MAKING A DIFFERENCE WITH MILLENNIALS

Shannon M. McCabe, Executive Director, Association of Consulting Foresters

Recently it seems almost every professional development seminar I attend features a discussion on interacting with the millennial generation. According to multiple reports, millennials represent the largest group in the U.S. workforce, and their numbers are growing. It is critical that employers in the forestry sector understand the attitudes and behaviors of this generation to maintain a strong labor force.

I don’t claim to be an expert, but as a millennial myself, I feel relatively well versed in what makes this generation tick. And as Executive Director of the Association of Consulting Foresters, I believe the forestry sector is well positioned to attract and retain millennials. But to reach them, it helps to understand how they are unique and what motivates them.

Millennials are purpose driven and want to understand the “why” of any activity before fully committing themselves. They must feel a connection to the big picture and believe their work is meaningful. Forestry professionals have a strong story to tell. We just need to make sure it is being told. Our sector is focused on the big picture. Operating in a world of long-term decisions that impact the landscape, it simply can’t be any other way. The environmental, social, and economic benefits we provide make our story a meaningful one.

No discussion on the millennial generation is complete without mention of technology. These “digital natives” grew up with technology and use it to learn, work, and play. They know how to put it to use to increase productivity and efficiency in nearly everything they do. The forestry field is not generally perceived to be the most technologically advanced, but you only have to flip through a few pages of this magazine to see this is far from the case. Millennials need to be convinced that their vast experience with technology can be put to good advantage in the forest.

Finally, millennials crave growth and want to make a difference. They seek to disrupt the status quo with new ideas and innovations. There is certainly no shortage of challenges in the forestry industry. Given opportunities to contribute to that industry’s success, millennials are more than up to the task of facing our most vexing issues head-on. If we are open to their new perspective, they might just be the key to conquering the challenges.

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Cover image:
A new 843L-II Feller Buncher helps Wayne Sugg, owner of Sugg Logging, step things up.

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EVERY DROP COUNTS

E-SERIES KNUCKLEBOOM LOADERS ARE DESIGNED TO BURN LESS FUEL

In today’s competitive environment, squeezing more productivity out of every drop of fuel is key to staying profitable — and in business. Fuel usage greatly impacts the costs of operation. So if you’re adding or replacing a knuckleboom loader, make fuel efficiency a key consideration.

Recent updates to the 337E and 437E can make them up to eight percent more fuel efficient than before in certain applications. Here’s how E-Series Knuckleboom Loaders help you burn less fuel:

**Optimal rpm.** In our recent machine update, we optimized operating rpm to improve fuel economy without loss of machine performance.

**Smart hydraulics.** Proven pressure-compensated load-sensing hydraulic system delivers power on demand for strong delimming performance, while reducing fuel consumption.

**Fuel-sipping diesels.** John Deere EPA Final Tier 4 (FT4)/EU Stage IV engines maintain maximum engine performance while minimizing total fluid consumption — diesel fuel plus diesel exhaust fluid (DEF).

**Auto-idle.** Auto-idle automatically reduces engine speed when hydraulics aren’t in use to save fuel.

**Saw circuit and dedicated pump.** Circle saw’s dedicated pump increases cutting power and saw-recovery time, and supports the requirements of all circle saw sizes and applications.

**JDLink™.** Deere’s machine-monitoring system, JDLink allows you to track overall fuel consumption, compare fuel-burn rate across multiple machines, and see time spent idling so you can make decisions that improve fuel use.

To find out more about the fuel-efficient 337E and 437E, go to JohnDeere.com/Knuckleboom.
INTERNATIONAL CORNER

RESPECT and PRESERVE
The mission of Brazilian logging company C.F. Servicos Florestais is to harvest and haul wood, while respecting and preserving nature. This responsible focus on the environment is important in a country that has the second largest forested area in the world after Russia. Approximately 485 million hectares are naturally regenerated forests, which comprise the Amazon rainforest. These lands are protected by government regulation and must remain under permanent forest cover to reduce deforestation.

Forest management is the key to sustainable logging in Brazil. All loggers must have a logging permit along with a formal forest-management plan. With a few exceptions, loggers are restricted to harvesting planted forests, mainly on large-scale industrial forest plantations.

Planted forests comprise 7.7 million hectares located mostly in the south of Brazil. C.F. Servicos Florestais harvests for the Celulose Irani S.A. Company in the city of Vergem Bonita in southern Brazil. Celulose Irani produces corrugated and packaging paper, a key segment in Brazil’s forestry industry.

