



© WWF/Mark Hurley

Shipibo-Konibo people at work in their certified forest near the Ucayali River, Peru.

## World Wildlife Fund

### WWF's Global Forest & Trade Network is Transforming Markets for Responsible Forest Products

Known worldwide by its panda logo, World Wildlife Fund (WWF) leads international efforts to protect endangered species and their habitats. Now in its fifth decade, WWF works in more than 100 countries around the globe to conserve the diversity of life on earth. WWF is the world's largest privately financed conservation organization.

WWF directs its conservation efforts toward three global goals: saving endangered species, protecting endangered habitats, and addressing global threats such as unsustainable logging, over-fishing and climate change.

#### PARTNER PROFILE

One of WWF's most dynamic programs in forest conservation is its Global Forest and Trade Network (GFTN). The GFTN is WWF's initiative to eliminate illegal logging and improve the management of valuable and threatened forests.

"By facilitating trade links between companies committed to achieving and supporting responsible forestry, the GFTN creates market conditions that help conserve the world's forests while providing economic and social benefits for the businesses and people that depend on them," said Per Rosenberg, WWF's Director of the GFTN.

The more than 300 forestry companies, manufacturers, distributors, purchasers, retailers and others participating in

the GFTN work with WWF to progressively improve their business behavior in support of responsible forestry. Forestry companies, for example, must first demonstrate to WWF that they are operating legally, and then must make steady progress toward certification. Purchasing companies must identify and understand every source of forest products in their supply chains, demonstrate they are buying only legal forest products, and then make steady progress toward purchasing as much certified and recycled supply as possible.

WWF believes independent third-party certification of socially and environmentally sustainable forest management is an important market mechanism allowing producers and consumers to identify and purchase timber and non-timber forest products from well-managed forests. For WWF and the GFTN, FSC is currently the only certification scheme that ensures environmentally responsible, socially beneficial, and economically viable management of forests. It provides credible track-

➤ CONTINUED ON PAGE 2

#### THIS ISSUE SPONSORED BY:



Visit us at GreenBuild in Denver: Booth #745

[www.CollinsWood.com](http://www.CollinsWood.com)

### FSC, Public Access, and Recreation

#### CASE STUDY: THE LYME TIMBER COMPANY'S CONNECTICUT LAKES PROPERTY

A central theme in FSC certification is public access to certified forestlands. Landowners are encouraged through the certification process to allow traditional recreational activities, ranging from hiking and mountain biking, to fishing, hunting and snowmobiling. The standards directly address customary use rights and the maintenance of those rights.

Although this may sound like a burden for landowners, many FSC-certified forest management units have demonstrated clear management benefits from opening public access, including benefits beyond simply improved public relations.

Public access, when established under conservation and shared stewardship models, has assisted management of FSC-certified lands in many ways. FSC certificate holders have experienced benefits of public access in a variety of avenues, including: control of damage to timber resources, maintenance of roads and gates, reporting vandalism and other damaging activities, assistance in locating and monitoring sensitive areas and species, and creating business-oriented positive public relations. Public access, along with a proactive outreach to public users, has resulted in users developing a proprietary relationship with the lands that does not inhibit the management of a profitable working forest. This amounts to management and vigilance of the privately-held lands that landowners may not have the resources to provide management for.

The trend in forestry and land ownership in New Hampshire during the 1990s and early 2000s wasn't that of model stewardship, according to Johanna Lyons of the New Hampshire Department of Resources and Economic Development. Forested lands were purchased, heavily cut, and then sold. This trend was a significant concern for the Trust for Public Lands when they searched for a new partner in forging an innovative relationship between a working forest operation, conservation, and public access.

The Lyme Timber Company had a relatively long history of creating partnerships with conservation organizations or government agencies for shared ownership of forested lands and recognized the values of reducing management

➤ CONTINUED ON PAGE 3



## FSC-US Hosts First in a Series of Forums

### CONTROLLING WOOD IN THE FORESTRY SUPPLY CHAIN

Last month, FSC-US invited leading corporate and conservation leaders to a forum that explored the threats and opportunities along the path to forestry's ecological and socially sustainable future.

The forum, titled "Controlling Wood in the Forestry Supply Chain," sought to speak to the question of: now that markets have identified the best, how do we exclude the worst? In the past decade,

the sustainable forestry community has recognized the "best of the best" through certification, leading to significant improvements in the health of forests globally. Risks from illegal, unjust, and destructive logging, however, still tarnish the industry's integrity. Attention now must shift to eliminating the "worst of the worst." The idea of "controlled wood" is an emerging concept that can transform the industry, and buyers, producers, investors, lenders and conservationists are all part of this critical dialogue.

#### NEWS

The intent of the forum was to:

- Lead to a shared understanding of the magnitude of the social and environmental threats that remain in the global wood market and the opportunities to tackle them
- Build relationships with key NGO conservation leaders, corporate executives and charitable donors who are helping to reshape forestry practices
- Identify the tools that will enable progressive buyers to reset the "floor" of acceptable logging practices worldwide, including FSC's forthcoming Global Risk Registry

The forum was co-hosted by Jonathan Lash, president of World Resources Institute, Steve McCormick, president and CEO of The Nature Conservancy, and Mike Covey, CEO of Potlatch Corporation.

