



Total Certified Area in U.S. Reaches 22 Million Acres

Minnesota and Michigan State Forestlands Look To FSC Certification as Tool for Market Competitiveness

The total area of land under FSC certification increased dramatically this month as the 3.75 million acres of the Michigan Department of Natural Resources (DNR) and 4.8 million acres of the Minnesota DNR completed assessments conducted by Scientific Certification Systems.

Like other multi-use forest lands, the Minnesota and Michigan DNR's must balance the sometimes conflicting goals of protecting forest land while supporting economic and recreational opportunities.

By engaging in this voluntary certification process, both DNR's submitted to third-party examination of their forest management practices.

Roger Dower, president of FSC-US, noted that, "as FSC-certified lands top the 20 million acre mark in the U.S., it is evident that interest in FSC certification as a conservation tool, and as a market advantage, is growing. We are thrilled to see the states of Michigan and Minnesota embracing the FSC standards and system, again showing that committed forest managers can meet their goals within certification. These certifications will support additional chain of custody certificates, and support the growing demands for FSC certified paper and green building products."

David Epperly, division of forestry director of the Minnesota DNR, stated that, "we are committed to managing the state forest lands in a responsible manner that maintains the integrity of the forest while meeting the desires of our citizens. Certification validates what we are doing right and offers us a tool for making further progress."

In 2003, the Minnesota Governor's Task Force on the Competitiveness of Minnesota's Forest-Based Industries recommended the state seek certification of its lands as a way to insure that an adequate supply of certified wood fiber would be available to paper and wood products mills in Minnesota. Certification was seen as a key factor to improve the competitiveness of Minnesota's forest products industry.

After receiving the FSC certificate on behalf of the State of Minnesota earlier this month, Governor Tim Pawlenty, stated

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From the President

ROGER C. DOWER
PRESIDENT, FSC-US



Dear Friends of FSC,

2006 has gotten off to a heady start. Currently we have 22 million acres of FSC certified forestland in the U.S.—almost twice what we had at the beginning of 2005. Add the 38 million acres in Canada, and North America is now the home of more FSC certified acres than any other region of the world. Now, we have never measured our true success in terms of number of acres certified. First of all it's not about the acres, but what happens on the ground in terms of conservation and social benefits. Second, we know that FSC's impact reaches beyond its own certifications—there is no question that the discussion of sustainable forestry, its practice, and the evident need for dealing with the worst practices globally has been advanced broadly by the uptake of FSC certification. Even so, it is not a bad way to start the year.

Last fall, the FSC-US Board of Directors approved a new two-year strategic plan for the organization. I would be happy to share the details with any of you, but I thought it might be most helpful to outline here what the plan means in terms of our direction for 2006 and into 2007. It is actually pretty straightforward. Increasingly, we see FSC as a tool for promoting conservation and social benefit in working forests. This means we cannot solve every issue that inhibits sustainable forest management. We have an impact on the ground because companies, governments, and NGOs decide to use FSC to further their needs and missions. Our job is to provide the very best tool and to help our stakeholders understand why they should choose FSC. Our greatest influence will come from maintaining the world's premier system for conservation and management of working forests.

This notion of providing a tool has significant implications for what we do, how we do it, and what we do not do. Some examples might be helpful. On the operations side of things we have three main objectives:

- Support the cost effective implementation of the FSC controlled wood standard,

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FROM THE PRESIDENT

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- Guide the design and implementation of the global and U.S. risk registries to make it easy for companies to determine the risk profile of their wood purchases; and
- Design and begin the revision process for our regional standards as required by FSC-IC.

If we do these three things well, we will build a better tool. Success for FSC requires successful outcomes here. The newsletter will continue to provide you the best information on each of these topics, and Ned Daly is your contact should you have further questions.

In terms of marketing, you may have noticed a change in title for Michael Washburn, now VP for Brand Management. This doesn't presage a major change of emphasis, just a more accurate description of what we do. We don't market FSC products—our certificate holders and other partners do this far better than we ever could. We can, however, help build brand equity for FSC by making sure that all of our stakeholders have the information they need to pick up and apply FSC. One example in 2005 of our "marketing" function was the *Designing & Building with FSC* guide for the architecture and design community. In 2006-2007, we will expand these kinds of initiatives. Specifically, some of the new projects we will undertake are:

- To produce materials designed to help buyers and sellers of paper to better understand how the FSC brand can meet their needs for sustainable paper production and use;
- To conduct several executive-level forums to highlight for our broad stakeholder community the most pressing issues that FSC can address; and
- To produce an annual report, for the first time in four years, as an update to our entire community about how effective FSC has been and the potential to further advance our mission.

