



FOREST ECONOMICS DEPARTMENT NEWSLETTER

Editors: Michael Jones and David Cope

Finnish Forest Research Institute, Helsinki, Finland

Kaisaniemenkatu 1, Helsinki 10

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Departmental personnel

Messenger: Riitta Kemikari

Typists, calculators and research assistants: Kaija Westin, Mikko Tervo, Maija-Liisa Soveri, Brita Sjöstrand, Anna-Leena Simula, Rakel Seppälä, Pirjo Saramäki, Erkki Raittila, Helena Päivinen, Antti Paltonen, Seppo Mattila, Seija Malinen, Maija Kuusijärvi, Aune Kankkunen

Research secretary: Marja Harmanen

Researchers: Hannu Vehviläinen (forest labour), Sampsa Sivonen (regeneration economics), Esko Salo (removal measurement), Arne Reunala (structural change in forest ownership), Pertti Mikkola (waste wood), Pentti Kuokkanen (nursery economics), Kari Keipi (fertilization economics), Heikki Juslin (consumer behaviour), Michael Jones (land tenure), Buddhi Jha (Finnish scholarship), Jouko Hämäläinen (economics of thinning), Terho Huttunen (wood consumption), Jan Heino (social benefits of forests), Matti Heikinheimo (standard of living of forest workers), David Cope (land-use economics).

Extra-departmental researchers: Heikki Kunnas (forestry in national accounting), Dr. Veli-Pekka Järveläinen (silvicultural behaviour of forest owners), Prof. Seppo Ervasti (forest balance).

Research specialist (acting): Dr. Matti Palo (forecasting and optimization models).

Professor emeritus: Prof. N. A. Osara (Finland's forestry in the world economy).

Professor of business economics (acting): Prof. Lorenzo Runeberg (plastics and wood).

Head of the department: Prof. Lauri Heikinheimo.

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Colloquium

The next meeting of the colloquium will be on Monday, 26th April, at 2.15 p.m. in the department's conference room. Dr. Yuri Butko, of the Technological Institute in Leningrad, will outline the development of the pulp and paper industry in the U.S.S.R. during the next five years.

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New publications

Järveläinen, Veli-Pekka. Factors influencing silvicultural activity. A study of the influence of attitudes, individual farm backgrounds, and regional conditions on the silvicultural activity of forest owners in Karstula and Jämsä, Finland. Tiivistelmä: Metsänhoidolliseen toimintaan vaikuttavat tekijät. Tutkimus asenteiden, tilakohtaisten taustaedellytysten ja alueellisten edellytysten vaikutuksesta metsänomistajan metsänhoidolliseen toimintaan Karstulassa ja Jämsässä. Communications Instituti Forestalis Fenniae, 73:2. Helsinki, 1971.

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Personnel

Kaija Westin joined the department on 1st April to work for about three months for Arne Reunala on his research into the income level of forest workers (part of the project being undertaken together with Matti Heikinheimo on the standard of living of forest workers). Kaija is a housewife available for temporary work through the A 1 service bureau.

Tuomo Hemmilä has left the department after completing his work for Terho Huttunen's information booklet on the members of the Nordic Forest Economics Seminar, which is now in the final stage of compilation.

Erkki Heikinheimo, who has been collecting photographic material for the project on the standard of living of forest workers, has left the department and is now in Israel.

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International visits

Finnish aid programme. Professor Osara returned from Nigeria at the beginning of April, and the report of the visit is now in preparation. He also attended a meeting in Geneva of the FAO-Industries Cooperative Programme. On April 20th, he left for Chile for three weeks in connection with a government mission concerned with the planning of forest industries in Chile.

Visitors from Umeå On April 19th and 20th, Professor Gustaf Utterström, Sven Gaunitz and Per-Olof Söderström from the Department of Economic History of the Institute of Economics, Umeå University, visited the department. They were interested in learning about the nature of the research being undertaken in the department on structural change in the forest industry and in the sphere of social economics, especially the study concerning forest workers.

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Professor Eino Saari

It was with great regret that we learned of the death of Professor Eino Saari on 13th April at the age of 76. Professor Saari worked in the Finnish Forest Research Institute from 1927 to 1932 as leader of wood-use studies, and initiated the first comprehensive wood-utilization enquiry for Finland in 1927, the year before the establishment of the Forest Economics Department. He was professor of forest policy, later social economics of forestry, at Helsinki University from 1925 to 1963 and Chancellor of Tampere University from 1954 to 1969. He served in a number of government committees concerned with forestry and forest industries as well as general economics between 1937 and 1960. A Member of Parliament from 1954 to 1958, he was Minister of Social Affairs in 1956 and 1957. He was well-known in forestry and economics circles outside Finland, especially in connection with the Third, Fourth and Fifth World Forestry Congresses and the Finnish delegation at FAO. We extend our sympathy to his wife and family.