Panelists, representing a wide spectrum of involvement in the forestry supply chain, each made remarkable presentations regarding their views of why the forestry industry needs to be concerned with controlling supply chain inputs. The panelists included Liz Butler, organizing director of ForestEthics, Ron Jarvis, vice president of merchandising and environmental innovation for The Home Depot, Silas Siakor, director of the Sustainable Development Institute of Liberia, and recent recipient of the Goldman Environmental Prize, and Danna Smith, campaign director for Dogwood Alliance.

With more than 60 conservation and business leaders in attendance, a lively and interesting discussion followed speaker presentations giving everyone an opportunity to share in the dialogue.

Based on the success of this event, FSC-US will be planning more forums in the future on important topics facing the forestry industry.

## Revised Controlled Wood Standards Approved

### NEW VERSION OF THE STANDARDS TO BE EFFECTIVE JANUARY 1ST

Two new versions of the FSC Controlled Wood standards (Version 2-0) of *FSC-STD-30-010 FSC Controlled Wood Standard for Forest Management Enterprises* and *FSC-STD-40-005 Standard for Company Evaluation of FSC Controlled Wood* were approved by the FSC International Board of Directors earlier this month.

During 2005, the FSC International Center was mandated to monitor the uptake and to review the new FSC Controlled Wood standards to take account of experience gained from their implementation in order to resolve outstanding issues. The new versions of the standards incorporate recommendations from four technical working group meetings held in 2005 and 2006. It was further developed with input from stakeholder consultation meetings in Washington, D.C. and Bonn and feedback received on drafts of the standard from a wide range of stakeholders in 2005 and 2006.

FSC-STD-30-010 V2-0 will be effective from the 1st of January 2007 for primary manufacturers, and the 1st of January 2008 for secondary manufacturers as well as small enterprises. Compliance with this standard is required for all FSC chain-of-custody certified operations that want to include non-certified material in FSC-certified products or product groups, irrespective of whether these companies are certified against *FSC-POL-40-001 FSC Policy on Percentage Based Claims* or *FSC-STD-40-004 FSC chain of custody standard for manufacturing companies*.

#### POLICY

The standards can be downloaded from the Document Center of the FSC International Center website: [www.fsc.org](http://www.fsc.org).

#### WORLD WILDLIFE FUND

► CONTINUED FROM PAGE 1

ing of forest products from forest to consumer through rigorous independent verification of the entire chain-of-custody.

FSC serves as the benchmark of certification for WWF and the companies participating in the GFTN. Forestry companies participating in the GFTN must achieve FSC forest certification, manufacturers must achieve FSC chain-of-custody certification, and purchasers must move toward purchasing increasing amounts of products certified to the rigorous standards of the FSC.

The companies participating in the GFTN collectively have annual forest products sales exceeding \$48 billion per year; are engaged in hundreds of trading deals with other GFTN participants; manage almost 20 million hectares of forests committed to FSC certification; buy or sell in excess of 295 million cubic meters of forest products per year; and employ over 1.5 million people globally.

Wood Flooring International, a member of the North America branch of the GFTN, is launching a line of engineered wood flooring certified to the standards of the FSC. Because this line—known as the Monteverde Collection—is FSC-certified, it is suited to the growing market for environmentally-responsible building materials stemming from the burgeoning green building movement.

"Wood Flooring International recognizes that to be a true leader in the wood flooring marketplace, we have a responsibility to the environment and, in particular, to promote the responsible management, conservation, protection and restoration of the world's forests," said WFI founder and CEO William Jopling.

"By working with the GFTN to support responsible forestry, we can also help ensure long-term sustainability of our supply of raw materials—an approach which makes good business sense for us and our customers."

With the unparalleled social, environmental, and economic standards of the FSC serving as a driving force, GFTN is transforming global markets for forest products. A sampling of recent progress of the GFTN and its partners:

- By working toward and achieving Peru's first FSC certification, the indigenous Shipibo-Konibo people created stable income for their community and regained touch with disappearing traditions.
- The North America branch of GFTN opened in 2005 with participants in the consumer paper products, building products distribution, and importing sectors. These companies are implementing responsible purchasing policies driving FSC certification in valuable and threatened forests in places like the Amazon, the Congo Basin, and Indonesia.
- Trading links based on responsible forestry between Ghana's largest timber concessionaire and distributors and retailers in the United Kingdom have resulted in more than 22 percent of Ghana's production forests on the path to FSC certification. When other companies waiting to join GFTN complete their audits and action plans for achieving certification, that figure will reach nearly 60 percent.



THE LYME TIMBER COMPANY ▶ CONTINUED FROM PAGE 1

costs that lead to both economic and conservation benefits. They seemed like a logical choice as a partner in ownership.

