Study

North Region– Driver Overview



Wisconsin Economic Future Study

North— Gross Product

NAICS	Title	2000	2003	2007	2008	2009	2010	2011
3211	Sawmills and wood preservation	\$56,759,964	\$47,814,387	\$51,518,947	\$41,845,424	\$36,778,062	\$40,813,334	\$38,352,352
3212	Plywood and engineered wood product manufacturing	\$62,919,641	\$54,987,990	\$59,353,432	\$51,064,684	\$36,769,639	\$34,487,952	\$33,235,122
3219	Other wood product manufacturing	\$116,847,349	\$128,647,637	\$119,433,140	\$111,867,374	\$89,424,124	\$86,185,995	\$78,721,124
3371	Household and institutional furniture manufacturing	\$16,895,123	\$18,449,167	\$19,308,660	\$20,271,951	\$15,295,980	\$16,003,163	\$18,039,497

An Assessment of the Downturn in Forest Products Sector in the Northern Region of the United States

- Forest Products Journal
- Authors: USDA Forest Services:

Authors: **Woodall, C.W. & Piva, R.J.**
USDA Forest Service, Northern Research Station, Forest
Inventory and Analysis Program, St. Paul, MN, 55108

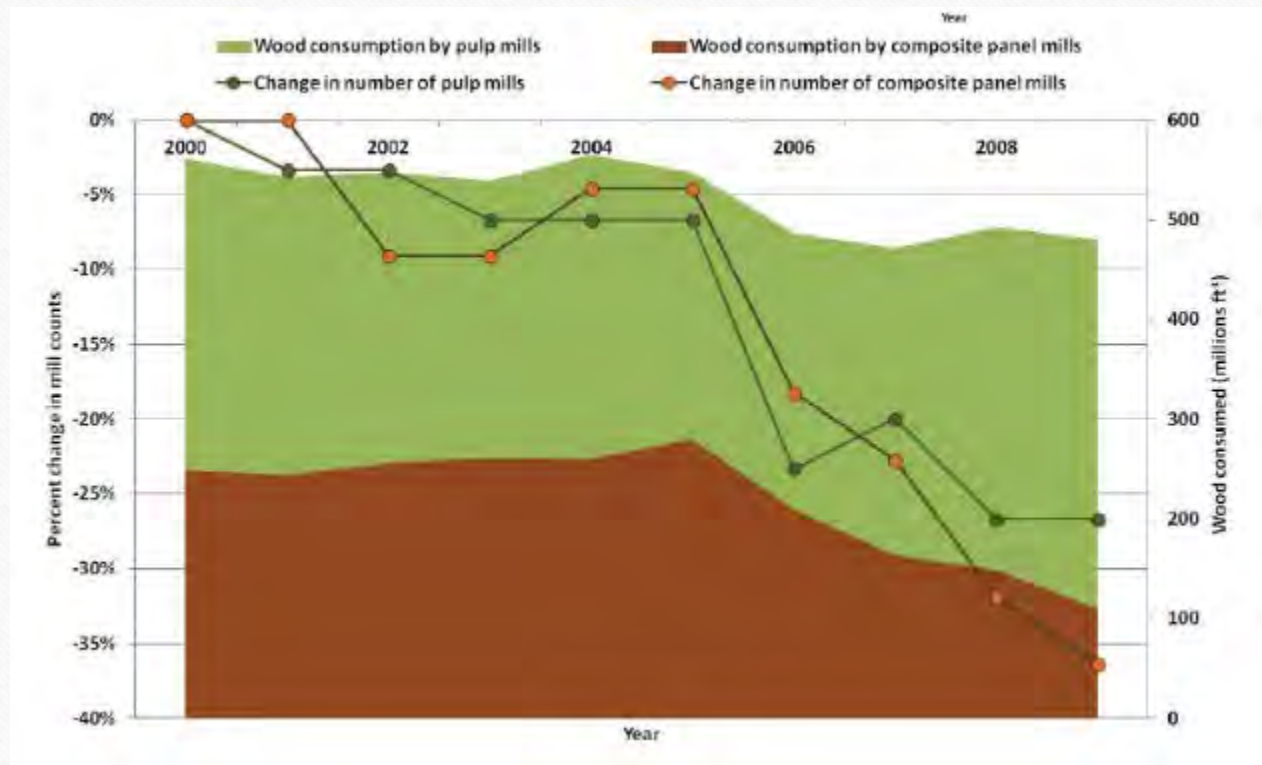
Luppold, W.G.
USDA Forest Service, Northern Research Station, Forest
Inventory and Analysis, 241 Mercer Springs Road,
Princeton, WV 24740

Skog, K.E. & Ince, P.J.
USDA Forest Service, Forest Products Laboratory,
Madison, WI 53726-2398

- http://www.forestprod.org/assets/FPJ_articles_62_1/fpro-61-08-pg604-613.pdf

An Assessment of the Downturn in Forest Products Sector in the Northern Region of the United States

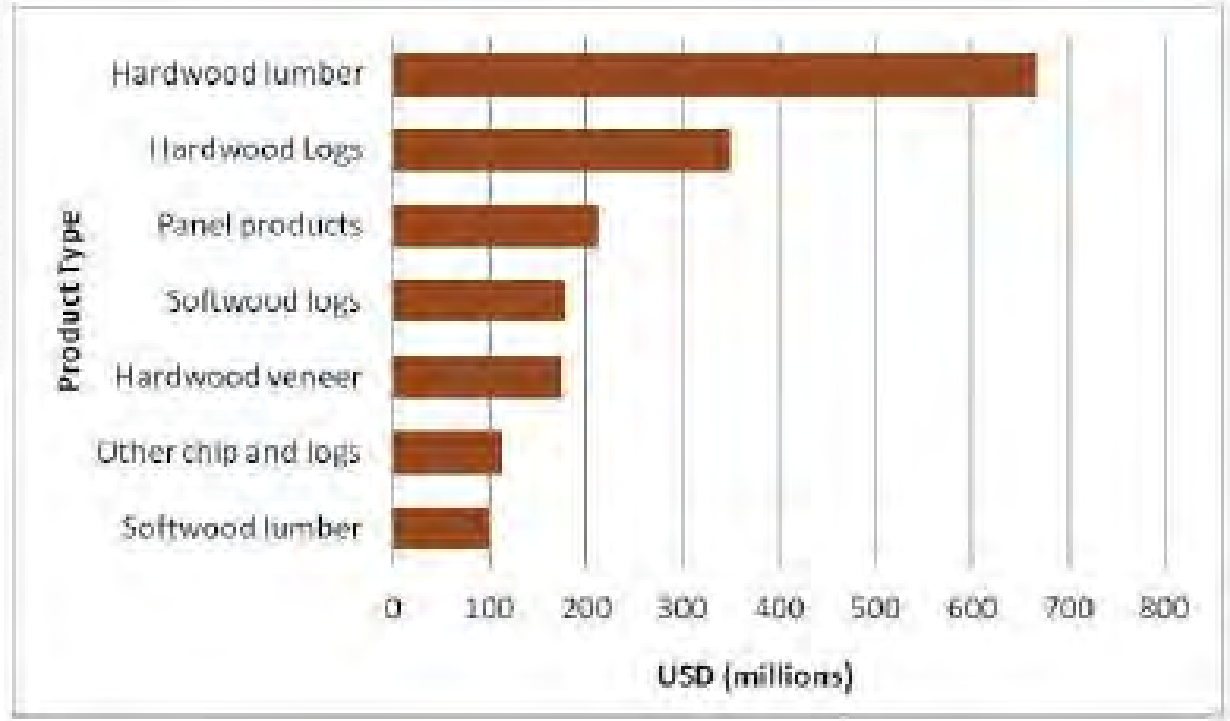
- Decline in both production and consumption of wood products since 2000 has resulted in mill closures for both pulp and composite product sectors



An Assessment of the Downturn in Forest Products Sector in the Northern Region of the United States

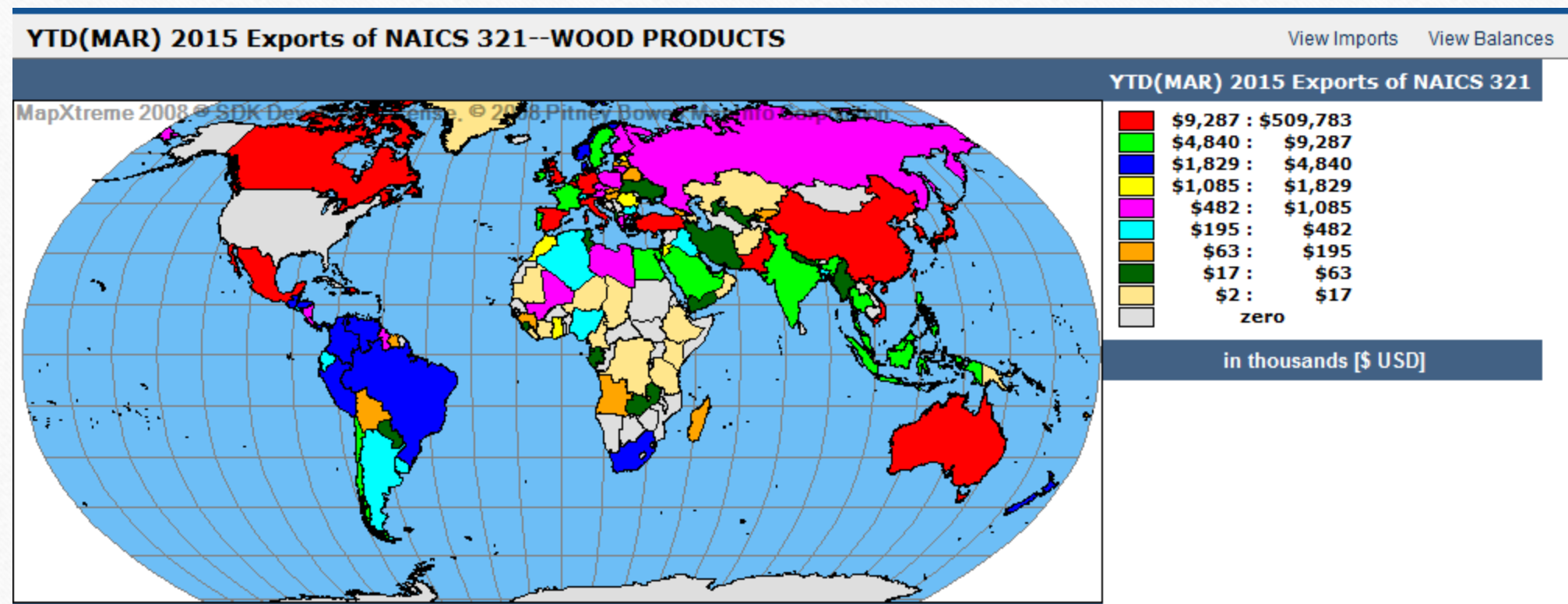
- The wood products industry has a high quantity of exported goods in all manufacturing sectors.

Figure 8. Total exports (USD) of northern region (US) wood products in 2010 by major product categories (Panel products include fiber board, particle board, softwood plywood, hardwood plywood, waferboard, oriented strand board, tropical veneer, softwood veneer, and other miscellaneous panel products; Other chips and logs includes hardwood chips, softwood chips, crossties, fuel wood, treated posts and wood wool/flour)



U.S. Department of Commerce: ITA

Global Patterns of U.S. Merchandise Trade



NAICS 321-WOOD PRODUCTS : Trade Snapshot

2012 Exports of NAICS : 321

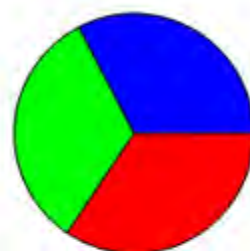
Customize these results



Product	Value (\$)	Percent
3211-SAWMILL & WOOD PRODUCTS	\$3,113,539,248	50 %
3219-OTHER WOOD PRODUCTS	\$1,678,303,702	27 %
3212-VENEER, PLYWOOD & ENGINEERED WOOD PRODUCTS	\$1,434,593,438	23 %
Grand Total	\$6,226,436,386	100 %

2012 Imports of NAICS : 321

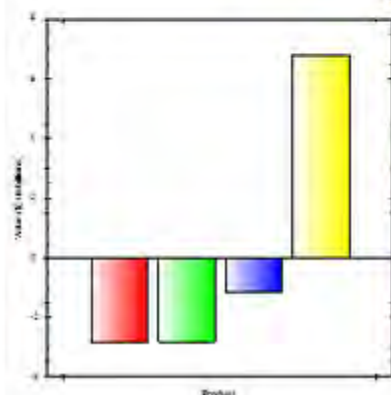
Customize these results



Product	Value (\$)	Percent
3219-OTHER WOOD PRODUCTS	\$4,483,459,456	34.4 %
3212-VENEER, PLYWOOD & ENGINEERED WOOD PRODUCTS	\$4,289,494,094	32.9 %
3211-SAWMILL & WOOD PRODUCTS	\$4,252,549,178	32.6 %
Grand Total	\$13,025,502,728	100 %

2012 Trade Balance of NAICS : 321

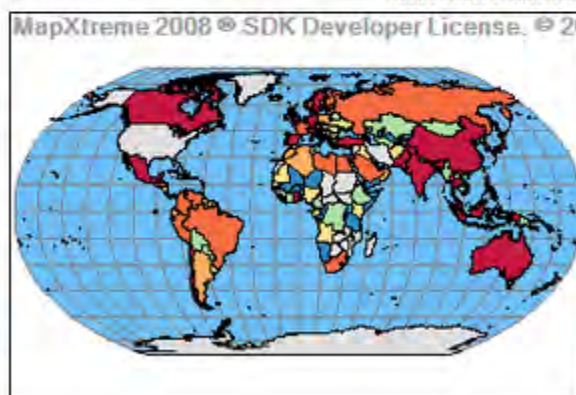
Customize these results



Product	Value (\$)
3212-VENEER, PLYWOOD & ENGINEERED WOOD PRODUCTS	\$-2,854,900,856
3219-OTHER WOOD PRODUCTS	\$-2,805,155,754
3211-SAWMILL & WOOD PRODUCTS	\$-1,139,009,932
All Others	\$6,799,066,342
Grand Total	\$-6,799,066,342

2012 Global Export Distribution of NAICS : 321

Customize these results



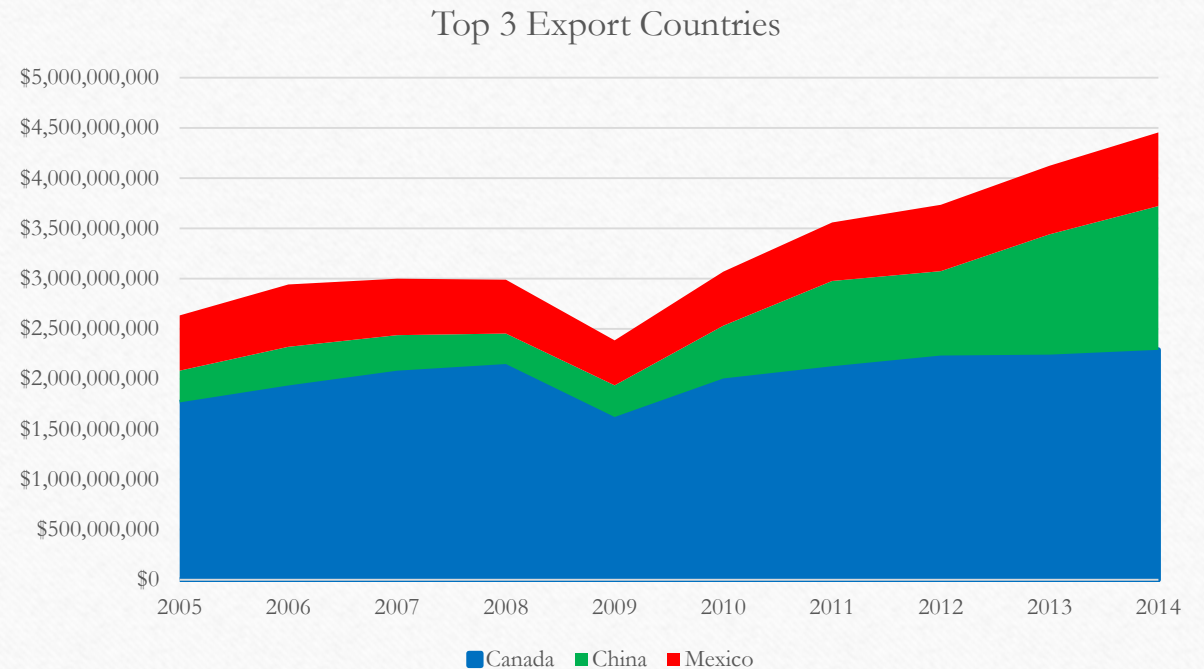
\$21,785 : \$2,233,308
\$5,597 : \$21,785
\$1,750 : \$5,597
\$257 : \$1,750
\$59 : \$257
\$6 : \$59
zero

in thousands [\$ USD]

U.S. Department of Commerce: ITA

Global Patterns of U.S. Merchandise Trade

NAICS 321 Wood Products

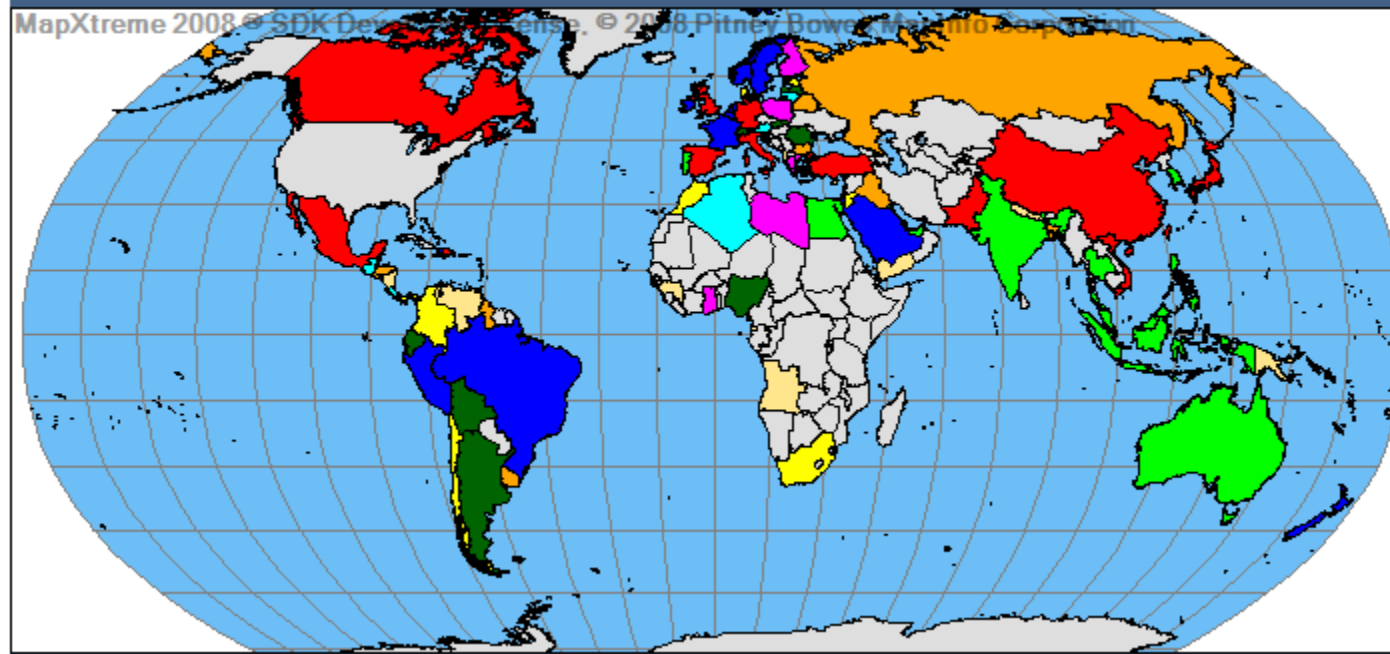


U.S. Department of Commerce: ITA

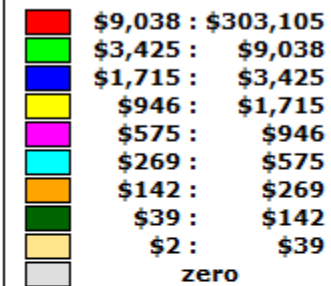
Global Patterns of U.S. Merchandise Trade

YTD(MAR) 2015 Exports of NAICS 3211--SAWMILL & WOOD PRODUCTS

[View Imports](#) [View Balances](#)



YTD(MAR) 2015 Exports of NAICS 3211

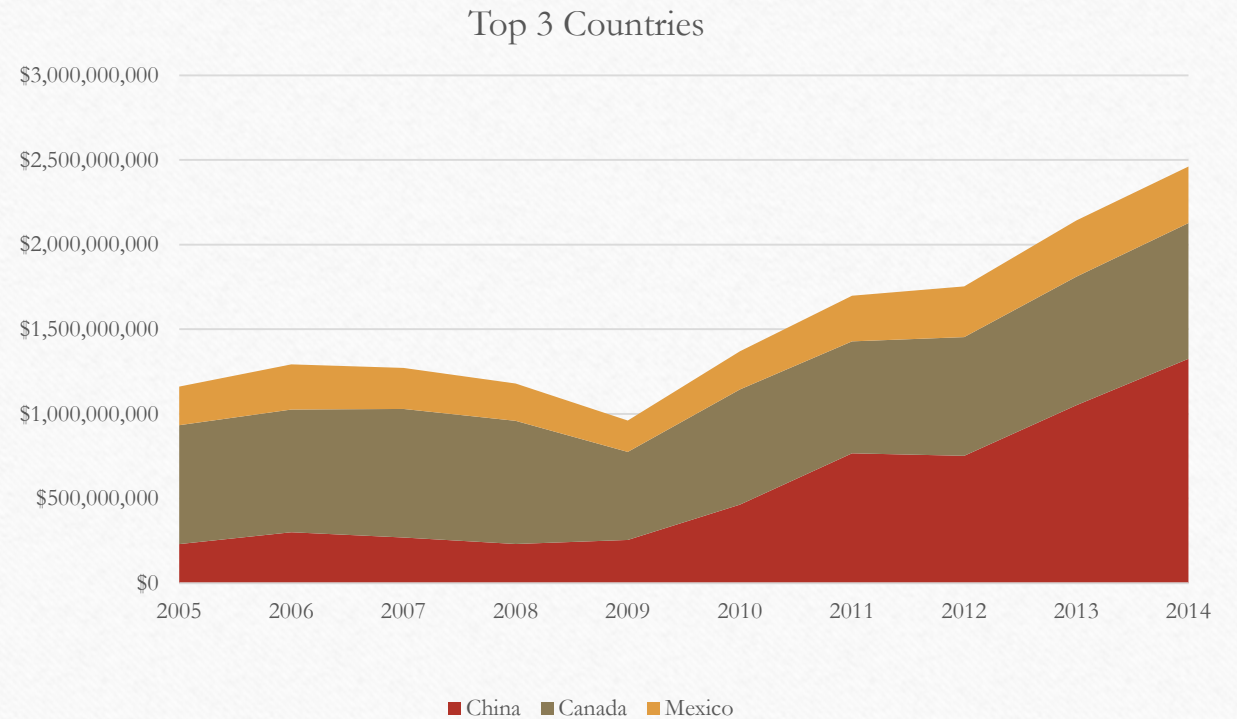
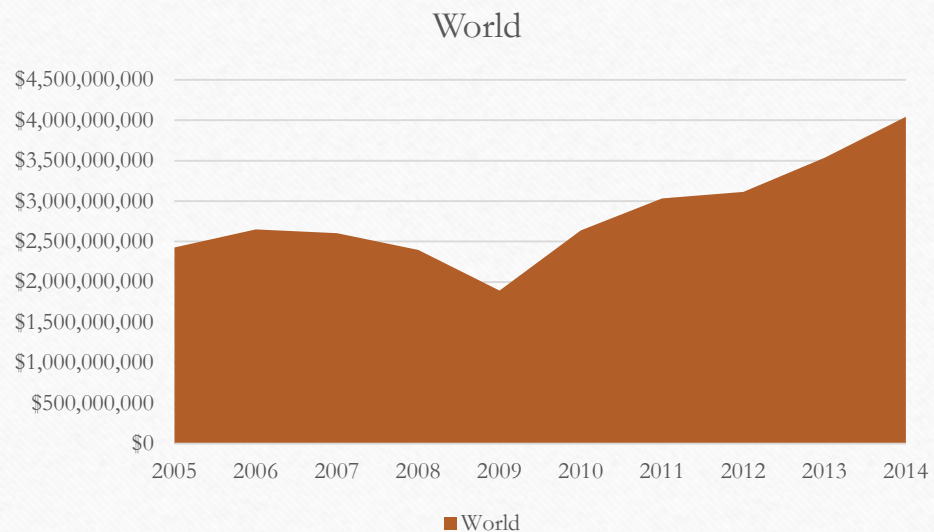


in thousands [\$ USD]

U.S. Department of Commerce: ITA

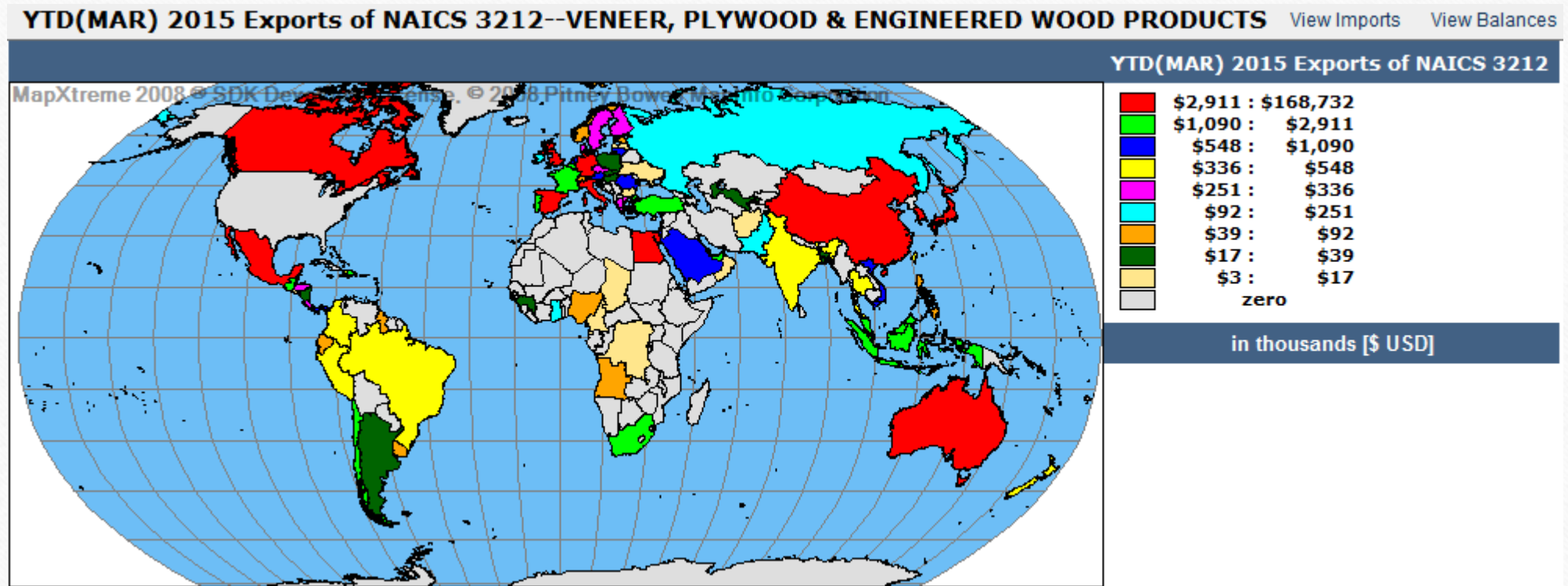
Global Patterns of U.S. Merchandise Trade

