

# C I N T R A F O R

Working Paper 3

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## The Export Potential for Charcoal Made from Low Grade Alaskan Hardwoods and Softwoods

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### Introduction

This study was done to explore the possibility of exporting charcoal from the Seward, Alaska area. In investigating any product's market feasibility, three general cost areas are examined: Production, Transportation, Marketing and Selling. While all three areas are of importance, the purpose of this marketing paper relates only to transportation and marketing. To give a clear picture of issues involved with charcoal marketing, this report is broken into four main sections.

The first section looks at market uses and prices of charcoal in countries of the Pacific Rim, which are separated into net importers and net exporters. Net importers represent potential markets and net exporters form the competition.

The second section of the analysis is developed from interviews of charcoal producers in the United States.

The status of current U.S. charcoal exports and product and marketing strategies are discussed.

The third part of the report provides a detailed transportation cost breakdown. Different transportation methods, modes and carriers were investigated.

The fourth part summarizes the three main market potentials.

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