Forestry Innovation Investment

Wood First Program

2026–2029 Strategy

Forestry Innovation Investment

Vienna House, Vancouver, B.C. | Photo credit: Wade Comer Photography

Table of contents

Executive summary **2**

Wood First program **3**

Planning and consultation 4

Annual Investment Plan and funding 5

Operating environment **6**

Industry landscape 6

Trends and emerging issues 7

Investment priorities **11**

Investment priority: Strengthening manufacturing and business capability 11

Investment priority: Research and innovation 12

Investment priority: Education and skills development 13

Investment priority: Marketing, promotion and outreach 15

Performance measures and indicators **16**

Strategy purpose

The Wood First Strategy is intended to guide and communicate the strategic focus for Forestry Innovation Investment's (FII) Wood First Program over the period 2026–2029. The strategic objectives and associated investment categories set out in this document provide direction for the annual investments needed to achieve the Wood First program goal.

Further detail on specific tactics, activities, audiences and desired outcomes can be found in the annual *Wood First Investment Plan* which is developed in the context of this Strategy and the *British Columbia Market Development Summary*.

This Strategy is aligned with the five-year *FII Strategic Plan* and three-year *FII Service Plan*, and reflects input and guidance provided by the Wood First Advisory Committee (WFAC), strategic partners, FII staff and consultants. FII's Strategic Plan, Service Plan and other corporate reports are available on the FII website at *www.bcfii.ca*

Forestry Innovation Investment

Executive summary

The *Wood First Strategy* is intended to guide and communicate the strategic focus for Forestry Innovation Investment's (FII) Wood First Program over the three-year period from 2026–2029. The strategic objectives and associated investment categories set out in this document provide direction for annual investments.

The Wood First program focuses on advancing wood use in British Columbia (B.C.) by promoting and supporting innovation in manufacturing, building design and construction. The program works with partners in industry, academia, government, municipal and Indigenous communities to ensure early adoption of new products and approaches to building with wood, including taller buildings, mass timber and mass timber hybrid structures. Through these efforts, Wood First is supporting regulatory change, encouraging greater added value in the forest economy, strengthening acceptance of B.C. wood products and showcasing B.C.'s wood technology and building expertise to markets across North America and around the world.

The next decade will be defined by urgent demands for housing, climate resilience and economic productivity—pressures that are transforming how buildings are designed, manufactured and delivered. In this context, the use of mass timber and advanced wood systems is gaining rapid momentum as a scalable, sustainable solution aligned with evolving codes, integrated digital workflows and circular economy models. Wood First's renewed strategy responds to these opportunities by advancing B.C.'s leadership in high-performance, low-carbon construction, strengthening the value-added sector, and accelerating adoption of prefabricated wood systems. As regulatory, trade and market conditions evolve, the strategy positions B.C. to lead in both domestic and international markets—leveraging its innovation ecosystem, certified forests and institutional partnerships to grow demand for wood while addressing affordability, productivity and environmental performance.

Throughout the three-year period of this Strategy, the Wood First program will carry out a broad range of initiatives to meet the three strategic objectives: support innovation, accelerate adoption, and drive leadership. Identified priority audiences and themes provide guidance for organizations seeking funding support from FII through the annual Wood First program Call for Proposals. Four investment categories provide a framework for program planning and funding, while facilitating the preparation and evaluation of funding applications submitted under the direction of the annual Wood First Investment Plan. These investment categories are: strengthening manufacturing and business capability; education and skills development; research and innovation; and marketing, promotion and outreach.

Wood First program

B.C.'s forest and construction sectors are undergoing significant transformation, driven by growing demand for housing, climate action and economic productivity. Building codes, government policies and market expectations are shifting toward low-carbon, high-performance construction—creating new opportunities for wood-based solutions.

Recent legislative and policy changes, including Bills 44, 46 and 47[1], are encouraging greater density, faster approvals and lower embodied carbon. At the same time, workforce shortages, affordability concerns and supply chain inefficiencies are pushing the sector toward more efficient, scalable construction models.

Mass timber and other advanced wood products are at the centre of this shift. Prefabrication, modular assemblies and Design for Manufacture and Assembly (DfMA) are reshaping how buildings are delivered—reducing timelines and costs while improving quality and sustainability. Digital tools such as Building Information Modelling (BIM) and component libraries are enabling greater standardization and repeatability across project types. By aligning with evolving codes, procurement policies and market conditions, Wood First will expand the role of wood in residential and institutional buildings—particularly in mid-rise and high-density applications.

Wood First responds to these trends by supporting the adoption of prefabricated wood building systems and strengthening B.C.'s value-added sector. Investments will target business productivity, applied research, workforce development and market engagement. The program will also support the integration of underutilized species, climate-responsive design practices, cost optimization and collaboration across the supply chain.

