**News Release**

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**Consumer demand helps forest owners thrive and promotes forest regeneration**

*[INSERT ORGANIZATION NAME] and Gutchess Lumber share responsible forestry awareness and the impact consumers have on keeping forests healthy*

<CITY, STATE>, [DATE] – When it comes to helping keep forests healthy in the United States, consumers have a bigger impact than they might think. As the demand for wood products rise amongst consumers, forest owners are encouraged to keep their lands as forests, instead of clearing them for agriculture or development.

“We remove mature trees from the forests and sequester the carbon in those trees into furniture, flooring, etc., which lasts for decades or sometimes centuries,” Gutchess Lumber President and Chairman Matthew Gutchess said. “Those trees otherwise would die and release that carbon directly back into the atmosphere.”

In recent data shared by [Think Wood](https://www.thinkwood.com/sustainable-architecture-design/sustainable-forestry), a communications campaign to provide building resources for architects and consumers, global regions with the highest level of industrial timber harvest are the regions with the lowest rates of deforestation. By practicing active forest management, otherwise known as forest thinning, landowners can cut carbon emissions, replenish area waterways, mitigate wildfires, and establish jobs in rural areas.

[INSERT YOUR SPOKESPERSON’S QUOTE HERE]

In the United States, there are around 96 million acres of certified forests, meaning that active sustainability practices are in place for the health of the trees and the environment in which they grow. Through responsible forest management, the timber industry has seen more than 50 consecutive years of net growth, exceeding annual harvests in the U.S. and Canada.

“I know it’s counter-intuitive, but forest product demand can actually lead to more forests,” said Dr. Edie Sonne Hall, an industry expert, in an interview with [Think Wood](https://www.thinkwood.com/blog/10-questions-with-sustainable-forestry-expert-dr-edie-sonne-hall). “Wood products are one important climate solution because they take less energy/emissions to manufacture than other building materials, and store carbon through their useful lifetime.”

So the next time you look to purchase a wood product as a consumer, keep in mind that you are contributing to the future–-not just of the timber industry but also the health of the world.

**About Gutchess Lumber**

Gutchess Lumber is a 5th generation family and employee-owned organization that is committed to producing the finest quality of northern hardwood lumber across New York and Pennsylvania. Founded in 1904, the company has over 500 employee-owners and maintains high quality lumber being a fully integrated producer of hardwood, from timberlands to sawmills to dry kilns. To learn more about Gutchess Lumber and their products, visit their website [here](https://www.gutchess.com/).

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