



Market Share Maps

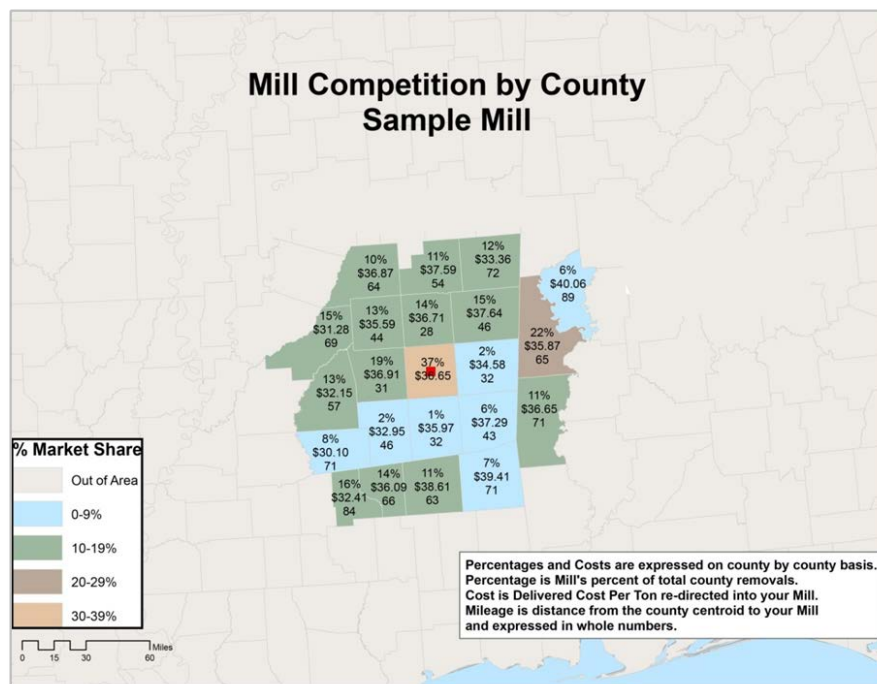
Forest2Market collects load-by-load data that includes:

- County of origin
- Delivered cost
- Haul distances

With this data, we can create Market Share Maps that show:

- The percent of a county's total removals flowing into the Sample Mill
- The delivered cost if all loads were re-directed to the Sample Mill
- Distance from the county centroid to the Sample Mill

With the data presented in the Market Share Map, outliers—those both above and below market—can be identified.



- Limit purchases from high cost counties
- Shift procurement to lower cost counties where supply is available
- Identify actual volume to shift to lower cost counties/sources and at what price