Overall, the strategy reinforces B.C.'s leadership in sustainable construction while supporting economic resilience, export development, and broader adoption of circular, low-carbon building systems.

Domestic versus export markets

Wood accounts for about 90% of B.C.'s 1–6-storey residential construction—the highest share globally—and the province also leads in non-residential wood use. However, the domestic market alone cannot support large-scale production, and uncertainty in U.S. trade underscores the need for diversification. The forest sector is therefore expanding into global markets that can adopt advanced, low-carbon wood systems. By advancing innovation and demonstration projects at home, the Wood First program strengthens B.C.'s expertise and credibility abroad, positioning the province as a world leader in sustainable, next-generation wood design, manufacturing, and construction.

[1] Bill 44: Housing Statutes (Residential Development) Amendment Act; Bill 46: Housing Statutes (Development Financing) Amendment Act; and Bill 47: Housing Statutes (Transit-Oriented Areas) Amendment Act. Learn more here: https://www2.gov.bc.ca/gov/content/housing-tenancy/local-governments-and-housing/housing-initiatives

Planning and consultation

Planning and delivery of the Wood First program is a collaborative effort involving the building construction industry, forest sector and government. FII provides overall management and administration of the program, including aligning priorities and ensuring the best use of funds. An advisory group (the Wood First Advisory Committee), representing a cross-section of primary and secondary manufacturing industries, design and construction professionals and wood product end-use sectors, provides input and guidance to the overall program strategy and makes recommendations on specific program priorities. Based on direction from this range of stakeholders, FII prepares an annual Investment Plan that prioritizes and allocates available funding across several investment categories including research, education, marketing and value-added capacity building. The activities of the Wood First program are delivered primarily by third-party organizations under a cost-sharing framework that relies in part on contributions from industry.

Wood First Program

Goal: increase the use of B.C. wood products within the province by advancing wood culture, innovation and expertise across the building sector.

The following objectives provide direction and context for the Wood First program. Associated with each Wood First strategic objective are general conditions or indicators which provide references for the assessment of progress in advancing these objectives.

Objective 1: Support innovation
B.C. is capable of manufacturing, designing and constructing with innovative, next-generation, wood- based products and building systems that respond to market demand.

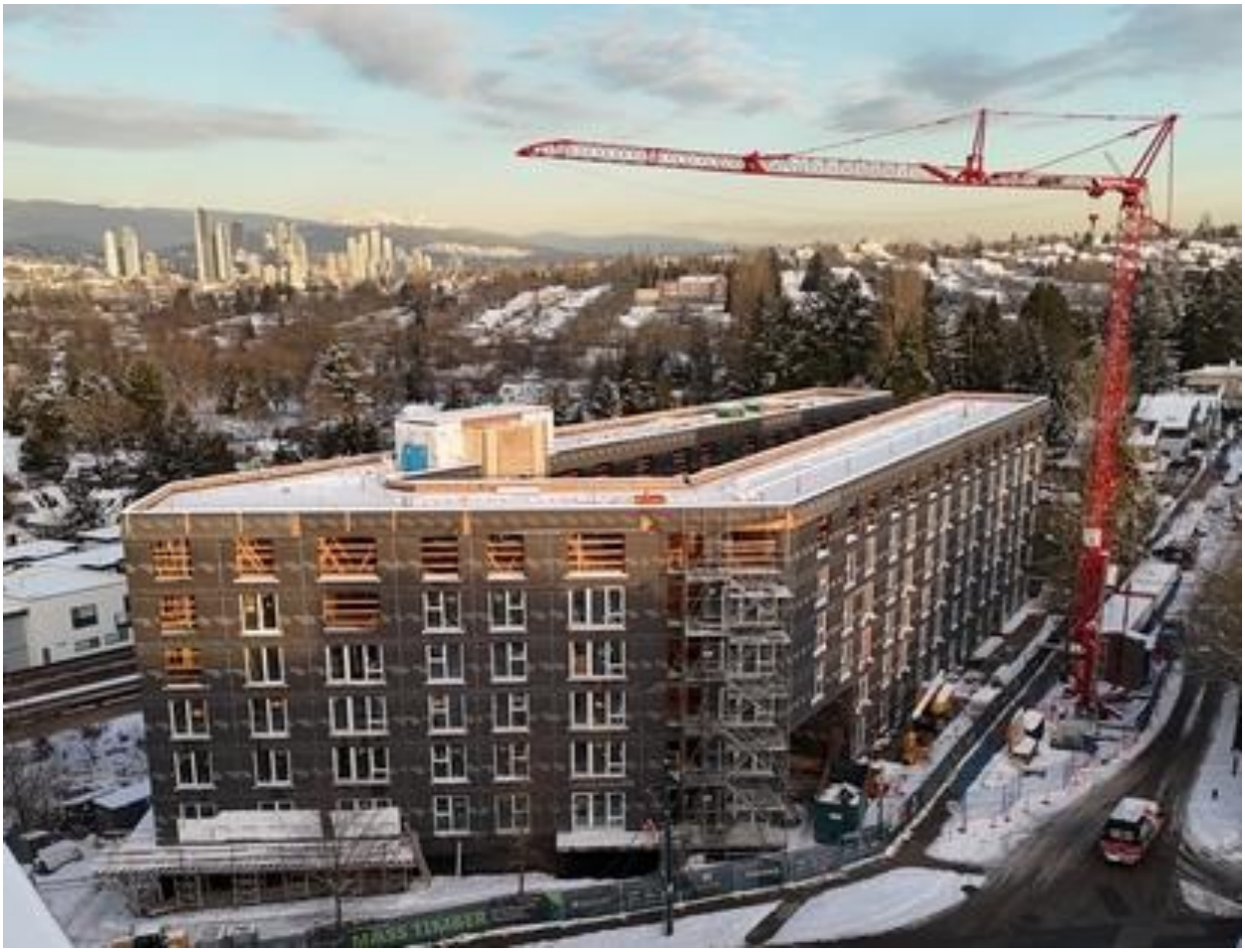
Objective 2: Accelerate adoption
Owners, architects, engineers, designers, developers and builders specify more wood because they understand the benefits and have the skills, ability and confidence to choose wood products and building systems over alternative materials.

