

## THE IMPORTANCE OF MARKETS TO FORESTS

Wood Solutions Fair  
Atlanta, GA

## HISTORY

“Forest Products” was one of our nation’s first products;  
NC led the world in the production of naval stores;  
Professional forestry in the US was born in North Carolina.



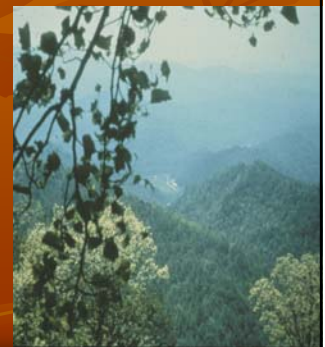
## HISTORY

Pinchot said,  
*“Biltmore could be made to prove what America did not yet understand – that trees could be cut and the forest preserved.”*



## FORESTS AND FORESTRY IN THE SOUTH

- 60% of the South is forestland – 212 million acres;
- Stable since the 70’s;
- 91% of what was here in 1907;
- Almost 90% of the land is privately owned.



## **FORESTS AND FORESTRY IN THE SOUTH**

South provides 58% of total US production and almost 16% of world's production.

South produces more wood than any other single nation.



## **FORESTS AND FORESTRY IN GEORGIA**

66% of Georgia is forests – almost 25 million acres;

Over 90% is privately owned;

55% hardwood; 45% pine



## **ECONOMIC IMPACTS**

“Timber” is Georgia’s highest valued crop;  
Total annual economic impact of forest products:  
- \$26 billion;  
- 154,000 jobs;  
- \$6.8 billion in employee compensation



## **ENVIRONMENTAL BENEFITS**



## **DEMAND FOR WOOD AND PAPER PRODUCTS**

On average, each person on earth uses about 4.5 lbs of wood every day!



In the US, we use about 3 times that amount – about 14 lbs/day

Wood use > steel + concrete



300 billion sq.ft. of built space in 2000 – By 2030, the nation will need 427 billion sq. ft.

Most will occur in the South and West (Atlanta-Charlotte-Raleigh)



## **GREEN BUILDINGS**

Concerns over energy, climate change, and natural resources are driving a surge in interest and demand for “green buildings.

U.S. Green Building Council – LEED

U.S. Green Building Initiative – Green Globes

## **ULTIMATE “GREEN” BUILDING MATERIAL FOUND**

100% natural;  
Only energy required to produce it is the Sun;  
100% biodegradable, recyclable, and renewable;  
Sequesters carbon as it grows and when it is used;  
Carbon neutral manufacturing;  
Superior insulating properties, ease of use, flexible design properties.

### ***SUSTAINABILITY***

Some say, to “protect” forests, we should use less wood...BUT

Substitutes are non-renewable and both consume more energy to produce and produce more waste and emissions;

Using wood gives economic value to forests – an incentive to landowners to grow more!

### ***SUSTAINABLE FORESTRY INITIATIVE (SFI)***

Created in the mid-1990’s by the major forest product companies;

Designed to improve management on private timberlands and to expand public knowledge of and support for sound forest management;

Also designed as a certification program to assure the public that forests were being managed in a sustainable manner.

### ***HEALTHY MARKETS = HEALTHY FORESTS***

It’s no accident that “forest” is the dominant land use in the South;

Strong markets for wood have provided a major economic incentive to private landowners to grow trees;

So using wood whenever possible sends a signal to every landowner to grow more trees!