



### Message from Mark

'Execution beats strategy any day of the week' was a key message from the Prime Minister during his fireside chat at the recent EU-New Zealand Business Summit. What he was alluding to is that sure we need a plan, but productivity and growth won't happen by sitting behind closed doors writing policy. Growth will only come about by taking risks, investing time getting 'out and about', talking to people, and building in-person relationships to create new business opportunities. The worst thing you can do is wait – there will never be the ideal time.



Mark

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### WPMA National Conference – wood a powerful driver for growth and sustainability

As WPMA continues to champion innovation and sustainability, our 2025 conference was a buzz with conversation and served as a powerful reminder that wood is not just a resource—it's a cornerstone of resilience, growth, and climate-conscious construction and development. Forestry and wood processing are not just economic drivers — they are foundational to the prosperity of New Zealand. Key messages from the conference being that we need collaboration across the supply chain to grow our sector, and that we need to pivot from exporting logs to selling higher value wood products and derivatives. As we reflect, it is clear the conference was more than just an event - it was a moment for our community to come together, share ideas, connect and spark new opportunities. More details on the conference and speakers, plus their presentations can be found [here](#)

### **Outstanding Contribution Award – Dr Jon Ryder**

Given his significant contribution to WPMA and the wider wood products/forestry industry, Dr Jon Ryder, Oji Fibre Solutions Chair, was a worthy recipient of the WPMA Outstanding Contribution Award 2025. Jon stepped down from his role as Deputy-Chair of the WPMA Board at the end of our financial year. Jon served on the Board of WPMA since 2012 and along with his Deputy-Chair role had also been acting Chair on several occasions. On behalf of WPMA congratulations to Jon and thank you for all the time and expertise you have invested into our organisation.



*Dr Jon Ryder receiving his Outstanding Contribution Award at the WPMA Gala Dinner*

### **Director changes – WPMA Board**

In addition to Jon Ryder stepping down from the WPMA Board, Ian Jones (Fletcher Wood Products) also recently stepped down as a Director, due to a change in his work role within Fletchers. A new Board member, John Bartleman – Chief Executive, Forest Resources, Oji Fibre Solutions, was appointed to replace Jon in the Pulp/Paper category. Nominations for Ian's vacancy (and other Board vacancies) will be called for following endorsement of our new Constitution in early 2026.

On behalf of the WPMA membership, we thank Jon and Ian for their hard work in leading and supporting our industry, plus we welcome John into his new Director role.

### **European Union Deforestation Regulations (EUDR) back on for 30 December 2025**

Despite a new proposal to delay its anti-deforestation bill for small and micro-operators, the EUDR for New Zealand exporters to the EU will still enter into force on 31 December 2025 as originally planned. New Zealand wood product exporters, under WPMA and NZFOA leadership, have been preparing for the EUDR implementation, with members able to access the EUDR Guidance Toolkit by contacting [jeanette@wpma.org.nz](mailto:jeanette@wpma.org.nz).

### **EU-New Zealand Business Summit leverages new opportunities**

The inaugural EU–New Zealand Business Summit was an inspiring event that brought together a strong line-up of leaders and thinkers. The discussions throughout the day reflected just how far the EU–NZ partnership has come, with real growth in innovation and collaboration through our FTA and Horizon Europe. As Minister Todd McClay put it: “In just over one year, we have proven that when Europe and New Zealand work together,

extraordinary things happen.” The level of conversation between the almost 500 delegates showed there's a genuine desire to do more together. The Zespri European growth presentation was an eye-opener, with 1 person on the ground 60 years ago, now grown into 150 employed staff, 7 offices and 7,500 ha's of kiwifruit planting in the EU. A refreshing and energising day that showed how both the European Union and New Zealand can work together, and how much opportunity there is to do more.



