

Trade Adjustment Assistance for Firms (TAAF)

Lumber Mill

CHALLENGE

Commodity price competition from Canada



For commodity producers, a change in currency valuation or the rise of an industry in a foreign country will suddenly bring a lower price option to the

In the two years prior to starting TAAF:

Sales Change: -10%

Jobs Change: -6%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

NWTAAC Regional Outreach

SOLUTION

NWTAAC worked with management to document a strategy to lower costs and expand the of range dimensional lumber offered.

Investment NWTAAC secured approval for \$150,000 for outside expertise with the company matching at 50% (\$75,000). The company invested substantial additional funds to fully implement the strategy.

Outside * Expertise * Plant Improvement Evaluation & Design with various service providers

* Information System Improvements with Tradetec

* Marketing Research and Improvements with various service providers

RESULTS

TAAF focused on marketing and operations improvements. The company approached its pre-impact levels even during the recession. The firm employed \$74,816 of TAAF assistance over 6 years.

Results from start of TAAF:

Sales Change: -38%

Jobs Change: 39%

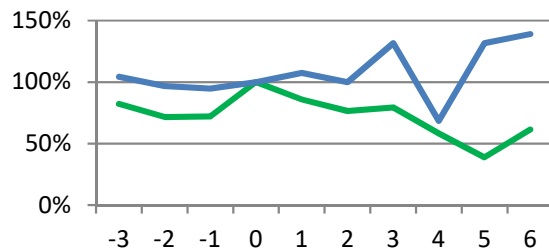
Productivity: -56%

TAAF Usage: Full

Status at Close: Company recovered

Long-term: Continued operation

Table: Indexed **SALES** and **JOBS** by program year, TAAF start = 100% and year 0.



*Active for 6 years with 1 year of follow-up

TAAF helps companies (typically: small, closely held/family owned) to overcome challenges from import competition. Help focuses on business strategy and outside expertise. The program is single use with a cap on assistance.



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Trade Adjustment Assistance for Firms

Alaska, Idaho, Oregon, Washington



NWTAAC is a private, non-profit organization with over 35 years experience in the Pacific Northwest