



Why Join PFI's Standards Program? An Interview with Forest Energy Corporation's Rob Davis

1. Why did you decide for Forest Energy to join the Standards Program?

We have always felt that a consistently high quality product is in the best interest of not only Forest Energy, but also the entire industry. People who heat their homes with pellets and are happy about the ease of renewable heating, like what is offered by using consistent, quality pellet fuel, will tell their friends and neighbors about the joy and practicality of heating with pellets. It will increase stove sales, decrease any need for industry oversight and, in the long run, make our business easier and more profitable.

2. Did you learn anything about your company and its operations as you went through the qualification process?

I don't think we learned a lot about our product since we have always had a rigorous sampling and testing program in place from raw material coming in to the finished product going out. We do have some indication, though, that the employees are taking even more pride in their product. Our people know that they strive to make this fine product and it is acknowledged.

3. Have you seen any change in Forest Energy's sales or operations as a result of joining?

I think it will take a little time to see measurable differences. Maybe after next season.

4. What have you heard from pellet retailers about the program?

Although it is very early in the program, there are some retailers that are very anxious to jump on board and promote the quality. I think some of them have had issues in the past with trying a new pellet, branded and promoted as premium quality, but not finding that to be the case when their customers tried them. Identifying top quality pellets has been a headache for some retailers and this should be a major step toward putting an end to those headaches.

A detailed image of a PFI Graded Fuel label. The label features the PFI logo at the top left, which includes a stylized leaf and the text "Pellet Fuels Institute". To the right of the logo is a banner that says "PFI GRADED FUEL". Below this, the label specifies "PFI Densified Fuel Grade: Premium" and "Mill Registration #". A section titled "Grade Requirements:" lists various specifications: Bulk Density (40-46 lbs/ft³), Diameter (.230-.285 in/5.84-7.25 mm), Durability (≥96.5), Fines (≤0.50%), Ash Content (as received) (≤1%), Length (≤1% >1.5 in.), Moisture (≤8.0%), and Chlorides (≤300 ppm). Below the requirements is a section for "Manufacturers Guaranteed Analysis:" which includes fields for Type of Material, Additives, Minimum Higher Heating Value (as received), and Other Manufacturers Guarantees. At the bottom left of the label is a box for the "Approved Auditing Agency Logo Displayed Here". At the bottom right, there is a small copyright symbol and the text "For more information, please visit the PFI website at www.pelletheat.org."

5. What advice would you give to pellet producers who are considering joining?

Embrace and take pride in joining the program and in being a part of making the pellet industry more professional and, therefore, helping the industry grow. The reduction of erratic quality from fly-by-night producers will slowly raise the perception of the industry. It will help consumers' perception of everything we do. If we care about the product we present, we are more apt to care about all aspects of our business and the world. We are concerned about procuring feedstocks from sustainable sources, to the efficient use of resources during the production of pellets to the conscientious control of all of our outputs. It really is a win for all involved.

For More information about the PFI Standards Program, please join us for a Webinar on May 19th at 4pm EST. To learn more and to register, visit our [website](#).

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