*Prime Minister Rt Hon. Christopher Luxon, EU Commissioner of Trade Maroš Šefčovič, Minister for Trade and Forestry Hon. Todd McClay meeting before the first EU–NZ Business Summit *euNZ**

### **U.S. Tariff on timber and lumber makes impact**

On 1 October President Trump announced a 10 percent tariff on most New Zealand timber and lumber exported to the United States. The tariff was placed following a Section 232 investigation aimed at determining the effects imports of timber, lumber and their derivative products have on the United States supply chain, with the President saying that the tariff will shore up America's local industries and support national security. Exporters are now working with their customers and supply chains as to how to absorb the additional 10 percent tariff costs. With future U.S. tariff increases a possibility, WPMA will continue to work closely with our members, the wider forestry supply chain, and government to monitor the impact of this tariff on our wood products industry.



## Talking Tariffs - Briefing by the Ministry of Foreign Affairs and Trade

Thursday 20 November: 12:00 – 12:30pm

Hear the latest updates on U.S. tariffs from the Ministry of Foreign Affairs and Trade, followed by a facilitated Q&A. This webinar will assist you, as a New Zealand exporter, to stay informed on the current tariff situation and understand New Zealand Government responses.

[Register here to secure your spot today](#)

## New Government Procurement Rules a missed opportunity to back New Zealand's wood processing sector

New rules announced during October that come into effect on the 1 December requiring Government agencies to apply a minimum of a 10 per cent 'economic benefit to New Zealand' weighting to every government procurement decision, along with awarding construction contracts under \$9 million to domestic businesses will potentially provide new openings for greater use of domestically produced timber. But, the benefits of these new rules to the wood processing sector in increasing sales of wood products is not certain, with other building materials and services also competing for the 10 per cent and sub \$9 million government contracts. The Government has overlooked a clear means to leverage its spending in these new rules to provide direct support to boost the wood processing sector. WPMA will now work with our members and government to assess future options for greater use of wood products in government procurement decisions, such as aligning the wool directive with wood, to lift the fortunes of the wood processing sector in New Zealand.



## Important Notice to all Timber Exporters – Wood Packaging

Trade in wood packaging is of concern to New Zealand and overseas countries due to the potential for wood packaging to aid the spread of pests. Many countries scrutinise wood packaging in shipments arriving in their country. As discussed at the Forest Product Exports Committee (FPEC) meeting (15th Oct), the IVAs have noticed a reduction in compliance of companies to their MPI approved activities for wood packaging used in export shipments.

The compliance issues are predominantly around the marking of wood packaging to meet the requirements of the MPI technical standard: Certification Mark for Wood Packaging requirements can be found [here](#)

### The following situations have occurred due to non-compliant wood packaging;

- Containers of timber rejected at the importing countries border.
- Containers of timber unpacked and inspected/treated at the border.

- Containers of timber and fresh produce being returned to New Zealand.
- Containers of timber and fresh produce being re-directed to non-phytosanitary markets.
- Exported pallets intercepted due to concerns that wood packaging was fraudulent.

Where the non-compliant wood packaging was picked up at the point of export (pack point or freight forwarder).

- Wood packaging removed.
- Timber packs fumigated and wood packaging marked.
- Timber returned to the supplier.

In each of these situations a **MAO** (MPI approved organisation) had completed documentation stating the wood packaging was **compliant**. They may have also stated the wood packaging met a known Importing Country Requirement (ICPR). Each of these scenarios was costly and most likely the MAO is now under an increased audit frequency.

We encourage all MAO despatching timber to pay extra attention to the legibility of the marks on their wood packaging and ensure they are following the export requirements and the procedures in their MPI-approved systems. Please contact your IVA agent if you are unsure of the requirements.

### Granny flats approved for construction from early 2026

The Government has passed legislation which will make it easier to build small standalone dwellings – commonly known as granny flats. The new building consent exemption for granny flats is on track to commence in early 2026, following the passage of the Building and Construction (Small Stand-alone Dwellings) Amendment Bill and supporting regulations. From early 2026, homeowners will be able to construct a single-storey, granny flat up to 70 square metres without needing a building consent if:

- the design is simple and complies with the Building Code
- construction is completed or supervised by licensed professionals
- homeowners notify their local council before they commence building and once it is completed.

The exemption will only apply to granny flats built after the new law and regulations come into effect. Any construction started before commencement will still require a building consent. If you are unsure whether building work needs a building consent or not, check with your local council.