NAICS 3211 Sawmill & Wood Products



U.S. Department of Commerce: ITA

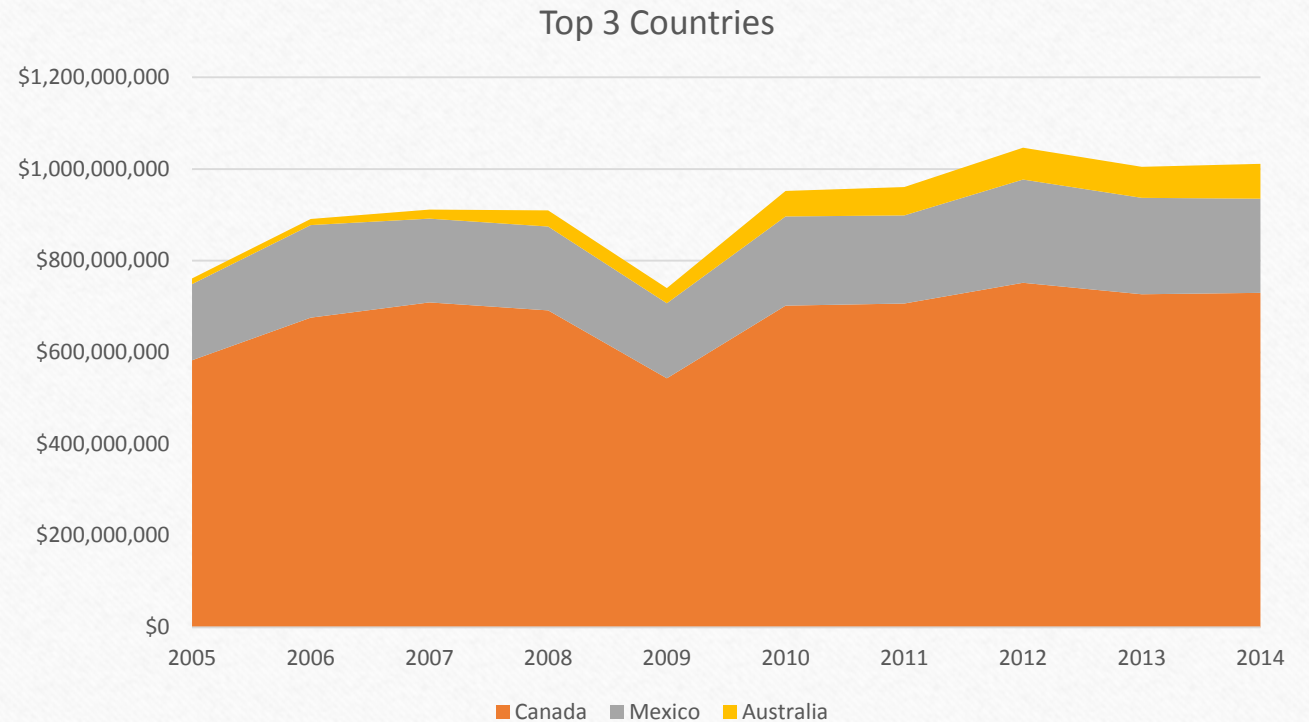
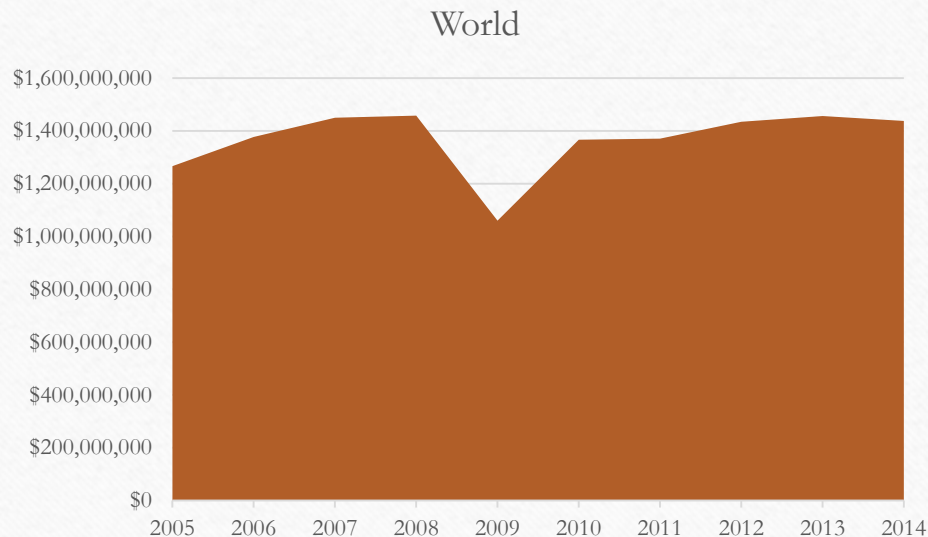
Global Patterns of U.S. Merchandise Trade



U.S. Department of Commerce: ITA

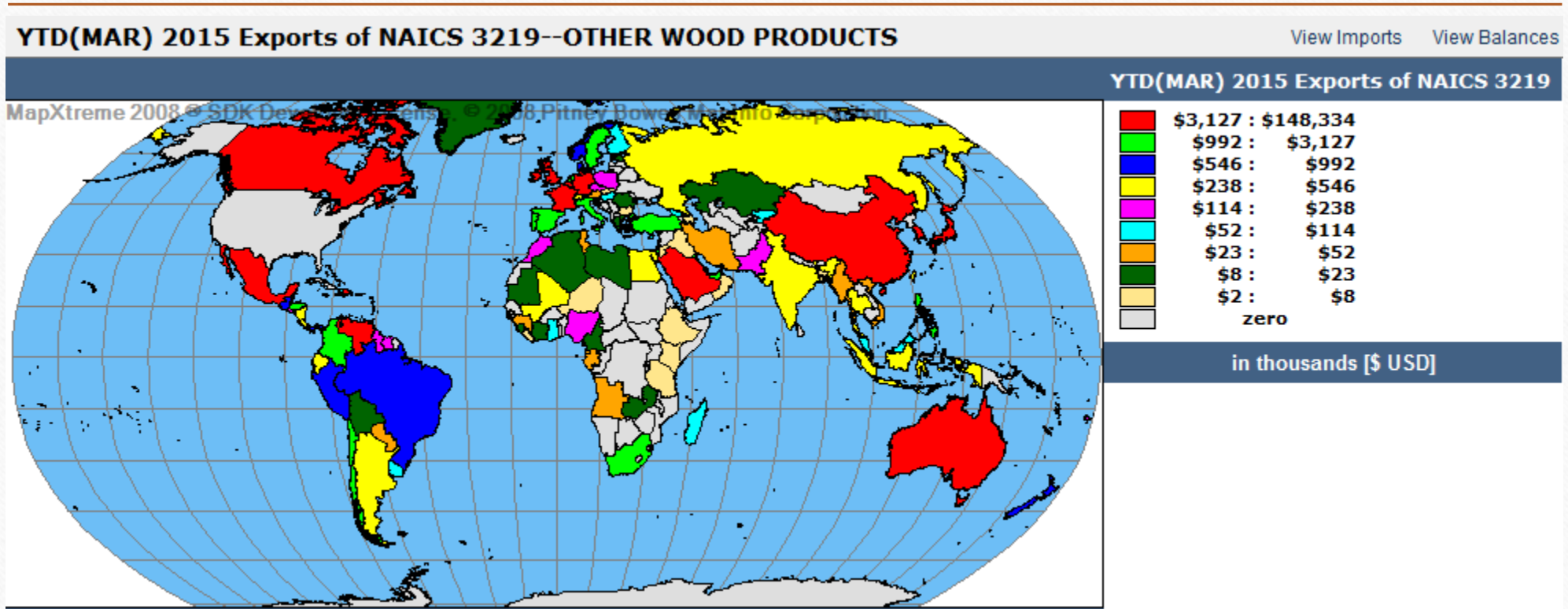
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NAICS 3212 Veneer, Plywood, & Engineered Wood Products



U.S. Department of Commerce: ITA

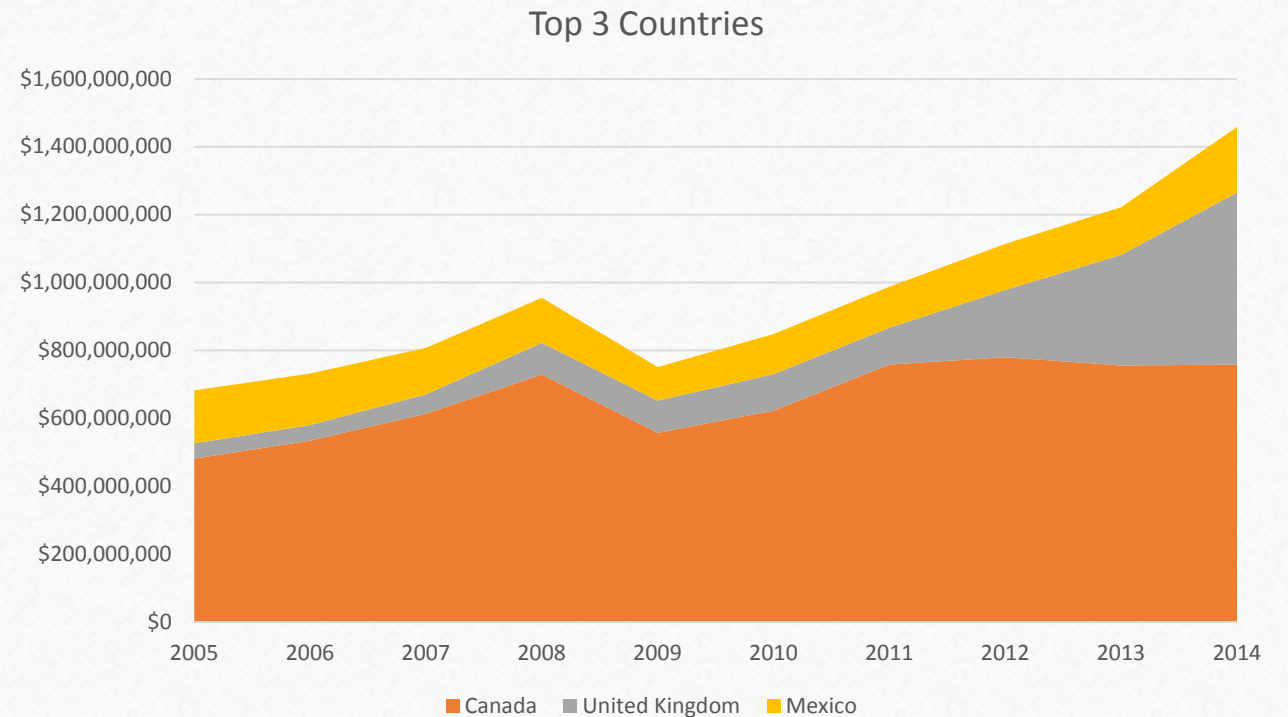
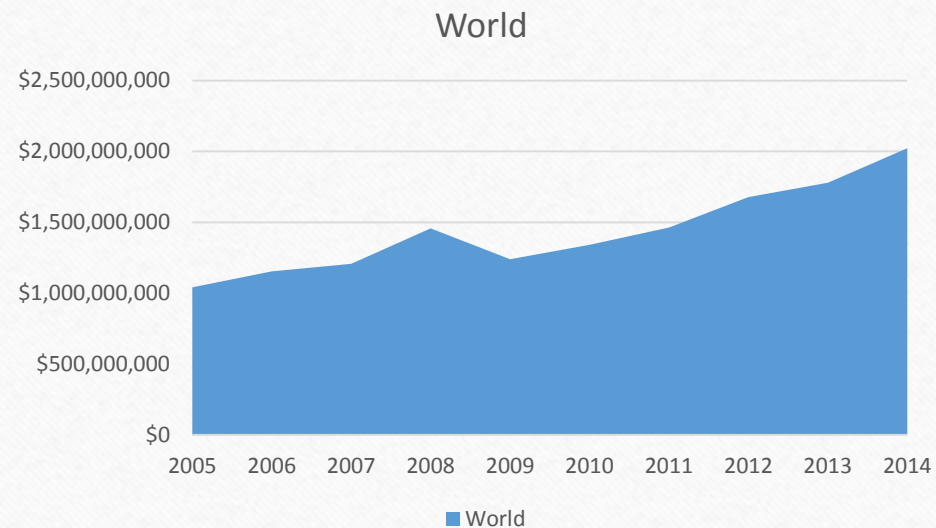
Global Patterns of U.S. Merchandise Trade



U.S. Department of Commerce: ITA

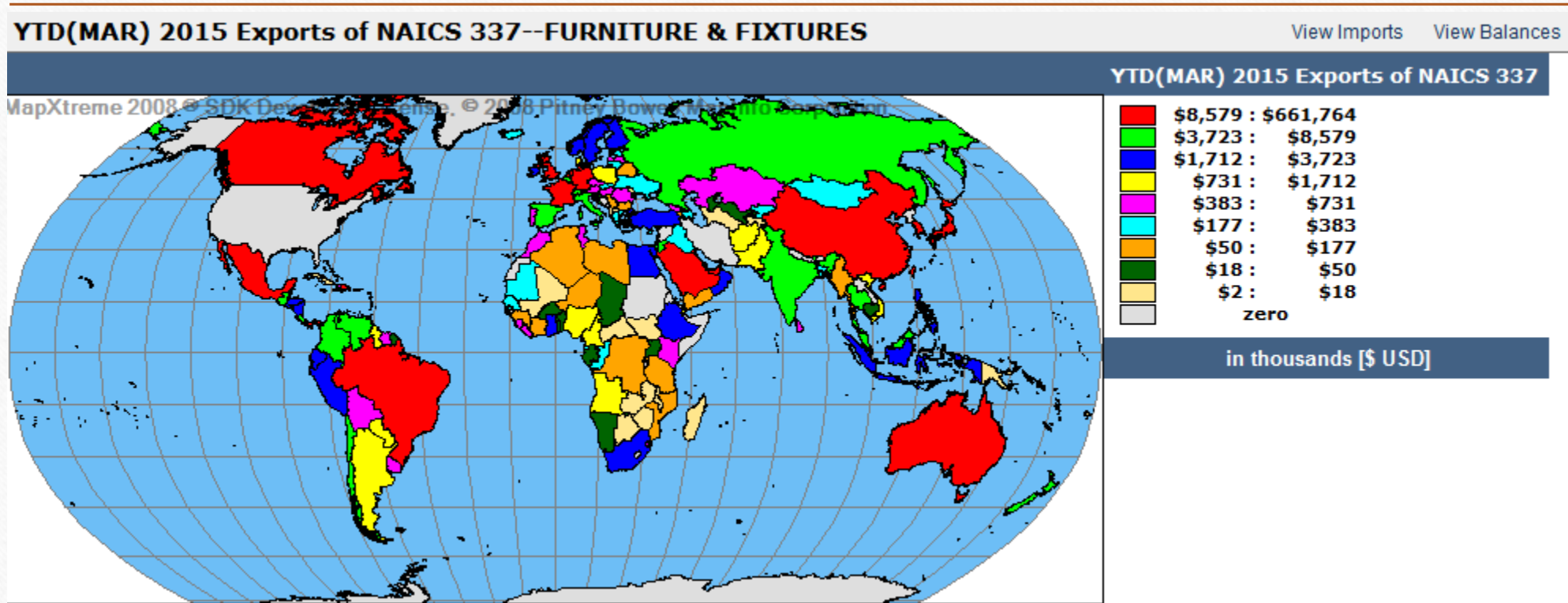
Global Patterns of U.S. Merchandise Trade

NAICS 3219 Other Wood Products



U.S. Department of Commerce: ITA

Global Patterns of U.S. Merchandise Trade



NAICS 337-FURNITURE & FIXTURES : Trade Snapshot

2012 Exports of NAICS : 337

Customize these results



Product	Value (\$)	Percent
3371-HOUSEHOLD & INSTITUTIONAL FURN & KITCHEN CABINETS	\$3,523,553,028	61.3 %
3372-OFFICE FURNITURE (INCLUDING FIXTURES)	\$2,021,434,908	35.1 %
3379-FURNITURE RELATED PRODUCTS, NESOI	\$208,319,688	3.6 %
Grand Total	\$5,751,307,624	100 %

2012 Imports of NAICS : 337

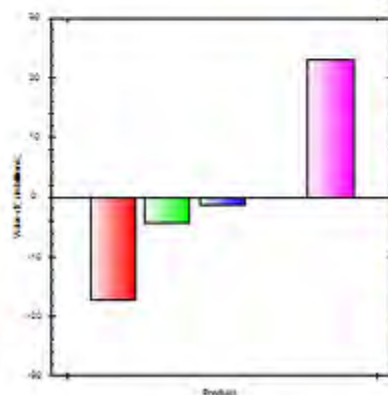
Customize these results



Product	Value (\$)	Percent
3371-HOUSEHOLD & INSTITUTIONAL FURN & KITCHEN CABINETS	\$20,813,405,733	72.3 %
3372-OFFICE FURNITURE (INCLUDING FIXTURES)	\$6,399,703,205	22.2 %
3379-FURNITURE RELATED PRODUCTS, NESOI	\$1,584,993,771	5.5 %
337Z-FURNITURE & FIXTURES, NESOI	\$0	0 %
Grand Total	\$28,798,102,709	100 %

2012 Trade Balance of NAICS : 337

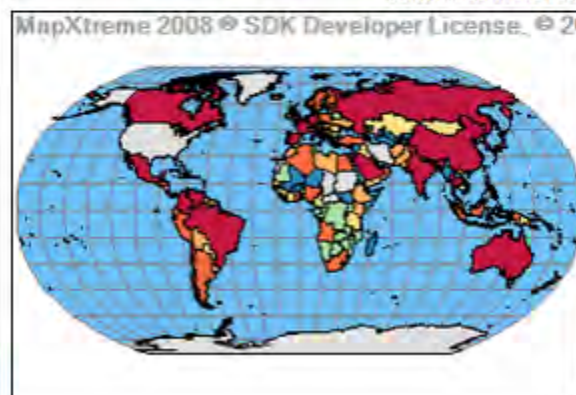
Customize these results



Product	Value (\$)
3371-HOUSEHOLD & INSTITUTIONAL FURN & KITCHEN CABINETS	\$-17,289,852,705
3372-OFFICE FURNITURE (INCLUDING FIXTURES)	\$-4,378,268,297
3379-FURNITURE RELATED PRODUCTS, NESOI	\$-1,378,674,083
337Z-FURNITURE & FIXTURES, NESOI	\$0
All Others	\$23,046,795,085
Grand Total	\$-23,046,795,085

2012 Global Export Distribution of NAICS : 337

Customize these results



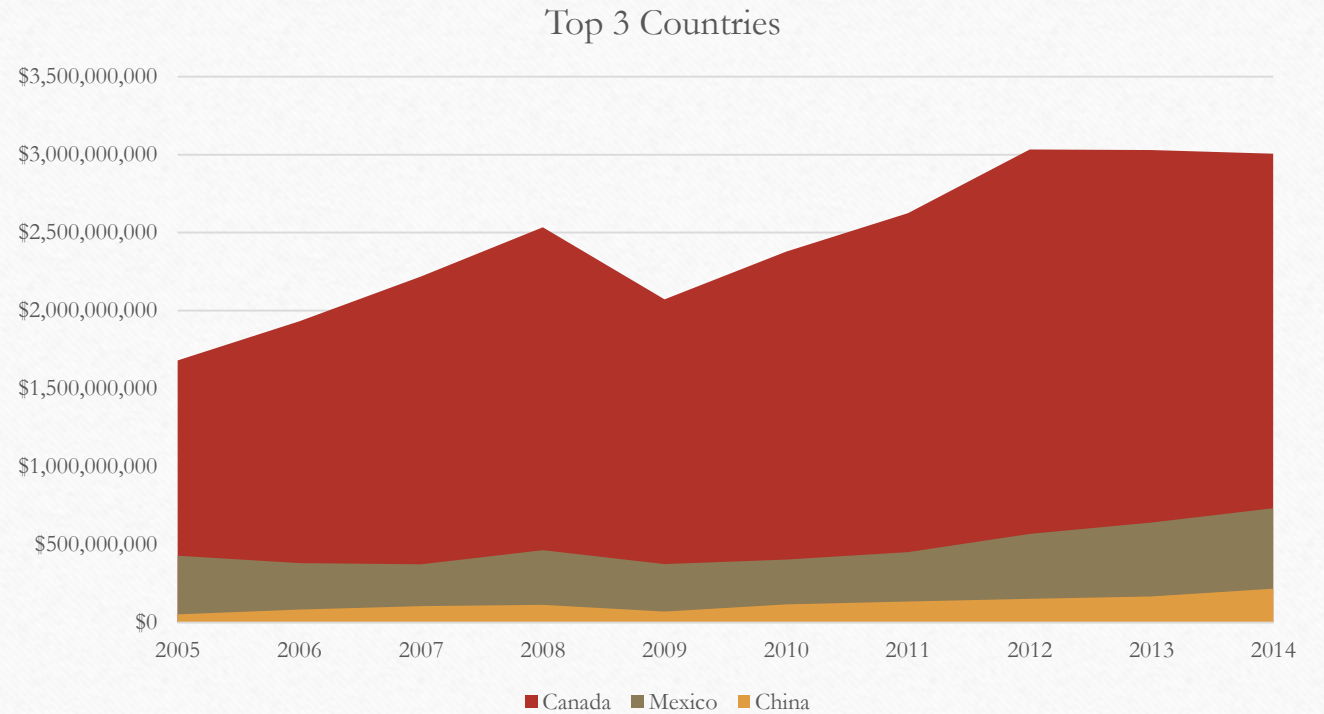
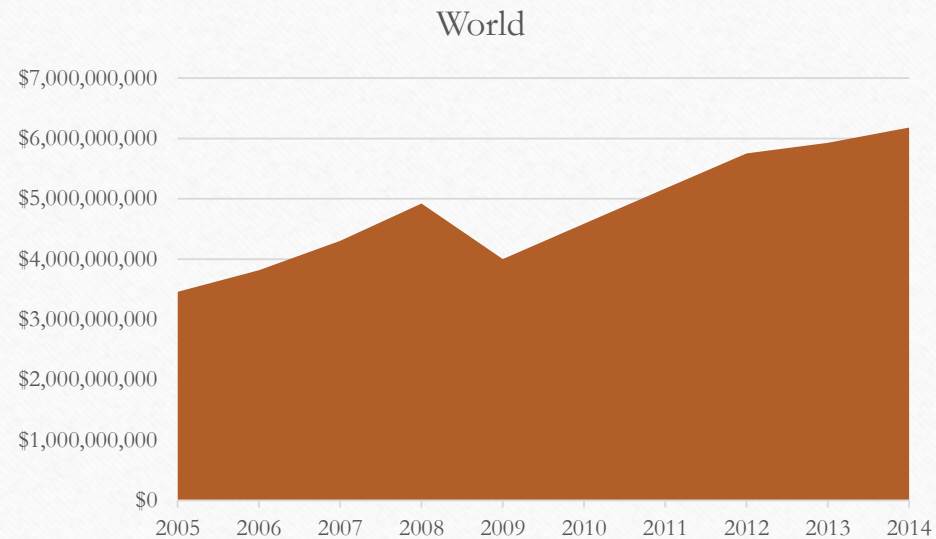
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	\$4,807 : \$20,033
	\$1,516 : \$4,807
	\$326 : \$1,516
	\$68 : \$326
	\$3 : \$68
	zero

in thousands [\$ USD]

U.S. Department of Commerce: ITA

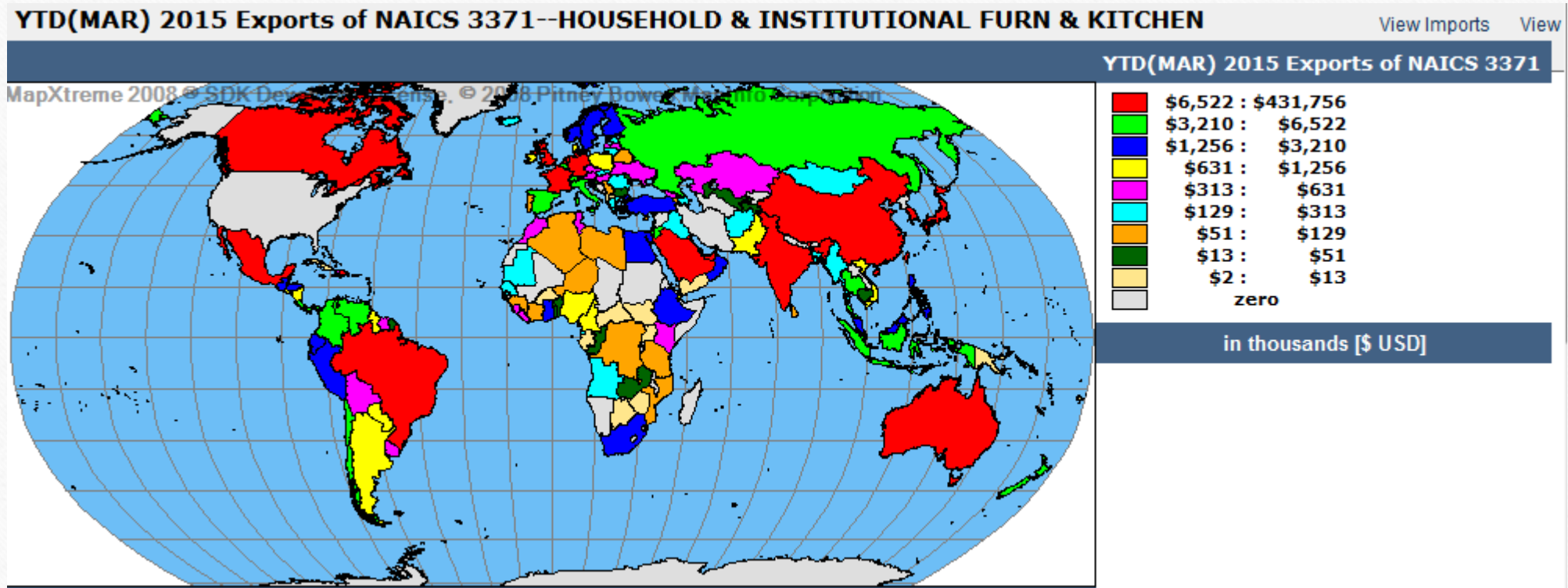
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NAICS 337 Furniture & Fixtures



U.S. Department of Commerce: ITA

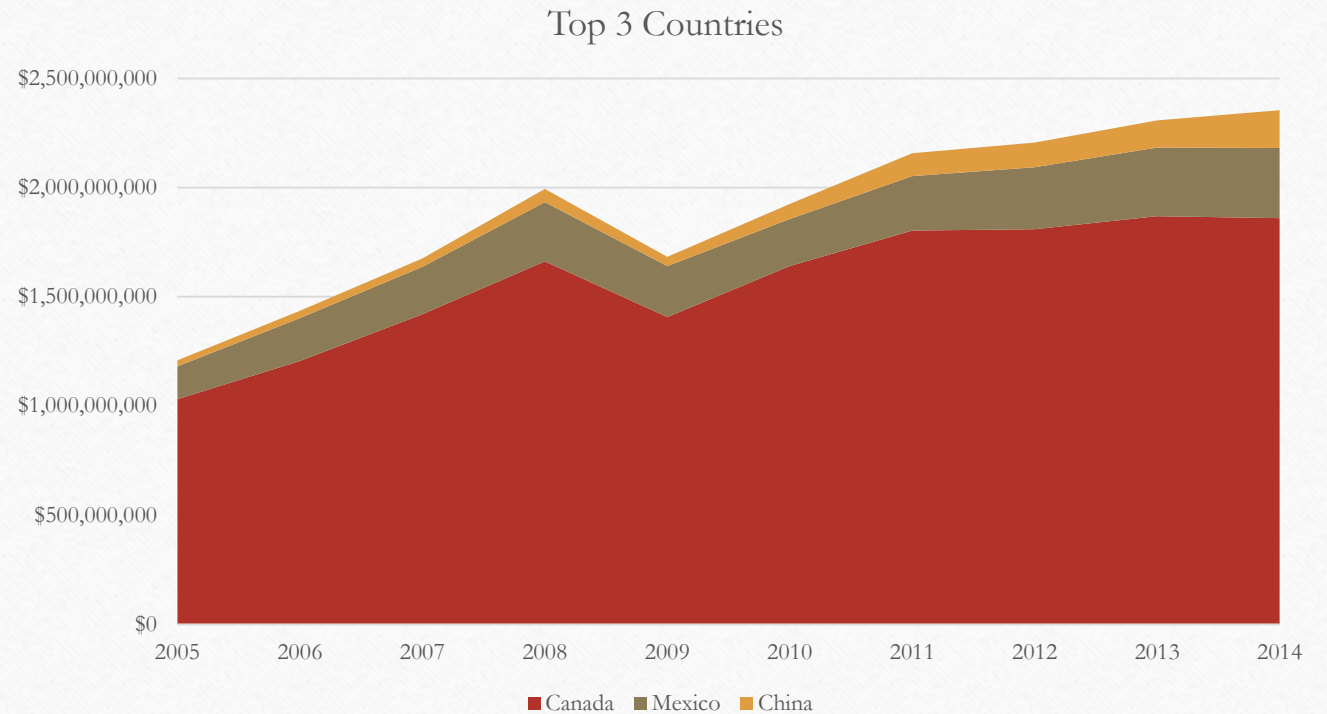
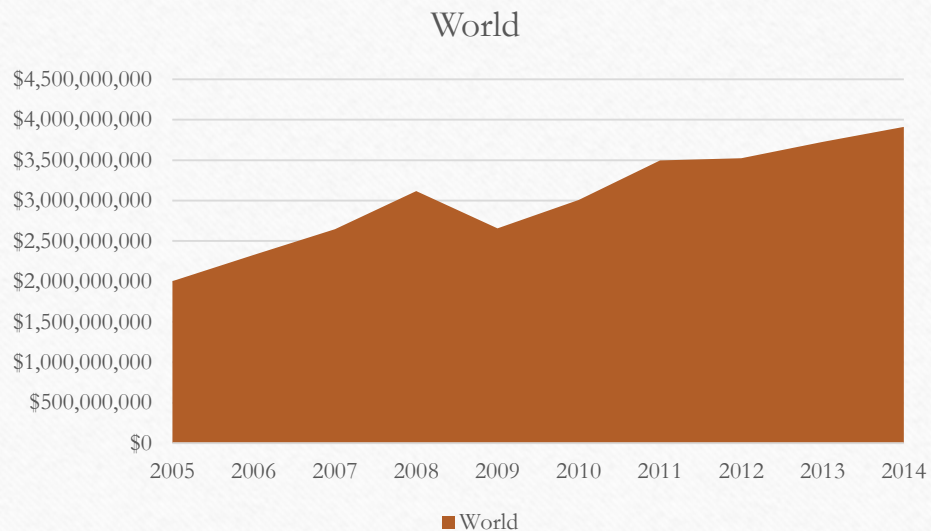
Global Patterns of U.S. Merchandise Trade



