



Ressource Holz
Nationales Forschungsprogramm NFP 66

Survey

Research Project

„Analysing Swiss Wood Markets“

The time needed for this survey is approx. **30-40 minutes**.



Swiss Federal
Research Institute WSL



University of
Zurich

ETH

Swiss Federal Institute of Technology Zurich



Bern University of Applied Sciences



THURGAUER
WIRTSCHAFTSINSTITUT
an der Universität Konstanz

Question 1: Forest and Production
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a) How many hectares of forest belong to your enterprise?

	Total Forest Area
(in ha)	

b) What is the share of deciduous and coniferous wood area, respectively?

	Coniferous wood area	Deciduous wood area
(in %)		

c) How high are the stocks per hectare on average?

	Coniferous stocks	Deciduous stocks
(in m ³)		

d) How high was the average annual amount of wood sold in the last 3 years?

	Coniferous wood	Deciduous wood
(in m ³)		

e) How is the overall amount distributed among the different assortments?

	Coniferous wood			Sum CW	Deciduous wood			Sum DW
	Stem	Industry	Energy		Stem	Industry	Energy	
(in m ³)				see d)				see d)

f) How many forest owners belong to your enterprise? How many of them have a taxing authority on their own?

Number of forest owners	...with own taxing authority

Question 2: Marketing

a) How are the overall revenues distributed among the different assortments?

	Coniferous wood			Sum CW	Deciduous wood			Sum DW
	Stem	Industry	Energy		Stem	Industry	Energy	
(in %)				100%				100%

b) Which channels have you used when selling your wood in the last 3 years?

	Coniferous wood			Deciduous wood		
	Stem	Industry	Energy	Stem	Industry	Energy
Direct Marketing (%)						
Bundling/forest owner association (%)						
Forest entrepreneur (%)						
Trader (%)						
Own consumption (%)						
Others (%)						
Sum	100%	100%	100%	100%	100%	100%

c) In case of bundling/forest owner association, traders and forest entrepreneurs: Is there usually a price difference compared to direct marketing?

	Coniferous wood			Deciduous wood		
	Stem	Industry	Energy	Stem	Industry	Energy
No						
Yes						
If yes, Premium (+) or Reduction (-)? How high (in CHF pro m ³)						

Question 3: Business Relationship
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a) For how long do the business relationships to your main customers exist?

	Coniferous wood			Deciduous wood		
	Stem	Industry	Energy	Stem	Industry	Energy
Long-term (5 years or more)						
Mid-term (1-4 years)						
New (less than 1 year)						

b) How is wood selling of your enterprise organized in general?

	Coniferous wood			Deciduous wood		
	Stem	Industry	Energy	Stem	Industry	Energy
Selling without written contract (%)						
Selling with written contract (%)						
Sum	100%	100%	100%	100%	100%	100%

c) In case of written contracts: How long is the contract duration in general?

	Coniferous wood			Deciduous wood		
	Stem	Industry	Energy	Stem	Industry	Energy
Contract length (in years)						

Decision Situations

When selling wood, different aspects can play a role: Which amount can I sell at which price? To whom? With or without written contract? On the following pages you will find 12 decision situations, which always comprise 4 attributes and 3 possible levels:

Attributes	Levels		
Contract length ¹	Up to 1 year	5 years	10 years
Price difference ² compared to direct selling per m ³	Price premium + 5 SFr	Price reduction 0 SFr	Price reduction -5 SFr
Type of wood buyer	Trader	Bundling/forest owner association	Forest entrepreneur
Duration of the business relationship	New (less than 1 year)	Mid-term (1-5 years)	Long-term (more than 5 years)

The following table shows an example of a decision situation. Your task is to choose the options you assess as best and worst.

Take your decision based on the current market situation and assuming that you decide on 10% of your planned cutting volume (compare question 1e).

In each decision situation you have the option to choose your status quo, i.e., the current marketing procedure of your main assortment (compare questions 2 & 3)

Attribute	Option 1	Option 2	Option 3
Contract length ¹	Up to 1 year	10 years	Keep Status Quo
Price difference ² compared to direct selling per m ³	Price premium + 5 SFr	Price reduction 0 SFr	
Type of wood buyer	Trader	Bundling/forest owner association	
Duration of the business relationship	New	Mid-term	
Best Option			X
Worst Option		X	

¹) In case of long-term contracts assume that contracts are subject to price-indexing.

²) Direct selling means wood that is directly sold to final customers (e.g. saw mills) without any intermediaries. Assume an average price of 100 SFr per m³.

