

Zena Forest Products

Company Overview

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Zena Forest Products, a multi-generational family business located west of Salem, Oregon in the Eola Hills, is home to both the largest Oregon White Oak stand in Oregon and the largest contiguous block of forest in the Willamette Valley. Established in 2007, Zena Forest Products' mission is to save, restore and promote the endangered hardwood forests of Oregon's Willamette Valley while operating a viable sawmill and millwork operation.

The Deumling family manages and lives amongst the towering trees of the 1,300-acre FSC® certified Zena Forest and believes in maintaining a vibrant and diverse forest ecosystem. As a result of this business philosophy, Zena Forest Products exemplifies how value-based, rural entrepreneurship can fuel business growth while preserving the quality and character of the forest upon which it depends.

"We are in the business of protecting our forest lands, preserving important natural habitats, and producing beautiful, sustainable, locally-sourced hardwood products."

- Ben Deumling

Millwork Operations

Zena Forest Products' craft milling operation produces both solid and engineered hardwood flooring made exclusively from native Oregon White Oak, Western Bigleaf Maple and Oregon Ash. The company also produces custom hardwood stair parts, heat registers, cabinetry, paneling and lumber. One of the unique uses of Zena's green Oregon White Oak is bending lumber for boats, kayaks and canoes. FSC certified products are available by request.

Land Management

Zena Forest Products' business model is founded on good land management practices and a philosophy that a

diverse, thriving forest ecosystem can also be economically viable. Individual trees are selected for harvest based on overall health to the forest, not maximum profit.

"I believe with proper care; a forest can produce wood efficiently and keep producing forever."

-Sarah Deumling

Home to threatened and endangered animal species, the Zena Forest has been managed by the Deumlings since 1987 and includes areas of endangered Oak Savannah and Oak Woodland ecosystems as well as headwaters of the Rickreall, Yamhill and Spring Valley watersheds. The Deumlings avoid clear cutting, chemicals and soil compaction, which contribute to their ability to maintain a diverse mixed-aged forest that is home to an abundance of native plant and animal species.

To ensure the Zena Forest would forever be managed in a way that matched their values and would legally ensure the future protection of the forest, the Deumlings voluntarily pursued and entered into a conservation easement in 2008.

The easement stipulates the forest will remain a working forest in perpetuity. No development is allowed. Additionally, strict harvest levels, habitat preservation and enhancement are mandated by the easement; all forest management practices they were already observing.

While nurturing the woodland to keep the forest healthy and diverse long-term, Zena has developed a business model that will sustain a thriving forest and provide hardwoods for a viable millwork business for decades and even centuries to come. Leading the industry by example, Zena is demonstrating that ecology and economy can and should live hand-in-hand.



The mark of
responsible forestry