Our theme for 2006-2007 is to build a better tool and help sell the tool to the most influential users. To do this well requires that we find better ways to talk about FSC. I think we have undersold FSC's contribution to goals of the conservation and social justice communities. We are just beginning to look hard at the on-the-ground benefits of FSC certification. Recent reports by WWF and Rainforest Alliance (reported in September 2005 newsletter) begin to shed new light on the kinds of changes in management that occur because of certification. Whether its restoration of native salmon runs and protection of riparian buffers in California, or the uptake of FSC standards in Guatemala to meet U.S. market demands, FSC-US is making a significant difference on the ground. The implications for true environmental conservation gains from certification are enormous. FSC globally protects conservation and social values on over 170 million acres of working forest. No other conservation strategy can come close. We have a great story and we are going to tell it.

I could go on, but I hope you get at least a flavor of our plans for 2006. Ned, Michael and I are happy to fill in the details. Just give us a call or send an email (see www.fscus.org for contact info). FSC-US has come a long way over the last several years due, in no small part, to all of your hard work, support and guidance. We look forward to strengthening our relationships as we move into 2006 and beyond.

Happy New Year,

Regn

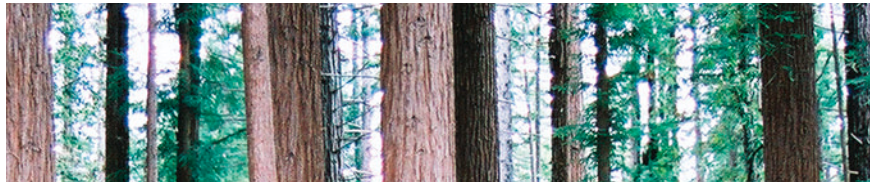
Barbara Bramble Elected FSC-US Board Chair

At the October meeting of the FSC-US Board of Directors, Barbara Bramble, senior program advisor for international affairs at National Wildlife Federation, was elected to the office of Chairperson. Barbara has served on the Board for more than four years, representing the environmental chamber. During her tenure on the FSC-US Board, she has served as a member of the Executive Committee and chaired the Search Committee for the selection of the new President of FSC-US in 2002.

BOARD OF DIRECTORS

Barbara currently directs National Wildlife Federation's Globalization Program, which confronts threats to wildlife habitat worldwide posed by global warming and unsustainable agriculture. Barbara has a long list of accomplishments including co-founding the world-wide citizens campaign to reform the environmental operations of the World Bank and similar institutions; developing the concept of debt for nature swaps; serving on the organizing committee for the International NGO Forum at the Earth Summit in Rio in 1992; and forming the Global Forest Policy Project. She was involved in the development of the Forest Stewardship Council from its early years, and took part in many international negotiations to promote conservation of the world's forests.

Prior to Barbara's election, Paul Harlan, economic chamber member from The Collins Companies, held the office of Chairperson for three years. At the October meeting, the Board thanked Paul for his passionate commitment to the position, and for leading FSC-US through a successful strategic planning process.



MN AND MI STATE FORESTLANDS

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"Forest certification is a great economic tool that helps us remain competitive in the worldwide timber and fiber market." [Michigan DNR Director Rebecca Humphries]

that "Minnesotans have always taken great pride in our vast forests. Today's achievement is a testament to our long-term commitment to responsible stewardship of our heritage and future."

The Governor continued on to state that, "we have known for a long time the importance of good conservation practices in providing a sustainable supply of forest products for our citizens and the competitive global marketplace. Certification is valuable as conservation-minded citizens increase the demand for certified forest products. This includes everything from building materials to the paper sought by international magazine publishers who rely on top quality printing paper made from Minnesota forest products."

Dr. Jeff Howe, president of Dovetail Partner Inc., a Minnesota-based nonprofit that works to foster sustainable forestry

through responsible trade and consumption, has been involved with certification initiatives in Minnesota for more than a decade and recognizes the significance of the DNR's achievement. "Not only is this the largest acreage certified in the U.S., it also demonstrates the DNR's commitment to the future of the program and their willingness to make decisions through an open process that engages stakeholders and encourages constant improvement."

At the certification ceremony in Michigan, Governor Jennifer M. Granholm stated the forest certification, "strengthens Michigan's economy, maintains our competitiveness in global timber markets, and gives consumers confidence that they are buying and using products from well-managed forests."

"State forests are essential to Michigan's rural communities. They provide timber and wood fiber, recreation, tourism, jobs and wildlife habitat," said Michigan DNR director Rebecca Humphries. "Forest certification is a great economic tool that helps us remain competitive in the worldwide timber and fiber market and also signifies that our forests are well-managed by professionals for a broad range of values and benefits."