IUFRO Congress

Congress of the International Union of Forest Research Organizations, Gainesville, Florida, March 1971.

Finnish representatives in forest economics were Prof. Eino Saari, Prof. Viljo Holopainen, Prof. Päiviö Riihinen and Prof. Lauri Heikinheimo, of whom Professors Holopainen (Forecasting in Forestry and Timber Economy) and Heikinheimo (Forestry in National Accounts, by Heikki J. Kunnas) presented reports of their working groups.

A reorganization was carried out, amalgamating the two Sections for Mensuration and Economics into Division 4. Planning, Economics and Policy. The Division was subdivided into subject groups dealing with specific problems of Division 4, and into Project Groups dealing with topics overlapping with other divisions.

The new organization was formed as follows:

DIVISION 4. Planning, Economics, Management and Policy.

Division Coordinator: Professor G. Speidel, Germany

Deputy Coordinators: Prof. F. Jørgensen, Norway, Prof. G.R. Gregory, U.S.A.

Subject Group 4.01 Mensuration, Growth and Yield.

Leader: Jöran Fries, Sweden

Deputies: Josef Pollanschutz, Austria; T.G. Honer, Canada

Subject Group 4.02 Forest Resource Inventory.

Leader: T. Cunia, U.S.A.
Deputy: Kuusela, Finland

Subject Group 4.03 Managerial Economics.

Leader: F. Jørgensen, Norway
Deputy: Arne Nyssönen, Finland

.1 Working Plans

Leader: Popescu Zeletin, Romania
Deputies: Ismail Eraslan, Turkey; Robert Magin, Germany

.2 Planning Systems

Leader: P. Wardle, U.K.
Deputy: G.V. Malmborg, Sweden

.3 Decision Theory

Leader: G.F. Schreuder, U.S.A.
Deputy: Allen Lundgren, U.S.A.

Subject Group 4.04 Economics at National and International Level.

Leader: G.R. Gregory, U.S.A.
Deputy: N.K. Hermansen, Denmark

.1 Evaluation of Contribution of Forestry to Economic Development

Leader: A.J. Grayson, U.K.
Deputy: Irving Holland, U.S.A.

.2 Forecasting of Roundwood Supply

Leader: V. Holopainen, Finland
Deputies: N. Moiseef, U.S.S.R.; R. Saether, Norway

.3 National Income Accounting

Leader: L. Heikinheimo, Finland

Subject Group 4.05 Forest Policy.

Leader: P. Riihinen, Finland
Deputy: A.J. Grayson, U.K.

.1 Effectiveness of Policy Measures as Applied to Small Woodlands

Leader: R. Plochmann, Germany
Deputy: Hahtola, Finland

.2 Effectiveness of Policy Measures in Encouraging Investments in Forestry in Developing Countries.

Leader: H.J. von Maydell, Germany
Deputy: H.M. Gregersen, U.S.A.

.3 Forest Taxation

Leader: W. Kroth, Germany
Deputy: E. Williams, U.S.A.

Project Group 4.06 Economic, Technological and Environmental Aspects of Wood Substitution.

Leader: H.R. Josephson, U.S.A. (Div. 4)
Deputy: J.F. Saeman, U.S.A. (Div. 5)

Project Group 4.07 Economics of Spacing and Thinning

Deputy: Jöran Fries, Sweden (Div. 4)
(Leader and other deputies from Div. 1, 3 and 6.)

Project Group 4.08 Economics of Recreation

Deputy: J.W. Hughes, U.S.A. (Div. 4)
(Leader and other deputies from Div. 1 and 6.)

Project Group 4.09 Land Classification

Leader: N.E. Nilsson, Sweden (Div. 4)
Deputy: Pat Duffy, Canada (Div. 4) (Other deputies from Div. 3)

Project Group 4.10 Economics of Afforestation and Reforestation

Leader: D. Teegarden, U.S.A.
Deputy: Matti Keltikangas, Finland (Other deputies from Div. 1 and 3)

The main organization of the Division into Subject and Project Groups will probably be more or less fixed until the next congress in Norway in 1976, but new subgroups, called Working Parties, can be set up by the Leader of the Division in the intermediate period.

It is hoped that interested researchers will take part in the work of IUFRO by joining existing Working Parties or by establishing new Working Parties, which can be done by contacting the subject or project group-leaders.