U.S. Department of Commerce: ITA

Global Patterns of U.S. Merchandise Trade

NAICS 3371 Household & Institutional Furniture & Kitchen Cabinets



U.S. Department of Commerce: ITA

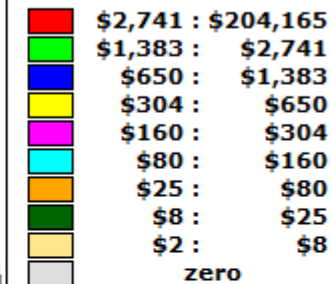
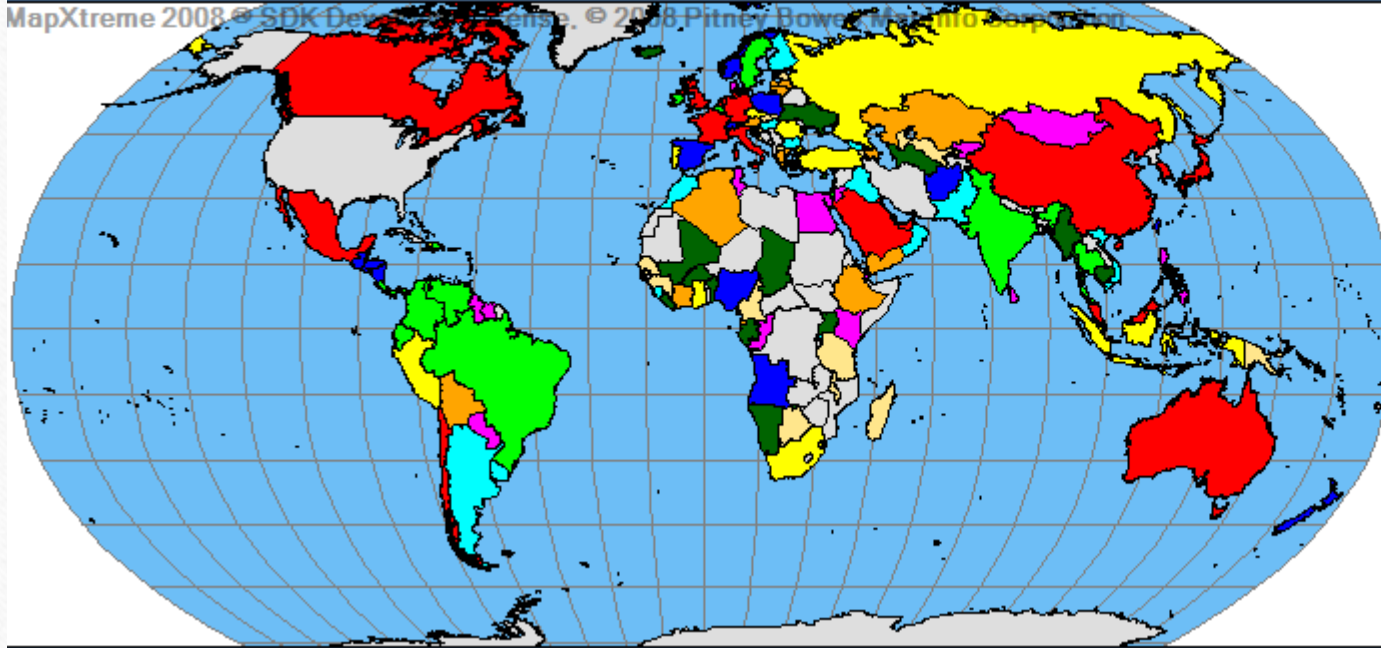
Global Patterns of U.S. Merchandise Trade

YTD(MAR) 2015 Exports of NAICS 3372--OFFICE FURNITURE (INCLUDING FIXTURES)

[View Imports](#) [View Balances](#)

YTD(MAR) 2015 Exports of NAICS 3372

MapXtreme 2008 © SDK Development, Inc. © 2008 Pitney Bowes MapInfo Corporation

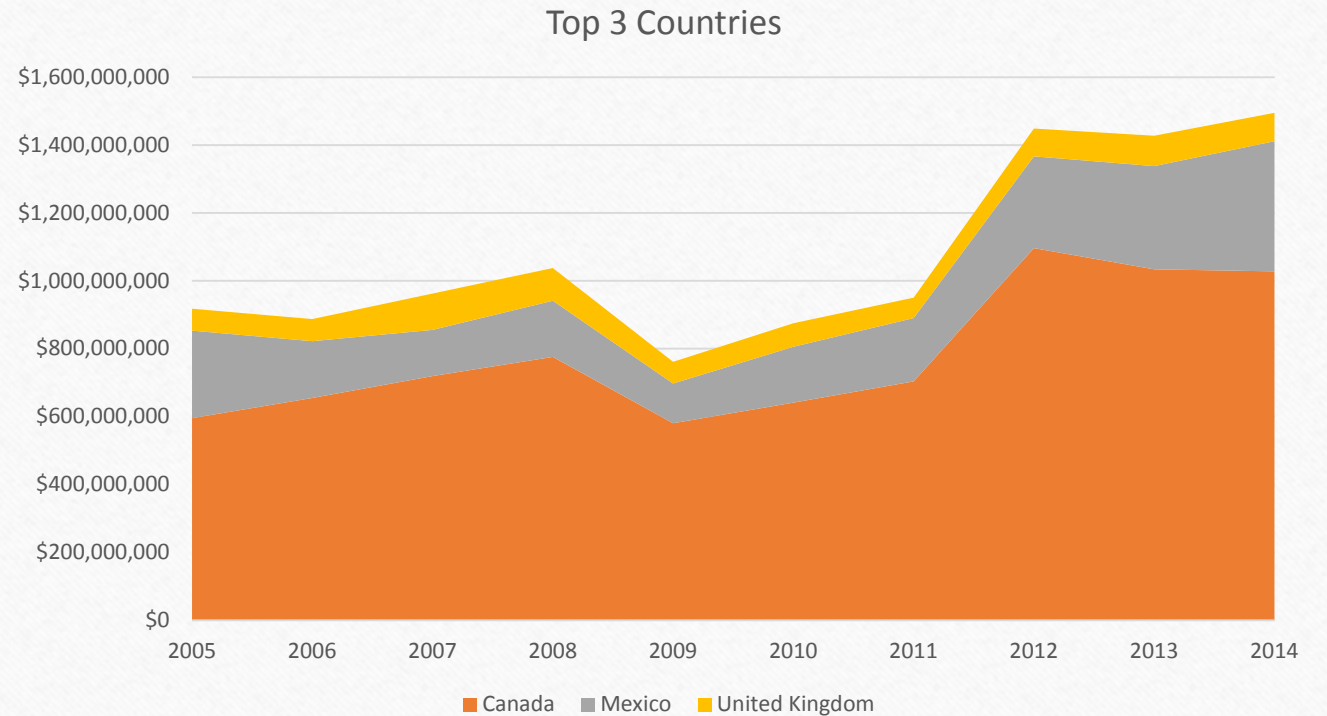
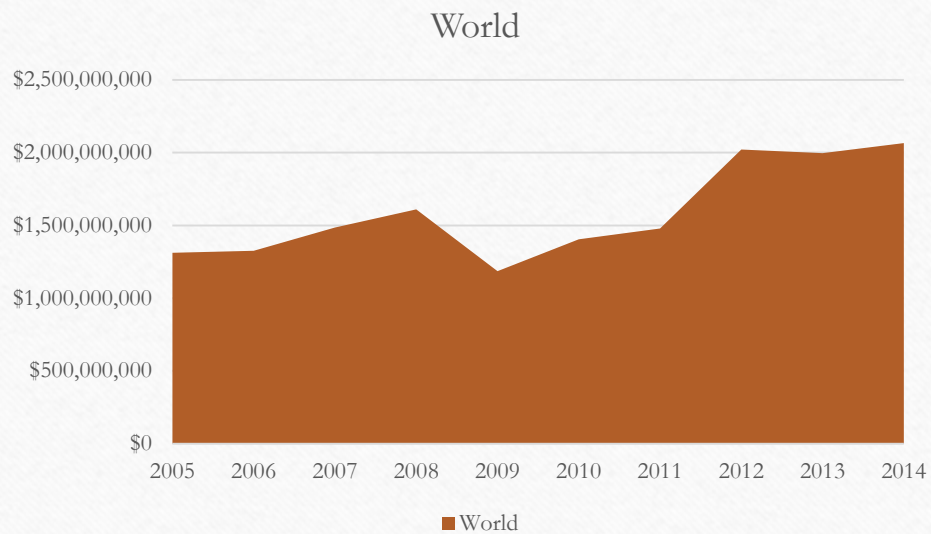


in thousands [\$ USD]

U.S. Department of Commerce: ITA

Global Patterns of U.S. Merchandise Trade

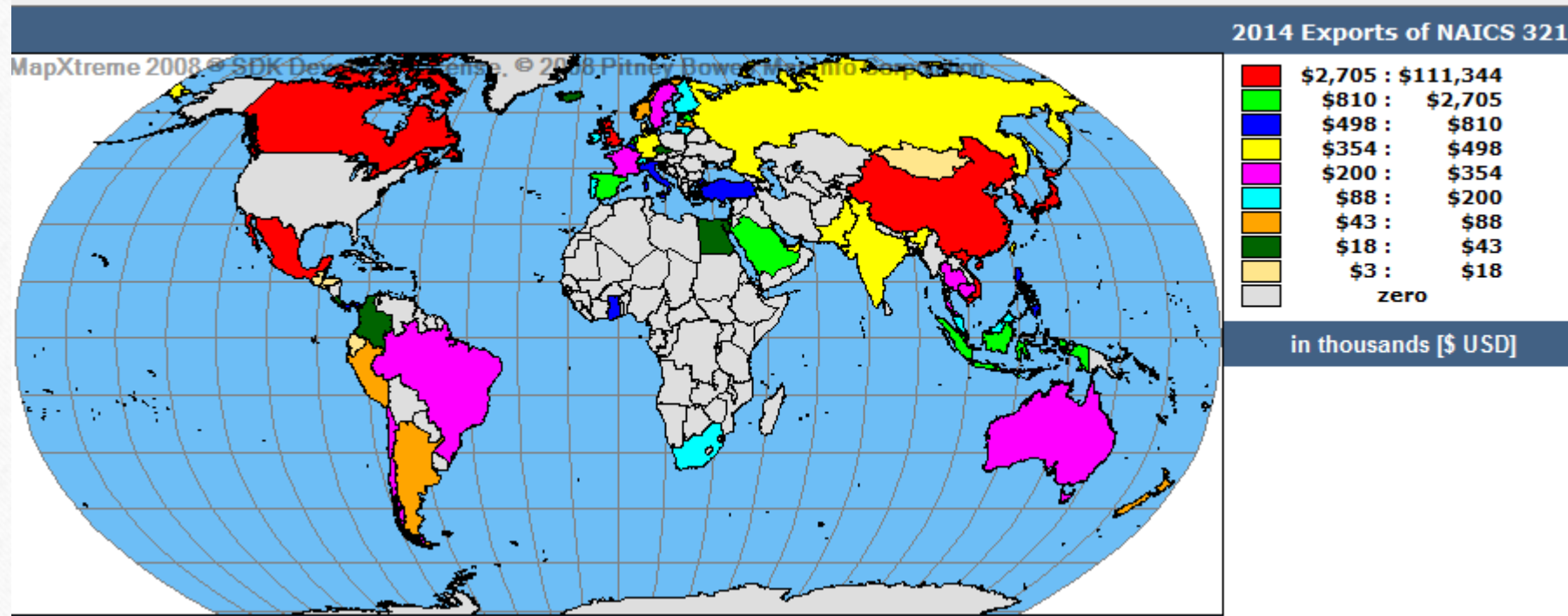
NAICS 3372 Office Furniture (Including Fixtures)



U.S. Department of Commerce: ITA

Global Patterns of Wisconsin Merchandise Trade

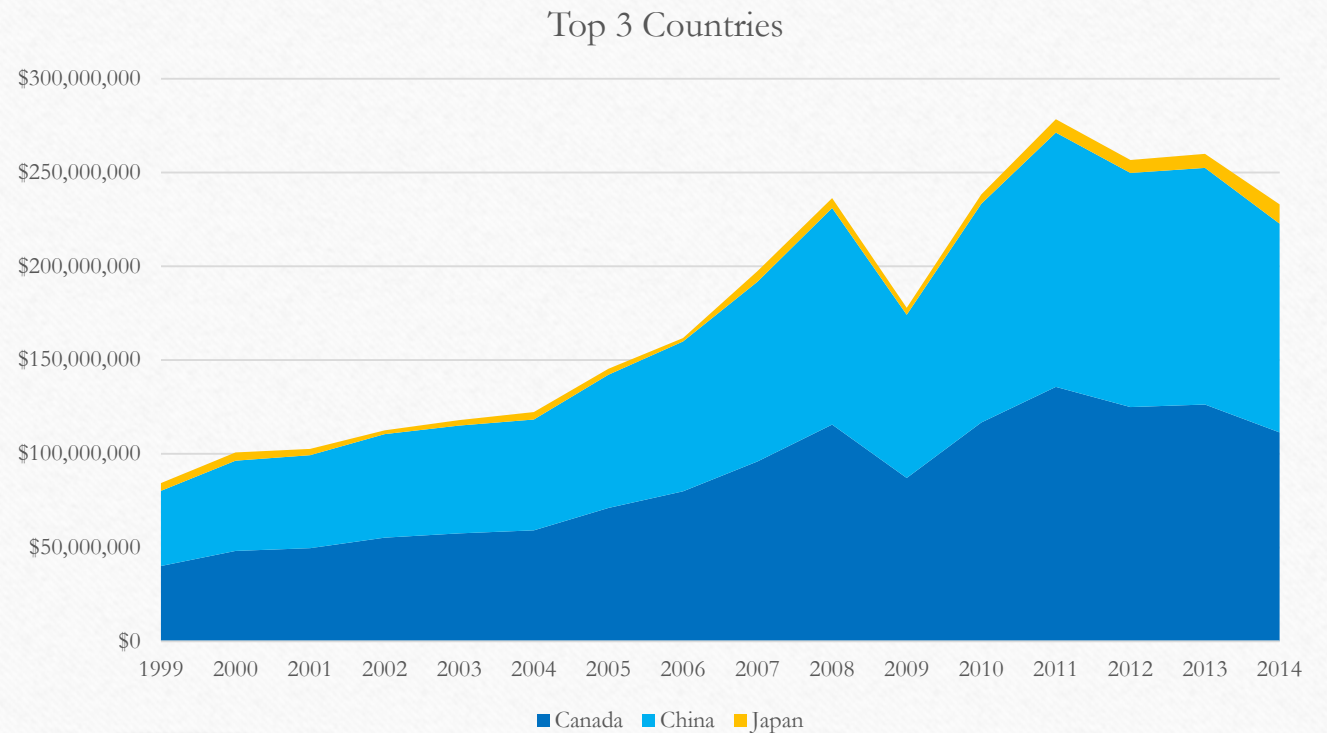
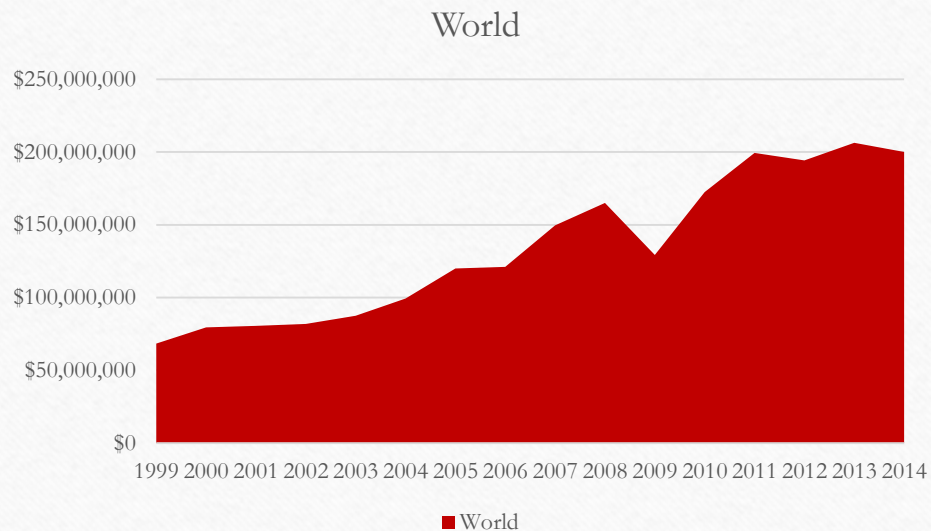
2014 NAICS 321--WOOD PRODUCTS Exports from Wisconsin



U.S. Department of Commerce: ITA

Global Patterns of Wisconsin Merchandise Trade

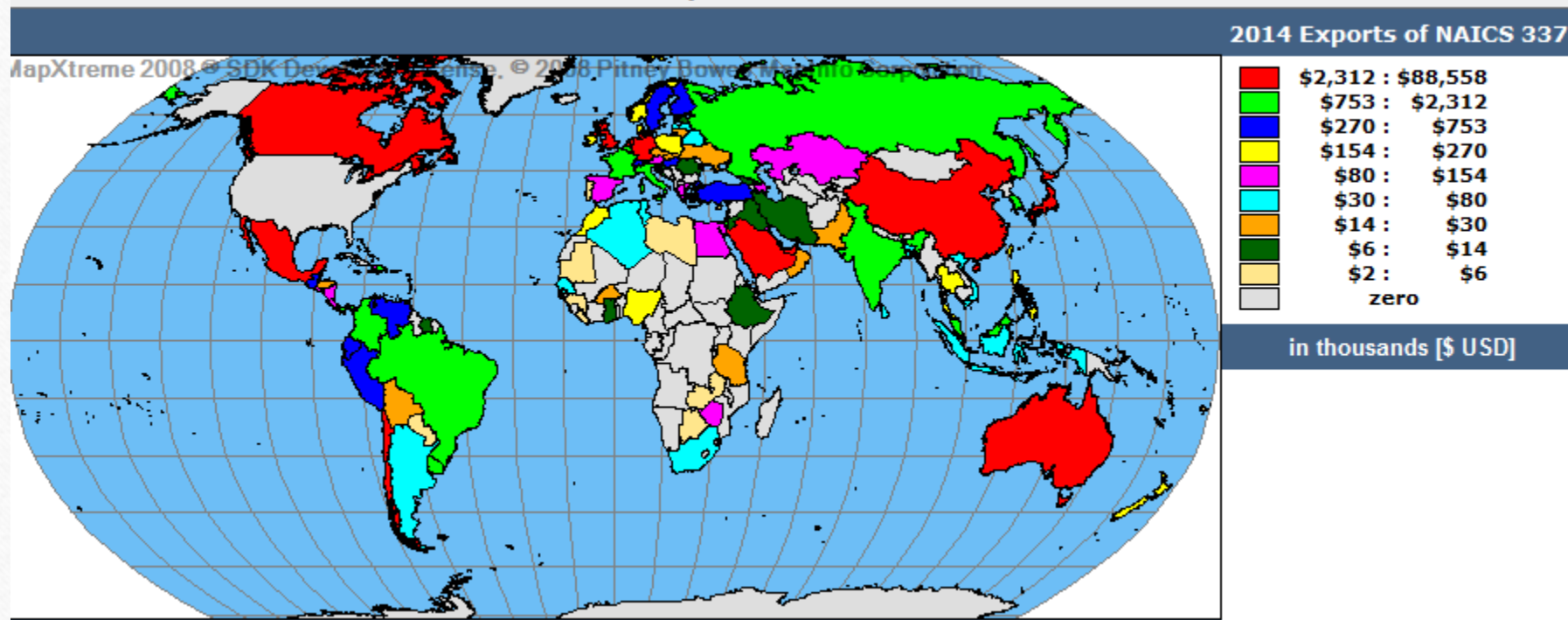
NAICS 321 Wood Products



U.S. Department of Commerce: ITA

Global Patterns of Wisconsin Merchandise Trade

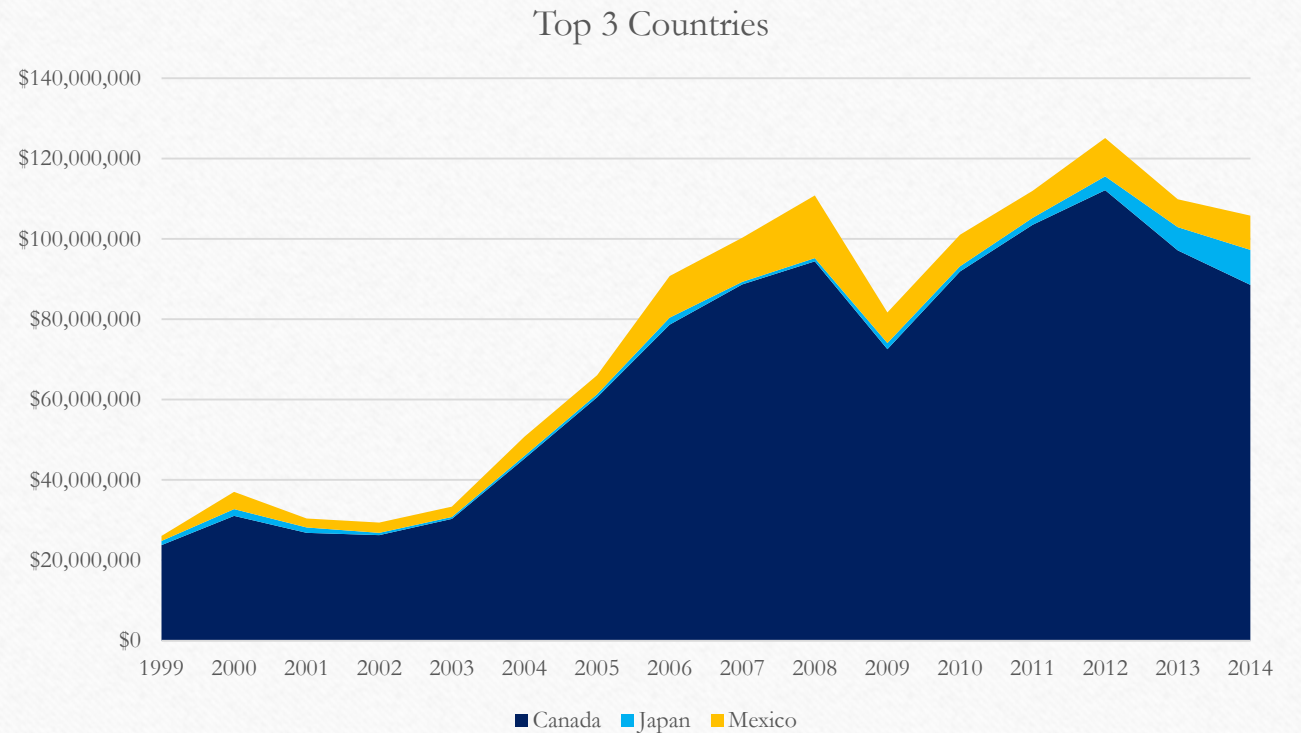
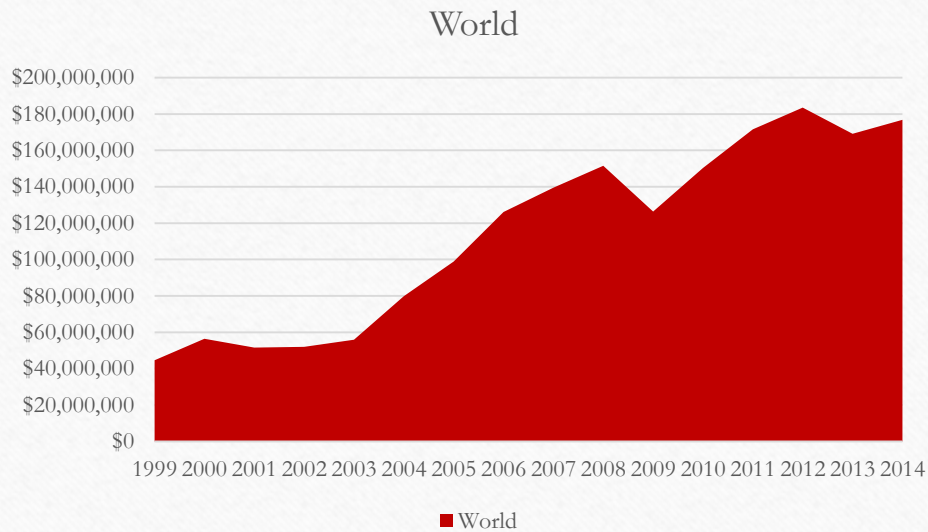
2014 NAICS 337--FURNITURE & FIXTURES Exports from Wisconsin



U.S. Department of Commerce: ITA

Global Patterns of Wisconsin Merchandise Trade

NAICS 337 Furniture & Fixtures



U.S. Census Bureau:

A Profile of U.S. Import and Exporting Companies 2012-2013

Released April 7, 2015

Exhibit 7a

2013 Exports by 3-Digit North American Industry Classification System (NAICS) Code for Small and Medium Sized Companies

Value in millions of dollars. Details may not equal totals due to rounding. (-) Represents zero or less than one-half unit of measurement shown. D - Represents suppressed to avoid disclosure.

3 - Digit Company NAICS Code and Description	Identified Exporters				Small and Medium Sized Exporters (2)			
	Known Value (1)	% Difference from 2012-2013	Number of Identified Exporters	% Difference from 2012-2013	Known Value (1)	% Difference from 2012-2013	Number of Identified Exporters	% Difference from 2012-2013
321 - Wood Product Manufacturing	5,271	7.7	1,620	2.9	1,893	0.8	1,552	2.7
337 - Furniture & related Product Manufacturing	2,673	-8.0	1,668	-2.2	787	-4.8	1,597	-2.4

<http://www.census.gov/foreign-trade/Press-Release/edb/2013/edbrcl.pdf>

U.S. Census Bureau:

Full Report on Manufacturer's Shipments, Inventory, and Orders March 2015

Released May 4, 2015

Table 1. Value of Manufacturers' Shipments for Industry Groups¹

[Estimates are shown in millions of dollars and are based on data from the Manufacturers' Shipments, Inventories, and Orders Survey.]

Industry	Seasonally Adjusted						Not Seasonally Adjusted						
	Monthly			Percent Change			Monthly				Year to date		
	Mar. 2015 ^a	Feb. 2015 ^c	Jan. 2015	Feb. - Mar.	Jan. - Feb.	Dec. - Jan.	Mar. 2015 ^a	Feb. 2015 ^c	Jan. 2015	Mar. 2014	2015 ^a	2014	% Change 2015/ 2014
Wood products.....	8,115	8,282	8,307	-2.0	-0.3	0.5	7,995	7,264	7,031	7,596	22,290	20,648	8.0
Furniture and related products.....	6,089	6,005	6,089	1.4	-1.1	-1.0	6,187	5,792	5,728	5,730	17,707	16,452	7.8

<http://www.census.gov/manufacturing/m3/prel/pdf/s-i-o.pdf>

U.S. Census Bureau:

Full Report on Manufacturer's Shipments, Inventory, and Orders March 2015
Released May 4, 2015

Table 2. Value of Manufacturers' New Orders for Industry Groups¹

[Estimates are shown in millions of dollars and are based on data from the Manufacturers' Shipments, Inventories, and Orders Survey.]

Industry	Seasonally Adjusted						Not Seasonally Adjusted						
	Monthly			Percent Change			Monthly				Year to date		% Change 2015/ 2014
	Mar. 2015 ^P	Feb. 2015 ^F	Jan. 2015	Feb. - Mar.	Jan. - Feb.	Dec. - Jan.	Mar. 2015 ^P	Feb. 2015 ^F	Jan. 2015	Mar. 2014	2015 ^P	2014	
Furniture and related products.....	8,110	8,054	8,219	0.9	-2.7	0.1	8,554	8,128	5,802	6,154	18,484	17,078	8.2

U.S. Census Bureau:

Full Report on Manufacturer's Shipments, Inventory, and Orders March 2015

Released May 4, 2015

Table 3. Value of Manufacturers' Unfilled Orders for Industry Groups¹

[Estimates are shown in millions of dollars and are based on data from the Manufacturers' Shipments, Inventories, and Orders Survey.]

Industry	Seasonally Adjusted						Not Seasonally Adjusted				
	Monthly			Percent Change			Monthly				% Change Mar. 2015/ 2014
	Mar. 2015 ^P	Feb. 2015 ^F	Jan. 2015	Feb. - Mar.	Jan. - Feb.	Dec. - Jan.	Mar. 2015 ^P	Feb. 2015 ^F	Jan. 2015	Mar. 2014	
Furniture and related products.....	7,188	7,145	7,098	0.3	0.7	2.2	7,258	6,891	6,555	6,425	13.0

U.S. Census Bureau:

Full Report on Manufacturer's Shipments, Inventory, and Orders March 2015

Released May 4, 2015

Table 4. Value of Manufacturers' Inventories for Industry Groups¹

[Estimates are shown in millions of dollars and are based on data from the Manufacturers' Shipments, Inventories, and Orders Survey.]

Industry	Seasonally Adjusted						Not Seasonally Adjusted				
	Monthly			Percent Change			Monthly				% Change Mar. 2015/ 2014
	Mar. 2015 ^D	Feb. 2015 ^F	Jan. 2015	Feb. - Mar.	Jan. - Feb.	Dec. - Jan.	Mar. 2015 ^D	Feb. 2015 ^F	Jan. 2015	Mar. 2014	
Wood products.....	11,125	11,112	11,011	0.1	0.9	0.9	11,408	11,514	11,208	10,775	5.9
Furniture and related products.....	6,567	6,530	6,449	0.6	1.3	1.1	6,395	6,457	6,400	5,945	7.6

U.S. Census Bureau:

Full Report on Manufacturer's Shipments, Inventory, and Orders March 2015
Released May 4, 2015

Table 6. Value of Manufacturers' Inventories, by Stage of Fabrication, by Industry Group¹

[Estimates are shown in millions of dollars and are based on data from the Manufacturers' Shipments, Inventories, and Orders Survey.]