Decision 1 of 12

Attribute	Option 1	Option 2	Option 3
Contract length	10 years	10 years	Keep Status Quo
Price difference compared to direct selling per m3	+ 5 SFr	- 5 SFr	
Type of wood buyer	Trader	Bundling/forest owner association	
Duration of the business relationship	Mid-term	Mid-term	
Best Option			
Worst Option			

Decision 2 of 12

Attributes	Option 1	Option 2	Option 3
Contract length	5 years	Up to 1 year	Keep Status Quo
Price difference compared to direct selling per m3	+ 5 SFr	0 SFr	
Type of wood buyer	Forest entrepreneur	Bundling/forest owner association	
Duration of the business relationship	New	Long-term	
Best Option			
Worst Option			

Decision 3 of 12

Attributes	Option 1	Option 2	Option 3
Contract length	5 years	Up to 1 year	Keep Status Quo
Price difference compared to direct selling per m3	- 5 SFr	+ 5 SFr	
Type of wood buyer	Bundling/forest owner association	Trader	
Duration of the business relationship	New	Long-term	
Best Option			
Worst Option			

Decision 4 of 12

Attributes	Option 1	Option 2	Option 3
Contract length	10 years	5 years	Keep Status Quo
Price difference compared to direct selling per m3	0 SFr	- 5 SFr	
Type of wood buyer	Trader	Trader	
Duration of the business relationship	Mid-term	Mid-term	
Best Option			
Worst Option			

Decision 5 of 12

Attributes	Option 1	Option 2	Option 3
Contract length	10 years	Up to 1 year	Keep Status Quo
Price difference compared to direct selling per m3	0 SFr	- 5 SFr	
Type of wood buyer	Forest entrepreneur	Trader	
Duration of the business relationship	Long-term	New	
Best Option			
Worst Option			

Decision 6 of 12

Attributes	Option 1	Option 2	Option 3
Contract length	Up to 1 year	10 years	Keep Status Quo
Price difference compared to direct selling per m3	- 5 SFr	0 SFr	
Type of wood buyer	Forest entrepreneur	Bundling/forest owner association	
Duration of the business relationship	Long-term	New	
Best Option			
Worst Option			

Decision 7 of 12

Attributes	Option 1	Option 2	Option 3
Contract length	10 years	5 years	Keep Status Quo
Price difference compared to direct selling per m3	- 5 SFr	0 SFr	
Type of wood buyer	Bundling/forest owner association	Trader	
Duration of the business relationship	Mid-term	Mid-term	
Best Option			
Worst Option			

Decision 8 of 12

Attributes	Option 1	Option 2	Option 3
Contract length	Up to 1 year	5 years	Keep Status Quo
Price difference compared to direct selling per m3	0 SFr	+ 5 SFr	
Type of wood buyer	Forest entrepreneur	Bundling/forest owner association	
Duration of the business relationship	New	Long-term	
Best Option			
Worst Option			

Decision 9 of 12

Attributes	Option 1	Option 2	Option 3
Contract length	Up to 1 year	5 years	Keep Status Quo
Price difference compared to direct selling per m3	+ 5 SFr	0 SFr	
Type of wood buyer	Bundling/forest owner association	Forest entrepreneur	
Duration of the business relationship	Long-term	New	
Best Option			
Worst Option			

Decision 10 of 12

Attributes	Option 1	Option 2	Option 3
Contract length	5 years	Up to 1 year	Keep Status Quo
Price difference compared to direct selling per m3	+ 5 SFr	- 5 SFr	
Type of wood buyer	Bundling/forest owner association	Forest entrepreneur	
Duration of the business relationship	New	Long-term	
Best Option			
Worst Option			

Decision 11 of 12

Attributes	Option 1	Option 2	Option 3
Contract length	Up to 1 year	10 years	Keep Status Quo
Price difference compared to direct selling per m3	0 SFr	+ 5 SFr	
Type of wood buyer	Trader	Forest entrepreneur	
Duration of the business relationship	Long-term	New	
Best Option			
Worst Option			

Entscheidung 12 von 12

Attributes	Option 1	Option 2	Option 3
Contract length	5 years	10 years	Keep Status Quo
Price difference compared to direct selling per m3	- 5 SFr	+ 5 SFr	
Type of wood buyer	Trader	Forest entrepreneur	
Duration of the business relationship	Mid-term	Mid-term	
Best Option			
Worst Option			

This was the last decision situation.

Please proceed with Question 4.

Question 4

On the pages above you have taken several decisions, which possibly have not been easy. Please tell us, in how far the following answers apply to you personally.

	Does not apply at all	Does rather not apply	Rather applies	Applies entirely
The questions were phrased understandably.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt safe when taking the decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The provided answers forced me to respond in a certain way.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found the level of the price difference realistic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 5

How important were the following aspects in your opinion?

	Totally unimportant	Rather unimportant	Very important	Extremely important
Contract length	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price difference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Type of wood buyer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duration of the business relationship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Current marketing channels/business relationship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trust in contract partner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of the survey

Thanks for answering the questions!