

## **SURVEY STUDIES HOW TO REACH PRIMARY HARDWOOD PRODUCERS WITH NEW INFORMATION**

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It is important for the timber industry to obtain new knowledge in order to stay competitive, increase productivity, or to produce new products from a sometime changing resource. We sought to understand how new knowledge—innovative techniques, improved technology, and marketing information—reach our primary forest industries in the United States. We surveyed hardwood lumber producers. We will present the results of our survey. Scientists want to make a difference and to do that we need to complete the cycle with effective technology transfer.

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