The best way to maintain Southern forests is to support the private landowners actively managing over 85% of the region’s 245 million acres of timberlands. Our three-pronged strategy consists of:

**Generating Critical Mass**
Working with conservation leaders, we help the general public connect the dots between responsible forest management and the long-term vitality of Southern forests.

**Promoting Forest Products**
We expand the use of products made from Southern trees, going beyond consumer goods to include construction technologies and building codes that are forest-friendly.

**Creating Emerging Markets**
In the spirit of innovation, we will create an investment model that compensates private landowners for the range of benefits — like clean air and water — that originates in their forests.
Becoming a Keeping Forests Partner

One voice alone cannot speak for Southern forests, and a single entity cannot ensure its conservation. Forty partners strong, we represent a diverse range of interests with a common mission. From environmental experts and private landowners to global corporations and government agencies, each of our partners illuminates the critical importance of the region’s woodlands. When you join the Keeping Forests movement, you can take advantage of resources that amplify your efforts to secure a stable future for our region’s timberlands.

Forest Values

There’s nothing Southern forests can’t do. They contribute billions to the economy, create millions of jobs and produce nearly 60% of America’s timber harvest. Beyond the economic value, these vital lands connect people to nature in a variety of ways. We uphold these Forest Values to illuminate what makes our woodlands so powerful.

Water
More than 50% of our country’s drinking water originates in forests, which filter the most critical element of life and prevent soil erosion.

Human Health
Woodlands provide a place to improve our bodies and minds, and studies link time spent among the trees with improved mental health and physical wellbeing.

Biodiversity/Habitat
As the cradle of wildlife, forests provide a fertile, replenished home for a wide variety of species.

Recreation
Forests fulfill our primal need for play, offering space for hiking, hunting, photography, camping and so much more.

Fiber
In ways large and small, our lives touch the forest every day, thanks to materials and products derived from wood fiber.

Resilient Rural Economies
Working forests keep our rural economy strong, and private landowners earn their livelihood from timber sales, eco-tourism and more.

Culture, Heritage, Sense of Place
Our stories, traditions and history are rooted in the Southern forest.