

Why Use Wood?

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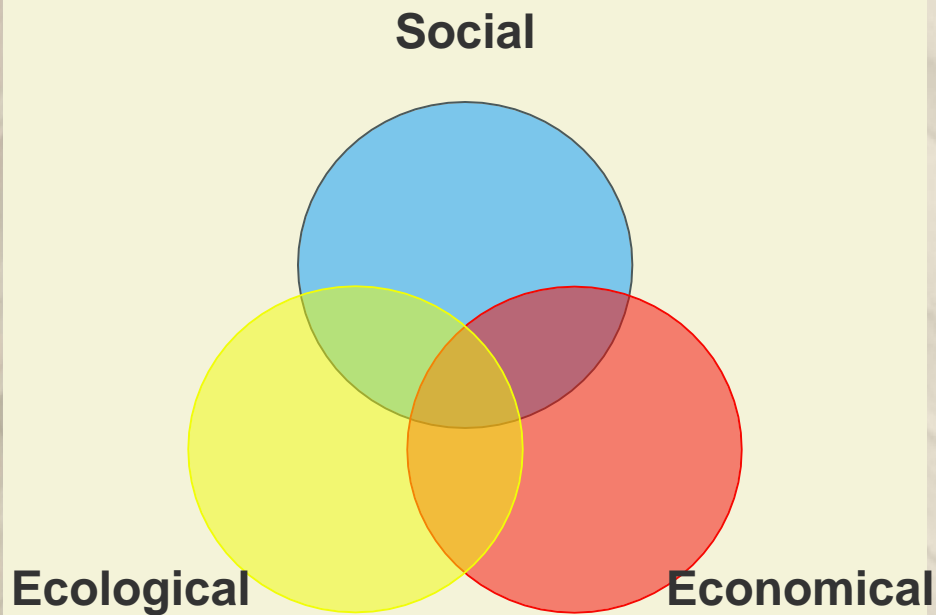
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Wood and the three pillars of sustainability

- Economic
- Social
- Environmental

The 3 Pillars of Sustainability:



Meeting the needs of today without compromising the forest resource's ability to provide for the needs of tomorrow

We Depend on Wood

Flooring	Railroad ties	Roofs
Lumber	Energy for	Stairways
Pressboard	electricity	Baseball bats
MDF	Firewood	Garden stake
Veneer	Christmas trees	Backyard play sets
Plywood	Tool handles	Charcoal
Dowels	Animal bedding	Bowling alley lanes
Paper	Fence posts	Toys
Paneling	Houses	Signs
Window frame	Furniture	Syrup
Doors	Crafts	Pallets

We Depend on Wood

Cardboard	Antacids	Postage stamps
Grocery bags	Shampoo	Colognes
Chewing gum	Menthol	Fruit pie filling
Paper towels	Medicines	Golf balls
Oil spill control agents	Plates and bowls	Game boards
Hockey sticks	Rulers	Suspending agent for drinking soda
Wildlife habitat	Oars	Pencils
Cosmetics	Computer casings	Dry wall
Baby foods	Stain remover	Baby cribs
Cider	Coffee filters	Decoys
Vitamins	Toothpicks	Kites
Cooking utensils	Imitation bacon	Magazines
Lacquer	Diapers	Ice cream thickener
Rubber gloves	Postcards	Step ladders
Golf tees	Tax forms	Birthday cards
Nail polish	Sponges	Broom sticks
	Mulch	

We Depend on Wood

Candy wrappers

Scenery

Party invitations

Disinfectants

CD inserts

Gummed tape

Fruit

Puzzles

Swings

Baking cups

Buttons

Cutting boards

Benches

Billboards

Disposable medical clothing

Church pews

Totem poles

Desks

Not convinced we all use Wood Products?

- Toilet paper

- Food packaging

- Toothpaste

- Toilet Seats

Why Use Wood?