### Leadership Survey

#### Long-Term Sustainability – Calling All Leaders: What Is Best Practice?

Leadership and governance that support sustainability create conditions to help organisations thrive long-term. This research aims to identify best practices, bottlenecks and generate practical solutions that can help your organisation succeed. Conducted by the [Leadership and Governance Collective](#) through [Massey University](#), it follows last year's organisational culture survey. Outputs for leaders will include dashboards, such as [this one for larger companies](#), and the [Aligning Culture with Strategy Report](#), featured on [RNZ](#).

The survey is anonymous and takes about 15 minutes. [Take the Survey here!](#)

## **Upcoming Events**

### **Notice of WPMA Annual General Meeting – 18 November**

WPMA's AGM for the financial year ending 30 June 2025 will be held on the 18 November at 3.00pm. The meeting will be held at Level 9, 93 The Terrace, Wellington and a virtual option will be available for WPMA Members unable to attend in person. More details can be found [here](#)



## **In the News**

### **The case for high-value NZ Timber – WPMA conference**

*New Zealand's multi-billion dollar wood processing industry has a message for the Luxon government: "Think big" and back us to develop higher-value timber, engineered wood and bioproducts that can lift export earnings and regional jobs.*

[Let's Build Here, Export More — The Case for Higher-Value NZ Timber | Wood Central](#)

### **Government procurement rules miss the mark**

*With mills in our regions shutting down and a flat domestic market, the Government has overlooked a clear means to leverage its spending in these new rules to provide direct support to boost the wood processing sector*

[New Government Procurement Rules Fall Short for NZ Timber | Wood Central](#)

### **Financial impacts for NZ with new U.S. tariffs**

*On top of the effects on the New Zealand industry, the American consumer will also be directly impacted through domestic supply chain disruptions and price increases on home building materials such as clear appearance grade mouldings, solid wood sidings and primed product.*

[Timberbiz Financial impacts for NZ with new US tariffs - Timberbiz](#)

## Industry Announcement– Kiwi Lumber Group and Max Birt Sawmill

**Kiwi Lumber Group has agreed to purchase Max Birt Sawmills Ltd effective from 3rd November 2025**

### **Kiwi Lumber Group**

We are excited to be adding the Max Birt Sawmill sites to the Kiwi Lumber Group. Our intent is to continue to operate the sites in the same way they are currently being run. We look forward to continuing to strengthen our relationships with the suppliers and customers and bring the staff within the Kiwi Group. We will be able to offer customers a larger array of products than our current offering.

I want to congratulate Max for the business he has been operating for a number of years now and the stalwart he has been to the industry. I look forward to Max continuing to operate in the business for the near term.

Regards

Adam Gresham

Managing Director

Kiwi Lumber Group

### **Max Birt Sawmill**

I would like to thank Adam and the Kiwi Lumber Group for their purchase of Max Birt Sawmills. After 40 odd years of trading as MBS, I see this as an exciting new development that will enhance and grow MBS and Kiwi Lumber in the future.

I would like to take this opportunity to thank all those who have supported us through our journey over the years, customers, suppliers, and our very loyal staff. Without your support through tough and good times we would not have grown to what we are today.

I wish each and every one of you all the very best in the future.

Regards

Max Birt

Owner

Max Birt Sawmills Ltd

## WIDE Trust

Apply for funding towards your wood processing apprenticeship programmes



Do you need funds to progress an initiative, project or programme in your business?

Do your employees need funds to progress wood processing studies, projects or qualifications?

Apply to the WIDE Trust for support...

### \$6 MILLION AWARDED IN GRANTS TO DATE!



The Wood Industry Development and Education Trust (WIDE Trust) is a charitable trust established in 2018. The Trust supports businesses undertaking research, development and other initiatives to advance the wood or forestry industry sectors in New Zealand and students undertaking career-related studies or projects in these industry sectors.

Initiatives supported by the Trust include:

- apprenticeship programmes
- in-house training programmes
- international study tour to seek out industry innovations and best practice
- attendance at industry events
- assessor training
- timber design and wood processing awards

Apply online  
[www.widetrust.org.nz](http://www.widetrust.org.nz)



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