Industry	Seasonally Adjusted						Not Seasonally Adjusted				
	Monthly			Percent Change			Monthly				% Change Mar. 2015/ 2014
	Mar. 2015 ^p	Feb. 2015 ^r	Jan. 2015	Feb. - Mar.	Jan. - Feb.	Dec. - Jan.	Mar. 2015 ^p	Feb. 2015 ^r	Jan. 2015	Mar. 2014	
<u>MATERIALS AND SUPPLIES</u>											
Wood products.....	4,182	4,143	4,053	0.5	2.2	-0.7	4,114	4,288	4,257	3,879	8.1
Furniture and related products.....	3,191	3,208	3,198	-0.5	0.3	1.8	3,158	3,192	3,200	2,871	9.9
<u>WORK IN PROCESS</u>											
Wood products.....	2,218	2,210	2,225	0.3	-0.7	6.1	2,258	2,248	2,218	1,978	14.2
Furniture and related products.....	1,045	1,039	1,007	0.8	3.2	2.1	1,034	1,035	1,008	971	6.5
<u>FINISHED GOODS</u>											
Wood products.....	4,747	4,759	4,733	-0.3	0.5	-0.1	5,038	4,982	4,735	4,918	2.4
Furniture and related products.....	2,331	2,285	2,248	2.0	1.7	-0.4	2,205	2,230	2,192	2,103	4.9

U.S. Census Bureau:

Full Report on Manufacturer's Shipments, Inventory, and Orders March 2015 Released May 4, 2015

Table 7. Ratios of Manufacturers' Inventories to Shipments and Unfilled Orders to Shipments, by Industry Group ¹

[Based on Seasonally Adjusted data from the Manufacturers' Shipments, Inventories, and Orders Survey.]

Industry	Inventory/Shipments ratio				Unfilled Orders/Shipments ratio ²			
	Mar 2015 ³	Feb 2015 ³	Jan 2015	Dec 2014	Mar 2015 ³	Feb 2015 ³	Jan 2015	Dec 2014
All manufacturing industries ³	1.35	1.35	1.36	1.34	(X)	(X)	(X)	(X)
Durable goods industries ³	1.67	1.69	1.68	1.66	6.67	6.70	6.71	6.65
Wood products.....	1.37	1.34	1.33	1.32	(X)	(X)	(X)	(X)
Nonmetallic mineral products.....	1.34	1.34	1.30	1.30	(X)	(X)	(X)	(X)
Primary metals.....	1.45	1.47	1.47	1.42	1.48	1.48	1.45	1.44
Fabricated metal products.....	1.70	1.69	1.68	1.64	2.93	2.95	2.96	2.92
Machinery.....	1.95	1.91	1.91	1.87	3.47	3.45	3.51	3.44
Computers and electronic products ³	1.73	1.74	1.74	1.72	7.53	7.71	7.72	7.63
Electrical equipment, appliances, and components.....	1.62	1.59	1.59	1.55	2.77	2.72	2.71	2.69
Transportation equipment.....	1.73	1.81	1.80	1.78	14.71	15.06	15.12	15.30
Furniture and related products.....	1.08	1.09	1.06	1.04	1.40	1.42	1.39	1.35
Miscellaneous products.....	1.63	1.61	1.61	1.64	(X)	(X)	(X)	(X)
Nondurable goods industries.....	1.00	1.01	1.02	1.01	(X)	(X)	(X)	(X)
Food products.....	0.71	0.71	0.71	0.70	(X)	(X)	(X)	(X)
Beverage and tobacco products.....	1.75	1.82	1.81	1.75	(X)	(X)	(X)	(X)
Textiles.....	1.32	1.33	1.32	1.32	(X)	(X)	(X)	(X)
Textile products.....	1.54	1.51	1.38	1.45	(X)	(X)	(X)	(X)
Apparel.....	2.38	2.39	2.36	2.27	(X)	(X)	(X)	(X)
Leather and allied products.....	2.16	2.23	2.17	2.18	(X)	(X)	(X)	(X)
Paper products.....	1.02	1.03	1.02	1.01	(X)	(X)	(X)	(X)
Printing.....	0.90	0.91	0.91	0.92	(X)	(X)	(X)	(X)
Petroleum and coal products.....	0.67	0.68	0.74	0.72	(X)	(X)	(X)	(X)
Chemical products.....	1.33	1.33	1.33	1.31	(X)	(X)	(X)	(X)
Plastics and rubber products.....	1.19	1.21	1.20	1.18	(X)	(X)	(X)	(X)

X Not Applicable ³ Preliminary ² Revised data due to late receipts and concurrent seasonal adjustment.

² Excludes the following industries with no unfilled orders: Wood products; nonmetallic mineral products; medical equipment and supplies; office supplies; other miscellaneous manufacturing; cutlery and handtools; farm and garden machinery; computer storage and peripheral devices; audio and video equipment; manufacturing and reproducing magnetic and optical media; batteries; automobiles; light trucks and utility vehicles; heavy duty trucks; and miscellaneous furniture.

³ Unfilled orders to shipments ratio excludes semiconductor manufacturing.

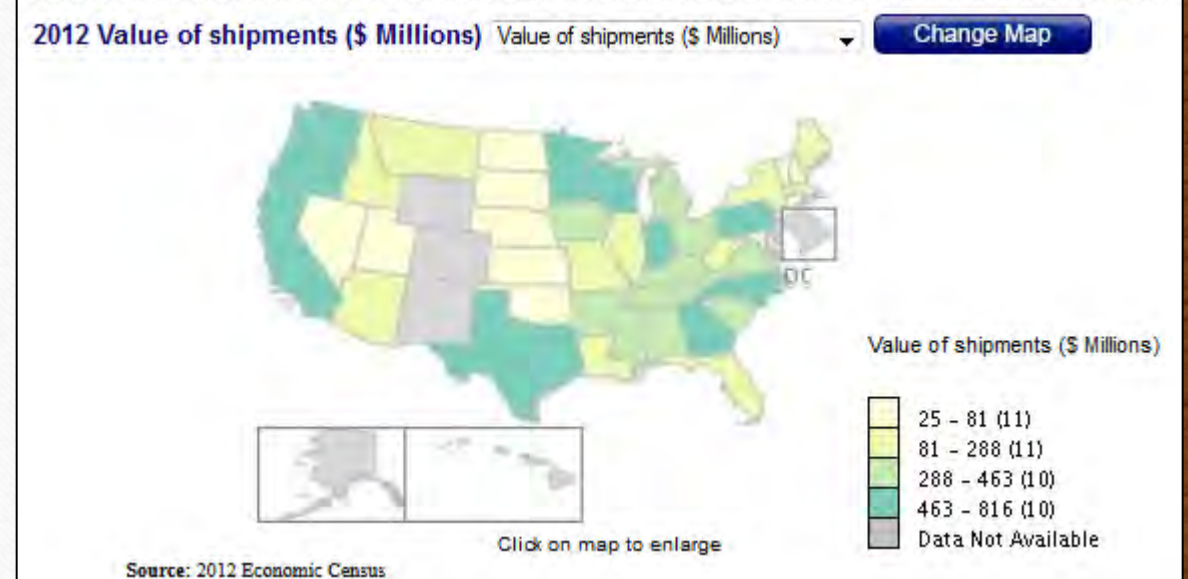
U.S. Census Bureau

Industry Snapshots

- Information available for both U.S. and Wisconsin on NAICS code basis
- NAICS codes of interest available:
 - 321 Wood Products Manufacturing
 - 3211 Sawmills & Wood Preservation
 - 3212 Veneer, Plywood, and Engineered Wood Product Manufacturing
 - 337 Furniture and Related Products Manufacturing
 - 3371 Household & Institutional Furniture and Kitchen Cabinet Manufacturing
 - 3372 Office Furniture (including fixtures)
 - 3379 Other Furniture Related Product Manufacturing

U.S. Census Bureau

Industry Snapshots: NAICS 321 Wood Products in United States



http://thedataweb.rm.census.gov/TheDataWeb_HotReport2/econsnapshot/2012/snapshot.html?STATE=ALL&COUNTY=ALL&IND=%3DCOMP%28%28%28C3*C3%29%2FC3%29%2F1000%29&x=48&y=16&NAICS=321

U.S. Census Bureau

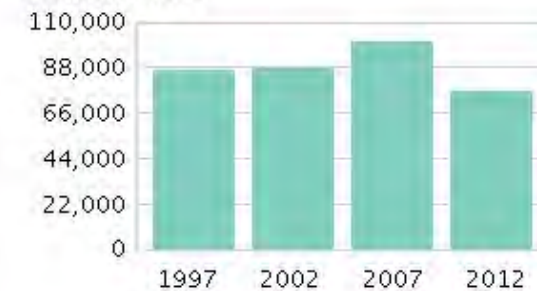
Industry Snapshots: NAICS 321 Wood Products in United States

Key Industry Statistics: United States

	1997	2002	2007	2012	07-12 % Chg
Number of establishments	17,367	17,202	16,868	13,698	-18.8%
Value of shipments (\$ Millions)	88,470	89,085	101,712	78,008	-23.3%
Annual payroll (\$ Millions)	14,319	16,055	17,427	12,483	-28.4%
Total employment	570,034	540,565	523,899	339,446	-35.2%
Value of shipments per establishment (\$1,000)	5,094	5,179	6,030	5,695	-5.6%
Value of shipments per employee (\$1,000)	155	165	194	230	18.4%
Value of shipments per \$ of payroll (\$)	6.18	5.55	5.84	6.25	7.1%
Payroll per employee (\$)	25,120	29,700	33,264	36,774	10.6%
Employees per establishment	32.82	31.42	31.06	24.78	-20.2%
Value of shipments per capita (\$)	324	310	338	249	-26.4%
Population per establishment	15,699	16,720	17,858	22,917	28.3%

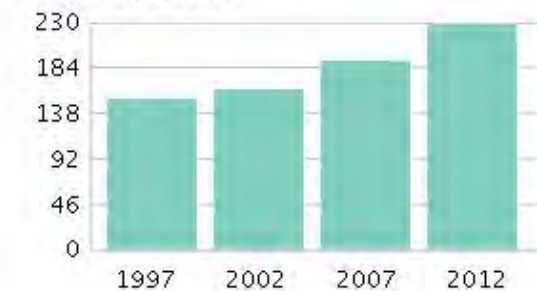
Value of Shipments: United States

Millions of dollars



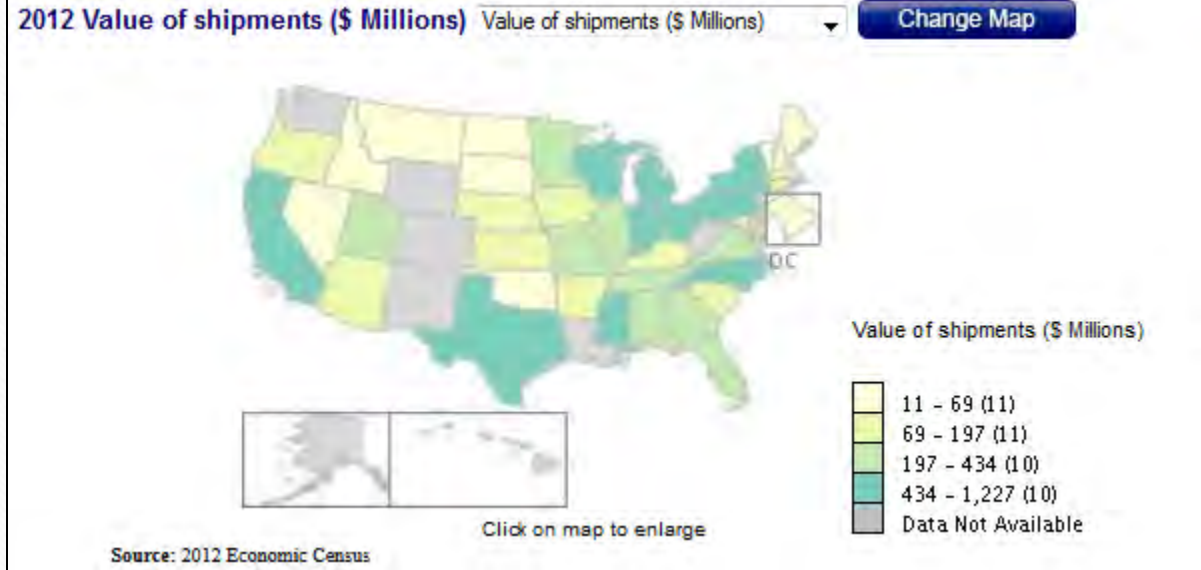
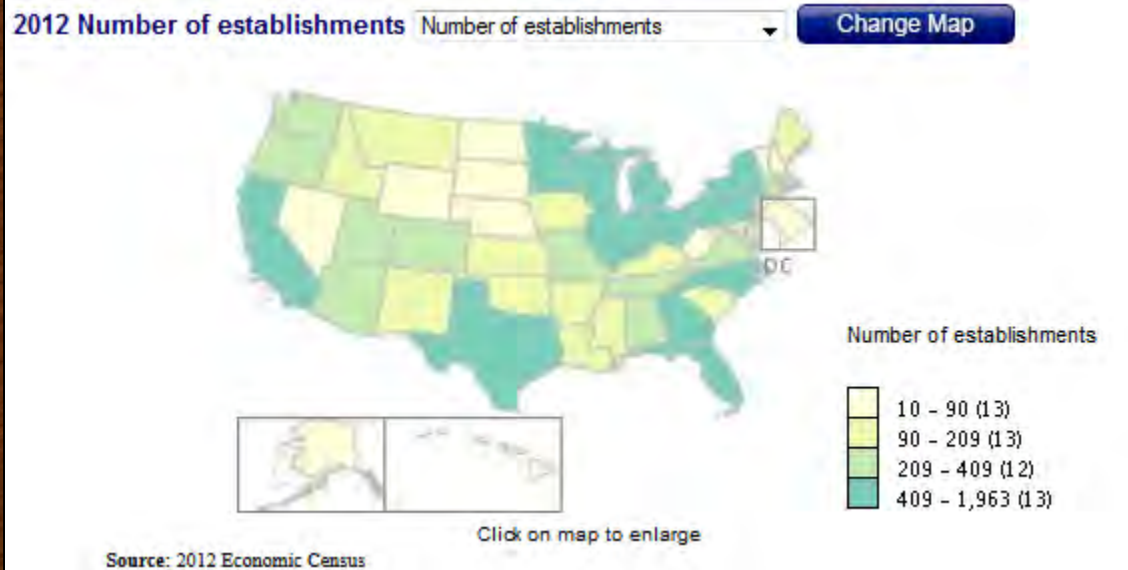
Value of Shipments per Employee: United States

Thousands of dollars



U.S. Census Bureau

Industry Snapshots: NAICS 337 Furniture & Related Product Manufacturing



http://thedataweb.rm.census.gov/TheDataWeb_HotReport2/econsnapshot/2012/snapshot.hrml?STATE=ALL&COUNTY=ALL&IND=%3DCOMP%28%28C4*C4%29%2FC4%29&x=35&y=10&NAICS=337

U.S. Census Bureau

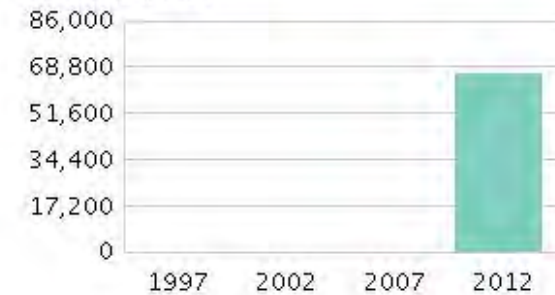
Industry Snapshots: NAICS 337 Furniture & Related Product Manufacturing

Key Industry Statistics: United States

	1997	2002	2007	2012	07-12 % Chg
Number of establishments	NA	NA	NA	16,210	NA
Value of shipments (\$ Millions)	NA	NA	NA	67,685	NA
Annual payroll (\$ Millions)	NA	NA	NA	13,041	NA
Total employment	NA	NA	NA	344,497	NA
Value of shipments per establishment (\$1,000)	NA	NA	NA	4,176	NA
Value of shipments per employee (\$1,000)	NA	NA	NA	196	NA
Value of shipments per \$ of payroll (\$)	NA	NA	NA	5.19	NA
Payroll per employee (\$)	NA	NA	NA	37,854	NA
Employees per establishment	NA	NA	NA	21.25	NA
Value of shipments per capita (\$)	NA	NA	NA	216	NA
Population per establishment	NA	NA	NA	19,365	NA

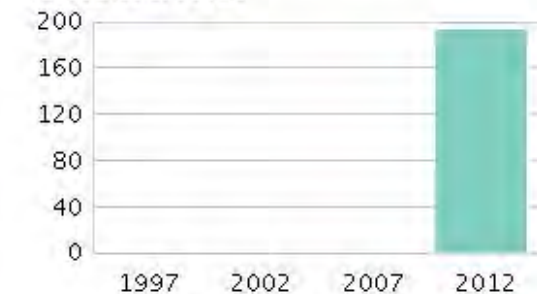
Value of Shipments: United States

Millions of dollars



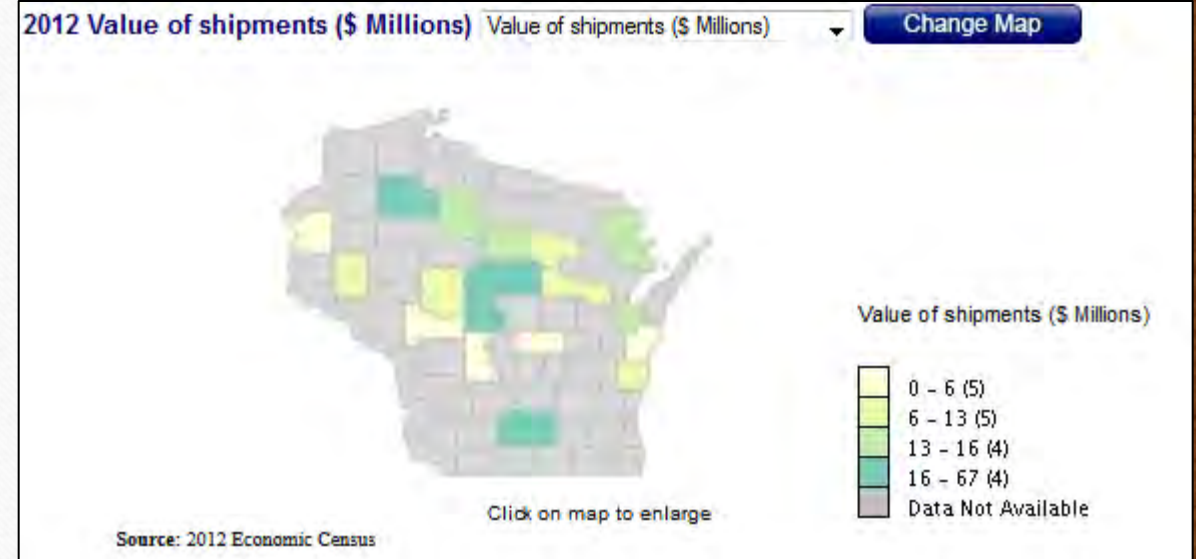
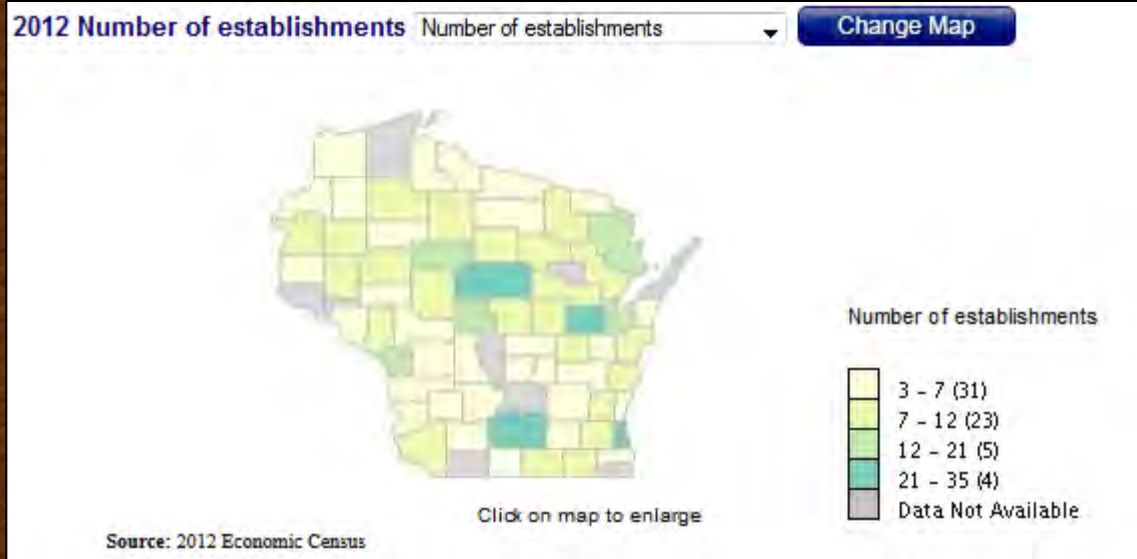
Value of Shipments per Employee: United States

Thousands of dollars



U.S. Census Bureau

Industry Snapshots: NAICS 321 Wood Products in Wisconsin



http://thedataweb.rm.census.gov/TheDataWeb_HotReport2/econsnapshot/2012/snapshot.html?STATE=51&COUNTY=ALL&x=46&y=11&IND=%3DCOMP%28%28%28C3*C3%29%2FC3%29%2F1000%29&NAICS=321

U.S. Census Bureau

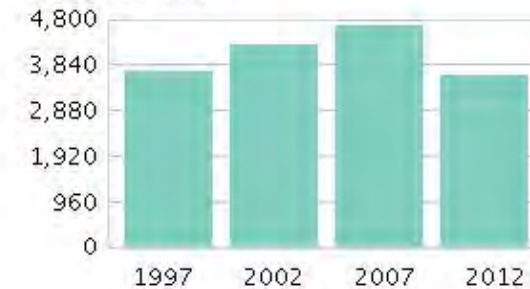
Industry Snapshots: NAICS 321 Wood Products in Wisconsin

Key Industry Statistics: Wisconsin

	1997	2002	2007	2012	07-12 % Chg
Number of establishments	683	670	673	601	-10.7%
Value of shipments (\$ Millions)	3,748	4,326	4,756	3,694	-22.3%
Annual payroll (\$ Millions)	680	860	876	604	-31.0%
Total employment	28,030	29,350	26,833	17,988	-33.0%
Value of shipments per establishment (\$1,000)	5,488	6,457	7,067	6,146	-13.0%
Value of shipments per employee (\$1,000)	134	147	177	205	15.8%
Value of shipments per \$ of payroll (\$)	5.51	5.03	5.43	6.11	12.5%
Payroll per employee (\$)	24,261	29,303	32,628	33,593	3.0%
Employees per establishment	41.04	43.81	39.87	29.93	-24.9%
Value of shipments per capita (\$)	712	794	848	645	-23.9%
Population per establishment	7,710	8,127	8,337	9,528	14.3%

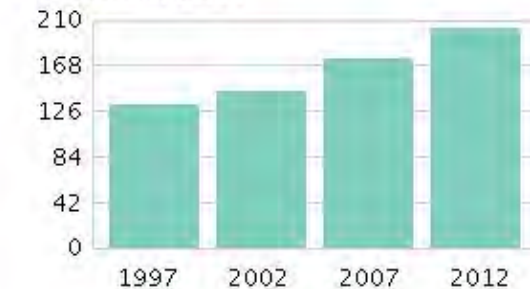
Value of Shipments: Wisconsin

Millions of dollars



Value of Shipments per Employee: Wisconsin

Thousands of dollars



U.S. Census Bureau

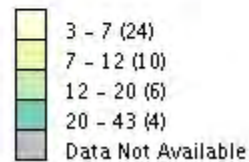
Industry Snapshots: NAICS 337 Furniture & Related Product Manufacturing in Wisconsin

2012 Number of establishments Number of establishments

Change Map



Number of establishments



Click on map to enlarge

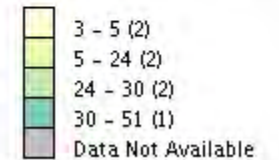
Source: 2012 Economic Census

2012 Value of shipments (\$ Millions) Value of shipments (\$ Millions)

Change Map



Value of shipments (\$ Millions)



Click on map to enlarge

Source: 2012 Economic Census

http://thedataweb.rm.census.gov/TheDataWeb_HotReport2/econsnapshot/2012/snapshot.html?STATE=51&COUNTY=ALL&IND=%3DCOMP%28%28C4*C4%29%2FC4%29&xx=26&y=10&NAICS=337

U.S. Census Bureau

Industry Snapshots: NAICS 337 Furniture & Related Product Manufacturing in Wisconsin

Key Industry Statistics: Wisconsin

	1997	2002	2007	2012	07-12 % Chg
Number of establishments	NA	NA	NA	445	NA
Value of shipments (\$ Millions)	NA	NA	NA	2,929	NA
Annual payroll (\$ Millions)	NA	NA	NA	566	NA
Total employment	NA	NA	NA	14,383	NA
Value of shipments per establishment (\$1,000)	NA	NA	NA	6,582	NA
Value of shipments per employee (\$1,000)	NA	NA	NA	204	NA
Value of shipments per \$ of payroll (\$)	NA	NA	NA	5.17	NA
Payroll per employee (\$)	NA	NA	NA	39,366	NA
Employees per establishment	NA	NA	NA	32.32	NA
Value of shipments per capita (\$)	NA	NA	NA	512	NA
Population per establishment	NA	NA	NA	12,868	NA

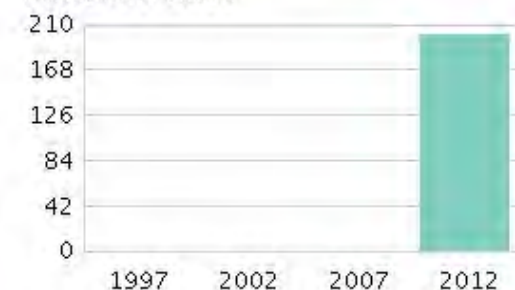
Value of Shipments: Wisconsin

Millions of dollars



Value of Shipments per Employee: Wisconsin

Thousands of dollars



Economic Analysis & Industry Reports Available for Purchase

- Fintel Industry Metrics – 1 & 4 year reports by NAICS codes
 - <https://secure.fintel.us/industry-metrics/naics/321-wood-product-manufacturing?action=PersistReport>
 - 1 year - \$99, 4 year - \$119

Furniture Market Trends

- 21% of furniture stores import products directly
 - <http://www.furnituretoday.com/article/519108-research-21-furniture-stores-import-product-directly>
- Value of furniture shipments to the U.S. \$21.4 million
 - <http://www.furnituretoday.com/article/518969-2015-importsexports-report>

Grow North Mapping by Product

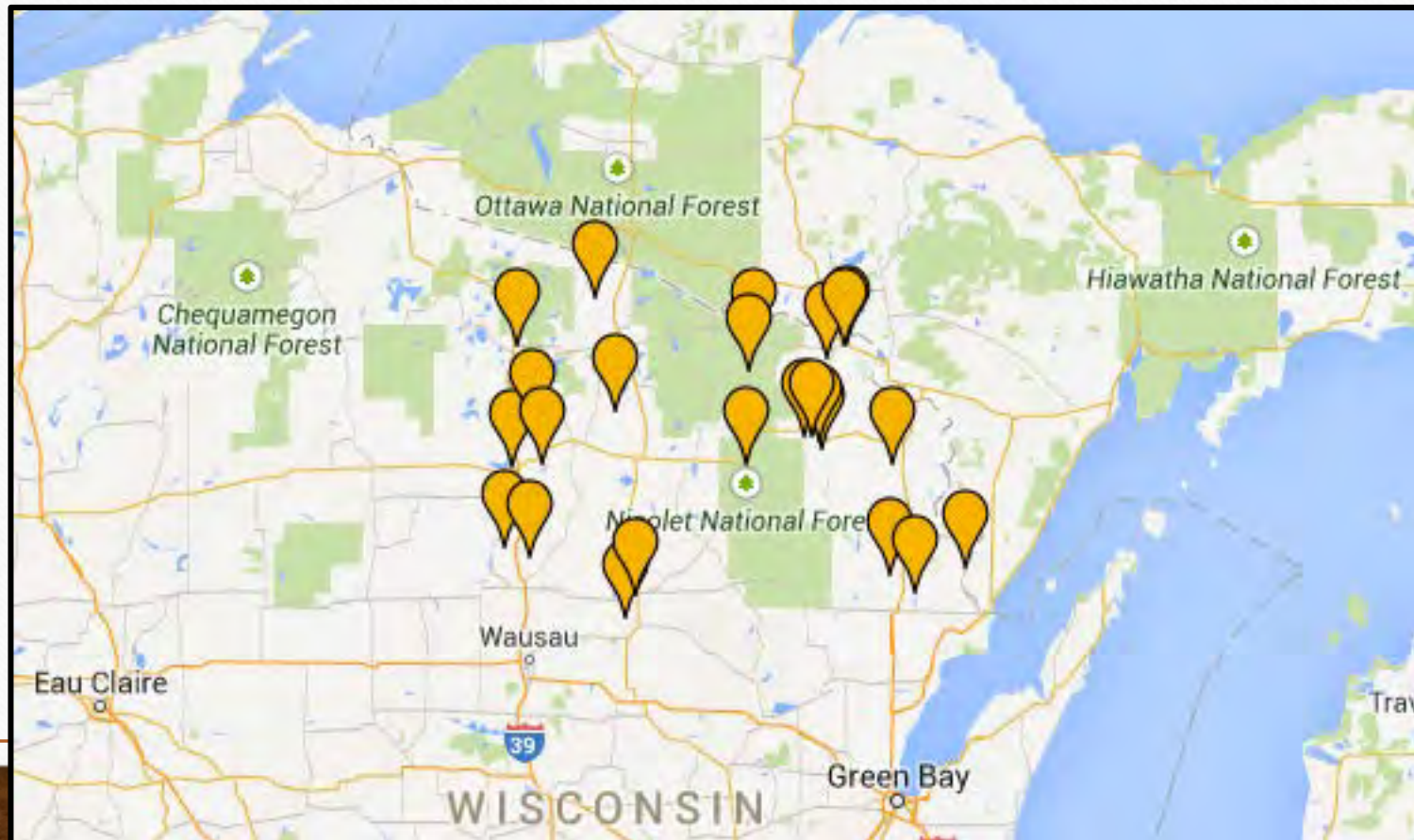
Mapping companies in the Grow North Region

- Background:
 - Many companies produce a multitude of products
 - To best illustrate the capabilities for each product type they are mapped individually in the following slides
 - This will allow for demonstration of geographic distribution in the most accurate manner
 - If desired it is possible to create custom map layers for analysis and business search purposes.