Objective 3: Drive leadership
B.C. advances the use of wood by mobilizing provincial research, experts and technology that embrace and showcase wood, including community and Indigenous projects in B.C.

Annual Investment Plan and funding

Funding for FII's Wood First program comes from the Province of B.C.'s Ministry of Forests. The Wood First Investment Plan seeks to align priorities and ensure the best use of available funds to support the advancement of wood use and the further development of a wood culture in B.C.

Through an annual call for proposals, FII invites non-profit organizations to submit applications for the delivery of services aligned with the specific allocations, activities and target audiences outlined in the Wood First Investment Plan, which is guided by this Strategy. The Investment Plan serves as a key reference for applicants in developing their proposals. Submissions that meet FII's requirements are evaluated by a panel composed of FII staff, the Chair of the Wood First Advisory Committee and independent industry experts. Final funding decisions are made by FII's CEO, based on the evaluation panel's recommendations and alignment with both the Investment Plan and this Strategy. Successful applicants will be invited to enter into formal service delivery agreements with FII.



Vienna House, Vancouver | Photo credit: Wade Comer Photography

Operating environment

Industry landscape

British Columbia is a world leader in forest products manufacturing. In 2024, B.C. exported $11.5 billion (CAD) in forest products, with softwood lumber accounting for roughly 40% of this total. The province's global influence is underscored by the fact that three of the five largest lumber companies in the world are headquartered in B.C.

Maintaining a strong and resilient forest sector depends on ongoing diversification of both products and markets. In 2024, B.C. exported 87% of its 15.7 million cubic metres of softwood lumber, with nearly three-quarters destined for the U.S. market. While the U.S. remains a vital trading partner, this reliance highlights the need to strengthen demand for B.C.'s value-added and next-generation wood products in both domestic and international markets.

B.C.'s secondary processing sector adds value to the primary lumber industry by producing a broad range of products—from finger-jointed lumber and plywood to furniture, millwork and cabinetry. It is also a recognized leader in advanced wood systems, including glue-laminated timber (glulam), laminated veneer lumber (LVL) and cross-laminated timber (CLT)—essential components in mass timber and hybrid systems that meet the structural and environmental demands of modern construction. In 2024, B.C. exported over $1 billion in value-added wood products.

The construction sector remains a key driver of demand. Building code advancements—first in 2009 with permitting light wood framing up to six storeys, and most recently with the 2024 B.C. Building Code allowing encapsulated mass timber construction (EMTC) up to 18 storeys—have opened new market potential. The most immediate opportunity lies in the 7–12 storey segment, particularly in urban nodes targeted by local and provincial governments for high-density development. Unlocking this potential will require integrated delivery models, increased industry readiness and expanded use of prefabrication and digital design tools.

Boosting construction productivity with wood

Prefabricated wood systems—such as mass timber panels, floor cassettes and modular assemblies—are transforming construction by shifting work from unpredictable job sites to controlled factory environments. This approach improves quality and enables greater certainty in scheduling and delivery. Prefabrication streamlines permitting by allowing for standardized, code-compliant designs and early coordination with authorities having jurisdiction. Together, these benefits help accelerate project approvals and reduce costly delays—unlocking major productivity gains for B.C.'s construction and development sectors.

