Markets for Family Forests

Growing Products While Conserving America's Working Lands

America's family forests grow the raw materials to build our homes, fuel our energy, and supply essentials like paper and packaging.

These lands fuel American hunting, fishing, and recreation industries in communities. When healthy and productive, family forests also clean our air and water, capture carbon, and house thousands of fish and wildlife.

But maintaining a healthy and productive forest is not cheap.

Often traditional timber revenues, if timber markets are available, only come once a generation for many families. This is complicated further by rising risks due to wildfires, hurricanes, insects and diseases, drought, flooding, and other impacts of changing weather patterns.

Family forest owners need access to diverse and innovative markets.

Domestic and international markets for the products they grow ensure that families can generate income to reinvest in their land, keeping it healthy and productive for all of us. Just like America's farmers, family forest owners often need help accessing these markets, which can lead to significant economic and environmental benefits, especially in rural communities.



If leveraged, innovative market-based solutions could unlock $50-100 *billion* in additional economic activity, helping family forest owners care for their lands' health and productivity.

Innovative Market Opportunities for Family Forests

Voluntary Carbon Market

Through the voluntary carbon market - estimated to be valued at $50-100 billion by 2030 - farmers, ranchers, and forest owners are paid to implement practices that improve the health and productivity of their land. Those practices also capture and store carbon, which is then sold on the market as credits for companies to reduce their own business risks.



The key element to this market is that it is ***voluntary*** - producers elect to participate in the market to increase their income, access tools to keep their land healthy and productive, help finance activities like wildfire risk reduction, and complement their participation in other traditional markets.

Renewable Energy Markets

We need energy from all sources, including energy produced here at home from the biomass in well managed forests. Forest biomass already supplies energy to fuel the wood products industry. New technologies could make America a leader in putting our forest biomass to work for heat and power and renewable fuels such as Sustainable Aviation Fuel.

Innovative Building Materials

Wood is increasingly recognized as a renewable, sustainable, flexible, and cost-effective building material and new technology is being used to build taller and more resilient buildings from engineered wood products. This could present billions in new market growth for American grow products.

The American Forest Foundation
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Questions?
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