Simply Put:

- **We all use wood to increase our quality of life**
- **Wood and wood products fit needs**



Economic Significance

- The forest industry built Wisconsin's cities and Chicago in the 1800s
- The forest industry is critical to Wisconsin's economy today



Economic Significance

- 800-900 loggers statewide
- 55 Master Loggers account for roughly 28% of the annual harvest



Economic Significance

Number of Companies:

1,292

Employees:

58,136

Value of Shipments:



\$19.8 Billion

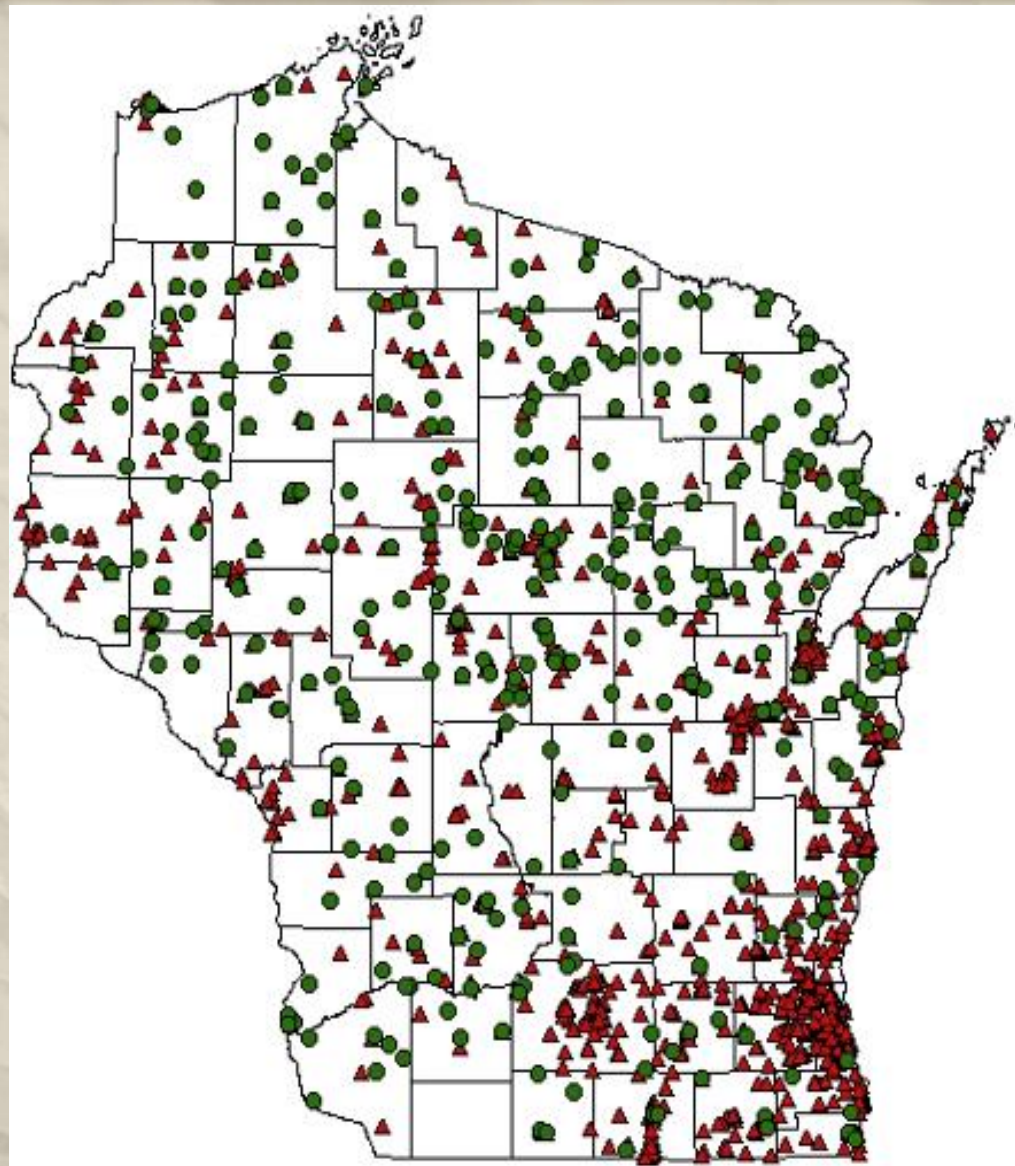


Forest Product Industry Locations



Legend

-  Secondary Wood Industry
-  Primary Wood Industry



Economics

- Wisconsin's Wood Products are Vast and Diverse
- Our Wood Products Reach International Markets
- Without the Wood Products Industry We Would not be able to Maintain Healthy Forests
- Wisconsin is the #1 Paper Making State and Has Been for 50 Years

Some Things are Obvious...