B.C.'s leadership in mass timber design, manufacturing and construction continues to mature. Following the opening of North America's first CLT plant in 2011 in B.C., the province has cultivated a robust ecosystem of manufacturers, engineers, designers, assemblers and installers. Since 2007, more than 480 mass timber buildings are in B.C., representing over one in five such structures across North America.

With the launch of Build Canada Homes and its federal mandate to double housing starts by 2035, B.C.'s wood sector is uniquely positioned to contribute. Wood First will play a critical role in preparing industry to meet this challenge by helping to scale the use of industrialized, low-carbon wood systems for housing and mixed-use projects. This includes accelerating market readiness, improving cost and code certainty and fostering broad-based collaboration between government, industry and institutional partners to deliver housing that is fast, affordable and sustainable.

Trends and emerging issues

Around the world, the adoption of mass timber and advanced engineered wood products is accelerating, helping to create more resilient and livable communities. This shift is being driven by urgent housing demand, climate imperatives and the need to improve productivity and reduce building costs. These pressures are reshaping how buildings are designed, approved and delivered, fueling the growth of prefabrication, DfMA and digital tools such as BIM, and Life Cycle Assessment (LCA).

Mass timber is at the forefront of this evolution, offering solutions that reduce embodied carbon, shorten construction timelines and meet emerging requirements for healthier, longer-lasting buildings in denser urban areas. The industry is responding by developing new hybrid systems, expanding the use of underutilized species and standardizing components that can be rapidly assembled on site, enabling construction that is faster, cleaner, more cost-effective, and better aligned with housing and environmental goals. Mass timber is at the forefront of this evolution, offering solutions that shorten construction timelines, reduce embodied carbon and meet emerging requirements for healthier, longer-lasting buildings in denser urban areas.

Urbanization and densification

Demographics, government policy and social factors are driving demand in B.C. for complete, well-connected, mixed-use neighbourhoods that allow residents to work, live, play, shop and learn closer to home. While population growth in the Metro Vancouver region remains steady, growth of smaller B.C. urban centres is accelerating as new residents seek lower-cost housing and a more sustainable lifestyle. This shift is intensifying pressure on housing supply, cost and approvals, while also creating opportunities for innovative, low-carbon building solutions.

- Sustainable density requires a higher percentage of multi-family residential, commercial and community structures that can stand for at least 50 to 100 years while allowing for renovations and flexible floorplans.

- The speed of planning and approvals for high-density and mid- to high-rise developments is critical to addressing housing and community needs. Public sector organizations are encouraged to lead by example by using low-carbon and renewable materials in the design and construction of public infrastructure, and some municipalities are now providing low-carbon incentives.
- High-performance buildings are drawing a lot of market interest from owners and occupants due to their benefits, such as lower operating and life-cycle costs, lower greenhouse gas emissions, healthier living through improved air quality, thermal comfort, noise reduction and design using natural materials (i.e., biophilic benefits).

Changing wood consumption: multi-family, taller structures

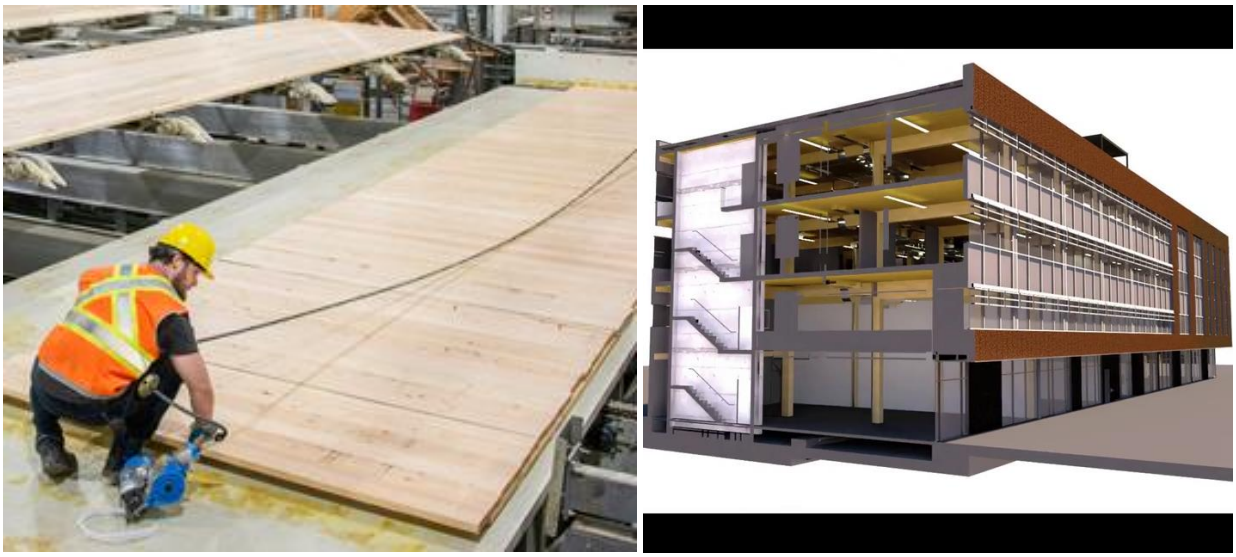
Innovations in structural wood and next-generation wood building products (e.g., cross-laminated timber and other engineered wood products), the related development of advanced wood and hybrid building systems, and a series of advancements in building codes are allowing wood to be incorporated in larger and more complex structures. This is opening new markets for wood products at home and helping the domestic forest industry manage for the shift away from single family construction.