Lumber Types

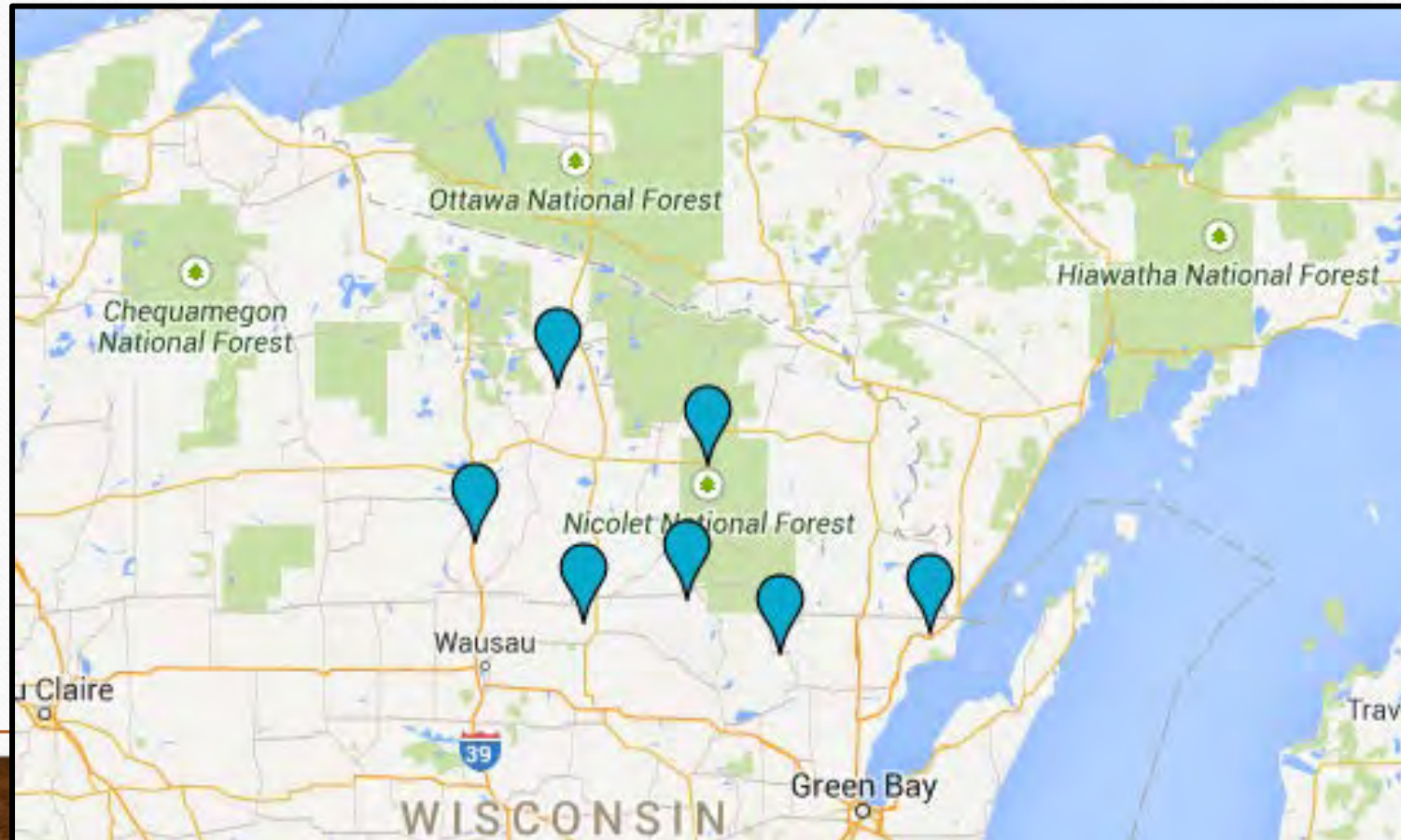
Grow North – Lumber

24 companies



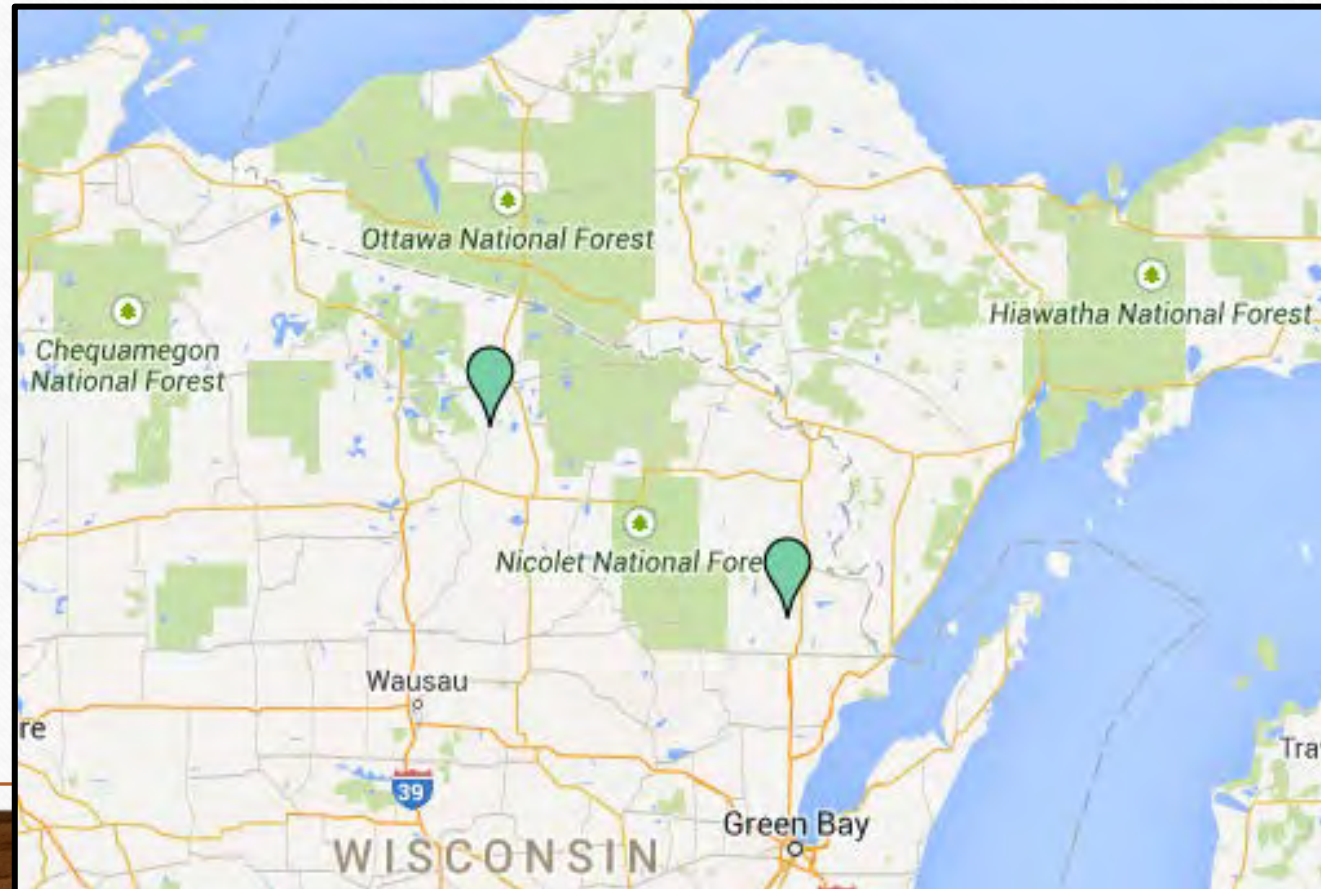
Grow North – Hardwood

7 companies



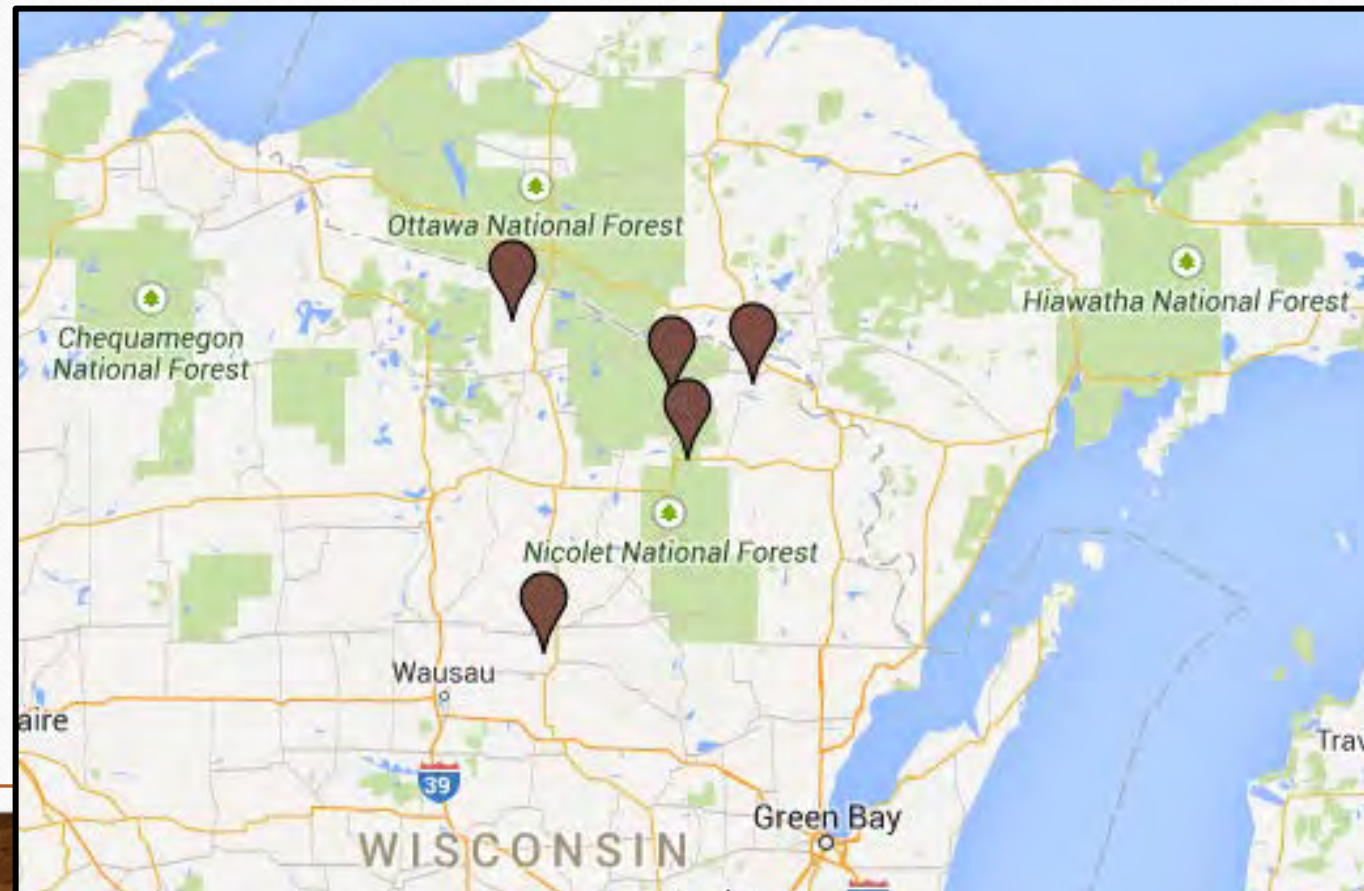
Grow North – Softwood

2 companies



Grow North – Ties or Timbers

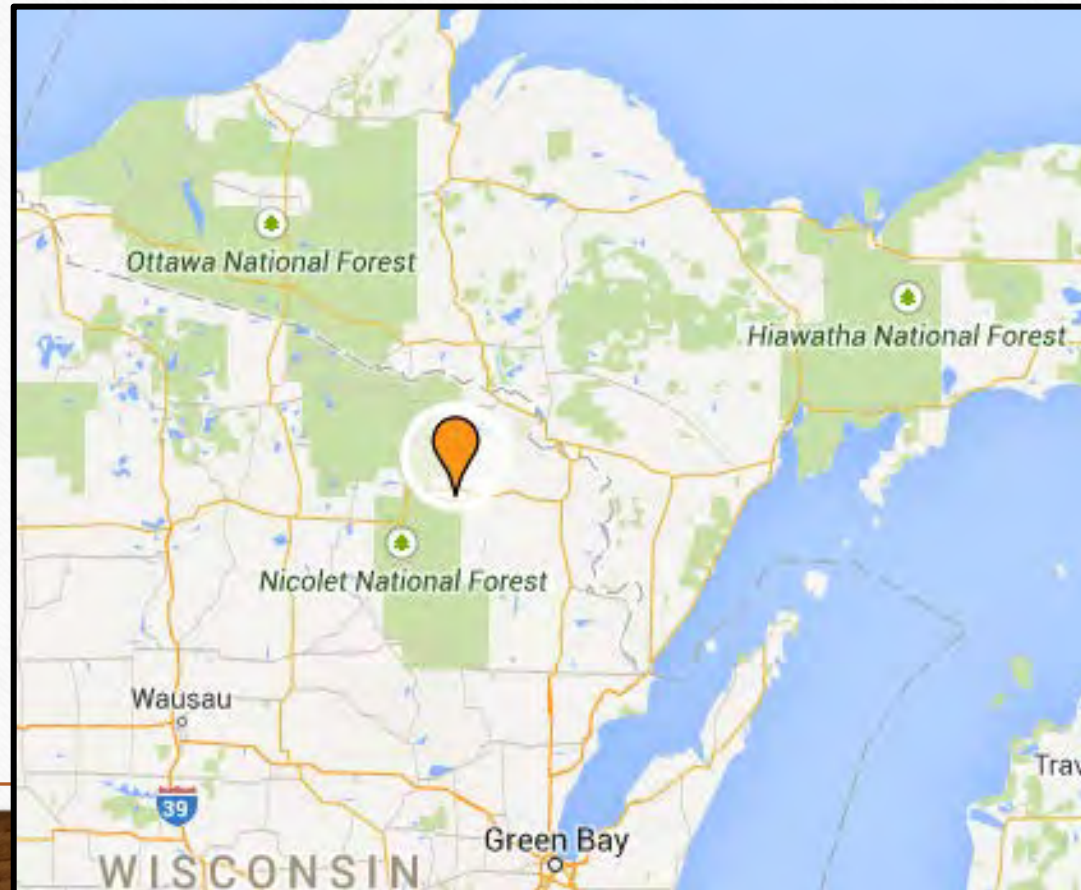
5 companies



Value Add Processes

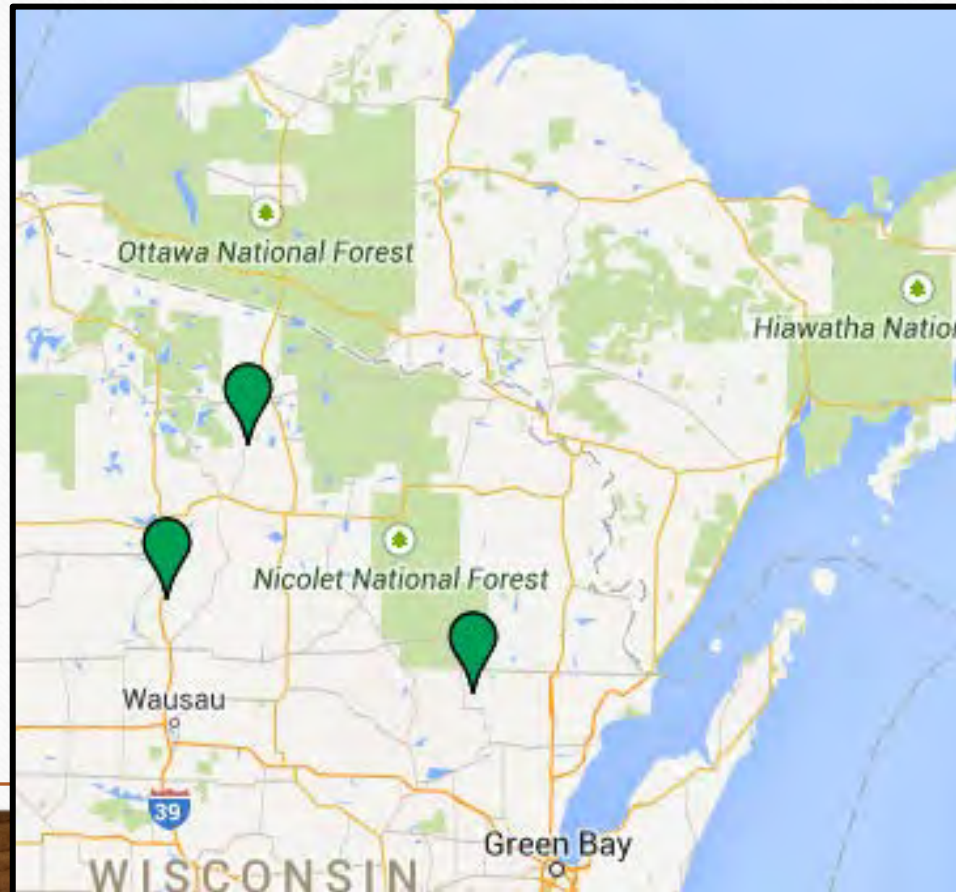
Grow North – Custom Sawing

1 company



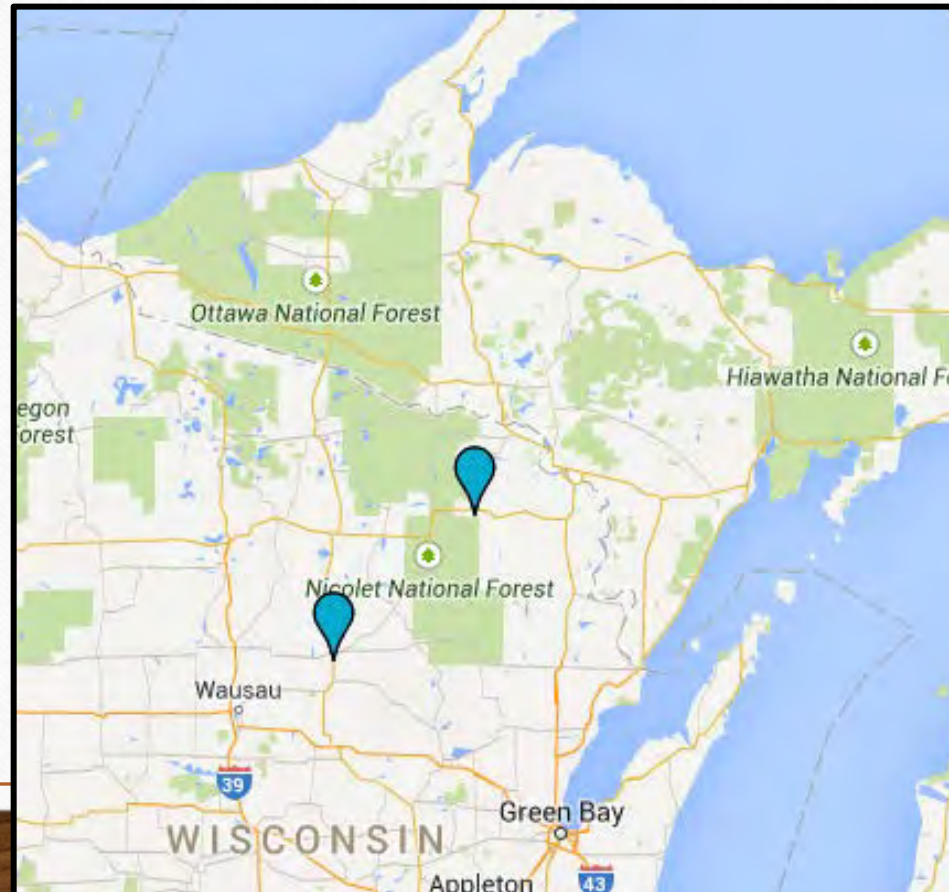
Grow North – Dimension

3 companies



Grow North – Kiln Drying

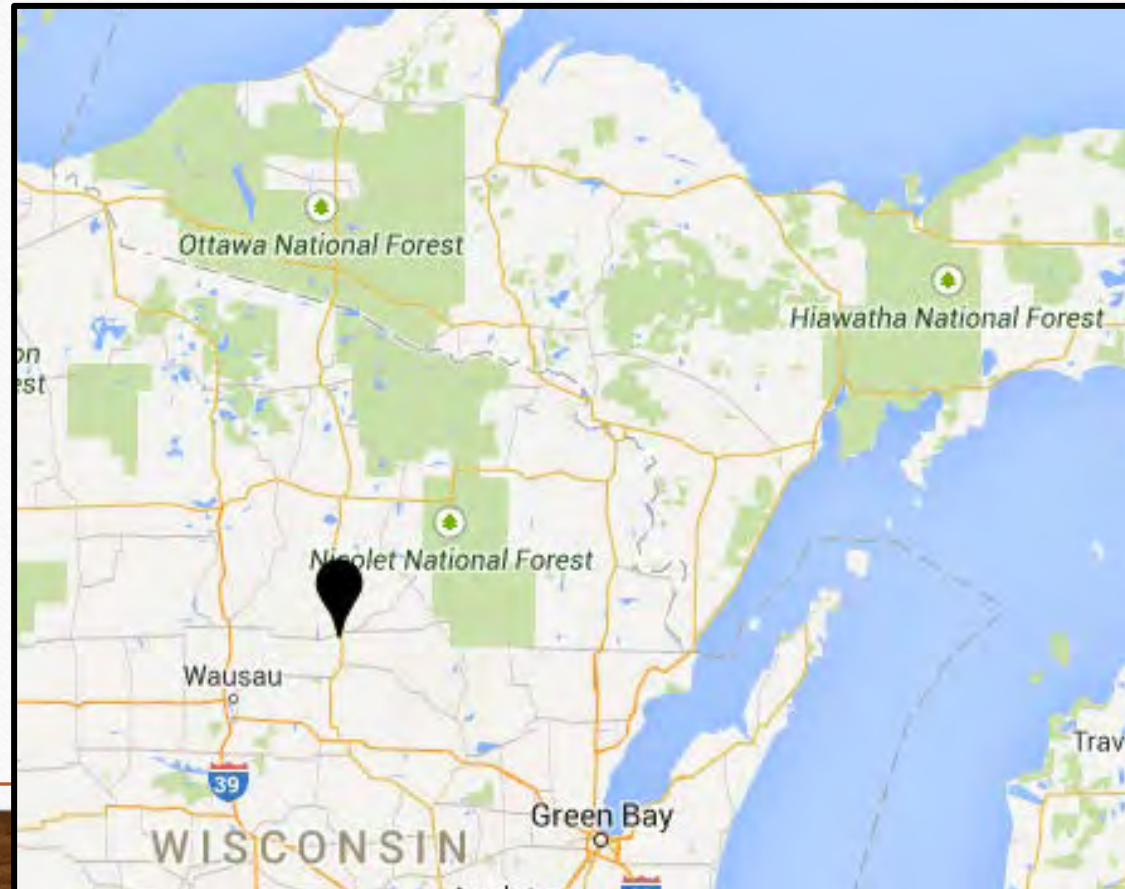
2 companies



Containers and Pallets

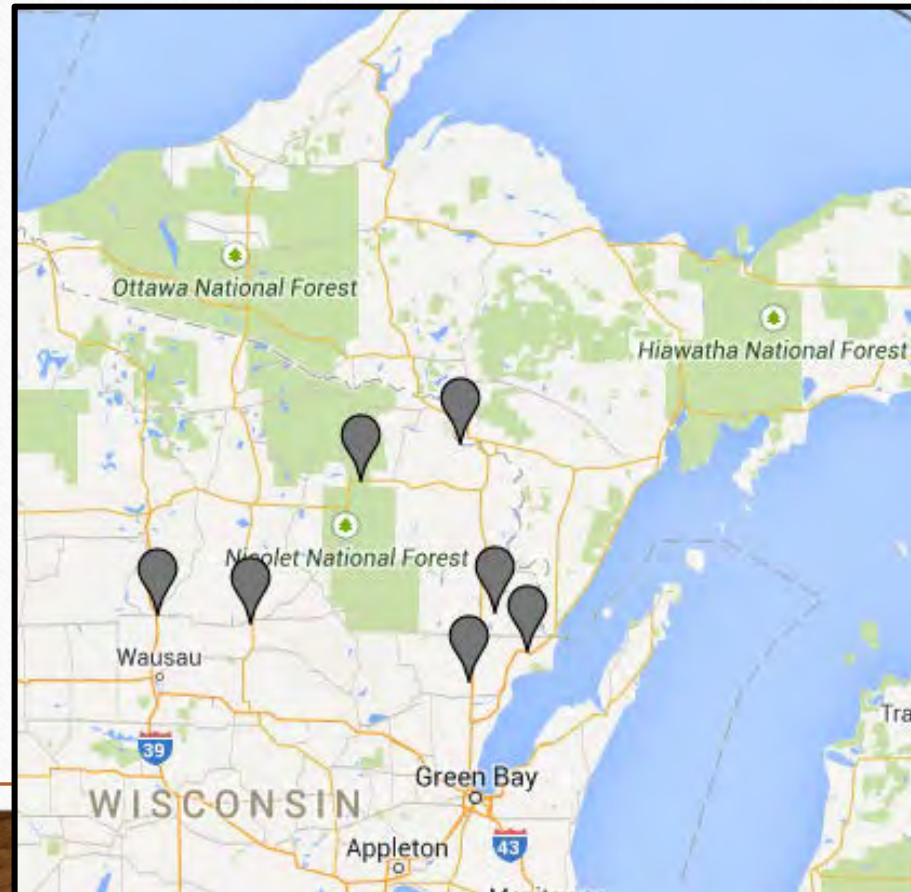
Grow North – Boxes

1 company



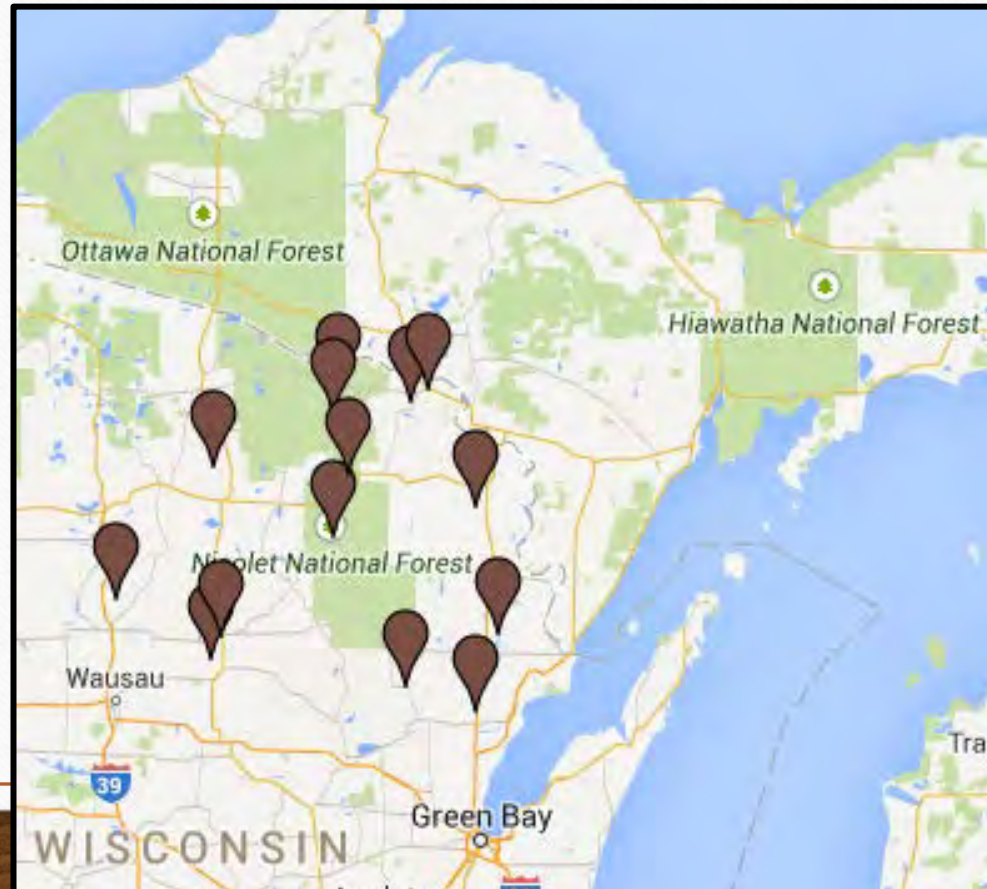
Grow North – Containers

7 companies



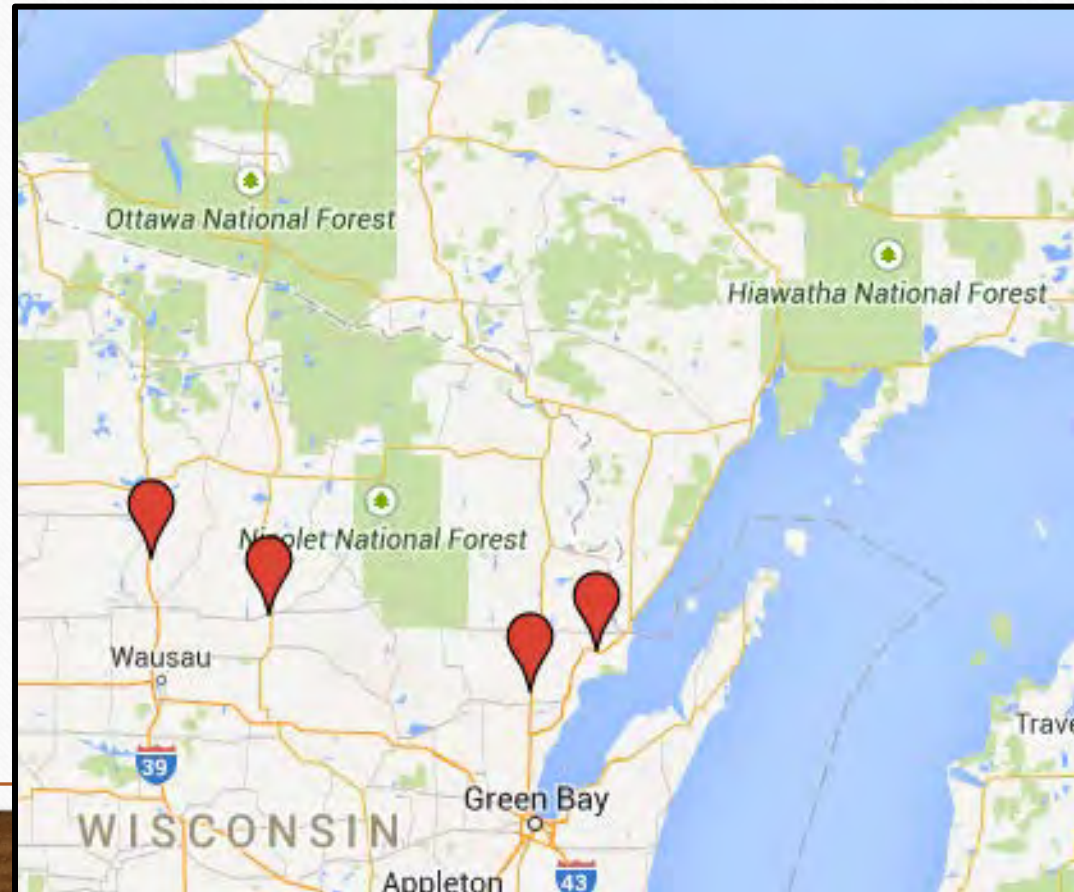
Grow North – Pallet Parts

14 companies



Grow North – Pallets or Skids

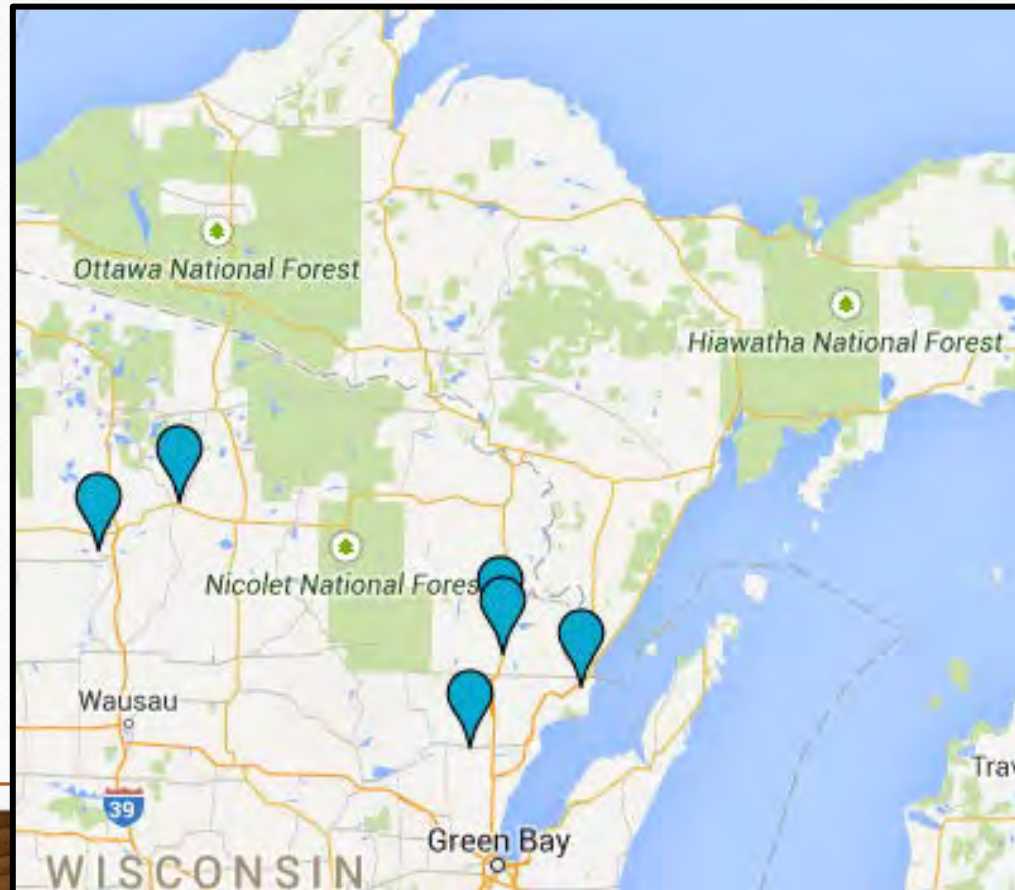
4 companies



Furniture & Signs

