



rePoRTER



In our news today:

- **GEORGIA ON OUR MIND**

Things are humming along in our newest market, the Southeast US.

- **THE RESULTS ARE IN**

Thanks to everyone who responded to our customer satisfaction survey.

- **FAREWELL TO ESTHER**

Esther Wood hangs up her boots after 43 years at PRT Red Rock.

- **OUR GROWING TEAM**

Join us in welcoming some new faces and congratulating others.

- **DID YOU KNOW...?**

There's a few feature in our newsletter. Check it out!

- **LEST WE FORGET THE LUMBERJACKS**

Saluting the unsung heroes of WWI - The Canadian Forestry Corps.

PRT FOCUSES ON THE SOUTHEAST UNITED STATES

As the song goes, we've got Georgia on our mind...and not just Georgia. Over the past two years, PRT has begun to establish a presence throughout the Southeastern United States. We have appointed a Customer Support Representative, Flynn Miller, for the region and we're contracting with local nurseries to grow seedlings for our new Southeast customers.

While the Southeast is one of the biggest containerized seedling markets in America, it's not one PRT had served before 2014. The total market is currently just shy of one billion seedlings, mostly Southern Yellow Pine species (Longleaf, Loblolly and Slash Pine) with about 20% of that being containerized seedlings.

Approximately 190 million containerized seedlings are planted here each year. Over 90% of all Longleaf Pine seedlings planted are containerized trees making it the largest contributor to the containerized forest seedling market. Loblolly Pine continues to be the dominant species of pine harvested and planted in the region. The numbers of containerized seedlings have increased every year and most of these customers prefer the containers because of better field performance and improved seed utilization.



Miller has made good connections for PRT in this burgeoning market. "This is our second year of contract growing with local Southeastern nurseries. We're working with them to produce premium seedlings to PRT's exacting specifications. Our customers include tree planters, forestry consultants, Timber Investment Management Organizations and large landowners located in Mississippi, Alabama, Georgia, Florida, South Carolina and North Carolina."

Sales are currently modest, but we envision being a player in this market in the future. "People know we already service major names in the forest industry," says Miller. "Being recognized for working with respected leaders in sustainable forestry - firms such as Potlatch Corporation, Rayonier Forest Resources and the Hancock Timber Resource Group - gives us added credibility in this market."

Other indicators are bright as well. The wood market continues to recover and looks great for years to come. With the US housing market improving and set to increase, the saw log price is expected to follow and this will convince landowners to harvest their mature timber. It will not be an overnight market change, but there should be a gradual increase of acres harvested and replanted for many years to come. All of this is good news for us.

When the time is right, PRT plans to further expand operations in this market. As Ray Charles would say, it's "as sweet and clear as moonlight through the pines."

For more information on our activities in the Southeast US, contact Flynn Miller, Customer Support Representative, directly at Flynn.Miller@prt.com or (706) 714-4108.

THANK YOU FOR YOUR GREAT RESPONSE TO OUR RECENT CUSTOMER SATISFACTION SURVEY

Everyone receives customer surveys when they stay in a hotel, buy a car or eat in certain restaurants these days. We admit they can be annoying. However, when you're on the other side of the fence (that is, being the provider of the service), you realize just how vitally important direct customer feedback is.

Two years ago, in August 2013, PRT undertook our first customer satisfaction survey. It was an immensely valuable exercise that helped us shape our customer service direction and improve our company. We've just completed our second survey and we are pleased to report that once again the response rate was excellent. A total of 106 of the 346 survey requests sent out were answered - far higher than average for this type of research.



We sincerely thank you for taking the time to share your views with us. We appreciate all your feedback. As promised, in recognition of every completed survey, a donation of \$10 was made to either the Canadian Cancer Society or the American Cancer Society. We are in the midst of compiling the survey data. We will share early results with our Customer Advisory Board this month and more in-depth details with you in a future edition of this newsletter.

A FOND FAREWELL TO ESTHER WOOD

On a sad but happy note, we wish Esther Wood, our long time Lead Grower at PRT Red Rock, all the best in her retirement. For 43 years, Esther was a key employee at the Red Rock Nursery, starting there in September 1972 as a bareroot Quality Control Specialist for the BC Ministry of Forests. In many ways, she was a pioneer. Container crop production became her focus in 1981 while the nursery was still a government operation and containerized seedling production in BC was still in its infancy.

Esther became Red Rock's Lead Grower in the fall of 1988 shortly after the successful privatization by PRT. A lifelong learner, she worked towards and received a Diploma in Horticulture from the University of Guelph in 1994.

We wish Esther a very happy retirement and thank her for not only her incredible service to PRT and the Red Rock Nursery, but also her contribution to silviculture in British Columbia as a whole. Her hard work and dedication helped make us who we are in Northern BC. You will be missed, Esther!



NEW FACES JOIN THE PRT TEAM

We are delighted to announce several new additions to the growing expertise at the PRT group.

First let us introduce **Martin Labelle**, the new Operations Manager at Bionera Resources Inc. Working out of Campbell River, BC with General Manager Marc Poirier, Martin will ensure Bionera projects are designed, developed and implemented to meet our customers' expectations. Martin graduated from Selkirk College in Forest Technologies and is a Registered Forest Technologist. His solid background and demonstrated abilities in leading teams, establishing plantations and meeting operational objectives will greatly enhance the company.

Human Resources Advisor **Kim Lindsay** comes to PRT with more than 15 years of experience in the HR field. She has a thorough understanding of human resources policy design, recruitment and selection, compensation and benefits, labour and employee relations, performance management and other essential HR functions. Welcome, Kim!