- In 2007, 1–6-storey construction represented over three-quarters of multi-family starts in B.C.; today, it represents less than half, with the balance of starts being 7+ storeys. For wood to be used in this taller segment of the market, mass timber and hybrid building systems are required. Moving forward, it will be critical to ensure that both building codes and building systems evolve to recognize the wide structural and environmental potential of wood-based products and systems.
- Market opportunity is strongest in 7–12-storey residential and mixed-use projects, with growing—but more selective—potential in 13–18-storey applications; opportunity is also expanding across non-residential types enabled by recent code changes, including schools, community facilities, care settings, offices and light commercial.
- Knowledge, skills and capacity gaps among manufacturers, engineers, design professionals, construction trades and developers are ongoing barriers to advancing wood use in midrise and taller wood segments. B.C. experienced tall wood building practitioners will be in demand, particularly as the growth of mass timber construction across North America and around the world accelerates.
- Current architecture and engineering curriculums in post-secondary institutions carry limited wood content, pointing to shortage of professionals and trades trained in designing, building and maintaining structures using wood. Early leadership in B.C. in this regard, including the development of micro-credential wood and mass timber programs, provide examples of new approaches.

Increasing industrialization of construction (prefabrication)

Government and corporate initiatives are increasing focus on industrialization of construction to better use resources, increase productivity and speed of construction and reduce on-site waste.

- Prefabrication has the potential to help communities address the shortage of affordable housing by providing a fast, cost-effective and sustainable construction solution even during periods of skilled labour shortages. Panelization or prefabrication of wall, floor and ceiling assemblies, techniques for which wood is well adapted, show strong potential.
- The cost of housing in B.C. has led to a strong focus on construction cost, speed to market and the need for innovative and affordable solutions. Digital tools and an integrated design process can lead to better project outcomes at a lower cost, while prefabricated building components, such as those used in mass timber, can reduce construction time and site disruption.
- DfMA and BIM will be a cornerstone in the growth of prefabrication. Work is being done in Canada and around the world to develop and demonstrate potential solutions to move the construction industry forward, including streamlining and standardizing the digital modelling throughout the supply chain from the design, manufacture, assembly and operation of buildings. B.C.'s construction industry as a whole is experiencing a shift from analogue to digital practices and there is a pressing need to ensure workers at all levels have the digital skills to support this transition.



(left) Mass timber panels prefabrication | Photo credit: Matthew Bolt Photography
(right) BIM model of The Exchange, Kelowna | Rendering courtesy Faction Architecture Inc.

Health, wellness and climate action

Mass timber and other engineered-wood systems deliver measurable benefits across the life cycle: lower emissions, improved resource efficiency, faster delivery, and high-performance outcomes that enhance occupant well-being. Buildings designed with natural materials and visible wood promote biophilic benefits—better air quality, thermal comfort, and connection to nature—contributing to healthier, more productive environments.

- Across Canada and globally, governments and industry are accelerating action to meet climate commitments and reduce both operational and embodied carbon in the built environment. In B.C., targets under CleanBC and the Low Carbon Building Material Strategy call for more than a 50% reduction in building emissions by 2030 and the use of renewable, low-carbon materials such as wood in public infrastructure. Policy leadership at all levels—such as Vancouver's embodied-carbon limits and Surrey's 40% reduction goal—positions wood as a practical solution for achieving these outcomes.
- Recent updates to the B.C. Building and Fire Codes (2024) now permit encapsulated mass timber construction up to 18 storeys, expanding opportunities across residential, commercial, educational, and community buildings. In parallel, Indigenous leadership through the B.C. First Nations Climate Leadership Agenda is advancing culturally grounded, low-carbon approaches that strengthen resilience and build local capacity through the use of mass timber and other wood products.

The Confluence, Castlegar | Photo credit: Matthew Bolt Photography

Investment priorities

Throughout the three-year period of this Strategy, the Wood First program will focus on the following strategic investment priorities to leverage the opportunities and challenges facing British Columbia in its efforts to advance wood use:

These priorities provide a framework for planning, funding and assessment from year to year, as well as guide the direction of the annual Wood First Investment Plan:

1. **Strengthening manufacturing and business capability**—Support a robust valued-added manufacturing sector capable of driving and responding to market demand.
2. **Research and innovation**—Advance innovative wood use and wood building systems.
3. **Education and skills development**—Accelerate the adoption of existing and emerging wood-based products and building systems.
4. **Marketing, promotion and outreach**—Position B.C. as a world leader in sustainable and innovative wood-based products and building systems in design, production, and application.