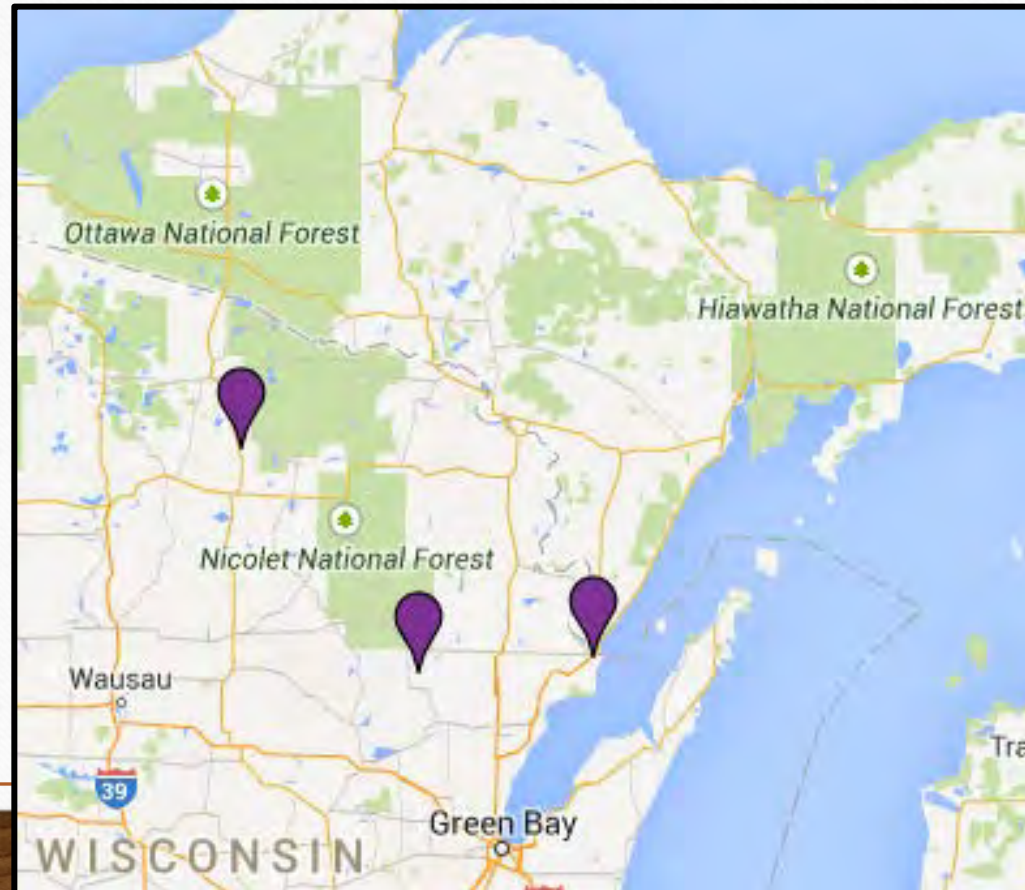
Grow North – Cabinets

6 companies



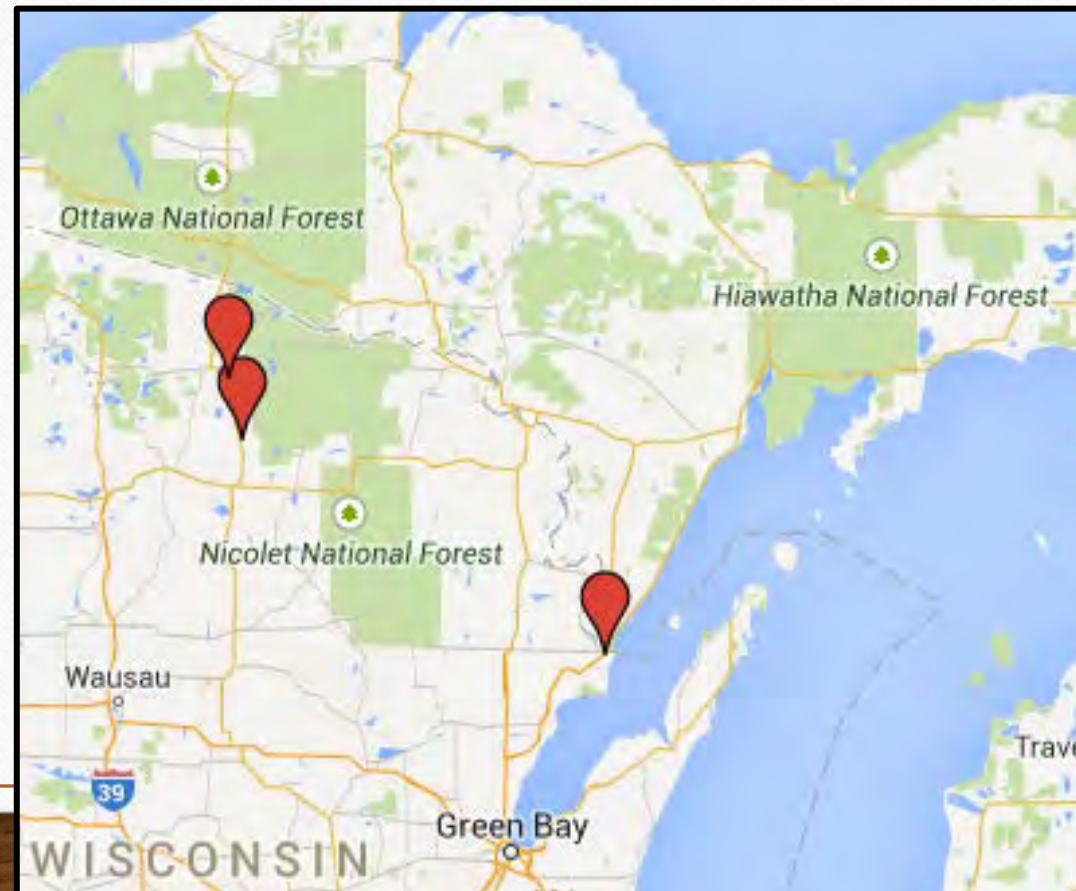
Grow North – Furniture

3 companies



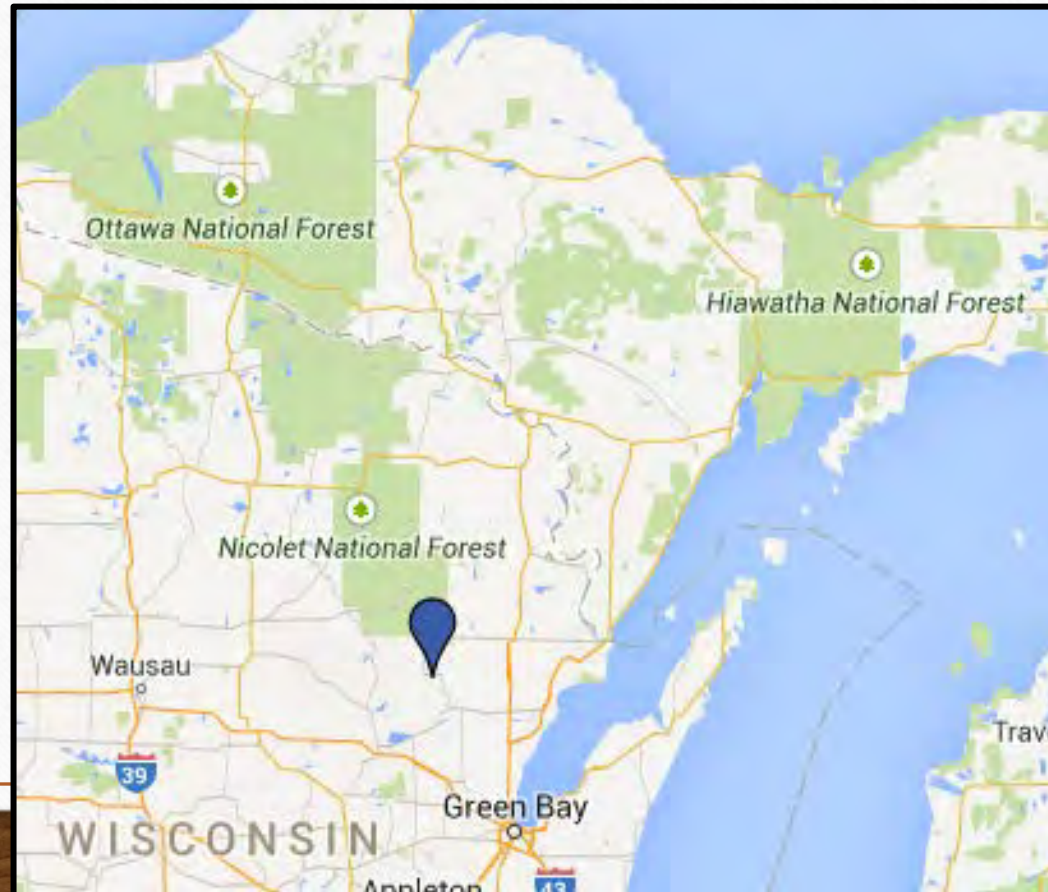
Grow North – Household

3 companies



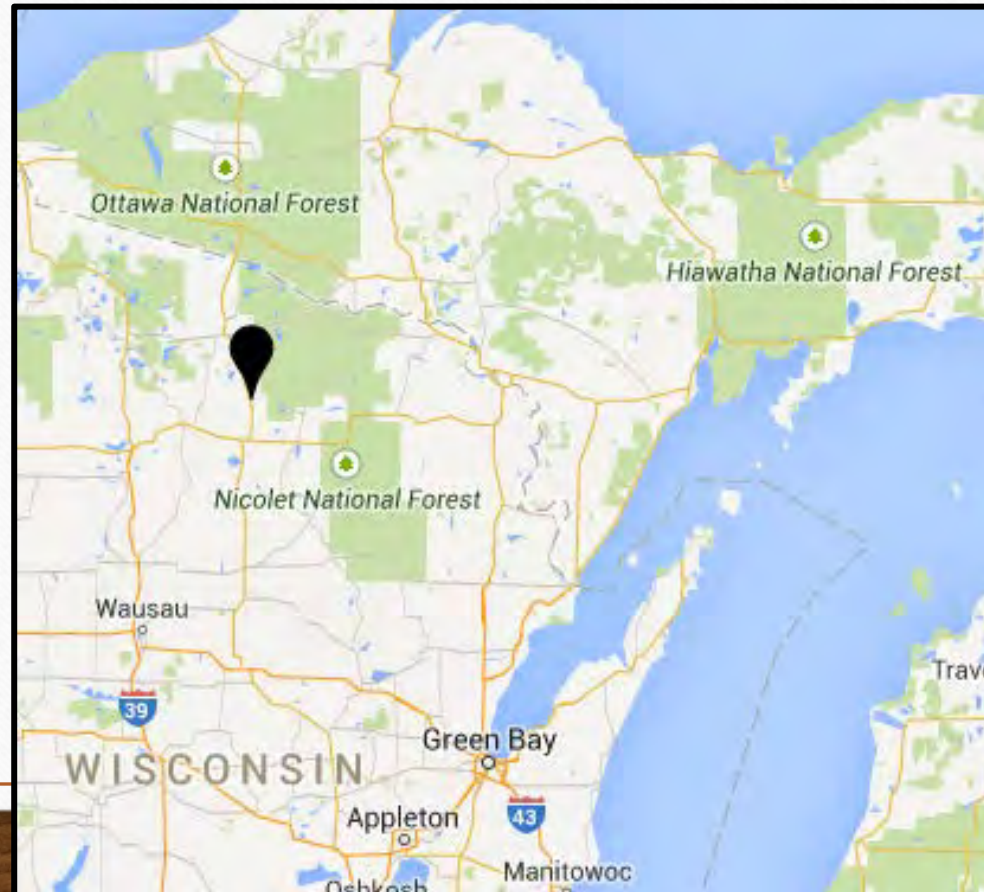
Grow North – Institutional

1 company



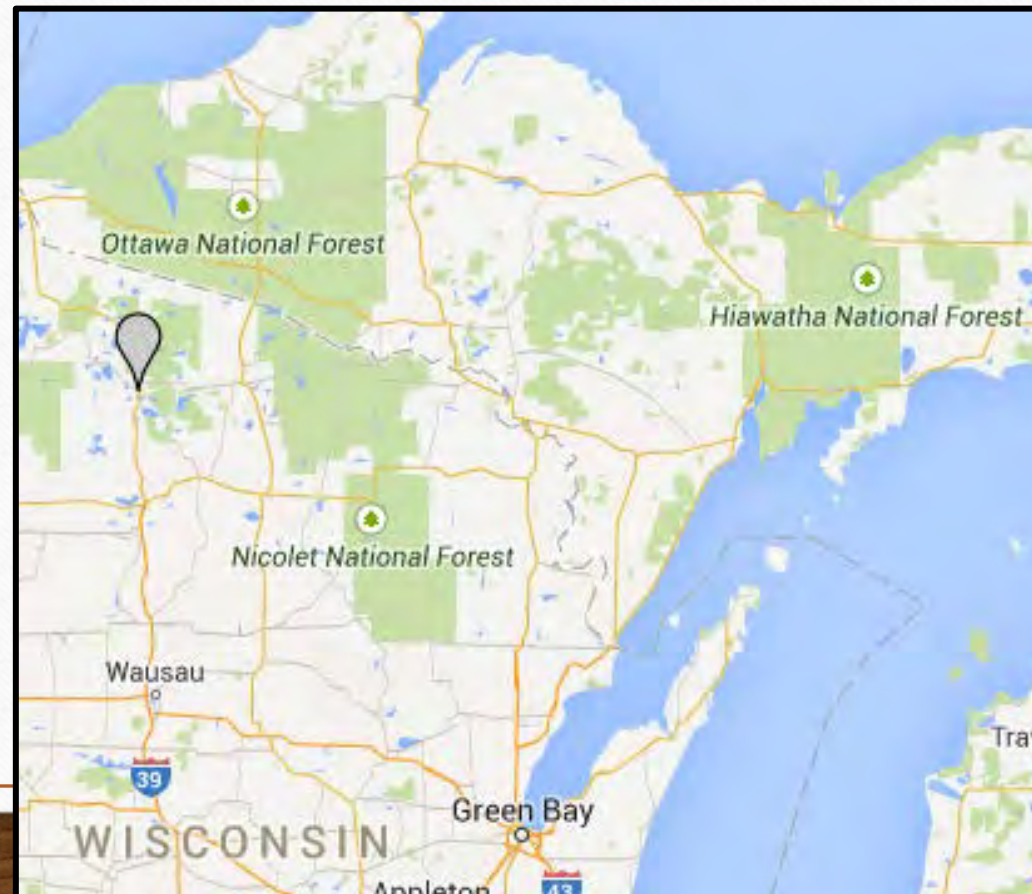
Grow North – Outdoor

1 company



Grow North – Signs

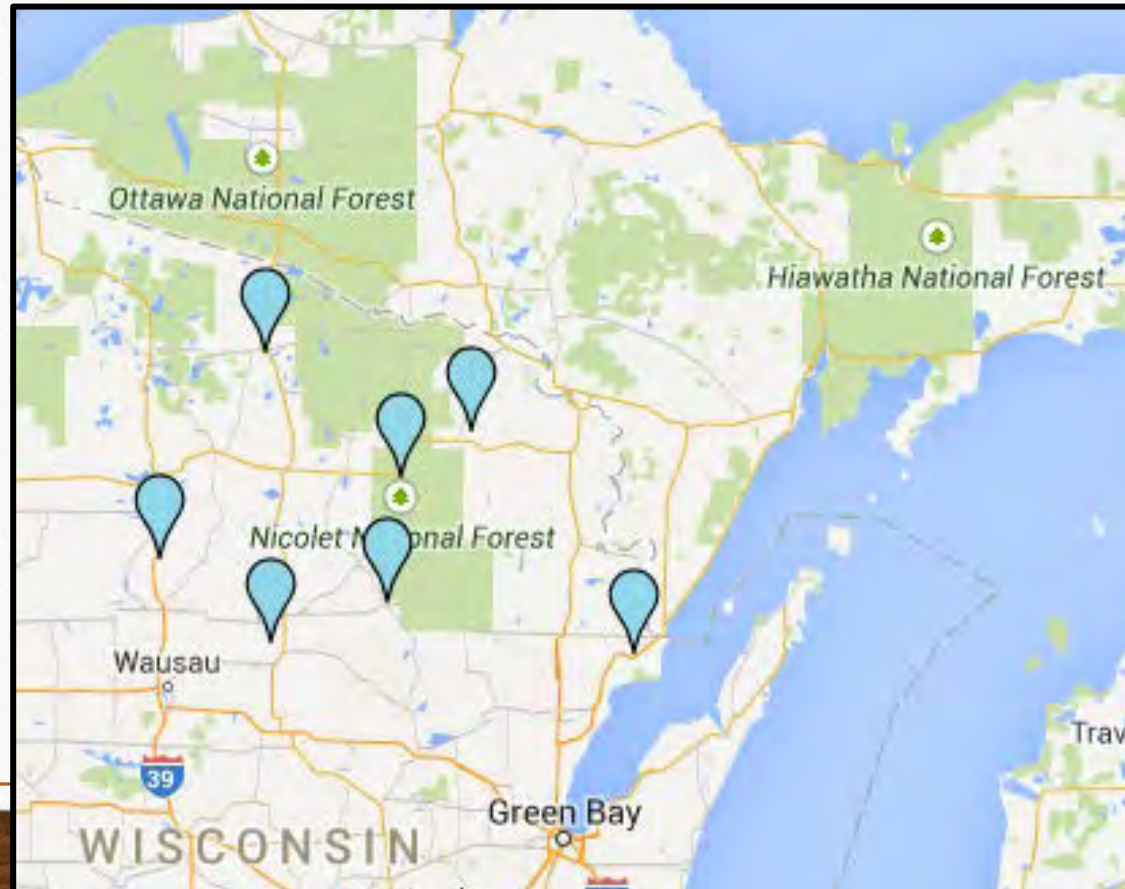
1 company



Architecture & Building Products

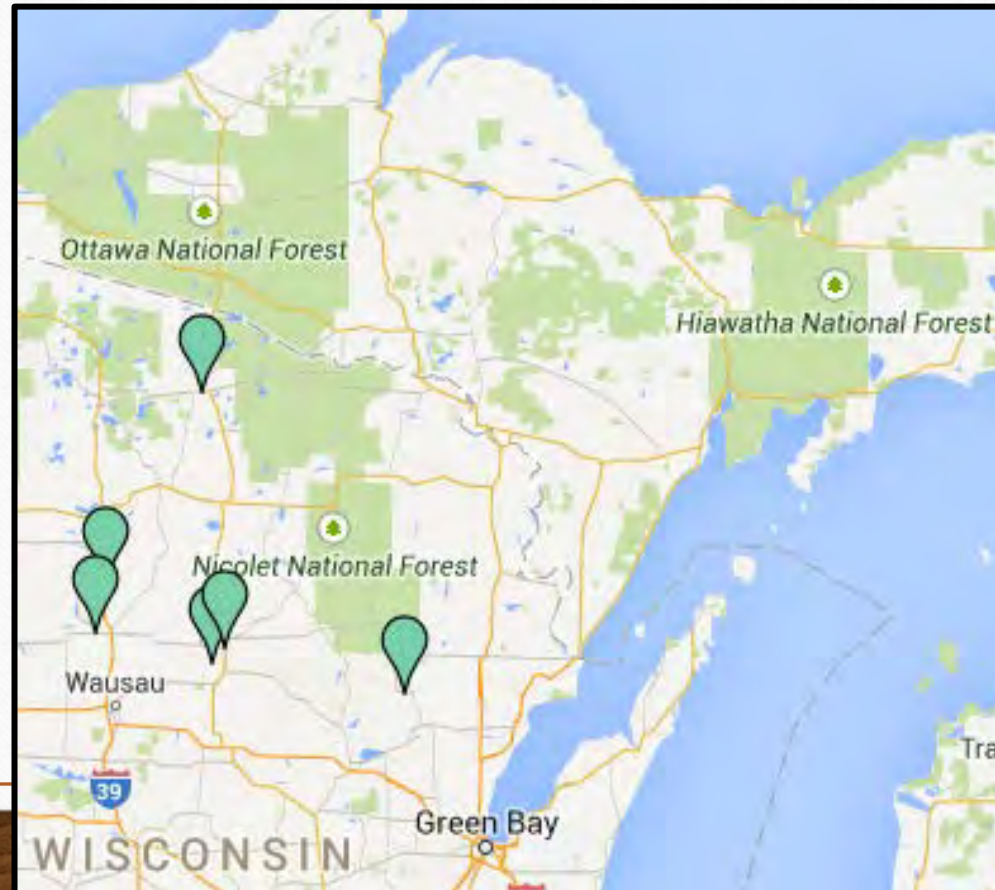
Grow North – Flooring

7 companies



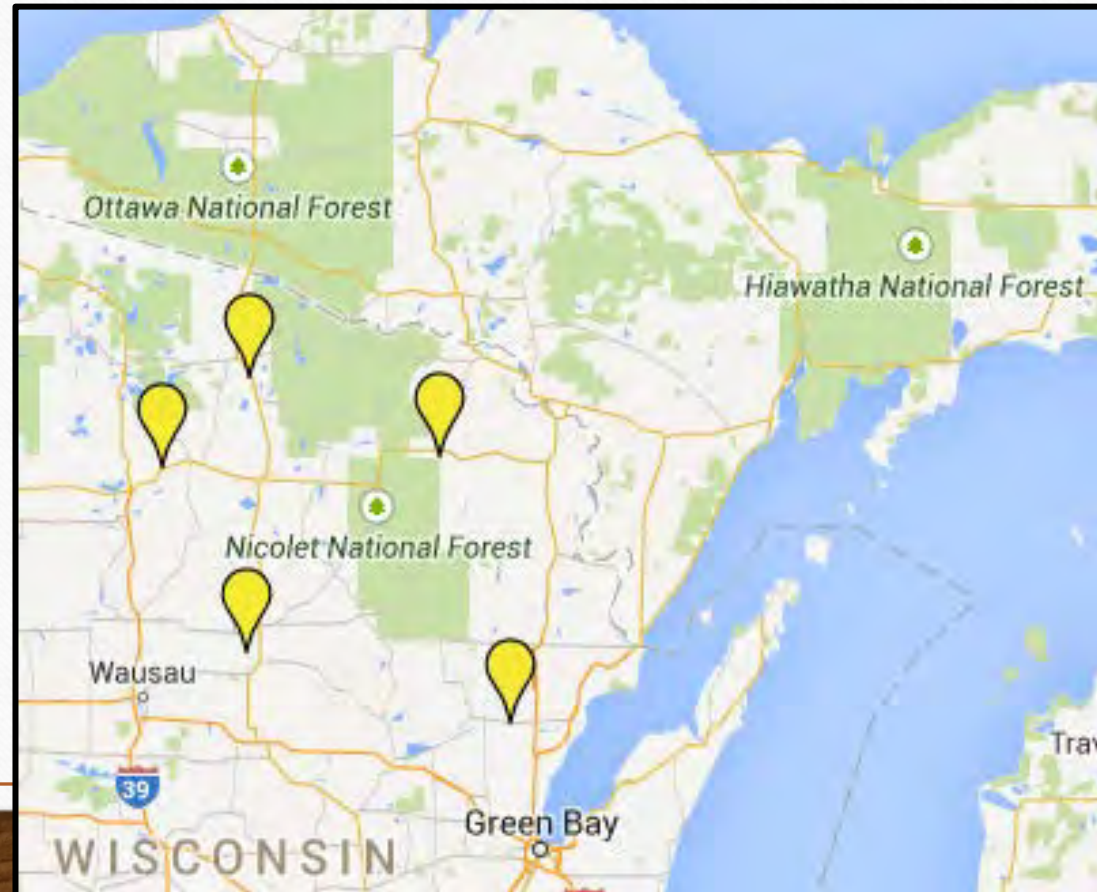
Grow North – Millwork & Moulding

6 companies



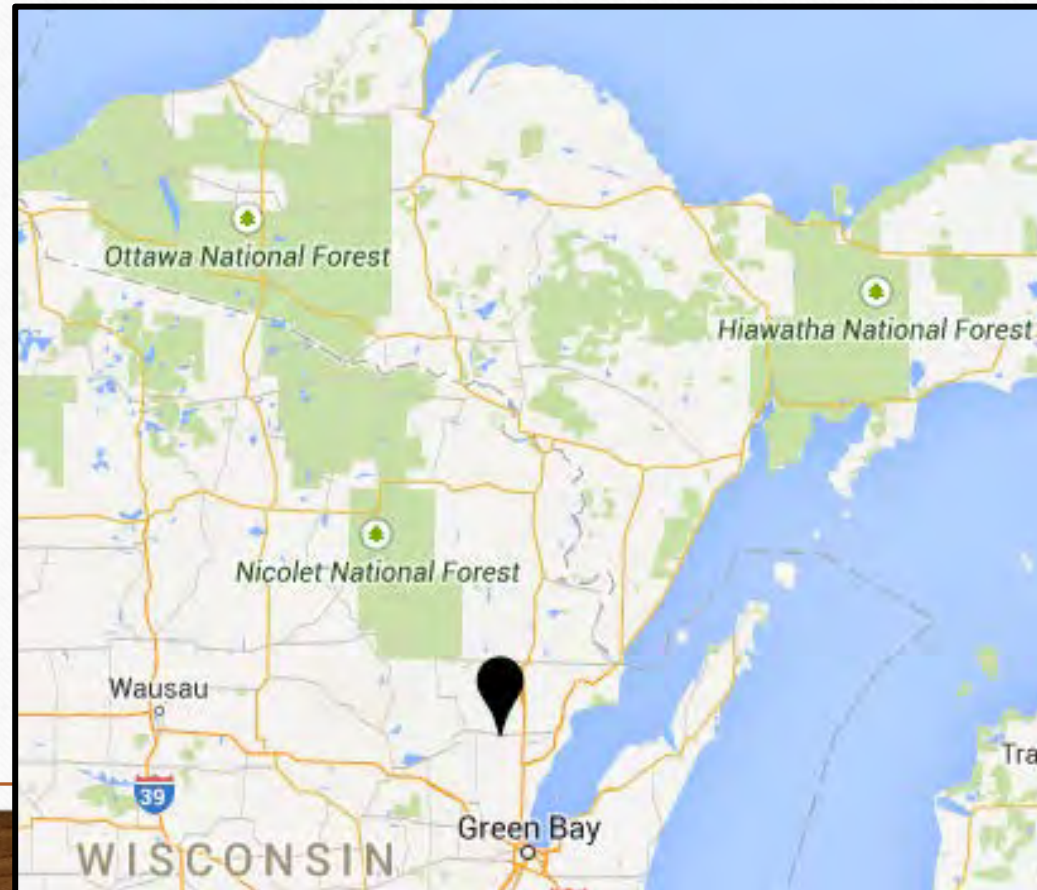
Grow North – Paneling

5 companies



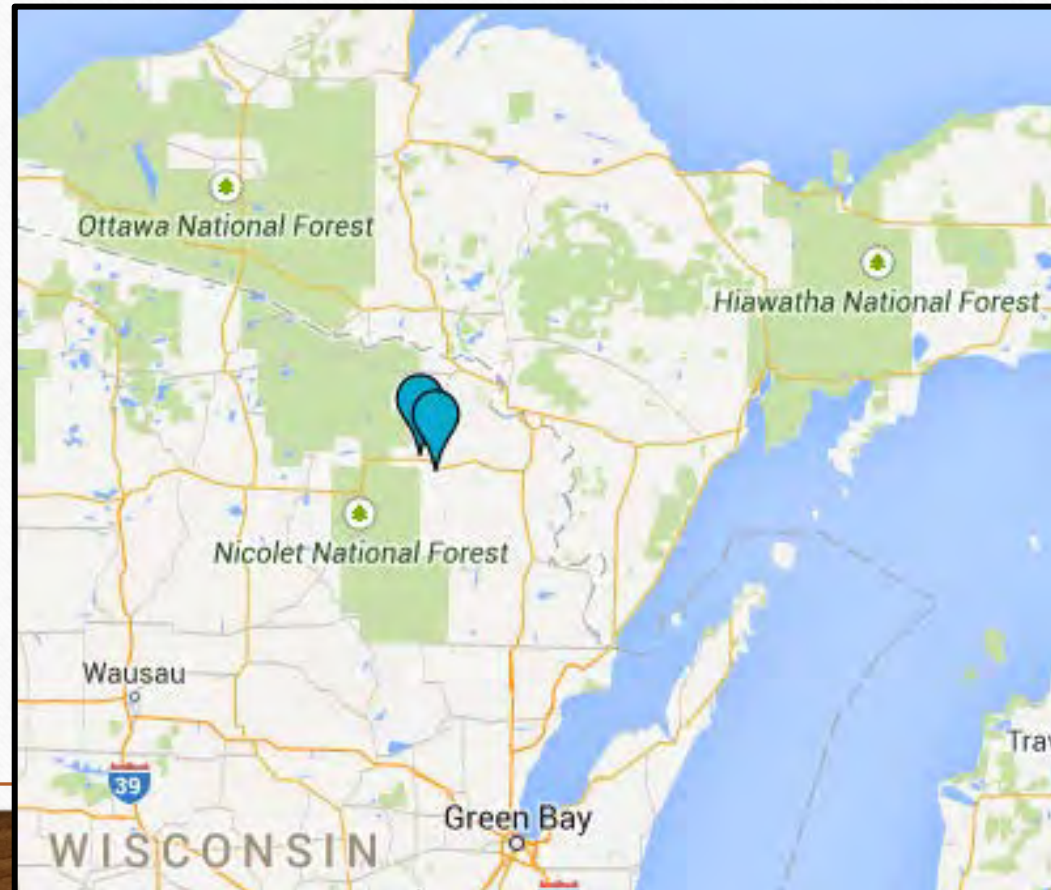
Grow North – Plywood & Panels

1 company



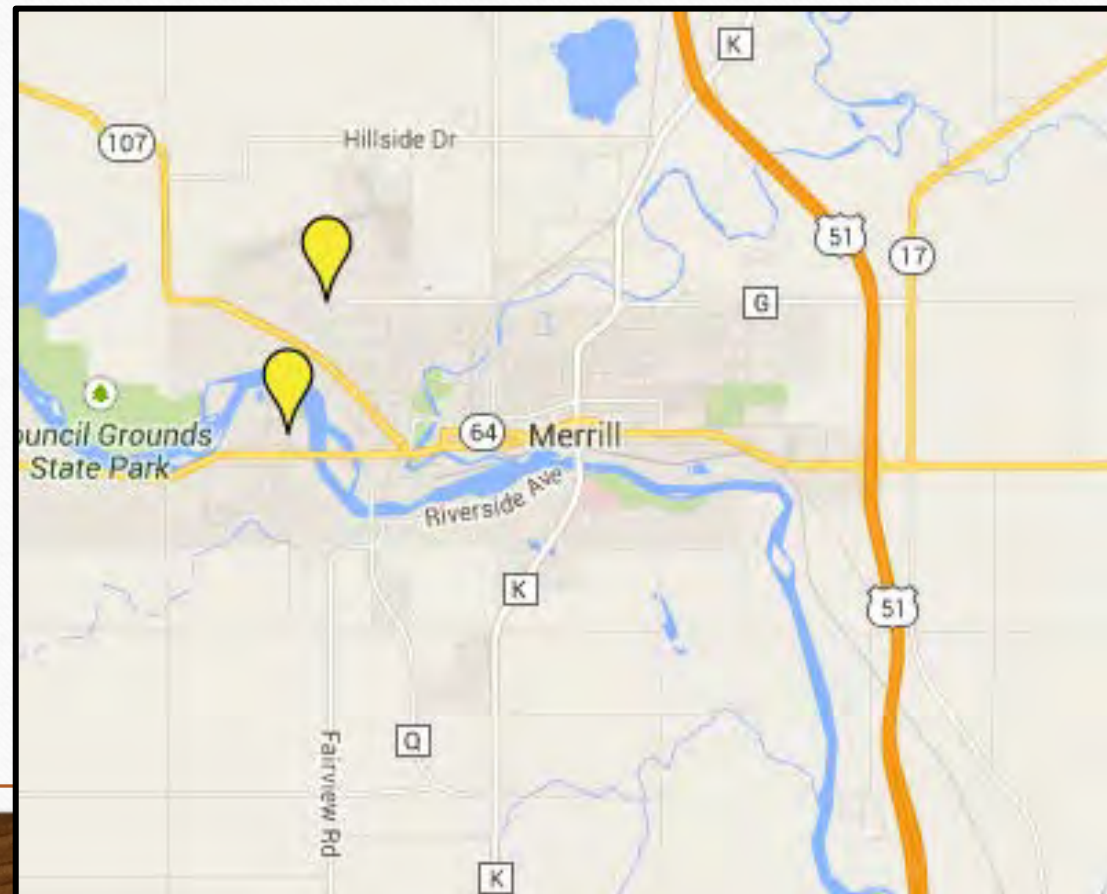
Grow North – Veneer

2 companies



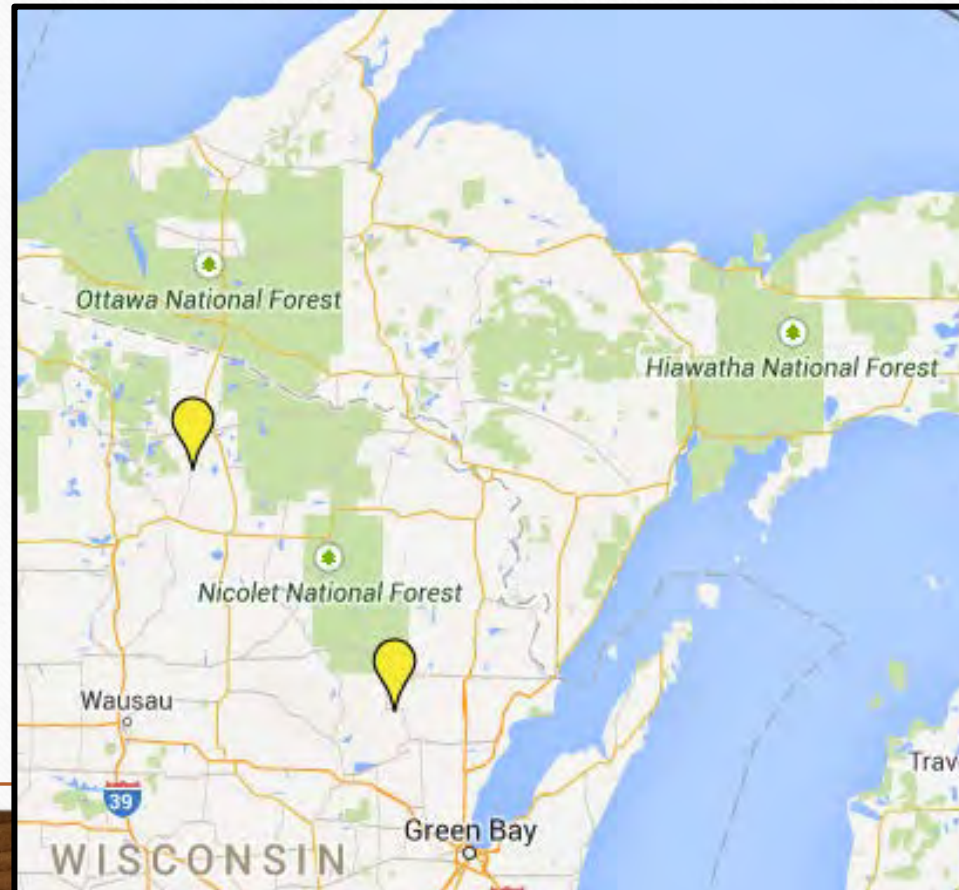
Grow North – Windows & Window Accessories

