

— POSITION VALUE

Building market recognition for Southern forests

Markets reward what they understand as valuable. Southern forests provide the timber and fiber behind materials people use every day, but that value is often invisible when companies choose what to buy, source, specify, or promote. Making the forest system behind those materials visible can influence preference, procurement, and investment.

**THE
MARKET
GAP**

Companies are under pressure to choose materials that are reliable, renewable, credible, and easy to explain. But forest products often reach buyers through fragmented messages about timber, carbon, conservation, local sourcing, certification, or sustainability. Each matters, but together they do not always give non-forest companies a clear way to know what qualities to value or why Southern forests are different.

That leaves the Southern forest system under-recognized as a renewable supply system sustained by private landowners, active management, rural economies, and long-term market demand. Without a clearer market-facing view, buyers may miss the qualities that could make Southern forest products more credible, differentiated, and preferred.

WHERE RECOGNITION SHAPES DECISIONS SOURCING • SPECIFICATION • PROCUREMENT • BRAND • INVESTMENT —

WHAT WE'RE DOING

Keeping Forests is building market infrastructure that makes the Southern forest system legible and credible inside the sourcing, procurement, specification, and investment decisions companies already make.

- 1 Identify the strongest visibility opportunities.** Find products, brands, industries, places, and market decisions that can reveal the larger Southern forest system behind them.
- 2 Translate forest value into business terms.** Connect forest conditions, landowner decisions, active management, and regional capacity to what buyers already weigh, including supply security, renewability, provenance, cost stability, and reporting requirements.
- 3 Build credible, market-facing proof.** Develop evidence-backed case studies, technical briefs, films, and partner assets grounded in real companies, products, and places, built to hold up in procurement and investment review.
- 4 Put the proof where decisions are made.** Carry the work into procurement, investment, economic-development, industry, media, partner, and business channels where forest-sector messages rarely reach.



FROM STRATEGY TO ACTION

Building strategic visibility

This strategy is already in motion. The first moves pair products people recognize with the brands and partners behind them, then build the proof needed to carry Southern forest value into buying decisions.

01

Identify market entry points

A strong visibility opportunity begins with a product, company, place, industry, or decision context that can reveal the larger Southern forest system behind it.

- 1 Find the recognizable entry point
- 2 Assess forest-system relevance
- 3 Define the audience and decision context

02

Build proof that can move

Keeping Forests works with partners to document the forest conditions, landowner decisions, supply-chain relationships, and active management behind each opportunity, then packages that proof for the buyers, specifiers, and investors who can act on it.

- 1 Secure partner access
- 2 Document the system behind the value
- 3 Translate for decision-makers
- 4 Distribute through trusted channels

FIRST MODEL IN MOTION · CONSUMER-BRAND PARTNERSHIPS

Forests of the Future

A branded documentary series pairing familiar products with the Southern forest system behind them, built to influence how buyers understand, source, and invest.

The first film With Buffalo Trace and the White Oak Initiative — bourbon's future tied to working white oak forests.	The current call With the Paper and Packaging Board, five concepts will be selected in 2026 at \$10,000–\$15,000 each.	What qualifies a story A recognizable product, a partner with a substantive role, and an audience whose decisions matter.
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WHAT PARTNERSHIP MAKES POSSIBLE

Partnership provides the access, evidence, reach, creative capacity, and trusted channels needed to make Southern forest value visible where decisions are made.

Market entry partners

Companies, brands, and landowners whose products or market connections put the forest system in front of buyers.

Forest & evidence partners

Landowners, foresters, researchers, and agencies who help document the system behind the value.

Convening partners

Businesses, universities, and associations that turn content into briefings and market conversations.

Visibility partners

Media, communications, and platform partners who carry the work beyond forest-sector audiences.

Funding & production partners

Funders, sponsors, and production teams that sustain a credible portfolio of work.