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NWH Completes Milestone in Environmental Stewardship with the Alder Seedling Program

Frisco, TX – NWH, the premier hardwoods supplier to North America, Europe and Asia, proudly announces the successful allocation of 35,000 alder seedlings in its first year of its Alder Seedling Program. The initiative is part of NWH’s enduring commitment to ecological balance and forest diversity in the Pacific Northwest.

In recent years, commercial forests have seen a decline in alder populations, overtaken by softwood species like Douglas fir. The NWH Alder Seedling Program aims to address this imbalance by nurturing the ecosystem and promoting species diversity. “Alder trees play a crucial role in maintaining the natural balance of our forests,” said Nathan Jeppson, CEO at NWH. “Through this effort, we’re taking a significant step toward a more sustainable and biodiverse future.”

Working with [PRT Nursery](#), the program has made strides in forest restoration by providing robust container stock seedlings, sourced from Weyerhaeuser to local foresters. These seedlings are specially adapted to thrive in various growing zones, enhancing their survival rates. Recipients also benefit from a best practices guide to ensure optimal planting and care.

The 2024 allocation has recently completed to recipients like Sarah Deumling, longtime owner of [Zena Forest Products](#), an Oregon-based multi-generational family business. “My mission is to prove that you can do forestry ecologically and still make a living, and the NWH Alder Seedling Project is a big step towards making that happen,” said Deumling. “These trees are integral to the health of the forest and the health of the planet.”

NWH is already preparing for its next allocation later this year. Those interested are encouraged to sign up for updates on the 2025 program online at nwh.com/alder-seedlings. “Our dedication to the environment goes beyond a single project,” said Caitlin Wind, Log Procurement Specialist at NWH. “We’re invested long term in the longevity of our forests and the world we all live in.”

The company offers its thanks to everyone who is partnering on this journey towards a greener future. NWH’s Alder Seedling program is a testament to its commitment to

leading the way in environmental initiatives within its industries and communities. People can track the program's progress by accessing NWH's website or social media channels.

About NWH

Founded in 1967, NWH has established itself as a leading manufacturer and supplier of hardwood lumber across North America, Europe, and Asia. Committed to streamlining the customer experience, NWH services a variety of sectors including furniture, flooring, cabinet, molding and millwork. Offering over 14 hardwood species from the main U.S. growing regions, along with imported plywood and exotic lumber, NWH operates more than 40 manufacturing and warehousing facilities nationwide. The company is dedicated to sustainability, providing only high-quality, sustainable hardwoods to protect our resources today and for future generations.

For more information, please visit nwh.com.