

LANTw62

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



Overview

This standard is about evaluating available markets for wood and non-wood products. It involves researching and evaluating markets, and identifying timber and non-wood products available for sale.

This standard is for those involved in evaluating and selling products and services.

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Performance criteria

You must be able to:

- P1 identify realistic markets and products for sale and assess suitability
- P2 determine the **specification** and quantities of each product to be marketed
- P3 quantify and **value** the products to be marketed
- P4 communicate effectively with others
- P5 determine the method and point of sale according to organisational requirements
- P6 **obtain best return** for each available product and service, efficiently, and in accordance with organisational policy
- P7 keep accurate and up-to-date records according to legislation and organisational requirements

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Knowledge and understanding

You need to know and understand:

- K1 why markets should be evaluated and the consequences of not doing so
- K2 factors that can affect the suitability of markets
- K3 the market values of different products
- K4 how historical evidence can be used
- K5 how to initiate and maintain effective communication
- K6 how to research market requirements and constraints
- K7 how to interpret product specification
- K8 potential operational constraints which may exist
- K9 different points of sale
- K10 how to produce estimates of expenditure required to obtain income
- K11 current market prices for various products
- K12 how to access and interpret UK price size curves, and local price size curves
- K13 the implications of timing and grouping of sales for achieving maximum effect
- K14 different sales methods
- K15 how to evaluate and implement contract alternatives e.g. short-, medium- and long-term contracts, period contracts, etc
- K16 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:

- 1 the time of supply
- 2 product specifications
- 3 historical evidence

Quantify and **value** the products to be marketed:

- 1 the cost of production
- 2 transport
- 3 the reliability of the market

Obtain best return by:

- 1 setting valuation and reserve
- 2 selecting method of promotion
- 3 selecting method of sale
- 4 selecting point of sale
- 5 the timing and grouping of sale

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Glossary

Non-wood products include; foliage, seed and cones, moss, bark, recreation facilities and sporting facilities

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Developed by Lantra

Version number 1

Date approved December 2011

Indicative review date January 2016

Validity Current

Status Original

Originating organisation Lantra

Original URN O29NCU102

Relevant occupations Arboriculture and forestry; Coppicing;

Suite Treework

Key words forest; woodland; non-wood; products;