

The Impacts of Forest Certification

Wisconsin Society of American Foresters
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 Country Springs Hotel, Waukesha, WI
 Bill Rockwell, The Plum Line

The Plum Line

- Full-service forestry consultants
- Extended partnerships
- Charles Levesque, Antrim, NH
 – Innovative Natural Resource Solutions LLC
- Bill Rockwell, St Johns, MI
 – Strategic Resource Systems



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SGS

- World's oldest & largest verification, testing, & certification company
- Global, full-service certification scope
- Daniel Simonds, Rangeley, ME
 Forestry Product Manager – North America



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Forest Certification Impacts of:

- Forest Stewardship Council
- Sustainable Forestry Initiative
- American Tree Farm System
- Canadian Standards Assn (Z809)
- Green Tag
- ISO 14001
- Pan-Canadian Woodlot Cert. Prog.
- Prog. for Endorsement of Forest Cert.

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Forest Certification Impacts on:

- Forest management
- Forest practice regulation
- Timber markets
- Timber products markets
- Forest ownership
- SAF & professional forestry
- Forestry education
- The public image of forestry

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Forest Certification Impacts of X on Y:

	FSC	SFI	TF	CSA	GT	ISO	PCWC	PEFC
Forest management								
For. practice regulation								
Timber markets								
Timber prod. markets								
Forest ownership								
SAF & prof. forestry								
Forestry education								
Public image of forestry								

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Forest Certification Impacts of X on Y:

	FSC	SFI	TF	CSA	GT	ISO	PCWC	PEFC
Forest management	X	X	X	X				
For. practice regulation		X						
Timber markets	x	X	X	X				
Timber prod. markets	x	x						x
Forest ownership		X						
SAF & prof. forestry	x	X	X					
Forestry education		x						
Public image of forestry		X	X	X				

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Institutional Setting

- Taxonomy of Schemes
- Geography of Schemes
- Philosophies of Main Schemes
- History of the Main Schemes
- Basic Structure of Schemes
- Chain of Custody

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Institutional Setting

Taxonomy of Schemes

- Forest Stewardship Council
- ISO / IAF, etc. framework
 - ISO 14001
 - PEFC
 - CSA – Z809 & Z804
 - Sustainable Forestry Initiative
 - Tree Farm System (& SFI-recognized)
- Green Tag

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Institutional Setting

Geography of Schemes

- FSC (HQ in Bonn, Germany)
 - FSC Canada, etc.
 - FSC US → regional standards
- PEFC (HQ in Luxembourg)
 - CSA (804 & 809): Canada
 - SFI: Canada & USA
 - Tree Farm System: USA
- Green Tag: Canada & USA

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Institutional Setting

Basic Philosophies

- **FSC** – demand-driven, market-based, product-differentiation incentive to conform to a standard
- **SFI** – supply-driven, group-based, industry-wide initiative to create a “rising tide that raises all boats” (vs. forest practice regulation)

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Institutional Setting

History of Schemes

- **FSC** – 1994 – standardization of competing certification systems promoting both supply & demand
- **SFI** – 1994 – mandatory industry “code of practice” with self-declaration of conformance
- **SFI** – 1999 – adoption of optional certification program (vs. FSC)

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Institutional Setting

Basic Structure of Schemes

- **FSC** – forest certification + controlled wood (legal, natives, species, GMOs, & conversion)
- **SFI** – forest certification + procurement + research, logger training, public education, etc.

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Institutional Setting

Chain of Custody

- **FSC, SFI, PEFC, & generic systems**
- **Variety & complexity**
- **Mixing & “controlled” sources**
- **Information availability**
- **Trademark / logo use & approvals**
- **FSC recognition vs SFI supply**

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Forest Certification Impacts on:

- **Forest management**
- **Forest practice regulation**
- **Timber markets**
- **Timber products markets**
- **Forest ownership**
- **SAF & professional forestry**
- **Forestry education**
- **The public image of forestry**

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Forest Certification Impacts Forest Management

- **In the woods - minimal**
- **Timber harvesting – substantial (logger training & logger responses)**
- **Road & bridge BMPs – major (SFI)**
- **Some help to landscape planning**
- **Leverage for Woodlands vs the Mill**

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Forest Certification Impacts Forest Practice Regulation

- **Major in Maine**
- **Significant in other states**
- **Important for federal water**
- **An alternative for federal lands?**
- **The role of ISO for federal lands?**

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Forest Certification Impacts Timber Markets

- **Few price premiums**
- **Some market differentiation**
- **More important for pulp**
- **Limited for quality hardwoods**
- **Surplus supply vs demand**

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Forest Certification Impacts
Timber Products Markets

- **90% of CoC is printing/paper.**
- **LEED is limited.**
- **Some furniture/furnishings**
- **Little in other construction**
- **Little in specialty products**
- **Most is FSC; SFI is growing.**

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Forest Certification Impacts
Forest Ownership

- **Structure of SFI reinforces the federal tax advantages of REITs.**
- **Most lands are staying certified.**
- **Means to enforce cons. easements.**
- **Little other effect on fragmentation**

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Forest Certification Impacts
SAF & Professional Forestry

- **SAF involvement with SFI**
- **SAF Certified Forester® &**
- **Forest Certification Auditor®**
- **SAF Group Certification**
- **SAF & state credentialing**
- **Certified Master Loggers**

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Forest Certification Impacts
Forestry Education

- **New class content**
- **New edge for new graduates**
- **Professional certification &/vs forestry program accreditation**
- **New criteria for credentials**

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Forest Certification Impacts
The Public Image Of Forestry

- **Better performance**
- **Stronger professional identity**
- **Something to point to**
- **More pride**
- **The real value of certification?**

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Thank you

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