

Chain of Custody certification among Malaysian wooden furniture manufacturers: status and challenges

ABSTRACT

Malaysia, a major producer and exporter of wood products has been slow to embrace wood products certification. A study was carried out with the intention of assessing the status of chain of custody certification among wooden furniture manufacturers. A structured questionnaire was used to interview firms who participated at the annual Malaysian International Furniture Fair in 2007. Results indicate that the readiness to adopt chain of custody certification among wooden furniture manufacturers was low. The lack of price premiums, limited market potential and high cost were cited as the primary reasons deterring furniture manufacturers from adopting chain of custody certification. Furthermore, the use of plantation wood resources, such as Rubberwood (*Hevea brasiliensis* Müll. Arg.), were perceived by many respondents to be certified wood resources, reflecting a lack of understanding among manufacturers. It was concluded that the promotion of chain of custody certification in Malaysia must focus on increasing awareness as well as highlighting the tangible and intangible benefits to be gained from such a scheme.

Keyword: Chain of Custody (CoC) certification, rubberwood, wood products, price premium, market potential