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Interview with Richard Pine, O'Neill Pine Company, 2006 (audio)

Richard Pine

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Index of the interview with Richard Pine from O’Neill Pine
Portland State University Oral History Project

Interview Index

Interviewee: Richard Pine- O’Neill Pine
 Interviewer: Margie Crawford
 Date: August 3, 2006
 Location of Interview: Salem, OR
 Research Assistant: Amber Kinter
 Interview Series: Sustaining Northwest Landscapes & Communities

Time	Notes
53	Personal background
1:15	Began in life insurance
1:30	Hemp Hill O’Neill/O’Neill Pine
2:03	Tree growing company/industrial property
2:30	Contract out harvesting jobs/job explanations
3:20	45 different properties in Washington
4:30	Forest Stewardship guidelines
5:25	3 rd growth cedar is not as good
6:14	Douglas Fir 80% Alder 20%
6:45	Valley Ponderosa Pine
8:45	Jan. 1 st , 1996 began O’Neill Pine
9:33	Timber consultant
9:57	Government regulations
10:20	March 20 th 2000 government lock
10:33	Gov. took 17% of land- declaring it un-harvestable
10:55	FSC benefits
11:20	Sold 20 acres of land due to complications of the new law
12:42	Began with goals of sustainability
12:45	Defines sustainability
13:35	Harvests about 1 million board feet per year
14:14	Hemp Hill – long term thinking
15:17	What makes O’Neill Pine sustainable
16:45	Environment, economics and FSC
17:00	No chemicals/mechanical methods replanting
19:00	FSC annual audits etc.
20:50	Group FSC certification/NW certified forestry
22:00	Challenges
23:10	Fritch mill/FSC reluctant mills
23:52	Building a market
24:21	HFHC chain of custody program
25:30	Wanted local certification
26:26	Local workers benefit from local FSC

26:50	Defines local as Pacific NW
27:25	Wants to sell locally
28:00	Marketing plan
28:30	Sustainable Fairview
29:00	Public awareness/public behaviors
30:30	Comparison to organic farming
31:15	Trying to sell lots
32:22	Board of directors
33:30	FSC very costly
34:30	Trees grow in different ways
38:00	Fears for future problems/current problems
42:30	Until 1996 60% of buyers were Asian
44:22	Issues facing the industry
47:20	FSC wood not being sold as FSC
52:00	Gaps
53:30	Times easier to harvest
54:50	Impacts of Mt. St. Helens
57:00	Rewards to being FSC certified
61:00	Bi-products
62:14	Storage
63:25	Value added products
66:05	Contracting regulations
66:50	Years with HFHC
68:12	Things HFHC could change
69:45	Biggest challenges/federal regulations
71:49	Social responsibility
74:00	3 rd generation family business