U.S. Inclusion Council Applauds National Markets Matter Action Plan and Affirms Commitment to Sectorwide Alignment

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The U.S. Forest & Wood Products Sector Inclusion Council today announced its strong support for the U.S. Endowment for Forestry and Communities' newly released national Markets Matter Action Plan, calling it a critical step toward rebuilding durable markets for small-diameter timber, residual fiber, and other low-value wood essential to forest health and rural prosperity. The Council emphasized that the Action Plan's coordinated, implementation-focused approach aligns directly with its own mission to strengthen the sector through inclusive workforce development, shared knowledge, and cross-sector mobilization.

The Action Plan highlights the urgent need to retain existing infrastructure, de-risk private investment, build demand for emerging markets, and pay for public benefits such as wildfire risk reduction and watershed protection. These priorities complement the Inclusion Council's Strategic Framework, which centers on Knowledge, Mobilization, Workforce, and Impacts as foundational pillars for a thriving, future-ready sector.

"The Markets Matter Action Plan provides the kind of coordinated roadmap our sector has needed," said Kathryn Fernholz, President of Dovetail Partners and part of the Inclusion Council leadership.. "An emphasis on practical action, regional realities, Tribal partnership, and long-term market resilience reflects the same values we champion—ensuring people, communities, and forests thrive together."

The Council noted that more than 230 leaders across industry, government, Tribes, conservation, research, and rural development contributed to the Markets Matter Convening that informed the Action Plan. This broad coalition underscores the shared responsibility required to address structural market decline, workforce pressures, and the growing volume of untreated forest material.

"As the Action Plan moves into implementation, the Council is committed to ensuring that workforce participation, engagement, and access to opportunities remain central to the sector's transformation," Fernholz stated. "Strong markets and strong people are inseparable—and together, they will shape a resilient future for America's forests and forest-based communities."

For more information, visit usinclusioncouncil.org.