

## Mississippi River Regional Planning Commission EMSI Report

### Potential Wood Product Business Development Opportunities in the Mississippi River Region

This report identifies wood product industries that import their products into the Mississippi River Region counties of Buffalo, Crawford, Jackson, La Crosse, Monroe, Pepin, Pierce, Trempealeau and Vernon that have potential to be manufactured in one or more of these counties. This region has an existing wood product industry specialization. Additional business endeavors linked with import substitution strategies in these wood products may merit worthwhile results because of existing industry knowledge and synergies. Average earnings paid by industries that produce these products is also reported to give a better understanding of economic development benefits of these industries expanding. These industries also have strong supply chain needs that benefit the service sector of the economy. Wood products are also an economic driver industry of Western Wisconsin and the entire State, with education and research resources to support them. [NAICS - North American Industrial Classification Code, Dataset Version: 2013.4 Class of Worker, Timeframe: 2012, Dataset Category: EMSI Complete, Region Name: Mississippi River Region, Counties: Buffalo, Crawford, Jackson, La Crosse, Monroe, Pepin, Pierce, Trempealeau, and Vernon]

NAICS	Industry	Total Regional Demand	Satisfied by Region's Industries	Satisfied by Industries Outside Region	Average Earnings of Region's Workforce
321113	Sawmills	\$62,747,325	\$12,548,942	\$50,198,383	\$40,957
321219	Reconstituted Wood Product Mfg	\$20,684,654	\$0	\$20,684,654	\$0
113310	Logging	\$19,684,412	\$5,585,702	\$14,098,710	\$31,539
337212	Custom Architectural Woodwork & Millwork Mfg	\$12,805,746	\$630,474	\$12,175,272	\$26,484
337110	Wood Kitchen Cabinet and Countertop Mfg	\$12,667,471	\$2,528,645	\$10,138,826	\$42,156
321911	Wood Window and Door Mfg	\$9,960,384	\$535,722	\$9,424,661	\$31,450
321212	Softwood Veneer and Plywood Mfg	\$7,975,508	\$0	\$7,975,508	\$0
321211	Hardwood Veneer and Plywood Mfg	\$7,375,806	\$300,344	\$7,075,462	\$41,494
321920	Wood Container and Pallet Mfg	\$6,902,334	\$647,682	\$6,254,652	\$29,154
321918	Other Millwork (including Flooring)	\$7,863,980	\$2,180,311	\$5,683,669	\$44,427
423310	Lumber, Plywood, Millwrk, & Wood Panel Merchant	\$14,057,287	\$8,814,370	\$5,242,917	\$42,448
321114	Wood Preservation	\$7,139,448	\$2,041,481	\$5,097,968	\$50,828
337121	Upholstered Household Furniture Mfg	\$5,762,526	\$1,228,352	\$4,534,174	\$39,765
321991	Manufactured Home (Mobile Home) Mfg	\$2,705,504	\$149,893	\$2,555,611	\$30,417
115310	Support Activities for Forestry	\$3,328,736	\$1,025,483	\$2,303,254	\$23,420
321999	All Other Misc. Wood Prod. Mfg	\$3,641,162	\$1,766,004	\$1,875,158	\$31,964
321214	Truss Manufacturing	\$2,356,829	\$991,626	\$1,365,203	\$49,741
113110	Timber Tract Operations	\$1,449,130	\$137,299	\$1,311,831	\$38,629
321992	Prefabricated Wood Building Mfg	\$2,253,584	\$1,127,646	\$1,125,939	\$39,433
337211	Wood Office Furniture Mfg	\$884,460	\$3,450	\$881,010	\$20,122
337122	Nonupholstered Wood Household Furniture Mfg	\$4,380,896	\$3,705,769	\$675,127	\$51,659
321213	Engr Wood Member (except Truss) Mfg	\$731,221	\$222,674	\$508,547	\$52,374
321912	Cut Stock, Resawing Lumber, & Planing	\$2,433,952	\$2,164,149	\$269,804	\$40,173
113210	Forest Nurseries & Gathering of Forest Prod.	\$491,855	\$314,377	\$177,477	\$54,374
337129	Wood Television, Radio, & Sewing Machine Cabinet Mfg	\$291,605	\$154,205	\$137,400	\$10,982
<b>Total</b>		<b>\$220,575,815</b>	<b>\$48,804,600</b>	<b>\$171,771,217</b>	<b>\$37,565</b>

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