

INSIGHTS, CONNECTIONS, IMPACT: BUILDING THE FUTURE OF SOUTHERN PINE



For more than 100 years, the Southern Forest Products Association (SFPA) has helped drive the growth and success of the Southern Pine lumber industry. Built on a foundation of service, SFPA provides the insights, connects, and innovations that keep the industry moving forward – from trusted technical publications and valuable market data to global trade development and world-class industry events. SFPA helps businesses grow and ensures the Southern Pine industry remains strong in an ever-changing world.

“SFPA is the trusted source for technical information about Southern Pine lumber. They create straightforward publications for our customers to confidently work with our products.”

- Lumber Manufacturer Member

CORE MISSION

Advance the Southern Pine lumber industry, promote the use of member products in domestic and international markets, and facilitate the exchange of information and ideas.

SFPA MEMBERSHIP BREAKDOWN

14

Lumber
Manufacturers

49

Sawmill
Facilities

168

Associate Member
Companies

Lumber manufacture members

are well-known industry leaders, whose sawmills manufacture nearly 50% of the 22.1 billion board feet of Southern Pine lumber produced in 2024

Associate member companies

support the development of new technologies and export markets for Southern Pine Lumber

EXPANDING THE SOUTHERN PINE LUMBER RESOURCE

Supporting Machine-Graded Lumber Markets

SFPA released its newest publication featuring six new load tables for the two most common machine-graded Southern Pine grades: 2,400F – 2.0E and M-23. These tables give builders additional options for using Southern Pine lumber in framing applications.



Familiarizing New Users With Southern Yellow Pine

As Southern Pine lumber becomes more established into markets where it hasn't traditionally been used, SFPA is at the forefront — helping new users, DIY enthusiasts, and design-build professionals discover the versatility, strength, and beauty of this iconic wood through with this new publication.



INDUSTRY COLLABORATION

SFPA partners with the Softwood Lumber Board on sponsored events by providing knowledgeable team members prepared to answer questions, offer assistance, and share technical reference material in support of the softwood and forest products industry. Key events include the **International Builder's Show**, the **Journal of Light Construction (JLC) Live**, and the **AIA Conference on Architecture**.



102*

Total number of social media posts SFPA shared from SLB, ThinkWood, the American Wood Council (AWC), WoodWorks, Working Forest Initiative, and Forest Proud, leading to an additional...

23,781 VIEWS OF FOREST PRODUCTS, SOFTWOOD LUMBER INFORMATION

SFPA is a voting member of the AWC's Wood Design Standards Committee and provides technical review of guidance documents for wood frame construction.



The Association also is engaged in the development of wood preservation standards as an American Wood Protection Association technical committee voting member.

*January 1-September 30, 2025

SOUTHERN PINE LUMBER PROMOTION EFFORTS

SOUTHERNPINE.COM

Relaunched in February 2024, SouthernPine.com has continued to educate users and showcase Southern Pine lumber as the premier building material.

10% increase in views
16% increase in users

66,173

Technical content downloads
September 2024-September 2025

INTERNATIONAL PROMOTION

The Top 5 languages (excluding English) visitors use to explore SouthernPine.com's resources

44%  **Spanish**

30%  **Chinese**

7%  **French**

3%  **German**

2%  **Russian**

*January 1-September 30, 2025. Percentages are of total users representing 45 languages.



7,990+ FOLLOWERS
20% ANNUAL INCREASE

43

Average number of social media posts per month on SFPA's LinkedIn, Facebook, and Instagram accounts

INTERNATIONAL MARKET DEVELOPMENT

SFPA leverages USDA funding from the Foreign Agriculture Service Market Development Programs to build and support commercial export markets for U.S. commodity products.

Supported activities include hosted reverse trade missions, sponsored tradeshows, events, seminars, and market research.

For more than 35 years, SFPA has facilitated international trade of SYP lumber by issuing verified trade leads to its network of associate members experienced in lumber exports.

August 2024-2025

13

SPONSORED TRADE SHOWS IN 2025

343

NUMBER OF NEW LEADS FROM INTERNATIONAL EVENTS

\$3 MILLION

IMMEDIATE VALUE OF ORDERS AT INTERNATIONAL EVENTS

\$9.6 MILLION

EXPECTED VALUE OVER NEXT 6 MONTHS AFTER INTERNATIONAL EVENTS

19

COUNTRIES THAT SUBMITTED SOUTHERN PINE LUMBER DELIVERIES THROUGH WEBSITE

34 MMBF

VOLUME OF SOUTHERN PINE LUMBER REQUESTED THROUGH WEBSITE

1,891

SHIPPING CONTAINERS OF SOUTHERN PINE LUMBER REQUESTED THROUGH WEBSITE

January-September 30, 2025

WOMEN'S LEADERSHIP SUMMIT

The inaugural Women's Leadership Summit at the 38th Forest Products EXPO highlighted the evolving role of women in the forest products industry.

Four industry-leading female panelists shared candid stories of their journeys and highlighted the importance of resilience, mentorship, and learning from failure.



SAWMILL SAFETY AWARDS & SUMMIT

The inaugural Sawmill Safety Summit, held during the 38th Forest Products EXPO celebrated safety achievements and shared best practices to build and maintain a strong safety culture. Three sawmill leaders shared stories to empower crews to take ownership, keep programs engaging, cultivate daily habits, and combine mentorship with outside training.

The following SFPA lumber manufacturer members were recognized with John Edgar Rhodes Sawmill Safety Excellence Awards. These facilities reported zero incidents in 2024.



West Fraser
Angelina, TX
Blackshear, GA
McDavid, FL

Weyerhaeuser
Idabel, OK
Zwolle, LA