



FOREST PRODUCTS

▶ BY THE NUMBERS



Nearly
50,000
forest products jobs
Lightcast 2024.1 Dataset



\$7.3 BILLION
industry contribution to
Wisconsin's GDP
Lightcast 2024.1 Dataset



\$20 BILLION
in annual sales
Lightcast 2024.1 Dataset



Wisconsin has
16.9 MILLION
acres of forest land (49% of the
state's total land area)
U.S. Forest Service, 2021



\$2.2 BILLION
in annual forest products exports
U.S. Census Bureau data via WISERTrade



100+ COMPANIES
in pulp and paper converting alone
Lightcast 2024.1 Dataset



Wisconsin is the
#1 U.S. STATE
state for paper production, with
employment concentration nearly
4x the national average.
Lightcast 2024.1 Dataset



Scope of the industry in
WISCONSIN:
▶ Forestry and logging
▶ Pulp and paper
▶ Sawmills and wood products
Lightcast 2024.1 Dataset



\$904 MILLION
in paper products exports
U.S. Census Bureau data via WISERTrade



INDUSTRY STRONG. TECHNOLOGY SMART. FUTURE READY.



Major

TIMBER SPECIES:

- **Hardwood:** maple, walnut, ash, oak, basswood, aspen, black cherry
- **Softwood:** red, jack, and white pine; spruce; fir

Wisconsin Department of Natural Resources

FOREST PRODUCTS COMPANIES CAN ACCESS TECHNICAL ASSISTANCE FROM

- The Wisconsin Department of Natural Resources
- The U.S. Forest Service Forest Products Lab
- Various universities and technical colleges with forestry and wood products programs

U.S. Census Bureau data via WISERTrade

MAJOR INDUSTRY SEGMENTS INCLUDE:



- Paper bags and packaging products – More than 13,000 jobs
- Paper mills – Nearly 7,300 jobs
- Sanitary paper – More than 3,300 jobs
- Wood building materials – More than 6,400 jobs
- Sanitary paper – More than 3,300 jobs

Lightcast 2024.1 Dataset