Some old and new

Readers will find in this issue of the 'Journal' a revamped look that provides some old and some new. The name has returned to the New Zealand Journal of Forestry. There were a number of factors behind the name change.

Apart from the fact that many people have never really stopped calling New Zealand Institute of Forestry's journal the 'Journal' or the 'Journal of Forestry', it was becoming obvious that the forestry publications area was becoming crowded. We have New Zealand Forest Industries, New Zealand Pine and New Zealand Tree Grower as major publications in the print media. On the internet, Neilson Scott has already scooped the name 'New Zealand Forestry' making it difficult, if not impossible, to transfer the NZIF publication in the same name to this media. What was required was a name which differentiated the NZIF's journal in both the printed media of today and the electronic media of the future.

At the same time, it was also important to consider the role of the Institute's journal as the publication of New Zealand's foresters. This meant finding something that would provide a contrast to the 'popular media' content of other forestry publications.

The search for a name which would suit both the printed media of today and the electronic media of the future, and which denoted the journal as being the publication of forestry professionals, has led us to the past – the New Zealand Journal of Forestry.

At the same time, readers will find a new look. Most will recall the long association of the Journal of Forestry with Rex Monigatti. After Rex's death last year we began the search for a new publisher. Business Media Services, based in Rotorua, will now be publishing the New Zealand Journal of Forestry. As part of the new look, 'Professional Papers' section has also been added to provide a place for article-length contributions that are not peer-reviewed.

Hugh Bigsby
Editor

New Publisher Old Supporter

First of all I would like to note with sadness the death of Rex Monigatti, the former publisher of the NZ Forestry. I have been a supporter of the publication for many years, enjoying the level of interesting and stimulating debate, as well as the more technical papers.

So when I became aware that the New Zealand Institute of Forestry was reviewing its publishing requirements, I was keen to be involved as I believed we could make immediate as well as long-term improvements which would bring benefits to the Institute and its members.

I should note that my wife, Sue Wilkie, and I are directors of Business Media Services Ltd, a professional editing and writing company, and Trade and Media Services Ltd, a publishing company. TMS Ltd, publishes the Southern Hemisphere Forest Industry Journal, a quarterly, subscription only publication.

We hope to achieve a balance between the professional and academic side of the publication and the commercial desire to increase more advertising revenue. In conjunction with our designer, Robyn McMillan, we have taken the first steps to achieving that balance with a readership survey supplied with this edition which will help guide future changes.

I am gratified that the Institute has taken the opportunity to choose a publisher from outside the metropolitan centres, although one at the very heart of the world of forestry. Based as we are in Rotorua, we believe we are well-placed to provide the best possible service to the forestry industry of New Zealand.

Our arrangement with the Institute is aimed at ensuring that both parties benefit from the enhanced publication. So for those members and readers who, like me, believe in what the journal stands for, we invite your commercial support. As the premier professional publication in New Zealand forestry, the Journal is the ideal vehicle.

Mike Smith
Publisher

Carter Holt

Bill Dyck
(General Manager – Forestry)
Peter Thomson
(Manager – Technical Services)

What is millennium forestry?

Carter Holt Harvey's "Millennium Forestry" strategy was announced on 9 December 1998. Since then there have been several commentaries published in the media by business analysts, journalists, and foresters. The announcement prompted considerable interest in the fact that Carter Holt Harvey does have a forestry strategy for the next century, and is willing to communicate it to a wide audience. An important point though is that Carter Holt Harvey's strategy and it certainly won't be appropriate for everyone.

Millennium Forestry is the product of more than 40 years of research and closer to 60 years of plantation forestry experience. Much of the research has been done at Forest Research (formerly FR), but also within Carter Holt Harvey, and previously, NZ Forest Products. The company has a very extensive network of establishment, silvicultural, and breeding trials throughout our 330,000 ha of plantation forest, some of which are cooperative trials with Forest Research and other companies.

Millennium Forestry is not just about stopping pruning and thinning, although this is certainly part of the strategy. It is really about making New Zealand radiata pine forestry more profitable. Major components of the strategy are our advanced breeding programme, our ability to produce superior planting stock, practice site-specific forestry, ensure high survival rates and good growth, and the ability to add considerable value to the tree stem at the end of the rotation. Short-rotation plantation forestry is rapidly expanding worldwide as traditional natural forest sources of wood are depleted or are reserved for their conservation values. For virtually all of the present century, New Zealand has led the world in softwood plantation forest development. Faced with inexpensive land and rapid tree growth rates in other parts of the world, New Zealand forest managers must continually re-appraise the competitiveness of forestry practices and products. Forestry is not only about growing trees; it's about developing and applying knowledge in a business environment. As a large corporation with many options for investment, Carter Holt Harvey has to examine the alternatives to investing in a low-intensive silviculture. It has the opportunity to invest in processing and product technology as a means of adding value to the forest estate. All these decisions must be made.