Lyme Timber's Connecticut Lakes Property is now 146,000 acres of FSC-certified timberland located in northern New Hampshire. Shortly after Lyme Timber acquired the land in 2002, and as part of their purchase agreement with the Trust for Public Lands, it sold the ownership of the 400 miles of roads and the public access and recreation rights for the entire parcel to the State of New Hampshire through a conservation easement. Lyme Timber, New Hampshire's Division of Parks and Recreation, and the Trust for Public Lands recognized the situation as one in which goals for maintenance of public access, profitable management of the forest, and environmental stewardship all could be permanently achieved through partnership. In the innovative relationship, the conservation agreement explicitly requires that the State of New Hampshire review and approve Lyme Timber's forest management plans, and likewise that Lyme Timber review and approve the State's recreation plan. For Lyme Timber, this translates to significant reductions in management costs associated with maintenance of the road and gate system and liability for public users.

The recreation plan guarantees all recreational rights that do not diminish the environmental aspects of the landscape—for example, ATV use is allowed only on the roads. This includes hunting, fishing, hiking, sightseeing, equestrian uses, and snowmobiling (the number one recreational use of the land). The special quality of the Connecticut Lakes property, beyond its sheer size, is that it offers an increasingly rare opportunity for public users to use undeveloped land. In addition, the State maintains a large system of snowmobile routes, large game and upland birds thrive throughout the property, and fishermen can fish on some of the few undeveloped lakes in the region.

**UPCOMING EVENTS**

15-17 NOV **GreenBuild '06 International Conference and Expo**  
 Denver, CO  
[www.greenbuildexpo.com](http://www.greenbuildexpo.com)  
 For free GreenBuild Expo passes, please email: [kmiller@fscus.org](mailto:kmiller@fscus.org)

**OPEN FOR COMMENT**

**FSC-US Regional Standards Review: Comment Period Open**

FSC-US recently completed an independent review of the nine regional standards as a first step in the process to revise these standards. To encourage public participation, the results of the Standard Review have been released for a 60-day review and comment period.

The FSC-US Board of Directors encourages those interested to read the complete review and submit comments, particularly regarding the "cross-cutting issues" through the FSC-US website: [www.fscus.org/standards\\_criteria/standards\\_review.php](http://www.fscus.org/standards_criteria/standards_review.php).

**NEW CERTIFICATIONS**

Issued in the U.S. in August and September 2006

**CHAIN-OF-CUSTODY**

<b>Aetna Plywood</b>	Maywood, IL
<b>All Craft Fabricators, Inc.</b>	Hauppauge, NY
<b>Art Litho Printing Solutions</b>	Baltimore, MD
<b>Builders GreenSource Inc.</b>	Long Beach, CA
<b>Cardinal Unijax, LLC</b>	Jacksonville, FL
<b>Chicago Flameproof &amp; Wood Specialties Corp.</b>	Montgomery, IL
<b>Cooperative Print Solutions</b>	Minneapolis, MN
<b>CTI Paper Group Inc.</b>	Neenah, WI
<b>Eastside Floor Supplies, Ltd.</b>	New York, NY
<b>Garcia Sales LLC</b>	Richmond, CA
<b>Genothen Holdings, LLC</b>	Tumwater, WA
<b>Great Lakes Woodworking Co., Inc.</b>	Detroit, MI
<b>Harvest Communications</b>	Redding, CA
<b>Hayden-Cary &amp; King</b>	Darien, CT
<b>Herzog Veneers, Inc.</b>	High Point, NC
<b>High Road Press, LLC</b>	New York, NY
<b>Hull Printing</b>	Barre, VT
<b>Indiana Architectural Plywood</b>	Trafalgar, IN
<b>Jackson Lumber</b>	Tumwater, WA
<b>Lahlouh Inc.</b>	Burlingame, CA
<b>M&amp;N International Group Inc.</b>	Iowa City, IA
<b>Performance Woodworking</b>	Commerce City, CO
<b>Pope and Talbot, Inc.</b>	Halsey, OR
<b>Power Perform, Inc.</b>	Sunnyvale, CA
<b>Print NW</b>	Tacoma, WA
<b>Renaissance Specialty Veneer Products</b>	Columbus, IN
<b>Riegel Printing Company</b>	Ewing, NJ
<b>TanaSeybert, LLC</b>	New York, NY
<b>Trojan Litho</b>	Renton, WA
<b>Wheal Grace Corporation</b>	Belleville, NJ
<b>Wood Tech Services</b>	Eugene, OR

**OUR MISSION:** Create a marketplace that promotes well-managed forests by ensuring forestry practices that are environmentally responsible, socially equitable, and economically viable.

**FOREST STEWARDSHIP COUNCIL-US**

Roger C. Dower, President  
 1155 30th Street NW, Suite 300  
 Washington, DC 20007

**PHONE:** 202.342.0413  
 (toll free) 1.877.FSC.LOGO  
**FAX:** 202.342.6589  
**E-MAIL:** [info@fscus.org](mailto:info@fscus.org)  
**WEBSITE:** [www.fscus.org](http://www.fscus.org)