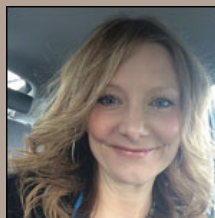
Meet **Alisdair MacLeod**, the new Operations Manager at PRT Campbell River. Alisdair has a Diploma of Production Horticulture from Olds College supplemented by an Agriculture Studies Diploma from the University of the Fraser Valley. With over 10 years' experience in commercial horticulture, he and his team-oriented work ethic are fitting right into the positive and productive environment at PRT Campbell River.

Flynn Miller joined us as our Customer Support Representative in the Southeast United States, a brand new market for PRT. Flynn received his Bachelor of Science in Forest Resources from the Warnell School of Forest and Natural Resources at the University of Georgia and he is making excellent use of his forestry and business background while leading PRT's development efforts in this region.

In addition to these new faces, we are pleased to announce one of our mainstays, **Sarah Brown**, has been promoted to Grower 1 at PRT Red Rock in Prince George, BC. Sarah graduated from Nova Scotia Agricultural College in 2012 with a degree in Environmental Horticulture and has gained wide-ranging knowledge of greenhouse crops at both PRT Vernon and PRT Red Rock.



*Martin Labelle
Bionera Resources*



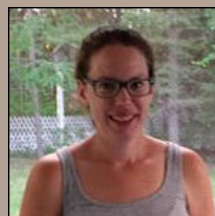
*Kim Lindsay
PRT Victoria*



*Alisdair MacLeod
PRT Campbell River*



*Flynn Miller
PRT Southeast US*



*Sarah Brown
PRT Red Rock*

DID YOU KNOW...?



Tree-lined streets are beautiful, but did you know the number of trees in an urban neighbourhood has a measurable effect on residents' health? Check out this interesting study reported in *The Washington Post*.

<http://www.washingtonpost.com/news/energy-environment/wp/2015/07/09/scientists-have-discovered-that-living-near-trees-is-good-for-your-health/>

A TRIBUTE TO THE UNSUNG HEROES OF WWI: THE CANADIAN FORESTRY CORPS



Personnel of the Canadian Forestry Corps loading timber in Gerardmer, France, February 1919.
Source: Dept. of National Defence / Library and Archives Canada / PA-003399

Who played a more important role in the Allied victory in World War I, fusiliers or foresters? The truth is it's hard to say. Not to downplay the bravery and sacrifice of the men and women on the front lines, but it would have been difficult for the Allies to win the Great War without the men behind the saws.

As we approach the centenary of the formation of the Canadian Forestry Corps (CFC), we'd like to salute the contributions these lumberjacks and foresters made to the war effort and the birth of the North American reforestation industry.

Let us take you back to 1916. The war in Europe raged. Timber was desperately needed in Britain and on the Western Front. Trenches, plank roads, railway ties, crates for munitions, posts for barbed wire, frames for airplanes...all of these essential items required timber and lots of it. But wood was in short supply. Shipping space on the Atlantic was severely strained. Little timber could be imported from North America, and even though there were available forests in England, Scotland and France, there were few men left at home to harvest and mill the trees.

The British government concluded there was no one in the Empire more qualified to harvest timber than the Canadians. In February 1916, they appealed to the Dominion of Canada to come to their aid and the Dominion acted quickly. Over 1,600 men were recruited in six weeks. \$250,000 was spent on logging and milling equipment. The 224th Canadian Forestry Battalion, as the first unit was called, sailed in April 1916 and went right to work. They produced their first sawn lumber in England by May 13.

Other battalions followed, and later that year the Canadian Forestry Corps was officially formed. Altogether, some 35,000 Canadians drawn from all parts of the country served in the CFC during WWI, many of them underage volunteers as young as 14.



Courtesy of the Toronto Public Library Collection

By December 1916, the Corps was also operating on the Western Front in France. It was demanding and dangerous work. While most of the men worked in stationary camps a long way from the fighting, sometimes they had to set up operations perilously close to the front lines. At times, portable mills had to be moved literally overnight and be running again the next day. The output of the CFC mills was astounding. In one case, a total of 156,000 board feet was cut in 10 hours - in a mill only registered to turn out 30,000 feet in that time.

Thanks to the zeal and ingenuity of the Canadians, by September 1917, the British Army had become practically self supporting for timber. Throughout the war, the CFC furnished timber for four armies (Britain, France, Belgium and the United States) contributing substantially to the eventual Allied victory. After the Armistice, Colonel Woodruff, one of the Chief Forestry Officers of the United States Army in France, praised the Canadians for the "excellent co-operation and assistance" they gave the American Forestry Troops.

In 1920, the Canadian Forestry Corps was disbanded. It was reinstated for service in the Second World War and disbanded again in 1945. But that's not the end of its legacy. After the wars, the battlefields and harvested forests of Britain, Belgium and France needed to be replanted. The collection of cones and harvesting of seed for this purpose proved to be a very successful enterprise here in North America, and from that grew the reforestation industry we serve today.

We have much to be grateful for when we think of the thousands of brave bushmen and sawmill hands who went off to war 100 years ago. Lest we forget...

**OCTOBER ALREADY?
TIME TO GET YOUR ORDERS IN!**

Once again this year, there's high demand for seedling space in nurseries across North America. In order to reserve space in the PRT nursery you want, please confirm your seedling requirements for the 2016 sowing season now. Your PRT Customer Support Representative is here to answer any questions you may have. Contact us today!

Contact Us

For more information, please visit our website at www.prt.com.

To contact our editor, to comment on a story or to report any concerns, [please click here](#).