Investment priority: Strengthening manufacturing and business capability

Shifts in Canada–U.S. trade have added uncertainty for B.C.'s value-added wood sector, especially for firms exposed to U.S. demand. At the same time, domestic policy and market signals are accelerating the use of mass timber and prefabricated systems in mid- and high-density projects. To stay competitive, B.C. manufacturers need to boost productivity, reduce costs and deliver consistent, code-ready products at scale. This investment category targets the business and manufacturing changes required to get there.

Wood First will support company- and sector-level projects that modernize operations and improve economics across the supply chain. Priority activities include business diagnostics and process mapping; lean and quality systems; plant layout and throughput optimization; and digital integration such as enterprise resource planning, inventory control and design-to-manufacture workflows. Support also includes productization of standardized components and assemblies (e.g., panels, floor cassettes, connectors), bill-of-materials and costing libraries, and repeatable details that cut time from design through fabrication and installation.

To speed approvals and reduce risk, this priority area backs compliance and standardization work, such as CSA A277 pathways for plant certification and CSA Z252:23 for modular construction, code-ready detail sets and alternate-solution packages. Projects that enhance fibre utilization (including under-utilized species), improve yield and lower waste will be prioritized, along with initiatives that strengthen logistics and supply-chain integration for industrialized construction.

For 2026–2029, the intent is practical: help manufacturers deliver predictable cost, schedule and quality; expand domestic and interprovincial market readiness; and diversify product lines to buffer market volatility. By building stronger business systems and scalable production for mass timber and prefabricated wood components, this investment category supports manufacturers to deliver to demand for next-generation B.C. building solutions.

Mass timber prefabrication | Photo credit: Matthew Bolt Photography

Investment priority: Research and innovation

Over the past few years, targeted research closed several regulatory-limiting gaps. Fire testing and modeling informed code pathways for mass timber, including encapsulated solutions to 18 storeys. Work on connections and diaphragm behaviour improved structural reliability, while acoustic and vibration studies clarified serviceability for multi-family and office buildings.

From 2026–2029, focus areas for industrialized delivery include building the evidence to expand exposed wood across more occupancies, improving comfort in longer-span hybrid designs, and establishing common standards that enable prefabrication and repeatable assembly. These efforts aim to improve cost and schedule certainty, streamline project coordination and support broader uptake of mass timber and wood-hybrid systems in mid- and high-density construction. Work will align with evolving codes and the evidence needs of insurers and lenders to reduce contingencies, support compliance and enable standardized approaches to approvals and construction delivery.

Circular outcomes will be emphasized, such as design for disassembly, repair, and reuse, while also exploring better use of underutilized species to expand product families and improve fibre yield. On the carbon side, practical methods for assessing and comparing operational and embodied carbon at the system level are expected to advance, enabling more informed

decisions across design and procurement. Research will support the integration of biophilic, and climate impact as key factors in evaluating cost and performance, alongside traditional metrics.

Initiatives will be collaborative, leveraging universities, applied research centres and laboratories, standards and regulatory bodies, Indigenous partners, and non-profit industry consortia. Approaches should include transparent methods and decision-ready outputs—open data, reference details, and concise guidance—that can flow directly into education, standardization and business-process improvements elsewhere in the program, ensuring that findings translate quickly into market practice.

Panel delivery for Vienna House, Vancouver | Credit: Wade Comer Photography

Investment priority: Education and skills development

Education and skills development are essential to accelerate technical understanding and enable the next generation to design and build with wood. From 2026–2029, Wood First will translate new code provisions, including mass timber up to 18 storeys and exposed wood, into day-to-day practice, while strengthening design and installation capability with wood and wood-hybrid systems across building types. Emphasis will be on industrialized delivery and circular approaches so wood solutions can be specified, coordinated and delivered with greater speed, quality, predictability and carbon performance.