The Environmental Benefits of Wood

- Forests are a Sustainable Resource
- Wood is a Renewable Resource
- Healthy Forests Provide Eco-System Services such as Clean Air and Water
- Responsible wood harvests support sustainable forest amenities

The Environmental Benefits

Forests are a Productive Sustainable Resource:

Of Wisconsin's land base, 16 million acres (46%) are productive forest land

The Environmental Benefits

- While significant forest lands are being lost in other states, Wisconsin's forest lands have increased by 640,000 acres since 1985.
- Wisconsin grows more wood than it removes- about 490 million cubic feet is grown each year, while only 332 million cubic feet is removed.

The Environmental Benefits

- Forests sequester carbon- a major contributor to green house gasses.
- Forest products lock up the stored carbon- often for 100's if not 1000's of years.

The Environmental Benefits

What about other
Resources?

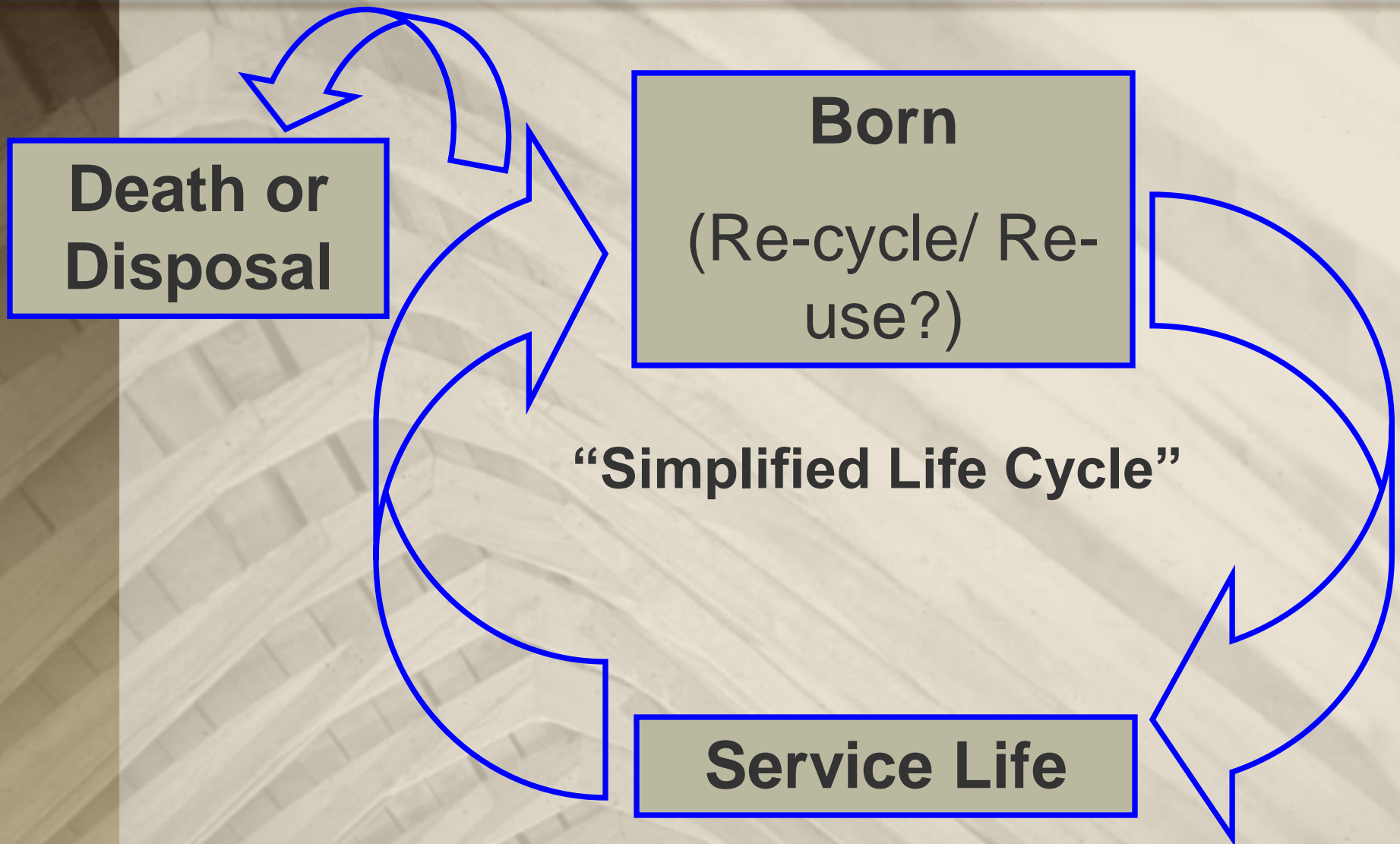
The Environmental Benefits

