

# The Mission-Critical Movement for Forests

Our forests are the planet's hardest workers. They sustain our economy and quality of life. They keep our air and water pure. They provide a fertile habitat for wildlife. They offer us space to delight in nature. Because we all depend on forests, everyone must ensure they prosper. And that's why Keeping Forests was created.



We are a diverse coalition of forest advocates, conservation experts, business leaders and everyday people working in defense of the Southern timberlands that fuel our way of life. Whether you're in the heart of the city or wide-open rural spaces, you have a place in the forest. Join our movement to conserve Southern woodlands for generations to come.

## Problem Statement

If the South continues to develop at its current rate, our forests will pay the price. It's projected that by 2060, about 23 million acres of Southern woodlands will be lost, primarily as a result of increased population and urbanization. That's a portion of land equal to 19 Grand Canyons powering our economy, providing our way of life and sustaining our ecosystem.

Keeping Forests is determined to ensure that our region's forests have a future. We're working hard to conserve the 245 million acres of existing forests by supporting private landowners, shedding light on why this land matters and showing what you can do to help.

## How are we Keeping Forests?

The best way to maintain Southern forests is to support the private landowners actively managing over 85% of the region's 245 million acres of timberlands. Our three-pronged strategy consists of:

### Generating Critical Mass

Working with conservation leaders, we help the general public connect the dots between responsible forest management and the long-term vitality of Southern forests.

### Promoting Forest Products

We expand the use of products made from Southern trees, going beyond consumer goods to include construction technologies and building codes that are forest-friendly.

### Creating Emerging Markets

In the spirit of innovation, we will create an investment model that compensates private landowners for the range of benefits — like clean air and water — that originates in their forests.



# Becoming a Keeping Forests Partner

One voice alone cannot speak for Southern forests, and a single entity cannot ensure its conservation. Forty partners strong, we represent a diverse range of interests with a common mission. From environmental experts and private landowners to global corporations and government agencies, each of our partners illuminates the critical importance of the region's woodlands. When you join the Keeping Forests movement, you can take advantage of resources that amplify your efforts to secure a stable future for our region's timberlands.

## Forest Values

There's nothing Southern forests can't do. They contribute billions to the economy, create millions of jobs and produce nearly 60% of America's timber harvest. Beyond the economic value, these vital lands connect people to nature in a variety of ways. We uphold these Forest Values to illuminate what makes our woodlands so powerful.



### Water

More than 50% of our country's drinking water originates in forests, which filter the most critical element of life and prevent soil erosion.



### Human Health

Woodlands provide a place to improve our bodies and minds, and studies link time spent among the trees with improved mental health and physical wellbeing.



### Biodiversity/ Habitat

As the cradle of wildlife, forests provide a fertile, replenished home for a wide variety of species.



### Recreation

Forests fulfill our primal need for play, offering space for hiking, hunting, photography, camping and so much more.



### Fiber

In ways large and small, our lives touch the forest every day, thanks to materials and products derived from wood fiber.



### Resilient Rural Economies

Working forests keep our rural economy strong, and private landowners earn their livelihood from timber sales, eco-tourism and more.



### Culture, Heritage, Sense of Place

Our stories, traditions and history are rooted in the Southern forest.

