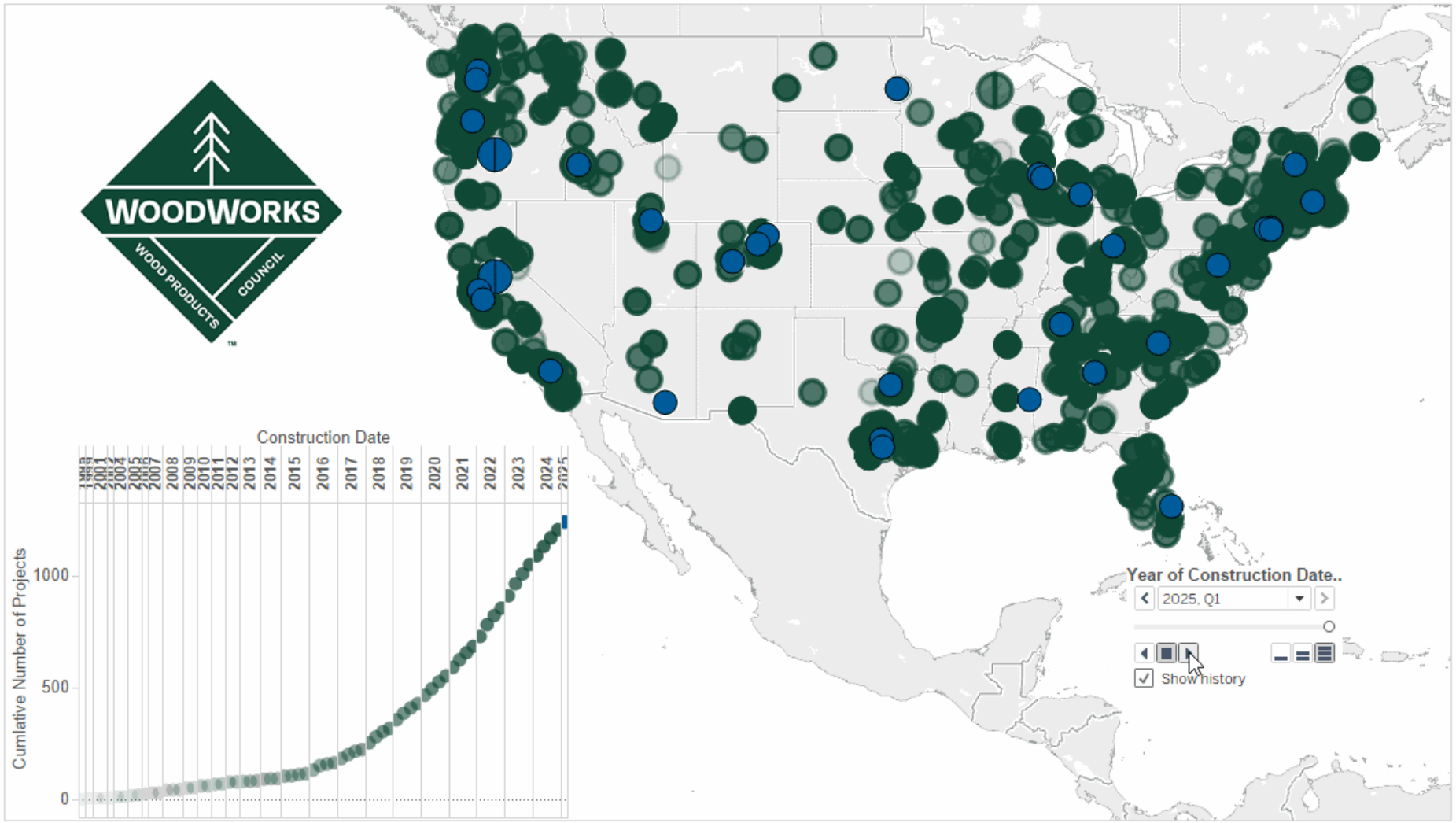
CLEMSON
WOOD UTILIZATION + DESIGN INSTITUTE

