

FORESTRY CERTIFICATION DEVELOPMENT FOR SMALL & MEDIUM SIZED LANDOWNERS



GAA Environmental Workshop June 15-17, 2010

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Why Focus on Certification?

- Most credible means publishers and producers have for demonstrating that the paper is sourced from responsibly managed forests.
- Forest certification is a mature market tested process - going on 15 plus years.
 - Yet still, less than 10% of the world's forests are certified

Challenges in the U.S Landscape

- Demand for certified forests is increasing in the marketplace.
- Certified forests in the U.S. has leveled off as most large landowners are certified.
- Growth is with the small to medium sized ownerships.
- Cost for certification on the small or medium lands is still the number 1 issue.

The Maine Project Objectives



- Demonstrate a cost effective approach to certification using shared resources
- Increase the amount of certified land in Maine by a significant amount
- Increase the number of certified landowners in Maine by a significant amount

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The Certification Body


- NSF-International Strategic Registrations (NSF-ISR) was hired due to their accreditation under both SFI and ATFS.
- Mike Ferrucci, lead auditor, also has vast expertise of Maine Forests.



The locals



Certification Pilot - SFI Approach

- SFI audits include a coordinated approach to certification.
 - Originally 5 management companies signed on.
 - There are now 4 moving forward with the project.
 - Consultant was hired to provide templates and assistance in developing plans to meet SFI Standard.
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- Significant cost savings with the audits when coordinating activities. Audit readiness meeting and field audits.

Certification Pilot – ATFS Approach

- Reviewed Maine's Forest Stewardship plans against the ATFS Standard.
- Conduct a risk assessment audit of landowners in the Maine Forest Stewardship program to determine conformance to the ATFS standard.
- Can make the assumption that landowners managing under the Maine Forest Stewardship program could move to ATFS certification.



Certification Pilot Timeline

Fall 2009

- Identified Participants
 - ▣ 5 land managers under SFI
 - ▣ Forest Stewardship Program of Maine for ATFS

December
2009

- Kick off meeting in Portland
 - ▣ Discussed program objectives
 - ▣ Timelines
 - ▣ Included all program sponsors, land managers, ME Forest Service & SWOAM.

Certification Pilot Timeline

January
2010



May 2010

- SFI participants developed their plans with assistance from consultant
- ATFS along with SWOAM and Maine Forest service reviewed the Forest Stewardship participants and began to develop a sample to audit

Status Update

- May 2010 – June 2010
 - ▣ ATFS field audits
 - ▣ SFI audit readiness coordinated meeting

- July 2010
 - ▣ SFI field audits

- August 2010 – September 2010
 - ▣ NSF-ISR will issue findings and results for both ATFS and SFI

Key Findings

- ✓ Through this pilot we hope to determine cost effective approaches to certification.
- ✓ SFI coordinated approaches could be used in other parts of the country for potential companies/landowners.
- ✓ ATFS could use Forest Stewardship programs in other states to move large numbers of landowners under ATFS