

## Unit 4. Circular economy

### Galician Pine Brand



Source: Galicia Turismo rural

#### Description

The value chain of the Galician Forest sustains a business volume of 2,500 million, according to the data handled by the Forestry Industry Agency (Xera) of the Xunta corresponding to 2022. A quarter of all wood production in Spain is concentrated in the north of the Galician community. Counting all the species, the owners of A 85% Coruña and Lugo, 11% Pontevedra and 2.4%, Orense. The demand for coniferous wood has been much higher than the supply, causing the price of pine wood to double due to the increase in demand and the disruption of international transport, after the Covid-19 crisis or due to the reduction of Russian exports due to the war with Ukraine. This scenario had an impact on the Galician pine destined for the sierra, since in the first half of 2021 its price rose by around 5 euros/ton in the woods, stabilizing in the second half of 2022. The Galician first-process wood processing industries are receiving more demand for their products. Secondly, because the timber industries in the rest of Spain, Portugal and other countries seek Galician pine as a refuge product, given the escalating prices of traditional imported timber. Due to this situation, the timber chain is facing the opportunity to consolidate structural improvements. For the owner, pine is recovering the price levels in the forest prior to the 2008 crisis, which reinforces its attractiveness and the interest in its forestry to obtain quality wood.

Softwood presents new opportunities in construction, since it is a way to achieve more sustainable buildings, by acting as a CO<sub>2</sub> sink and thus reducing environmental impact. Additionally, the markets seek a secure supply, with local and quality wood, parameters that position

Galician pine as a bet with a great future. Technical innovations developed in recent years, such as high-rise construction with wooden and cross-laminated timber structures, have opened up a range of possibilities in wooden buildings that until then seemed unfeasible. In addition, modified wood, such as acetylated wood or heat-treated wood, are being solutions for the use of wood on facades and exteriors, since they are treatments that give it greater durability by reducing its natural degradation. Work is also being done on the use of structural wood, such as the development of light solutions with beams and structures that reduce and optimize the amount of wood used, seeking to be a sustainable solution both environmentally and economically.

In this context, the Arume Foundation launched the Pino de Galicia guarantee brand, its importance lies in guaranteeing traceability, quality and uniformity of the offer. The "Pino de Galicia" guarantee brand is thus consolidated as a benchmark to give prestige to the quality of Galician wood and to value it in the market. It began operating at the beginning of 2022, when its regulations were defined and companies in the wood sector began to adhere to the brand. Companies from the entire value chain (auctioneers, sawmills, second-hand wood processing companies and wholesalers) have been certified. It should also be noted that all the wood labeled as Galician Pine must have the FSC or PEFC forest certification seals, which guarantees that, apart from having Galician origin, the raw material comes from sustainably managed forests.

#### Goals

The objective is to create Pino Galicia Brand which will standardize the offer of Galician pine wood categories and thus improve its positioning in the market.

#### Activities

- certified companies
- most competitive companies in the market

#### Impact

The involvement of the entire wood chain is allowing Galician Pine wood to be certified from the forest to the final consumer, since the brand covers both the raw material and the first and second transformation products

#### Social Media

<http://clustermadeira.com> >

<https://www.pinodegalicia.gal> >