DRIVING DEMAND: HOW MARKETS PROMOTE SUSTAINABLE FORESTRY

The Case for Mass Timber and Non-Residential Buildings

Patricia Layton

Mass Timber Projects Constructed in the US (March 2025)



The Market Push

Green Buildings

The AIA 2030 Commitment

Structural Engineers 2050 Commitment Program (SE 2050)

Business Organizations

Climate Change Commitments

International Policy (e.g. EUDR)

Business Reputation

Climate-Smart

Carbon Market and Credits

Market Claims

LCAs and EPDs

Does the Customer Understand the Forest?

Southern Pine Forest – Poor Agricultural Practices Led to Major Forest Policy Actions

Image: Pre -1492 Forest Condition



1930s Federal Programs
"Bankhead Jones FTA"

Photo: Clemson Experimental Forest Archives



Longleaf Restoration
USDA NRCS Program



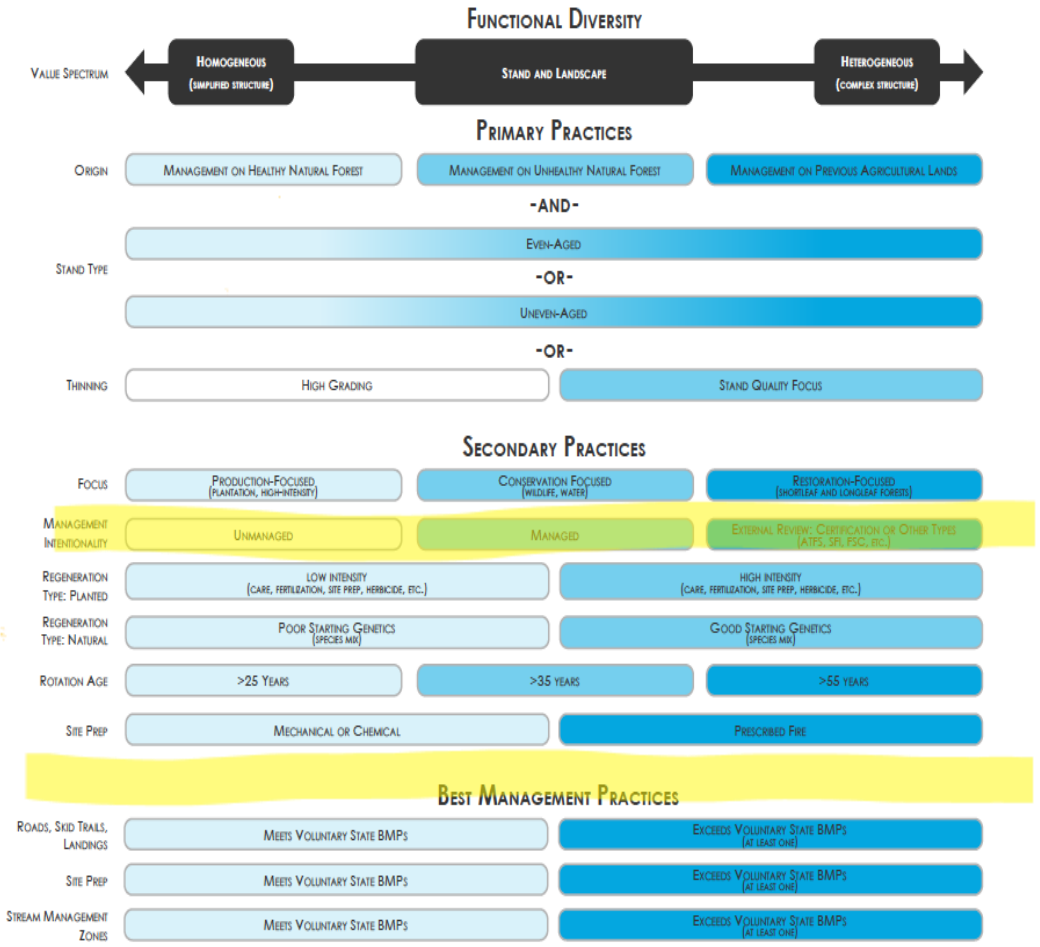
Photo: The Longleaf Alliance

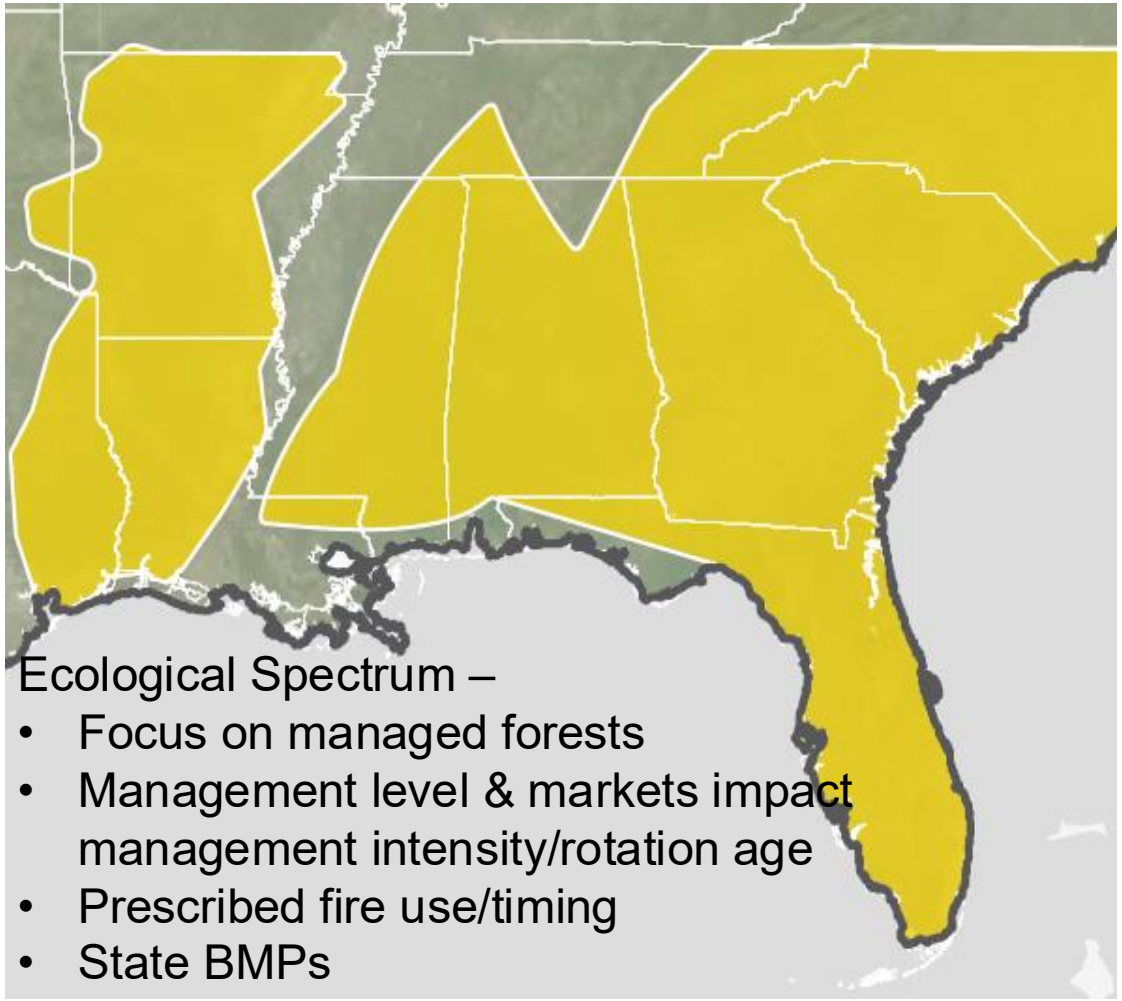


1950's Soil Bank

Photo: Bugwood

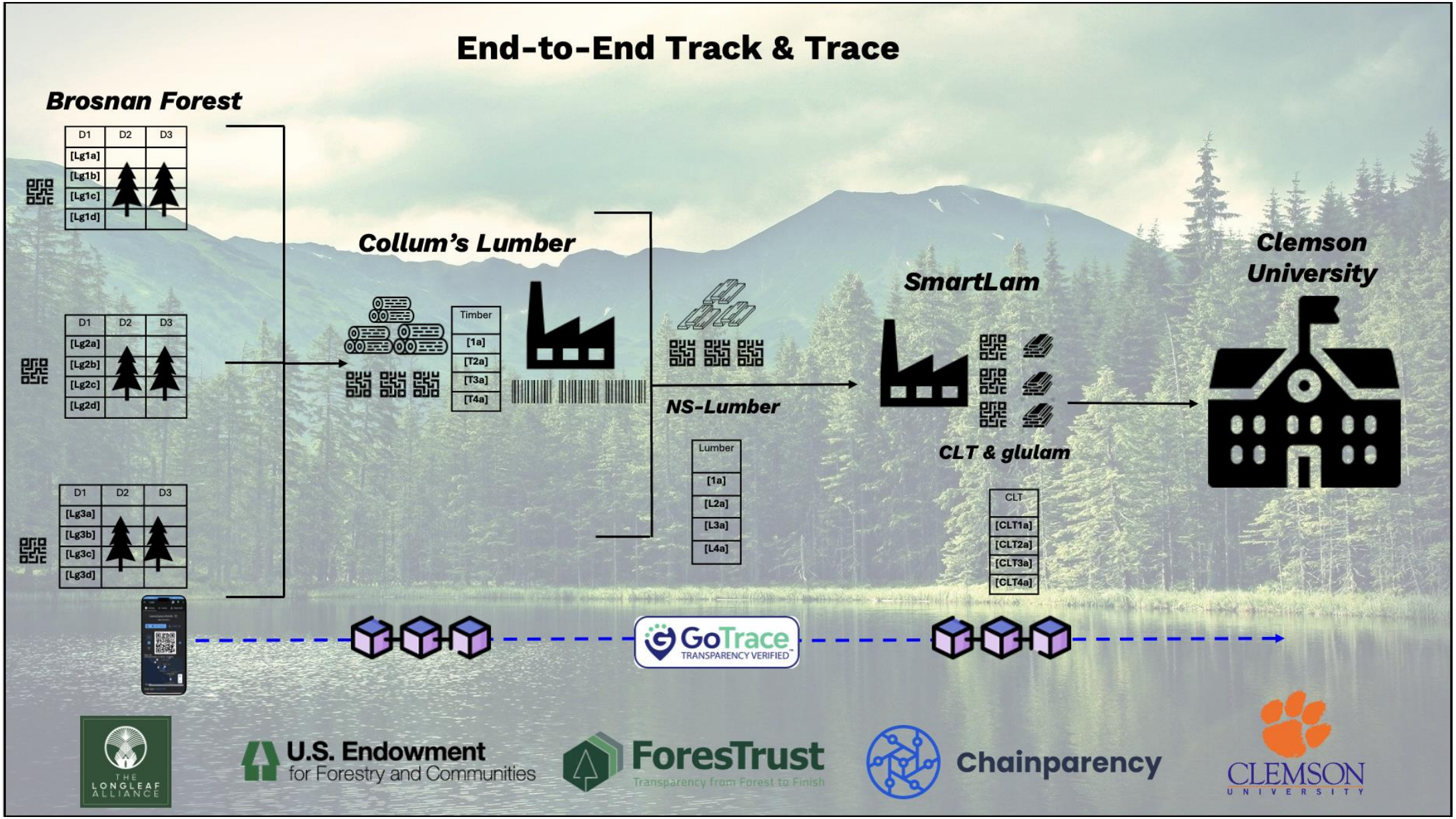
The Social Context to Operate





Ecological Spectrum –

- Focus on managed forests
- Management level & markets impact management intensity/rotation age
- Prescribed fire use/timing
- State BMPs