2 companies



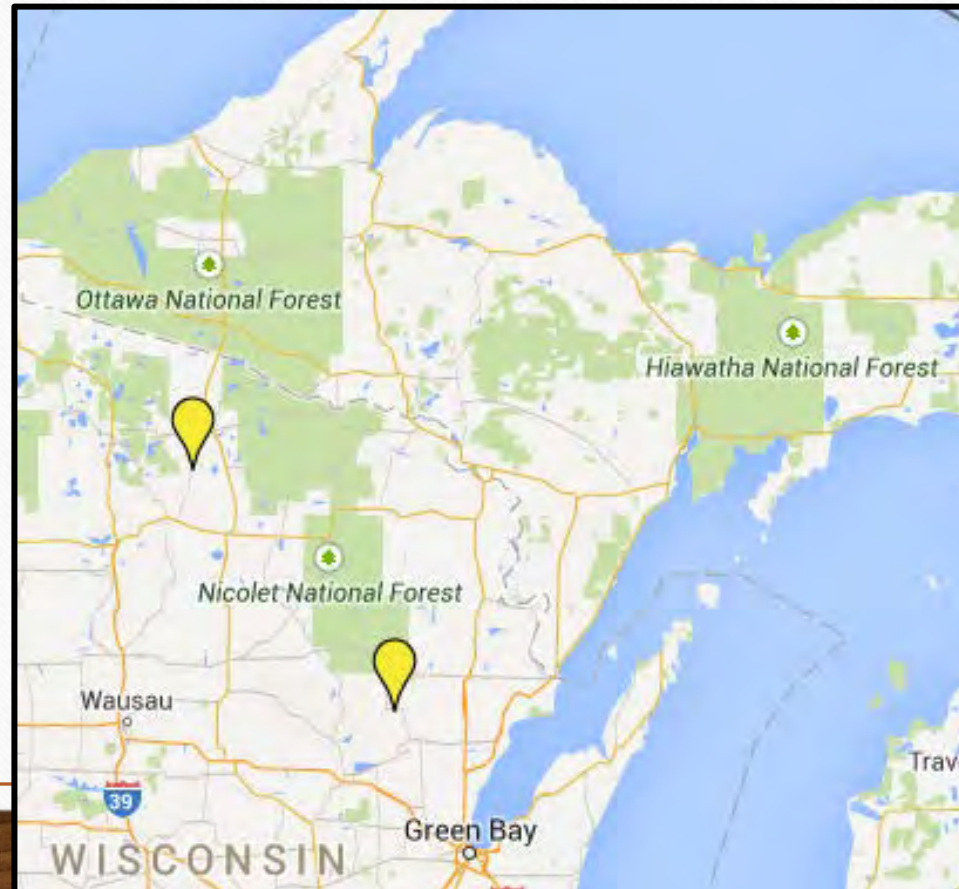
Grow North – Architectural Woodwork

2 companies



Grow North – Architectural Woodwork

2 companies



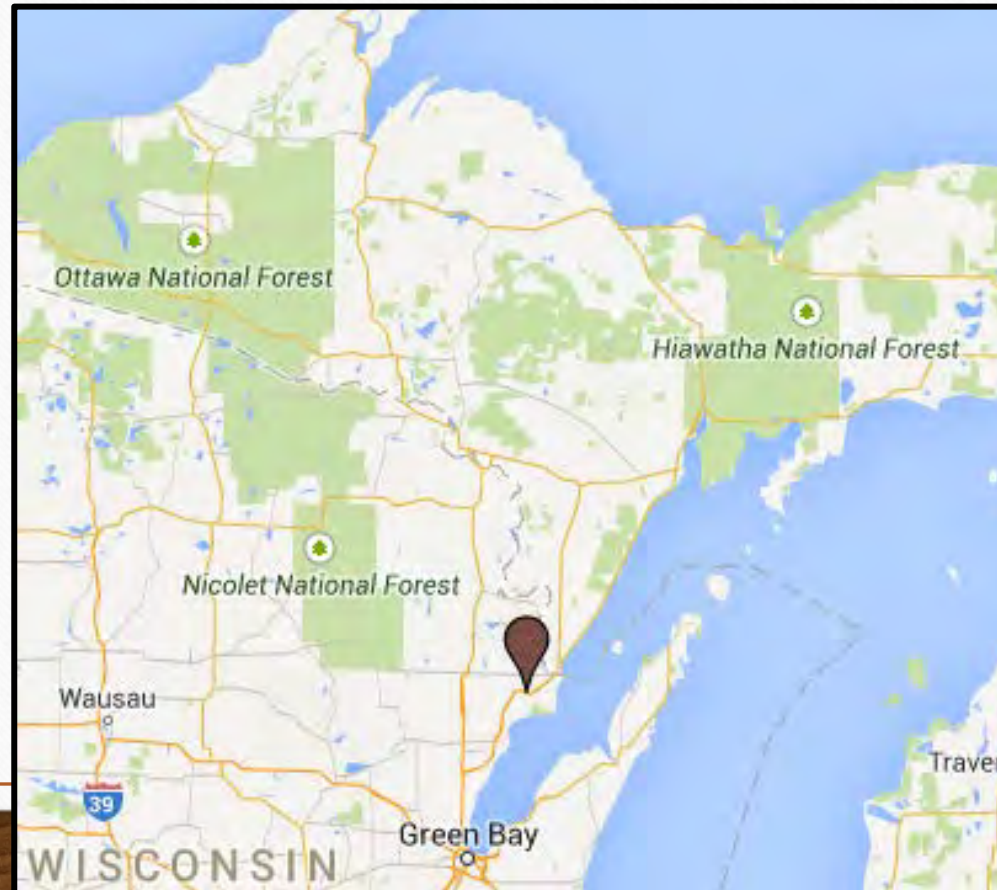
Grow North – Doors

2 companies



Grow North – Laminated Beams

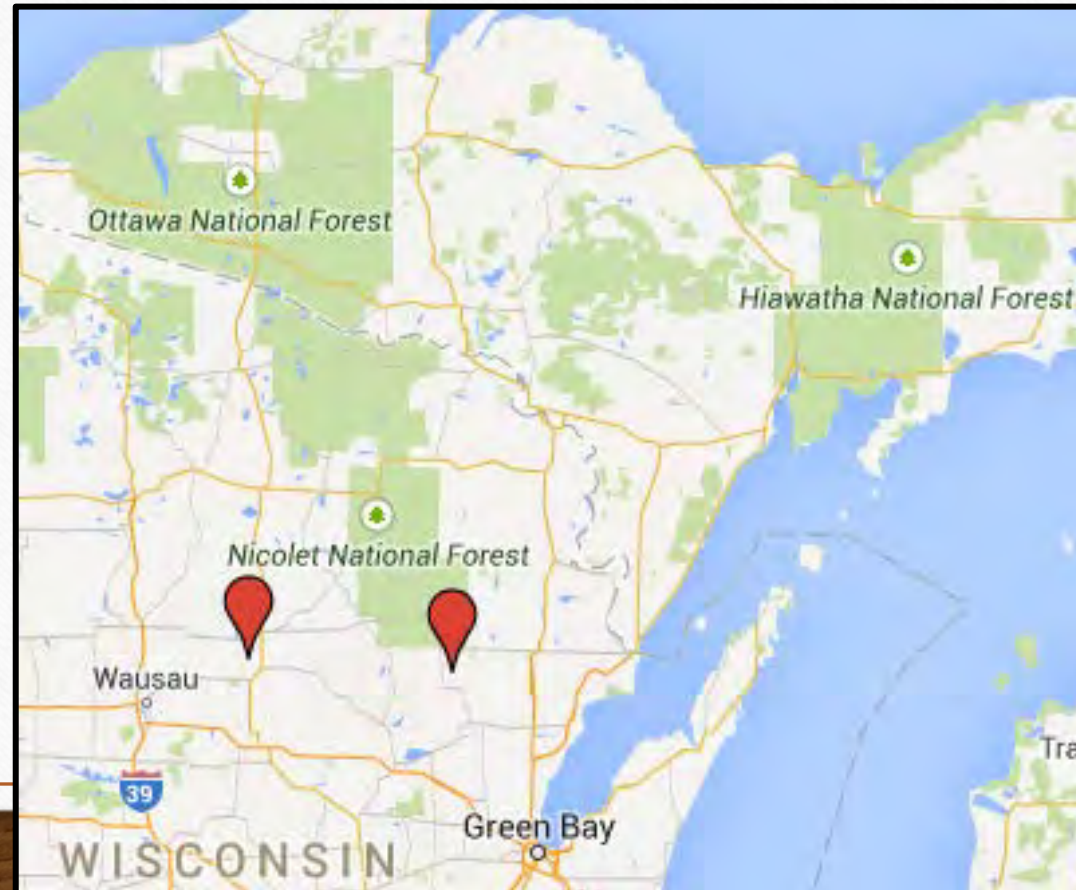
1 company



Household Goods & Tools

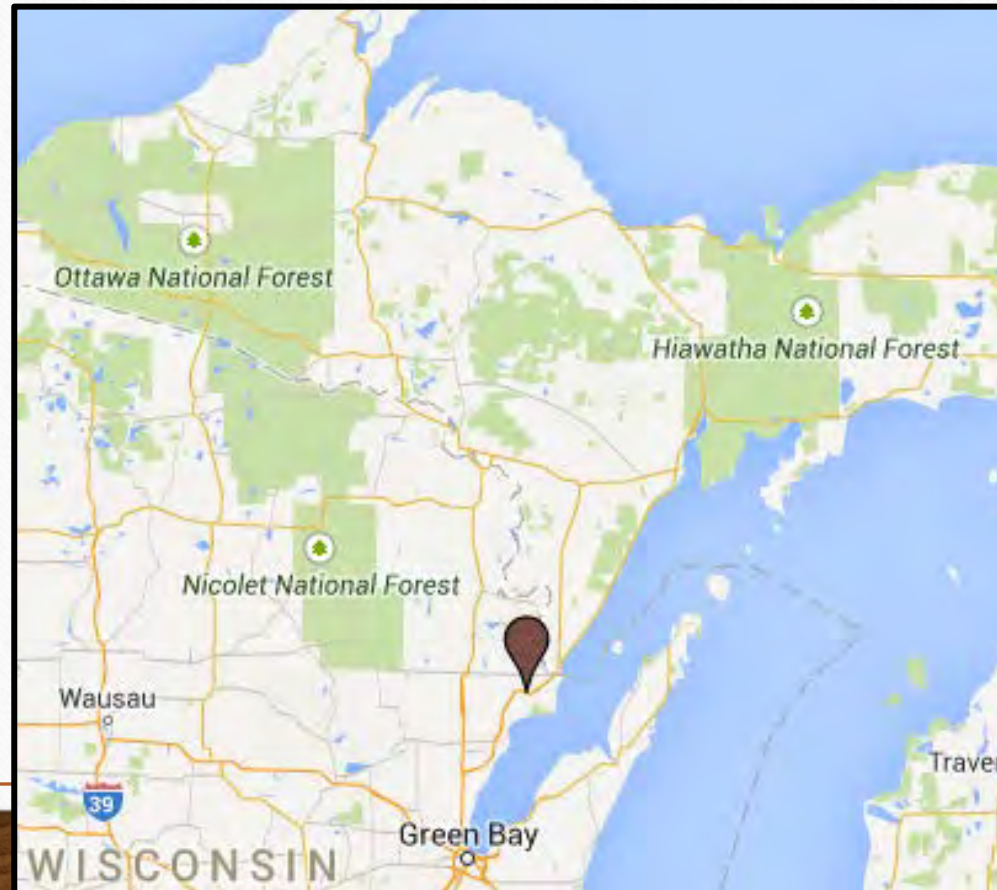
Grow North – Cutting Boards

2 companies



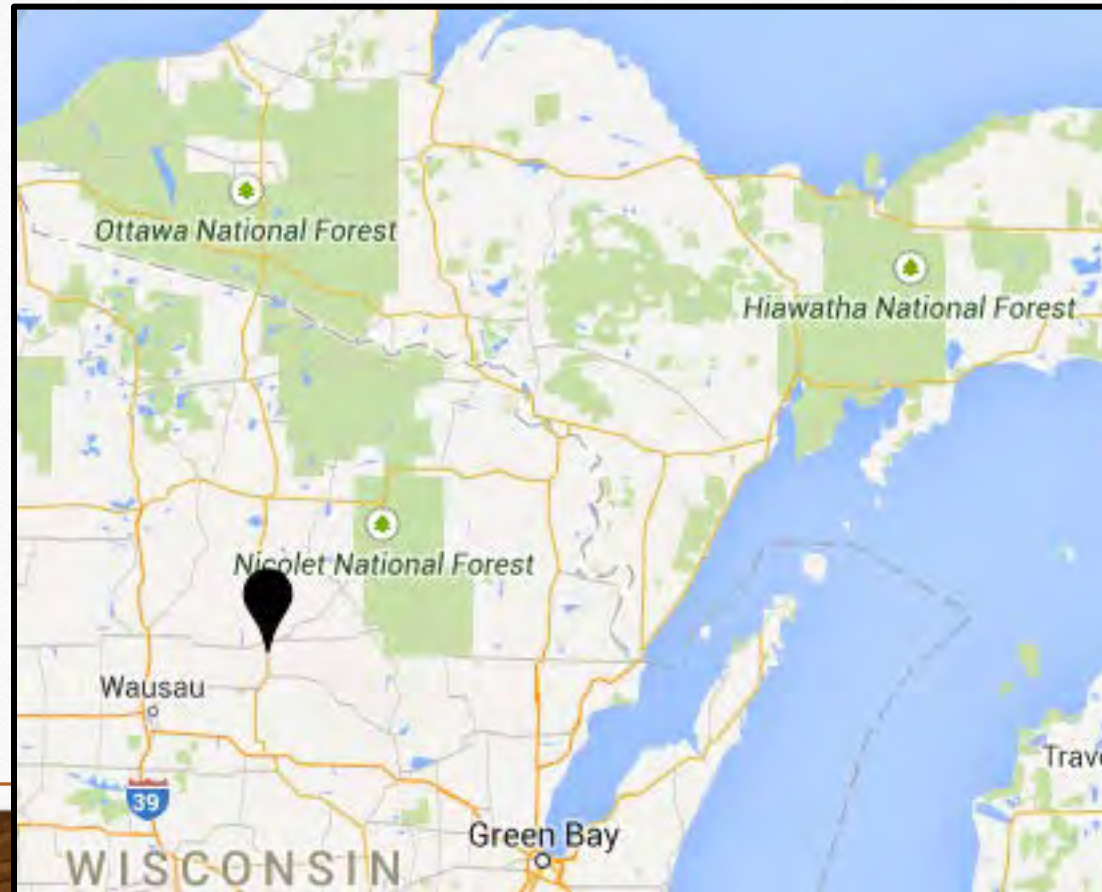
Grow North – Laminated Beams

1 company



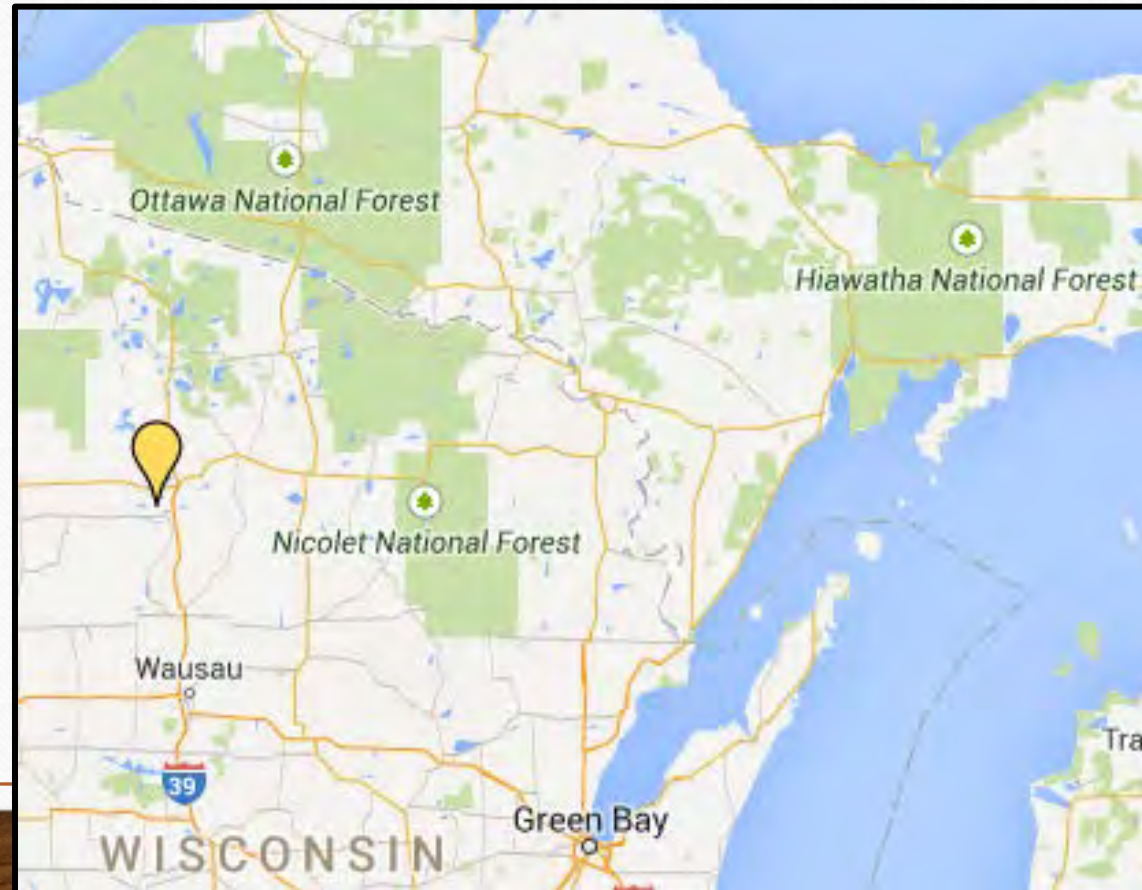
Grow North – Games

1 company



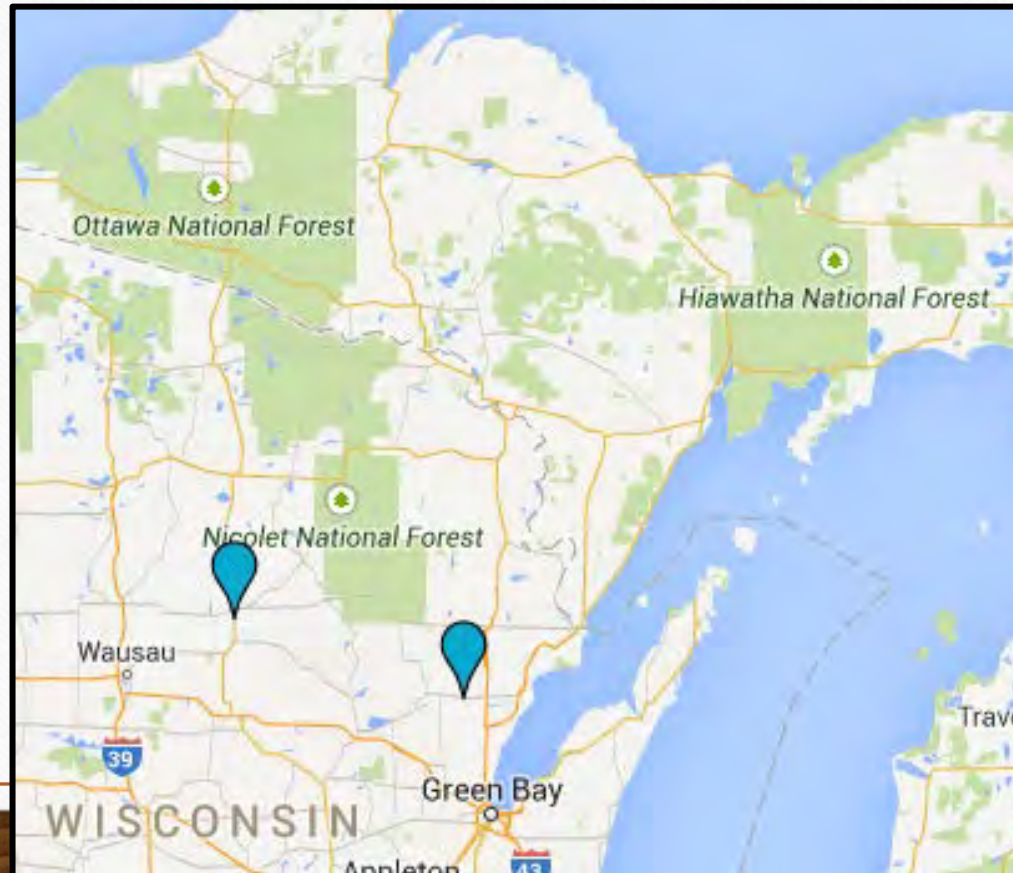
Grow North – Picture Frames

1 company



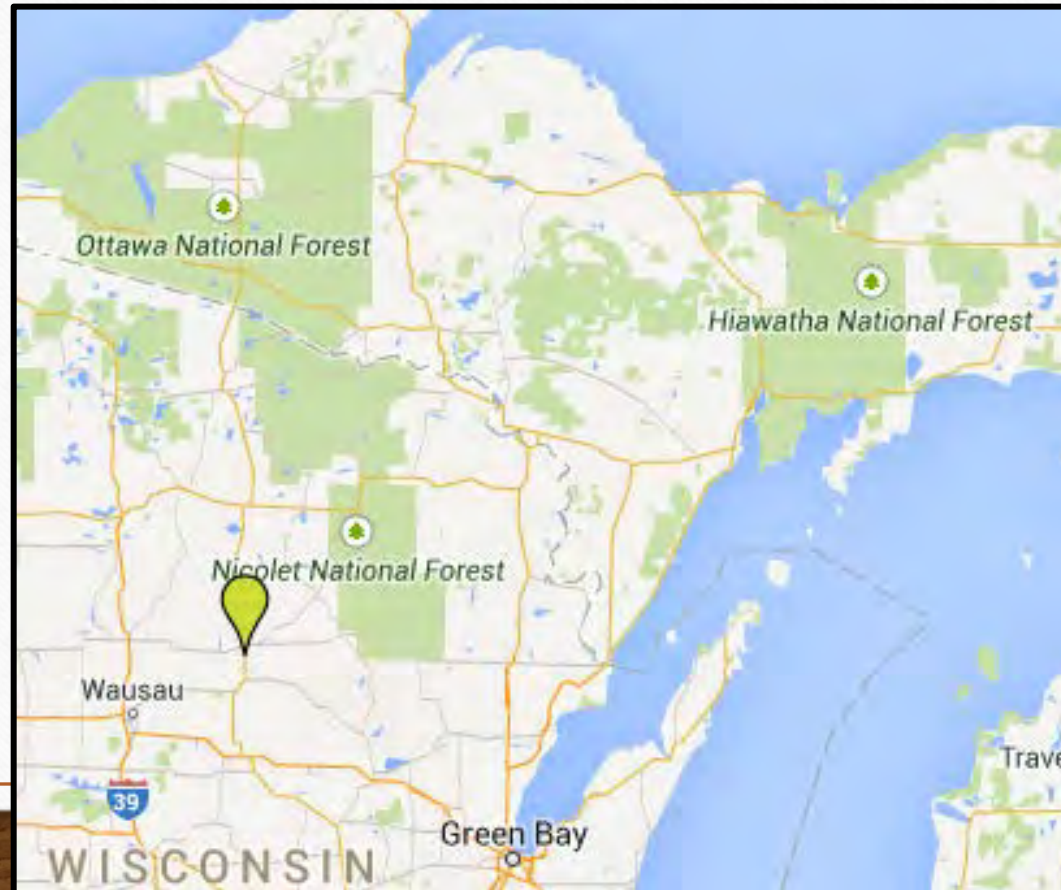
Grow North – Sporting Goods

2 companies



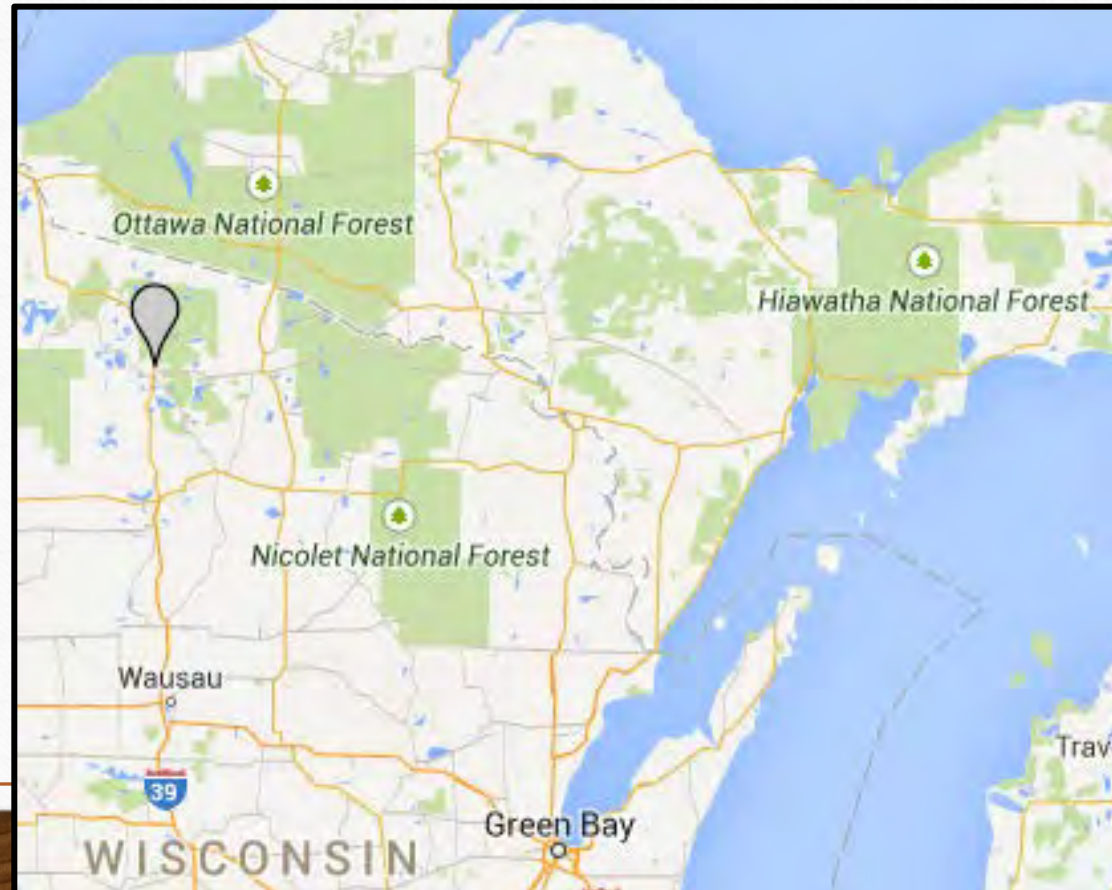
Grow North – Blocks

