



FOREST-BASED ECONOMY

Wood-based industries contribute approximately \$20 billion to the state's gross product and provide jobs at over 1,410 forest product companies throughout the state. No wonder Wisconsin is the number one paper making state in the country and has been for 50 years. To maintain the benefits of Wisconsin's forest products industry, it will be important to manage and maintain our forest resources in a sustainable manner.

Some Reasons to Plan for Maintaining a Strong Forest-Based Economy

- Wisconsin's forest products industry contributes to the economic vitality of many communities, employing 1 in every 7 manufacturing jobs while creating an additional 1.6 jobs in support industries.
- Jobs in Wisconsin's forest products industry pay competitive wages, averaging \$43,000 annually, which is over \$6,000 higher than the state average of \$36,730. Paper mill jobs pay even higher wages, averaging \$53,700 a year.
- Primary forest product industries are located throughout the state while secondary industries—those making consumer products from the output of primary industries—are concentrated in the southeastern quarter. Even if forests are not a large land use in your community, it is important to consider that forest related jobs may be an important contributor to the stability of your regional economy.
- Planning can ensure that sufficient productive forests are maintained to meet Wisconsin's future wood demands.

Tools to Address a Strong Forest-based Economy Across All Elements of Your Comprehensive Plan

- Assess how much of your local economy is tied to forest-based products and industries, and plan for their sustainability in your community's plan.
- Encourage forest-based industries to become certified to ensure sustainable forest practices.
- Ensure that forest-based jobs stay within the community by working with schools, colleges, and training programs to recruit and retain workers.
- Identify logging truck routes and consider recommending that roadways are constructed in a manner adequate to accommodate logging vehicles and other heavy equipment.



For more planning tools go to the
**Smart Forestry for Smart Growth
Planner's Toolbox**

on the web at

<http://dnr.wi.gov/forestry/SmartForestry/toolbox/>

