

Trade Adjustment Assistance for Firms (TAAF)

## Lumber Mill

### CHALLENGE

Commodity price competition from Canada and China

*In the two years prior to starting TAAF:*

**Sales Change:** -21%

**Jobs Change:** -22%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:  
Client Referral



*The marketing imperative of differentiation becomes important for domestic companies facing trade impact, even commodity producers.*

### SOLUTION

NWTAAC worked with management to review and advise on a strategy to differentiate products based on species qualities.

**Investment** NWTAAC secured approval for \$150,000 for outside expertise with the company matching at 50% (\$75,000). The company invested \$1.2 Million to fully implement the strategy.

- Outside Expertise** \* Distribution Strategy with Leonard Gus
- \* Plant Automation with USNR
- \* Plant Engineering with Wagoner Electronics

### RESULTS

TAAF focused on marketing and operations improvements. The company successfully implemented its differentiation strategy. The firm employed \$75,000 of TAAF assistance over 1 year.

*Results from start of TAAF:*

**Sales Change:** 94%

**Jobs Change:** 18%

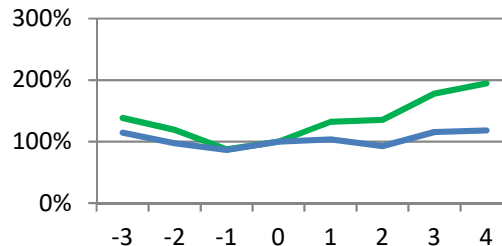
**Productivity:** +65%

**TAAF Usage:** Full

**Status at Close:** Company expanded

**Long-term:** Continued operation and growth

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



\*Active for 1 year with 4 years 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.



## NorthwestTAAC

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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