Most planted trees are pine and eucalyptus, which both thrive in the excellent soil and climate conditions. C.F. Servicos Florestais harvests approximately 40,000 tons of pine and 5,000 tons of eucalyptus a month.

C.F. Servicos Florestais was founded in 1996 by Crystian Fracasso. Over the years the company has grown into a thriving logging operation with 50 employees. Mechanization, continual innovation, and adherence to international quality standards have allowed C.F. Servicos Florestais to meet high quotas while attaining high levels of customer satisfaction. “We strive to have our services recognized in the forest sector,” says Fracasso. “We hope to achieve this using the most state-of-the-art technology on the market.”

Fracasso continually searches for equipment that helps the company achieve greater productivity at lower operating costs. In 2018, C.F. Servicos Florestais upgraded its fleet with a John Deere 859M Feller Buncher and a 948L Skidder, along with a 160G LC Excavator and a 2144G Harvester equipped with a Waratah HTH616C head. “We use John Deere machines and Waratah heads because they are dependable and help us keep our business growing,” says Fracasso.

The outlook for Brazil’s pine-wood products is optimistic. With planted forests providing a sustainable supply of wood for the country’s wood products, Brazil’s volume of lumber and plywood has continued to grow in recent years. The United States is the largest importer of Brazilian wood products, which also include roundwood, pulp, woodchips, laminated wood, paper, flooring, and furniture. Other key markets are Mexico, China, and Western Europe. The future looks bright for C.F. Servicos Florestais.

Whether you need a log loader, shovel logger, road builder, or processor/harvester, G-Series Swing Machines will help you become more efficient. When they were introduced, they featured major cab updates, with significantly more room and superb visibility. And a host of other new features that helped boost productivity and maximize uptime, while lowering daily operating costs. Since their introduction, we’ve continued to improve these machines with even more enhancements. So they won’t back down — or let you down.

To learn more, visit JohnDeere.com/SwingMachines
A fuel-shutoff valve helps reduce leaks, for quick fuel filter changes with less mess. Plus a precleaner for the engine air intake extends filter life, further reducing maintenance time.

If the hydraulic oil level is dangerously low, an optional alarm alerts you to shut down your machine immediately.

The new handrail, for side-entry cabs, is significantly larger than before, for secure three-point contact.

Convenient new features include a USB power port and shovel and axe mounts.

The hinged A/C condenser swings out and the engine compartment screen can be easily removed, for quick cleanout of debris.
North Carolina logger Wayne Sugg reflects on growing up in a small town, loblolly pine, and Deere’s latest L-Series II machines.
North Carolina is known as the “Tar Heel State” after the substance created out of the sticky sap from the state’s vast pine forests. In colonial days, the tar was an important export used to cover the bottoms of British naval ships. After the Civil War, “Tar Heel” became a disparaging term referring to barefoot workers who produced the tar in the hot summer sun — and no doubt got some on their feet. But the state’s residents soon embraced Tar Heel as a badge of pride, and today it is the nickname for the University of North Carolina’s athletic teams. Wayne Sugg, owner of Sugg Logging, Ellerbe, North Carolina, certainly would be proud to be called a Tar Heel, as harvesting pine is his business.
RIDING THE PINE

Ellerbe is located about a half-hour drive from the historic golf resort of Pinehurst in the central Piedmont region of North Carolina. Pinehurst is aptly named. Loblolly pine covers 80 percent of the softwood plantations found in Piedmont as well as the coastal area of the state. Over 2.5 million acres, or 14 percent, of North Carolina’s timberland are loblolly pine plantations. That accounts for around 4.3 billion cubic feet of the softwood inventory in the U.S.

“There’s a lot of loblolly pine around here,” says Sugg. “That’s what I really like to cut. We stay fairly busy cutting loblolly pine.”

Ellerbe has a population of just over 1,000. “It was a nice place to grow up,” recalls Sugg. “It’s a quiet, small town with a lot of logging and farming going on. I helped out on my cousin’s farm a bit, but he was getting up in age, so he sold it when I was 14.”

When Sugg was 17, he began helping a local logger, running a skidder and felling trees using a Franklin feller buncher with a shear head. The shear was better suited for cutting pulpwood than logs and not as efficient as the saw on today’s feller bunchers. “We used the shear a lot, but it’s not near as productive as what you can do now.”

“We hardly ever have any breakdowns. Deere has been exceptional for me.”

