The South Carolina Forestry Commission will be concluding its collaborative six-year 20x15 Project in 2016, confident in reaching the initiative’s goal of growing forestry’s annual economic impact to $20 billion. In measuring the project’s success in every area from marketing efforts, policy development and tree planting to forest protection, tree genetics and infrastructure improvement, we do so with an eye toward the future.

2020 Vision

Embarking on what we’re calling the 2020 Vision project, the Commission will be refocusing its energies toward growing our multifaceted industry through partnerships with state business leaders, the forestry community, and other stakeholders, particularly landowners. Among the project’s goals are:

SUPPORTING AND ATTRACTING PRIMARY MANUFACTURING
• Growing more timber and addressing the state’s pine pulpwood shortage
• Educating landowners through outreach
• Recruiting primary processors into low-wood-demand regions
• Increasing exports
• Restoring Commission staff and equipment capacity

INCREASING SECONDARY MANUFACTURING
• Identifying opportunities and actively recruiting targets, e.g. Recruiting the first South Carolina manufacturer of Cross-Laminated Timber (CLT) produced from Southern Yellow Pine (SYP)

IMPROVING PUBLIC PERCEPTION
• Educating the public about forestry’s benefits and contributions to society
• Reinforcing forestry as an “Ideal Industry” for the state