



EASTERN WHITE PINE

THE BEAUTIFUL, STRONG, GEOGRAPHICALLY RELEVANT CHOICE

A SPECIAL
SERIES
FROM
NELMA

— BY JEFF EASTERLING

EASTERN WHITE pine is everywhere these days: inside every *Maine Cabin Masters* camp, making each room a stunning, warm, welcoming haven; on the outside of a 300-year-old Cape Ann home in Massachusetts that was recently redone by *This Old House*; and even throughout mid-south towns where it's the go-to product to add beauty and natural durability to a project.

The aesthetics of eastern white pine are obvious, but this wood species is more than just a pretty face. Here are three additional reasons why you should encourage your customers to choose eastern white pine for their next project:

1. Geographical relevance. Where lumber is sourced does matter, and not all lumber is equal. What does this mean? If you buy something that's created or built in your immediate region, the financial and economical benefits stay at home, so to speak.

Regionally grown eastern white pine has spent centuries perfecting its endurance, not to mention a strong level of decay resistance and a tight grain that directly equates to a strong piece of lumber. As a lumber retailer, it better supports your business and your town to source, purchase, and sell local lumber.

2. Carbon footprint... or significant lack thereof. When your customer chooses lumber from across the country, what is the environmental impact of that purchase? To ship a load of lumber from one side of the country to another requires a significant carbon footprint. Think large trucks, trains, and other shipping elements that create a negative environmental impact.

Choosing regionally sourced wood not only supports jobs and people near your home, but it also greatly minimizes the environmental and logistical impact created by significant transportation efforts. Pine that is not sourced regionally can perhaps be geographically invasive and brings a whopper of a carbon footprint. Picture the CO₂ released on a drive from 20 states away, versus just down the road. Fewer trucks traveling shorter distances equals less impact on the environment.

3. True sustainability. We all know that wood is the greenest product on the market. It's naturally renewable, it's sustainable, and it's life cycle impact is minute when compared to alternative building products. Eastern white pine grows tall and strong thanks to the rain and the sun. A growth cycle that's long and slow creates naturally

durable lumber that's beautiful, with a rich character and delicious wood grain. Taking it a step further: most of our member mills use every single piece of the tree. Meaning there are no leftovers, no waste. From lumber to fuel, every single piece is used to result in true sustainability and a zero-carbon footprint.

So, what have we learned here today? Purchasing a regional species, grown regionally and transported regionally, is the superior option. Durable, beautiful, and sustainable eastern white pine supports your local communities in multiple economic ways.

As a dealer, you can make the choice to keep your lumber choices geographically relevant, and truly make a difference: unnecessary carbon footprints are eliminated, and local jobs and people are better supported. The way it should be.



**JEFF
EASTERLING**

Jeff Easterling is president of the Northeastern Lumber Manufacturers Association, Cumberland Center, Me. Reach him at info@nelma.org.