— WAYNE SUGG, OWNER, SUGG LOGGING
BUILDING A FUTURE

After working for the logger for over a decade, Sugg started his own logging business and has been on his own now for almost a decade. Sugg’s first customer was a timber merchant in nearby Laurinburg. He started out with a John Deere feller buncher, a skidder, and a loader. “I was very busy at the time, and Deere machines helped keep downtime to a minimum, so I’ve stuck with them ever since,” he recalls. “We hardly ever have any breakdowns. Deere has been exceptional for me.”

Reliable machines are important to Sugg, but support is just as critical. “Our local Deere dealer was very helpful in getting me started. They’ve been very good to me. I can always count on them to come out right away to make sure I’m up and running again. Because if the wood is not going out on trucks, I’m not making money. We need to stay busy.”

Sugg hasn’t had too much trouble filling his calendar. Recently the market has been strong, with more mills coming online in the area. Today he logs for a mill, Jordan Lumber. The company hauls a weekly average of 80 loads of mostly pine logs and pine pulpwood.

Sugg also hasn’t had difficulty finding young loggers to keep up with the mill’s demands: “I haven’t had much turnover, but I do get quite a few calls from younger people who want to learn how to do it.”

That includes his children. His 10-year-old son is very interested in the feller buncher and likes to come out to the logging site to watch it work. His 19-year-old daughter also helps out during the summer, running errands. “She’s very interested in logging, too.”

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— WAYNE SUGG

“Making a Name for Himself

Currently the company runs a John Deere 843K Feller Buncher. “It’s got great power for clearcuts and balance for working on hills, as well as good maneuverability for thinnings,” says Sugg. “It does a nice job.”

He has also been demoing an L-Series II Feller Buncher — which he liked so much that he bought one. When the L-Series Skidders and Feller Bunchers were introduced three years ago, they were Deere’s most powerful and comfortable machines ever. Since introducing the L-Series, Deere has continued to collect input from customers and incrementally refine these machines. Over 1,600 part changes have been made to the L-Series II machines, including more robust harnesses, fittings, and cylinder guards. Deere also improved component placement and reduced the complexity of the electrical and hydraulic systems.

“The two-piece wiring harness makes it easier to work on machines,” observes Sugg. “Wiring is rerouted so it’s not bunched up in the machine, which reduces rubbing and wear. The cylinder guards protect hoses from falling limbs. These changes help make the machine more reliable, which saves time and money on maintenance.”

“The logging business changes all the time. Some days the mills don’t want your wood, or they’ll pull you off one tract and put you on another so you can cut the wood they do want.”

— WAYNE SUGG
JDLink, John Deere’s machine-monitoring system, also helps Sugg Logging control costs and keep the machines up and running. “We use JDLink to monitor fuel use for skidders pulling wood in different terrain. By changing how and where we drag wood, we can save fuel.” Sugg also monitors machine idle time to help ensure he’s getting the most out of his operators and equipment.

Theft has been a problem with loggers in the area. JDLink allows Sugg to keep tabs on his machines’ exact locations. He can also set up geofences and receive alerts if a machine is moved out of a designated area after hours.

JDLink also sends Sugg and his wife Tina alerts on their smartphones about any issues with a machine, so they can contact operators about a clogged air or fuel filter. “By blowing out or replacing a filter, they can save an engine. If it’s a more serious issue, we receive trouble codes we can share with the technician back at the dealership. They can remotely diagnose the problem and pull the right part the first time, saving an additional trip to figure out what’s going on.”

Deere machines and technology have helped Sugg keep up with a rapidly changing environment. “The logging business changes all the time,” he reflects. “Some days the mills don’t want your wood, or they’ll pull you off one tract and put you on another so you can cut the wood they do want.”

Logging is a challenging job, but Sugg loves challenges. “They keep me going. I just enjoy being around the machines and seeing the progress we’ve made. We have a very good crew, and we all try to do a good job. When I look at where we were when we started, I’m amazed at how far this company has come. I’m proud of us having established a good name at what we do.”

Sugg Logging LLC is serviced by James River Equipment, Charlotte, North Carolina. To see more of the story, visit JohnDeere.com/TheLanding
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Since we introduced the L-Series Skidders and Wheeled Feller Bunchers in 2015, we’ve never stopped evolving. These refinements have led to the L-Series II, marked by an increase in reliability without sacrificing productivity. With fewer system components to get in the way. Get machines, insights, support, and financing to move your operation forward. With all the pieces in place, you’re ready to OUTRUN.