

A celebration of all things “Hardwood”

By Dana Lee Cole

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In 1960, to “pay tribute to the forest products industry for the important contributions it makes to our society and economy,” Congress declared the third week of October as National Forest Products Week. And so, to augment this year’s celebration, which began with the annual Presidential Proclamation issued on Monday, October 21st, the Hardwood Federation issued a call to the hardwood sector to celebrate ‘all things hardwood’ via social media, and provided hardwood promotional messages and images to celebrate our industry’s long- standing traditions of responsibility, sustainability, and community.

To all who participated in the effort, Thank you! And while the ‘official’ celebration of National Forest Products Week has concluded, I’m encouraging a continuation of the social media ‘blitz,’ and ask all industry stakeholders to continue to post these significant and factual messages:

- Every product we choose has a carbon consequence on our home, when we choose wood we invest in long-term climate solutions @USDA #climatepositive #americanhardwoods #choosehardwood
<https://www.usda.gov/media/blog/2019/10/07/wood-product-and-carbon-connection>
- #DYK 49% of hardwood’s dry weight is sequestered carbon? #hardwoodproducts #realwoodreallife #carbonneutral #climatechange #choosehardwood
- #DYK hardwood products are hypoallergenic and can improve air quality inside the home? #americanhardwoods #hardwoodproducts #hypoallergenic
- Every two minutes the U.S. Hardwood Forest grows by the size of football field @ahec_europe #americanhardwoods #climatepositive #hardwoodforests
- Steel, aluminum, glass, concrete, and brick production requires up to 126 times more energy to make than American Hardwood products @APAwood #realwoodreallife #climatepositive #americanhardwoods #themoreyouknow #choosehardwood (Facebook tag @APAEngineeredWood) (Twitter tag @APAwood)
- Wood products make up 47% of all industrial raw materials in the U.S., but consume only 4% of the total energy required to manufacture those materials. @APAwood @ahec_europe #climatepositive #americanhardwoods #themoreyouknow #hardwoodforests (Facebook tag @APAEngineeredWood) (Twitter tag @APAwood)
- #DYK the hardwood industry accounts for over 1.8 million jobs in the United States? @NorthwestHardwoods #economicbenefits #realwoodreallife #hardwoodindustry #hardwoodproducts (Twitter tag @NWH_Inc) (Facebook and Instagram tag @NorthwestHardwoods)

And don’t forget the imagery. As we know so well, “a picture is worth a thousand words!”