1 company



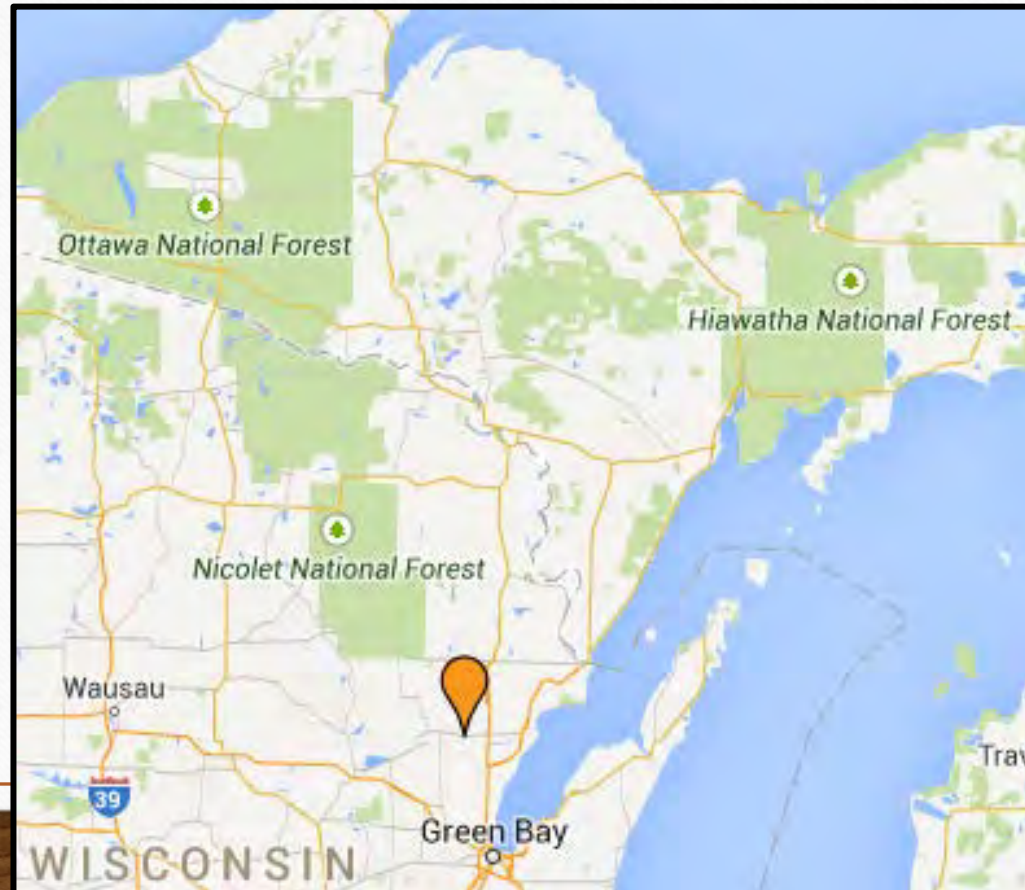
Grow North – Gifts

1 company



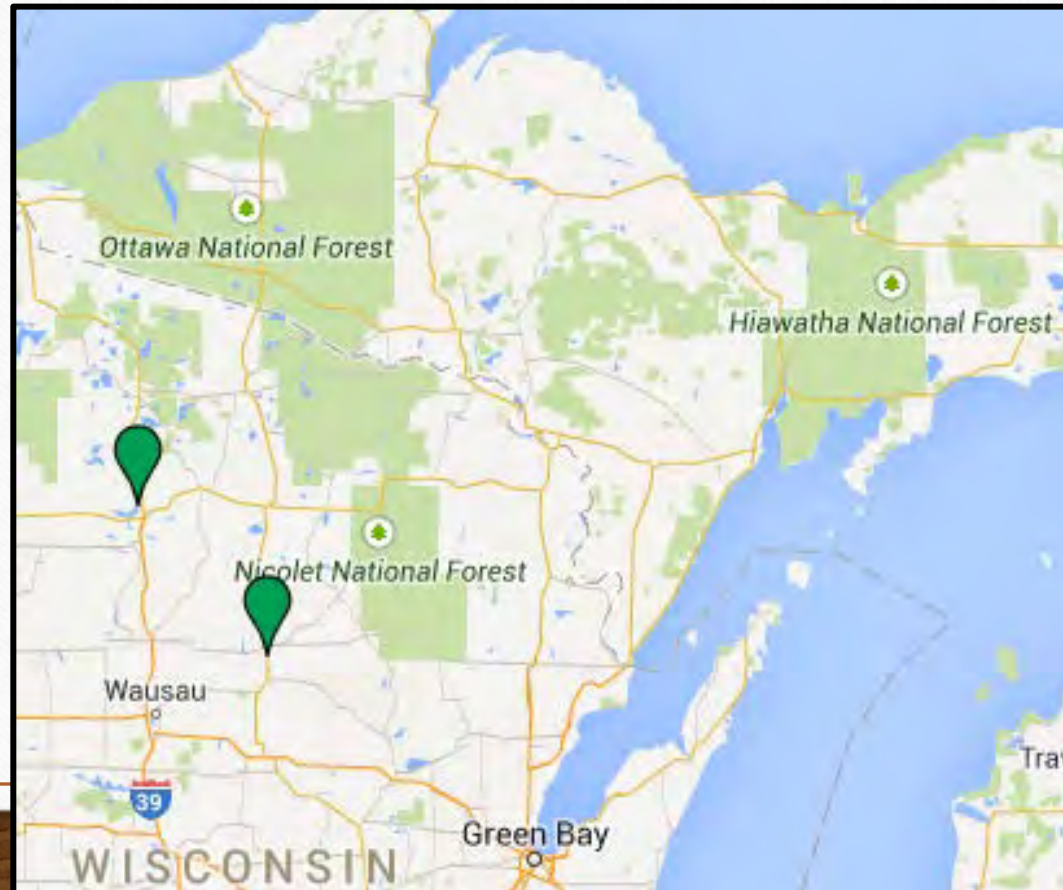
Grow North – Musical Instruments

1 company



Grow North – Tools

2 companies

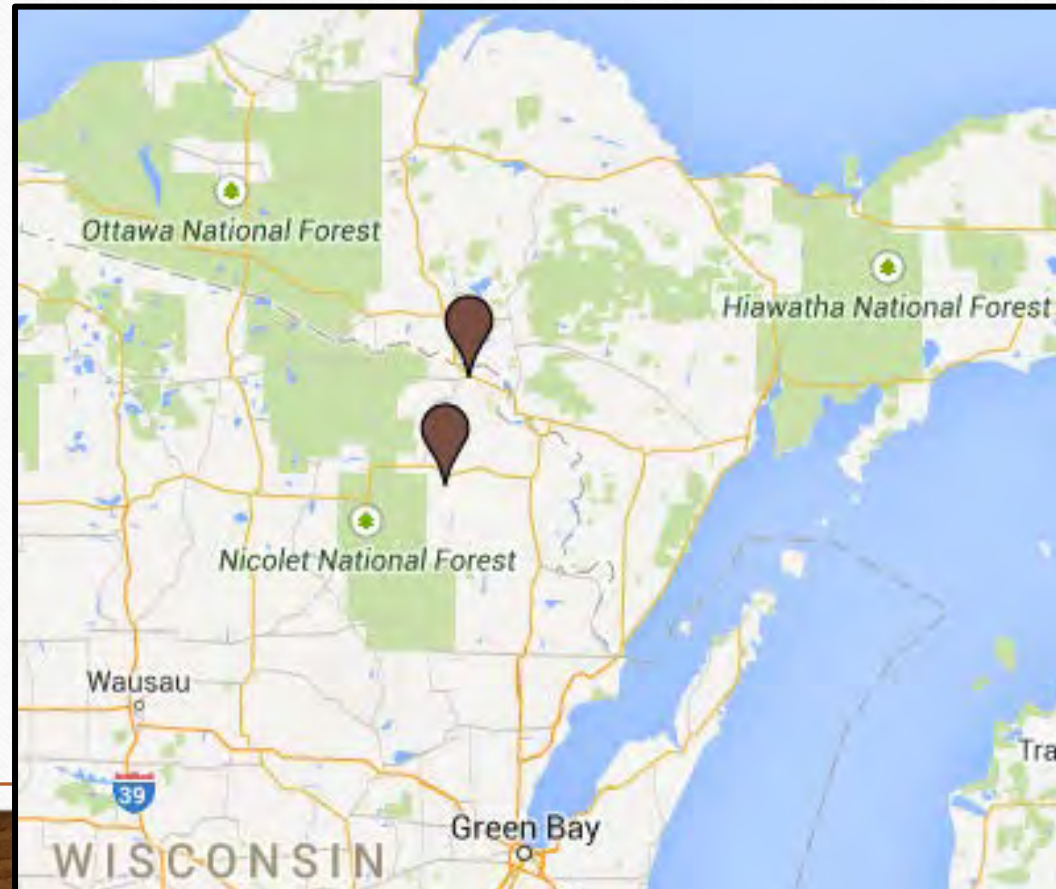




Residue

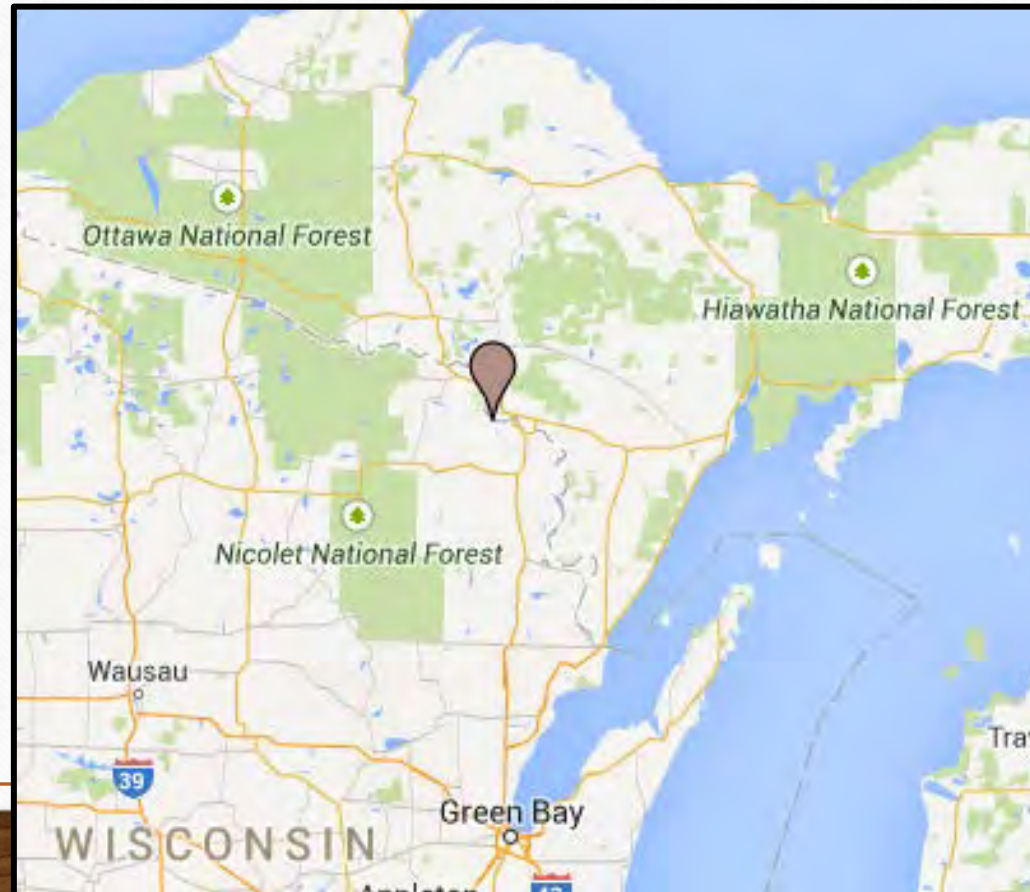
Grow North – Bark

2 companies



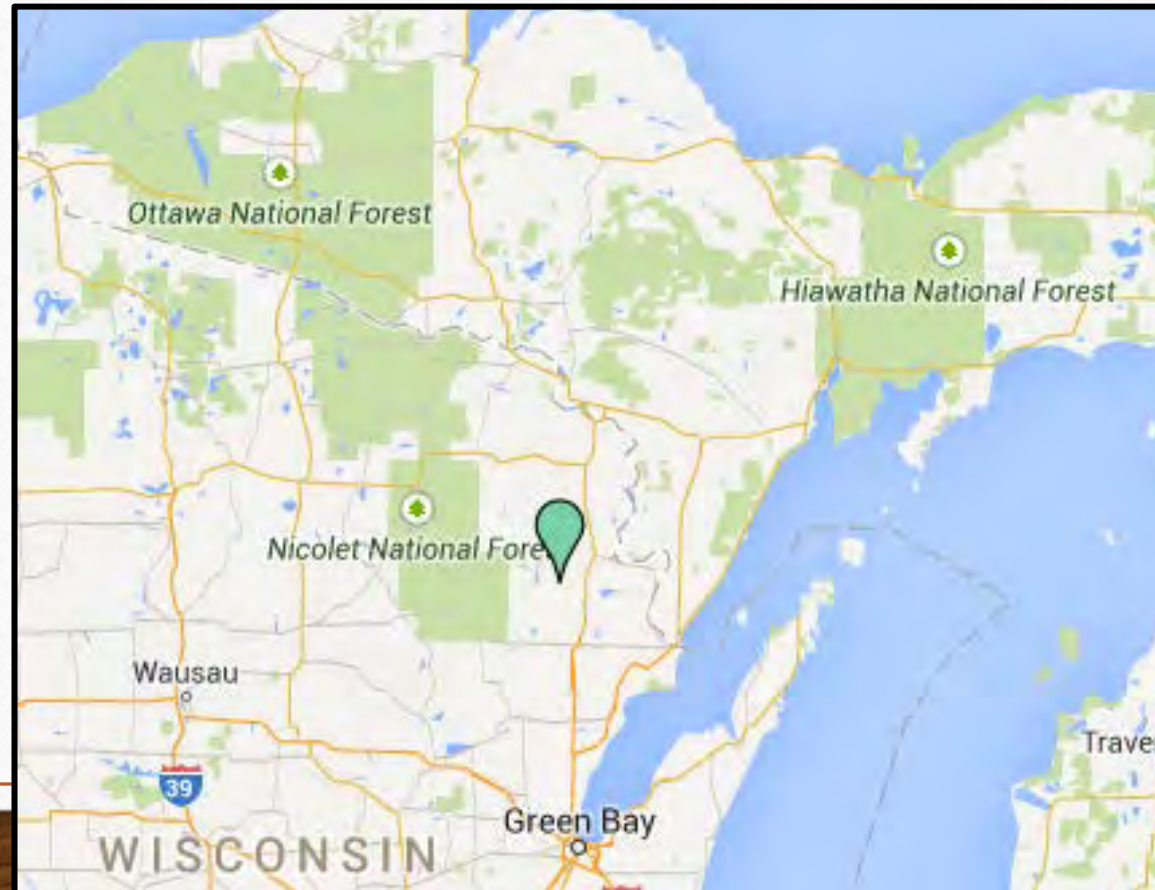
Grow North – Chips & Bedding

1 company



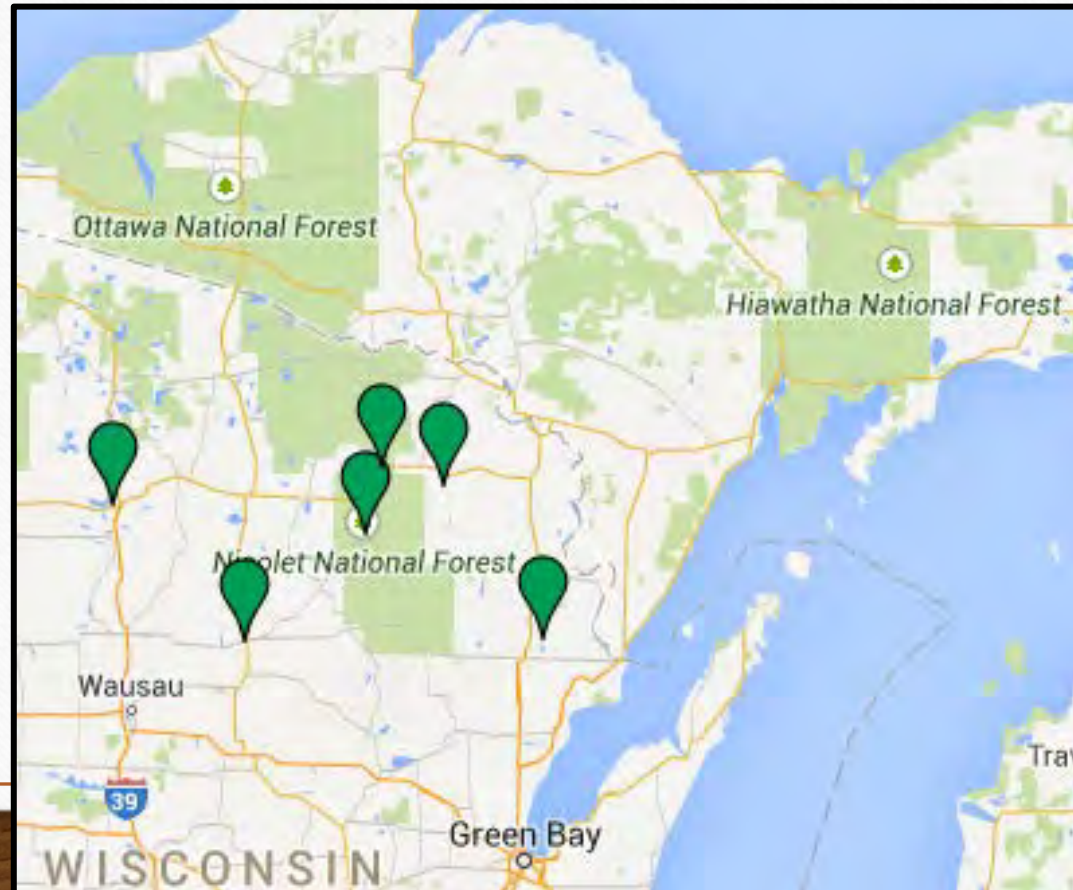
Grow North – Firewood

1 company



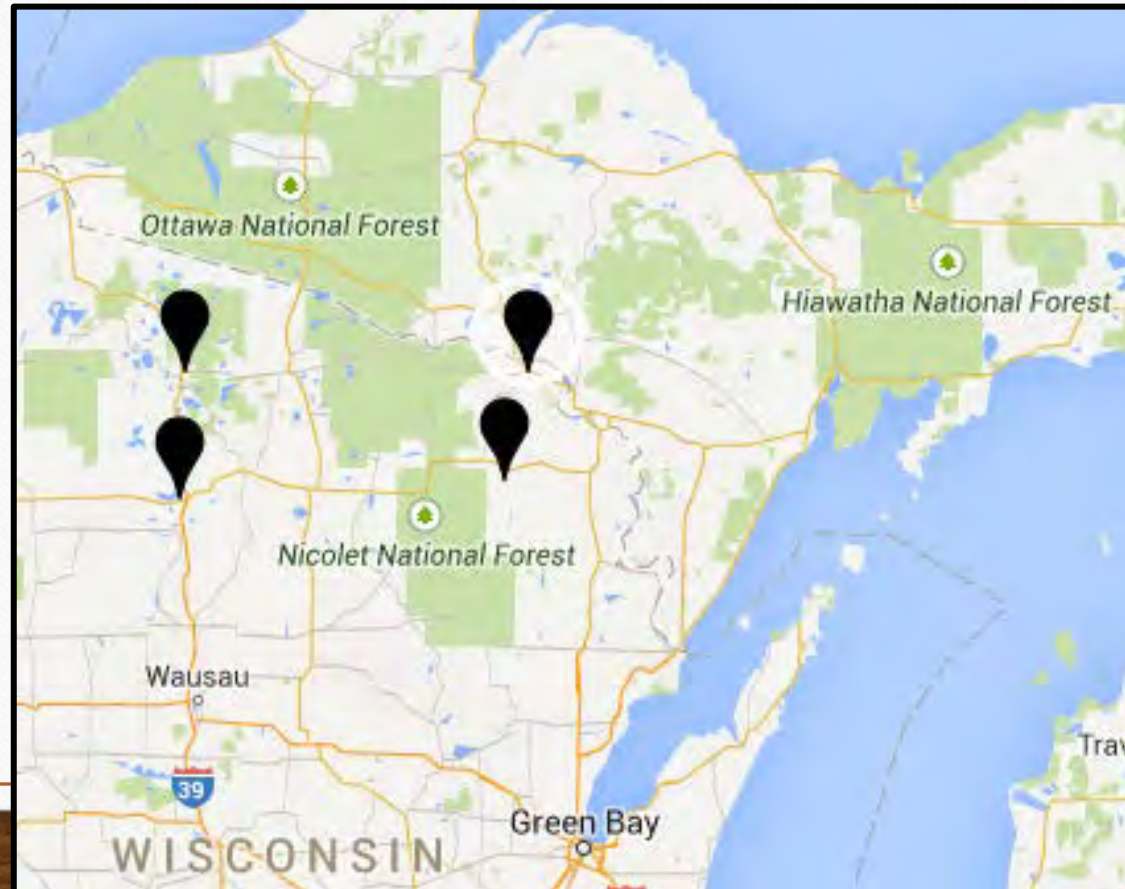
Grow North – Mulch

6 companies



Grow North – Shavings & Sawdust

4 companies



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- Bureau of Labor Statistics for NAICS 337
 - <http://www.bls.gov/iag/tgs/iag337.htm>

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