

OPTION 1

FLORIDA CELEBRATES ITS FORESTS

Florida Forests Week is being celebrated across the state October 26- November 1, 2025!

People in this area understand the significance of Florida's forests. We are blessed to live in the heart of our state's woodlands. Many of our families, like my own, have a rich history and heritage in the forest industry. Many more, again like my own, are proud to be counted in the 124,000 Floridians who work in the industry today. But I think sometimes even we don't always fully appreciate the extent of the impact of working forests on our economy, our environment and our everyday life.

An economic study by the University of Florida's Institute of Food and Agricultural Sciences (UF/IFAS) show that forestry and forest products are a top agricultural commodity and leading agricultural export. Florida forests provide a \$25 billion boost to the state's economy.

From water to wildlife and carbon sequestration to conservation, forests offer natural solutions to the issues that Florida faces. In a state experiencing constant development, they also offer much-needed green spaces that are not only beautiful but also offer habitat to an amazing diversity of wildlife.

At last count, more than 5,000 items contained forest products. The assortment of "Goods from the Woods" is very diverse and continues to grow. For example, the materials working forests provide are used to build our homes, print our newspapers, landscape our yards and manufacture our furniture. Forests products are also found in the screens on our cell phones, televisions and computers; in our shampoos and other cosmetics; and in medicines, sports equipment, food and much more!

Too many emails these days feature signatures advocating against printing in order to save trees. Florida Forests Week is the perfect time to correct the wrong thinking behind that movement. The fact is that the use of paper strengthens the market for wood, which in turn encourages the planting of trees. If you would like to keep Florida forested, please print those emails!

For more information about Florida forestry and Florida Forests Week, please visit FLForestry.org. You can also follow the Florida Forestry Association (@FLForestry) on Facebook and Instagram.

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OPTION 2

Goods from the Woods: Florida's Forests in Your Daily Life

Walk into any Florida home, and the fingerprints of our state's forests are everywhere—from the sturdy pine floorboards underfoot to the roll of paper towels on the counter. These aren't just materials; they're the quiet output of working forests that span 17 million acres, turning trees into over 5,000 everyday essentials we often take for granted. As Florida Forests Week unfolds from October 26 to November 1, it's a prime chance to unpack "Goods from the Woods," celebrating how sustainable management keeps these resources flowing while safeguarding the environment.

Start with the basics. Pine from North Florida forests forms the backbone of homes. Beyond building, these woods yield paper products galore: the ream in your printer, the cardboard box from your last online order, even the tissue box by your bedside.

But the bounty doesn't stop at the obvious. Peek into your medicine cabinet, and you'll find aspirin derived from willow bark, bandages with cellulose adhesives, and lotion smoothed by pine resins. Your kid's crayons? Pigments from tree extracts. The Gatorade quenching post-game thirst? Stabilizers from wood gums. Even tech gadgets have forest ties—LCD screens in cell phones rely on cellulose films, while skateboards and baseball bats swing from laminated hardwoods. And don't overlook the surprises: bug repellent with pine oil, charcoal for your backyard grill, and ice cream that uses forest resources for extra creaminess, all sourced sustainably to avoid depleting our woodlands and the environmental benefits they provide.

Certifications like the Sustainable Forestry Initiative guide it all, promising products that don't just sustain us but the land, too. Forests provide habitat for wildlife, filter our air, improve water quality and quantity, and create beautiful green spaces in a state that is rapidly developing.

Goods from the Woods remind us that forests renewables, not relics. By creating strong markets for wood products—whether flooring or facial tissue—we support sustainability. This Florida Forests Week, let's tip our hats to the woods that build, heal, and hold our world together, one pine at a time.

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OPTION 3

Sustainable forestry in Florida involves managing 17 million acres of timberland to ensure long-term productivity while supporting the state's environment and its economy. For forestland owners, this demands investment in site prep, replanting, and stand management, costs that are viable only when demand for forest products remains strong.

Using items made from forest resources is economically and environmentally smart. Strong markets are indispensable in North Florida, serving as the foundation that aligns economic viability with environmental stewardship. They demonstrate that responsible harvesting can yield enduring forests. Prioritizing these markets will secure both natural landscapes and community livelihoods.

Too many times we are told not to use print an email in order to save a tree. The fact is that the use of paper strengthens the market for forest products, which in turn encourages the planting of trees and the proper, active management of forests.

Florida Forests Week is the perfect time to correct the wrong thinking behind that movement. If you would like to keep Florida forested, please print those emails! Buy those paper cups! Build that new deck! Give forestland owners the financial resources they need so that they can continue to provide you with the natural resources you need.

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