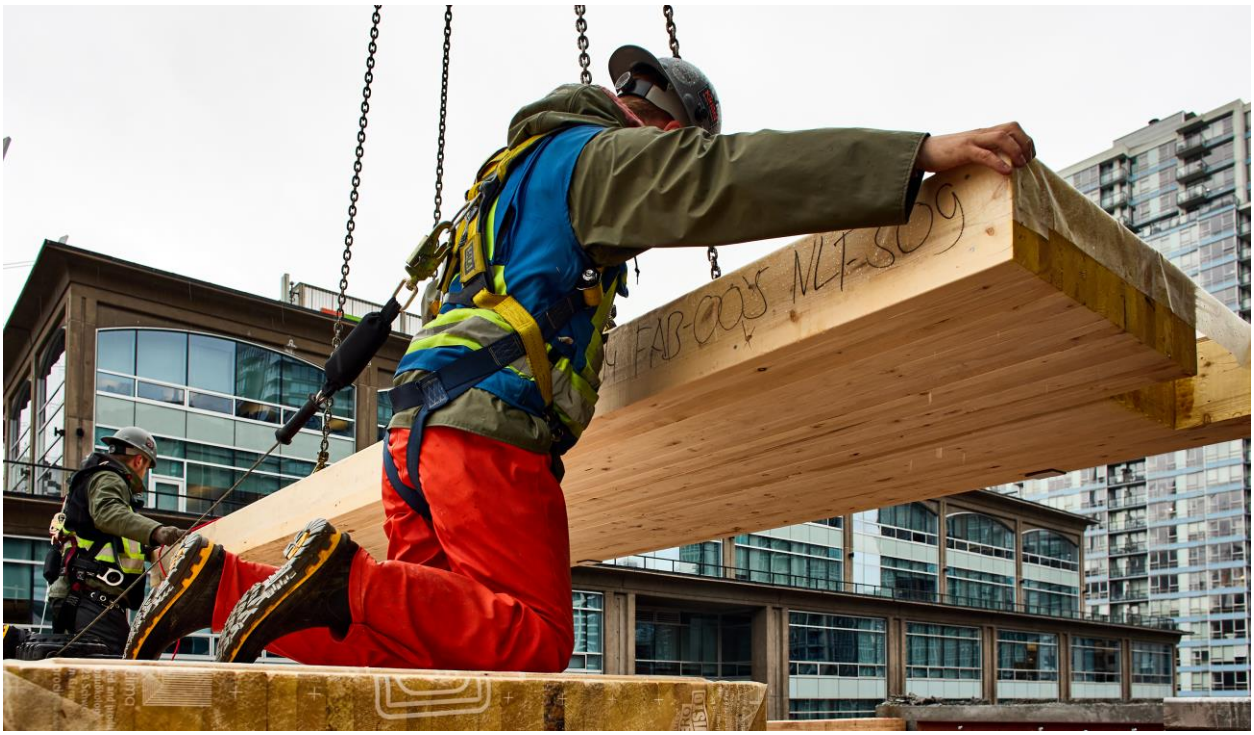
Raising awareness among developers, building officials, insurers and lenders of wood options will accelerate uptake in mid- and high-density projects. The strategy prioritizes evidence-based guidance that clarifies permitting pathways, reduces procurement and approval risk, and

strengthens business-case decisions. Where appropriate, this may draw on examples such as demonstration projects, case learnings, indicative standard details and interface guidance for factory-built elements, summaries of moisture and fire performance practices, and high-level life-cycle cost and carbon comparisons to support informed material selection.

This investment category will prepare industry by converting these shifts into clear, code-ready guidance, standardized alternative-solution packages, AHJ permitting playbooks, and BIM/DfMA resources aligned to compliance and approvals. Content would focus on BIM/DfMA, QA/QC for prefabrication and interfaces, logistics and assembly, building physics and post-event repair. Initiatives will emphasize knowledge sharing and skill transfer through communities of practice and mentoring and aim to track outcomes such as shorter approvals, increased use of standard solutions, improved cost and risk certainty, and competency gains.

Wood First will encourage collaboration with industry, post-secondary, professional associations, Indigenous organizations and AHJs to enable skilled-trades and post-secondary/continuing education aligned with the shift to off-site construction and evolving code/carbon requirements. Wood First Programming should be co-developed across B.C. where possible, including northern and Indigenous contexts, and integrated as appropriate into trade programs, continuing professional development, micro-credentials and other curricula.

Looking ahead, national code updates are expected to tighten energy and operational-carbon requirements, with work underway toward embodied-carbon provisions in 2030. In B.C., the Zero Carbon Step Code continues the pathway to zero-carbon new construction by 2030 alongside the 2024 mass-timber provisions.