“Decisions that discourage the use of wood and other non-wood building products are made each day at all levels of industry and government. While many decisions may be motivated by a desire to protect the environment, individuals making these decisions may not consider the negative consequences associated with using non-wood substitutes.”

CORRIM Website

<http://www.corrim.org>

Life Cycle Thinking



Life-cycle analysis

Life-Cycle Assessment (LCA):

Systematic approach to uncover the impacts associated with a product or process

Comprehensively quantify inputs and outputs required to manufacture a product:

Raw materials, Energy, Products, Co-products, and Emissions

Life-cycle analysis

Origins of life-cycle works:

- Traced to the late 1960's and early 1970's
- Coca-Cola Company is generally credited with the first use of LCA methodology during efforts to compare various beverage packaging materials in 1969
- Motivation for 15 early life-cycle efforts partially tied to the oil crisis of the early and mid 1970's
- Today practiced worldwide by many disciplines

Life-cycle analysis

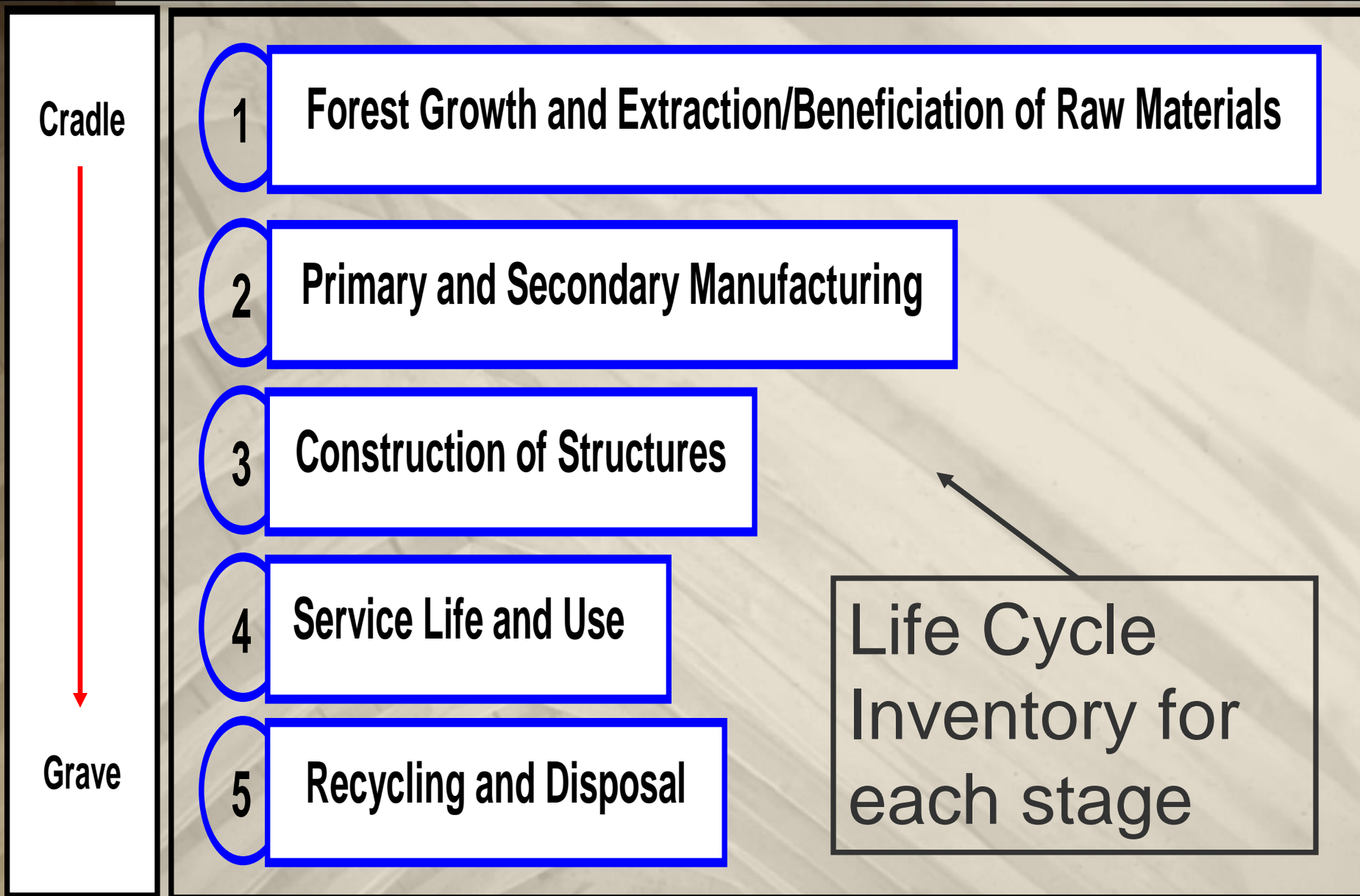
■ Life-Cycle Inventory (LCI)