Supplement to Folia Forestalia, 87

Project No. 4.11

Project title: Consumer behaviour of the family house builder.

Personnel: Heikki Juslin

Date of commencement: 1969

Planned date of completion: 1971

The project examines the choice of building materials for owner-occupied houses. Special attention is paid to the communication connected with the choice-making event. The starting point is to determine which of the family members has chosen the materials for each construction part of their own private house. The next stage is to examine through both formal and non-formal channels the husbands and wives get information concerning building materials. Special attention is also paid to the information received by the decision-makers and the effect of this information upon the materials actually selected.

A random sample has been taken from about 500 families living in their own new private houses in Lappeenranta. The husbands and wives were interviewed to find out their means of obtaining information, their social activity, their decision-making in selection and the material actually selected. The data will probably be analysed by factor analysis, and other multivariate methods will also be used.

The project was started in the Department of Forest Products Marketing of the University of Helsinki.

Publications:

Juslin, Heikki. Kuluttajan valintakäyttäytyminen tuoteluokittelun perusteena.
Summary: Consumer choice behaviour as a basis for product classification.
Liiketaloudellinen Aikakauskirja, 19:4. Helsinki, 1970.

Project No. 4.12

Project title: Attitude to wood and wood-based products

Personnel: Heikki Juslin

Date of commencement: 1972

Planned date of completion: 1974

The study examines the attitudes of consumers to wood and wood-based products as building materials. Special attention is paid to attitude structure and the factors influencing the formation of attitudes. As well as examining attitudes, an important goal is to apply the techniques of measurement and analysis of attitude research to marketing research.

The data will be collected by interviewing and analysed by multivariate methods.

Personal information

Juslin, Heikki Juhani

b. 17.7.1944

Family: 1967 m. Tuula Inkeri Suikka
Children: Veli-Pekka, b. 1968

Degrees: MH 1968, MMK 1970

Positions held:

1967-1971 University of Helsinki. Assistant (Department of Forest Products Marketing).

1971 f. Forest Research Institute. Researcher

Present academic studies: Licentiate in forest-products marketing and social psychology.

Languages: Finnish, English, Swedish

Projects: 4.11, 4.12

Departmental news

Congratulations to Jan Heino, who became MH (Bachelor of Forestry) on 25th March, and to Veli-Pekka Järveläinen, who defended his doctoral thesis on April 17th and is now MMT (Doctor of Agriculture and Forestry).

Forest Policy Seminar. Matti Heikinheimo, Pentti Kuokkanen, Aarne Reunala and Hannu Vehviläinen took part in the seminar on forest policy organized by the Centre of Information and Further Education at Viikki from 12th to 16th April.

Data-processing Seminar. Heikki Juslin participated on 16th and 17th April in a seminar on automatic data-processing in the sawmilling industry, organized by the data-processing consultants Radob Oy at Joutsa.

No messages please. The department is at present without a messenger. Riitta Kemikari is working at Metsätalo for three weeks in place of Liisä Kekäläinen, who is ill. The work at Metsätalo must continue at any cost. The department is not completely isolated, however - Riitta still visits us three times a week.

New equipment. A notable week: Marja Harmanen has a new calculating machine and a new typewriter is promised. The economics of the Economics Department is gradually being placed on a sound footing.

Foreign language activities

(Internal news)

German. Registration for the German course offered by the Deutches Institut in Helsinki for 6 weeks beginning in May is on 21st and 22nd April, between 15.00 and 18.00, at Kalevankatu 2 C 6. The members of the department and institute who have expressed interest in taking the course will be able to take a test, free of charge, to find out their level of ability when they go for registration. The total cost of the course will be 50 - 60 Fmk. Further information can be obtained from the Newsletter editors or direct from the Deutches Institut.

Swedish. Maija-Liisa Soveri has proposed a Swedish lunchtime conversation group, meeting weekly, and Professor Runeberg and Jan Heino have agreed to participate when possible. Anyone else in the department who is interested should notify Maija-Liisa or Mike.

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Working Saturdays

(Internal news)

In case you're as confused as the Newsletter editors over working Saturdays, you should have been at work last Saturday (17th April) instead of Easter Monday. Saturday 24th April is also a working day, to make up in advance for Whit Monday at the end of May. After two one-day weekends in a row, you'll be pleased to hear that you won't have to work on extra day for Vappu (May 1st) as this falls on a weekend this year. But if you're planning a Saturday shopping expedition, you'll have to wait until Saturday 8th May.

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