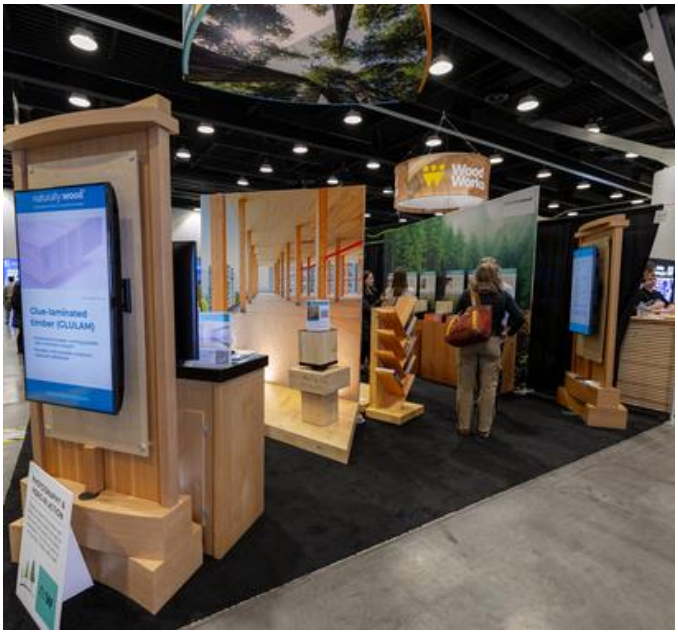
837 Beatty Street, Vancouver | Photo credit: Wade Comer Photography

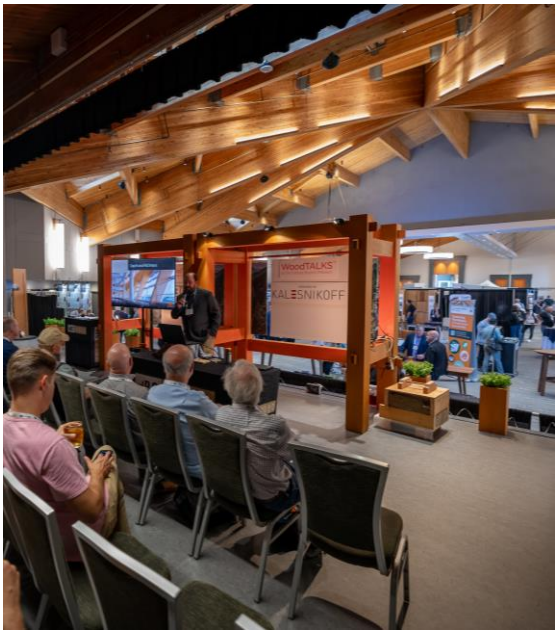
Investment priority: Marketing, promotion and outreach

Modern wood solutions can help with bringing homes to market sooner, lowering emissions over the building life cycle, increasing resilience and strengthening productivity across the construction sector. Credible project evidence will be converted into clear value propositions, showing how wood helps meet these objectives.

Messaging will emphasize industrialized approaches and address the hurdles to a broader application of innovative wood products, including readiness for approvals, confidence from lenders and insurers, whole-life cost and carbon outcomes and pathways for repair and recovery after disruptive events. Priority audiences will include developers and builders delivering housing, architects and engineers specifying systems, authorities responsible for timely approvals and financial stakeholders seeking de-risked projects.

Outreach will be coordinated with industry partners, Indigenous organizations, post-secondary institutions and other stakeholders to ensure consistent, policy-aligned narratives in B.C. and external markets.





(left) BUILDEX 2025 | Photo credit: SitePartners, courtesy naturallywood.com
(right) BC Wood GBM | Photo credit: Adam PW Smith

Performance measures and indicators

The quantitative and qualitative measures and indicators for the Wood First Program objectives are measured and tracked in the annual FII *Service Plan*, annual recipient agreement key performance measures, and bi-annual *Wood First Preferences and Perceptions of Wood in B.C.* survey. Key performance measures and targets are:

Performance Measure	2025/26 Target	2026/27 Target	2027/28 Target	2028/29 Target
Total sales (CAD, millions) of wood attributable to directly influenced and converted projects – B.C.'s non-residential and multi-storey/multi-family residential construction markets.	$180	$175*	$175*	$180*
Professionals whose preferred structural building material is wood or wood-hybrid when working on residential multi-family buildings:				
• up to 4 storeys	n/a	89%	n/a	90%
• 5-6 storeys	n/a	80%	n/a	80%
• 7+ storeys	n/a	31%	n/a	32%
Professionals whose preferred structural building material is wood or wood-hybrid when working on non-residential buildings:				
• up to 4 storeys	n/a	39%	n/a	40%
• 5-6 storeys	n/a	46%	n/a	47%
• 7+ storeys	n/a	22%	n/a	23%
Professionals who think the B.C. wood products sector is known for its ingenuity in developing new products.	n/a	63%	n/a	64%
Professionals who think B.C. is a leader in wood construction.	n/a	80%	n/a	80%
Professionals who think that B.C. is well-positioned to export its products and knowledge of building with wood to other provinces and/or countries.	n/a	80%	n/a	80%

Data Source: WoodWorks BC/Canadian Wood Council; FII, Wood First Preferences and Perceptions of Wood in B.C. Bi-annual Survey

** With the multi-family, residential market expected to soften over the coming two years, projections for 2026/27 and 2027/28 have been revised downward to reflect less new housing starts. A modest rebound is expected for 2028/29 and beyond.*