- Gate to gate vs. Cradle to gate
- Boundary's (on-site and cumulative)
- Modules

■ Impact assessment

- How does the product impact global warming potential, water quality, human toxicity, etc.

Life-cycle analysis



Considerations:

- Woody biomass generated on-site is beneficial
 - Value added furnish
 - Wood for on-site fuel (reduced fossil fuels use)
 - Fiber board furnish etc.
- Kiln drying
 - Energy intensive; necessary for stable flooring
 - Innovative use of drying methods represents potentially large energy savings
 - Easier said than done

The Environmental Benefits

Take Home Points:

- Many LCA's Completed
- They Can Scientifically Substantiate Environmental Claims
- Wood Products Have Been Shown to be a Preferable Choice for Many Industrial and Residential Applications

Example of Woods' Story

Nutrition Facts

Serving Size 1 cup (228g)

Servings Per Container 2

Amount Per Serving

Calories 250 Calories from Fat 110

% Daily Value*

Total Fat 12g 18%

Saturated Fat 3g 15%

Trans Fat 3g

Cholesterol 30mg 10%

Sodium 470mg 20%

Total Carbohydrate 31g 10%

Dietary Fiber 0g 0%

Sugars 5g

Protein 5g

Vitamin A 4%

Vitamin C 2%

Calcium 20%

Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet.
Your Daily Values may be higher or lower depending on
your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

- Environmental Product Declarations (EPDs)
- Qualified environmental data for a product from a LCA conducted according to ISO standards
- Emerging labels?

Summary

Perhaps the Question Why Use Wood,
Should be: “Why Wouldn’t We?”

- Wood is a Renewable Resource
- Healthy Forests Provide a Wide Variety of Amenities- it Takes Harvesting to Achieve Forest Management Goals
- Products Made From Wood Often Have Smaller Footprints Compared to Alternatives.

Why Use Wood?

- **We all use wood to increase our quality of life**
- **Wood is a renewable resource**
- **Responsible wood harvests support sustainable forest amenities**
- **Wood products production is a key component of Wisconsin's economy**
- **Wood products are environmentally friendly**
- **Wood fits needs**

Wood Fits Needs

Wood moves the world: A large % of wood manufacture in Wisconsin is pallet production.



Summary

- Overall WI is doing better than many other states in retaining forest industries.
- Challenges facing the forest industry.
 - Global competition
 - Slump in the economy
 - Consolidations
- One company closing can devastate a town
- Look for new niche markets



Wood is Good

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Questions?

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