End-to-End Track & Trace
Brosnan Forest
D1 D2 D3
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[Lg1b]
[Lg1c]
[Lg1d]
D1 D2 D3
[Lg2a]
[Lg2b]
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D1 D2 D3
[Lg3a]
[Lg3b]
[Lg3c]
[Lg3d]
Collum's Lumber
Timber
[1a]
[T2a]
[T3a]
[T4a]
NS-Lumber
Lumber
[1a]
[L2a]
[L3a]
[L4a]
SmartLam
CLT & glulam
CLT
[CLT1a]
[CLT2a]
[CLT3a]
[CLT4a]
Clemson University
GoTrace
TRANSPARENCY VERIFIED
THE LONGLEAF ALLIANCE
U.S. Endowment for Forestry and Communities
ForesTrust
Transparency from Forest to Finish
Chainparency
CLEMSON UNIVERSITY

Blockchain Authenticated Data & Journey Maps

Chainparency

Brosnan Forest to Collum's Lumber



Hash stored on web3 (explorer)

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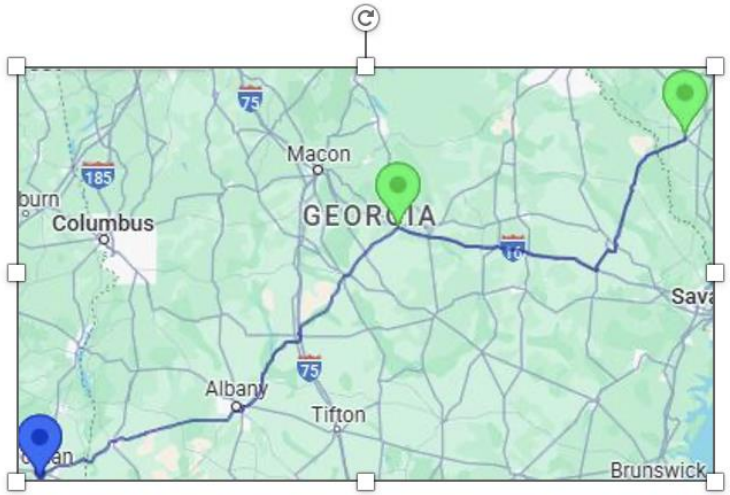
Collum's to SmartLam



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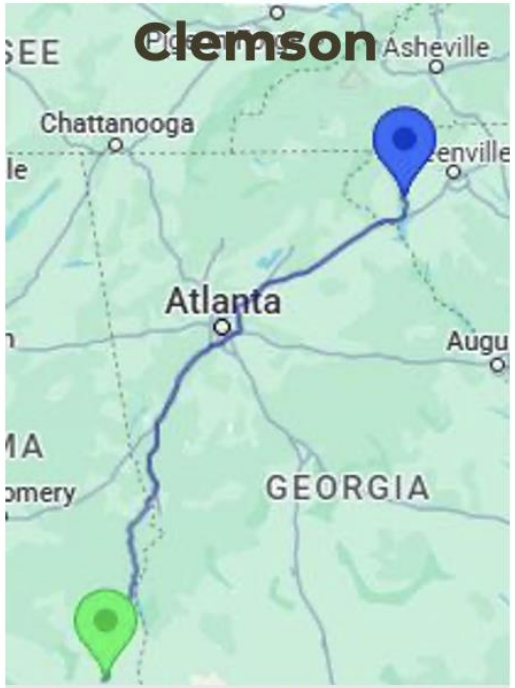
SmartLam to Clemson



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Southeast – Restore
and Regenerate



Wood is universally beautiful to man. It is the most humanly intimate of all materials.

Frank Lloyd Wright