



## FOR IMMEDIATE RELEASE

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### **Forisk Announces Launch of the Custom Market Forecast**

*Register for the October 2<sup>nd</sup> informational webinar.*

**Athens, GA – September 25, 2024** – Forisk, a leading provider of forestry industry analytics and research, is proud to announce the launch of the [Custom Market Forecast](#). Delivered as a one-page dashboard with a supporting data file, the Custom Market Forecast (CMF) provides a tailored forecast for client-specific timber markets and wood baskets, delivering localized insights to help institutional forestland owners, wood-using mills, and forest industry executives make informed capital investment and operational decisions.

The Custom Market Forecast leverages Forisk’s localized models to offer clients timely, easy-to-understand market forecasts that are specific to their timber markets and wood baskets. The product includes projections for timber prices, forest supplies and wood demand, and other market dynamics that impact profitability and investment strategies.

Each Custom Market Forecast includes tailored forecasts customized to reflect the specific timber market, down to the county level, that matters to the client. The deliverables include a one-page user-friendly dashboard that provides a clear and concise overview of market trends and key indicators, in addition to a data file with the underlying price, supply, and demand information by year and scenario.

“Forisk’s mission has always been to help our clients make operable, sustainable, profitable investment decisions in local timber markets by delivering actionable data and insights,” said Dr. Brooks Mendell, CEO of Forisk. “The Custom Market Forecast makes it easier for our clients to get the information they need, specific to their market, in a simple, accessible format.”

**To learn more about the Custom Market Forecast, attend Forisk’s informational webinar on Wednesday, October 2 at 1:00pm Eastern. Register [here](#).** In the webinar, you will learn:

- How the Custom Market Forecast can enhance your market analysis.
- Key features that provide timely and actionable data.
- Real-world applications for using and applying the Custom Market Forecast.

For more information or to subscribe to Forisk’s Custom Market Forecast, please contact: Nick DiLuzio, [ndiluzio@forisk.com](mailto:ndiluzio@forisk.com), 770-725-8447.

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**About Forisk Consulting:** Forisk delivers forecasts and analysis of forest industry markets and timberland investments. Firms participate in Forisk’s research program by subscribing to the *Forisk Research Quarterly (FRQ)*, *Custom Market Forecast*, *Forisk Wood Fiber Review*, or the *North American Forest Industry Capacity Database*; supporting benchmarking studies related to forest operations and mill capacities; and attending educational workshops.