

## Evaluate markets for the sale of forest and woodland products and services

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### Overview

This standard is about evaluating markets for the sale of forest and woodland products and services. This can include timber and other products.

It also involves researching markets, and identifying timber and non-wood products and services available to sell.

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## Performance criteria

You must be able to:

1. evaluate markets for the sale of forest and woodland products and services
2. assess the suitability of forest and woodland products and services to meet market requirements
3. determine the specification and quantities of each product to be marketed
4. quantify and value the products to be marketed
5. determine the method and point of sale according to the requirements of your organisation
6. obtain the best return for each available product and service, efficiently, and in accordance with the policies of your organisation
7. keep accurate and up-to-date records, according to relevant legislation and the requirements of your organisation

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### Knowledge and understanding

You need to know and understand:

1. why markets should be evaluated and the consequences of not doing so
2. global factors that influence and affect the industry
3. the factors that can affect the suitability of markets
4. the market values of different products and services
5. how historical evidence can be used
6. how to initiate and maintain effective communication
7. how to research market requirements and constraints
8. how to interpret product specification
9. the potential operational constraints which may exist
10. the different points of sale for forest and woodland products and services
11. how to produce estimates of the expenditure required to obtain income
12. the current market prices for various products and services
13. how to access and interpret price size curves, and local price size curves
14. the implications of timing and grouping of sales for achieving the maximum effect
15. the different sales methods for forest and woodland products and services
16. how to evaluate and implement contract alternatives
17. the availability and seasonality of markets

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**Scope/range related to performance criteria** Determine the specification and quantities of each product to be marketed:

- the time of supply
- product specifications
- historical evidence

Quantify and value the products to be marketed:

- the cost of production
- transportation
- the reliability of the market

Obtain best return by:

- setting the valuation and reserve
- selecting the method of promotion
- selecting the method of sale
- selecting the point of sale
- the timing and grouping of sale

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## Glossary

Other products and services – foliage, seed and cones, moss, bark, recreation facilities and sporting facilities

Contract alternatives – short-, medium- and long-term contracts, period contracts, etc

Global influences - exchange rates, worldwide demand, transmigration of diseases, climate change

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