NEW CERTIFICATIONS

Issued in the U.S. in November 2005

CHAIN-OF-CUSTODY

Aura Hardwood Lumber, Inc.	San Jose, CA
Cascade Structural Laminators	Chehalis, WA
Continental Litho, Inc.	Vista, CA
Cranberry Hardwoods, Inc.	Beckley, WV
Demopolis Kickory Mill	Demopolis, AL
Graphic Dynamics, Inc.	Ft. Lauderdale, FL
graphic press inc.	Los Angeles, CA
Laco Woodworks, Inc.	Saginaw, AL
Moreland Company USA	Sarasota, FL
Mosaic	Cheverly, MD
Unisource USA	Norcross, GA

FACTS AND FIGURES

168M	Acres of FSC-certified forests globally (66 countries)
22M	Acres of FSC-certified forests in the United States
4370	Chain-of-Custody certificates issued globally (73 countries)
592	Chain-of-Custody certificates issued in the United States

UPCOMING EVENTS**Solutions for Wood in Green Building: Vision to Reality**

Half-day workshop about the use of FSC certified products in building projects for building and design professionals, contractors, homebuilders, etc. Workshop attendees will earn 3 AIA HSW Credits.

- 20 MARCH **University of Washington**
Seattle, WA
- 22 MARCH **Ecotrust—Natural Capital Center**
Portland, OR

For more information, please contact Terry Campbell: terry@forestproductsolutions.com

Georgia-Pacific and FSC-US Field Tests Partnership**PARTNERSHIP FINDINGS REPORT ISSUED**

FSC-US and Georgia-Pacific Corp. announced last April the formation of a partnership to field test FSC standards and programs on private family forestlands in the southern U.S. The Partnership brought together not only Georgia-Pacific and FSC, but also groups not ordinarily allied with corporations. A project council, made up of representatives from major conservation and environmental groups as well as people from every aspect of forestry from landowner to manufacturer to customers, looked for ways to make forestland certification more viable for today's family forest landowners.

NEWS

The Field Test Partnership was administered by technical experts including wildlife specialists, silviculturists and scientists. The results, which detail the team findings and key recommendations, were recently published at www.gp.com/forestry/sustainforest.html and at www.fscus.org. This field test was an opportunity to further the common goal of FSC-US and GP to promote sustainable forestry and to evaluate opportunities to develop programs that work towards such a goal.

In 2004, FSC created the Family Forest Program to assist family forest landowners in achieving certification. The Georgia-Pacific partnership looked for ways to help FSC evaluate the Family Forest Program as it relates to family forest landowners whose stands vary in size, and also lack the clerical and economic resources to monitor their timber like a corporation. It also sought to refine FSC's Controlled Wood Standard and make it more applicable to family forest landowners in the Southeastern U.S. Finally, it offered an opportunity for FSC International to see first-hand how these lands are being managed, and to see how the FSC Principles and Criteria relating to plantations might be clarified.

Working with family forest landowners is a very important facet of forest certification because they own 42 percent of the forestland in the United States. It is also significant to note that half of that acreage is owned in blocks of less than 100 acres and another 30 percent own 100-499 acre blocks.

For more information, visit www.gp.com.

Review and Revision of FSC Controlled Wood Standards**FSC-IC SEEKING COMMENTS ON DISCUSSION PAPER**

"Controlled Wood" was a new concept introduced by FSC in September 2004. The FSC Controlled Wood standards identify five categories of wood (illegally harvested, from genetically modified trees, etc.) as being widely unacceptable to consumers. The standards provide an effective and practical approach for manufacturers and specifiers to avoid the use of such wood, even when they cannot yet source 100% of their supply from FSC-certified or recycled sources.

While the value of the Controlled Wood concept is widely acknowledged, FSC also recognizes that it is innovative and challenging to implement. During the first year of use of the new standards, FSC International Center (FSC-IC) has been collecting comments from users, certifiers and other stakeholders. A formal Working Group has now been established to consider these comments and propose improvements to the standards.

FSC-IC has issued a paper to facilitate discussion of the Controlled Wood standards, and potential changes to them, amongst FSC members and stakeholders. The paper describes the basic elements and applications of the Controlled Wood approach, and summarizes the broad issues that the Working Group have taken into consideration during the review process. The paper presents the next steps of the process, with timelines, and seeks further comments.

FSC-IC is soliciting input on this paper until February 3rd. All comments received will be considered by FSC-IC and the Working Group prior to finalization of proposed revisions being presented to the FSC Board of Directors in June 2006.

The paper is available at www.fsc.org in "Documents Under Public Consultation."
Please direct comments to Sofia Ryder at FSC-IC: s.ryder@fsc.org.