

Forest Stewardship Council

U.S. news & views


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Massachusetts State Forests Granted FSC Forest Management Certification

CERTIFICATION OF STATE'S 500,000 ACRES REPRESENTS A COMPREHENSIVE EFFORT AMONG SEVERAL STATE AGENCIES



[PUBLIC LANDS] Last month Massachusetts announced their FSC certification for 500,000 acres of state forest, wildlife and watershed land. Certified lands are managed by different agencies of the Executive Office of Environmental Affairs (EOEA), including the Department of State Parks and Recreation (285,000 acres), Department of Fisheries and Game (110,000 acres), and the Division of Water Supply Protection (104,000 acres). Watershed lands of the Wachusett, Sudbury, and Quabbin reservoirs, and the Ware River, are included in the announcement.

With this certification, Massachusetts becomes the first state where multiple forest management agencies have joined forces to earn certification of all of the publicly managed state forestland. The certification was granted by Scientific Certification Systems.

"Today we've received independent verification that our land management stewards are managing Commonwealth lands in the best long-term interest of both the environment and the people of Massachusetts," said Massachusetts Secretary of Environment Ellen Roy Herzfelder. "This certification demonstrates that state agencies can effectively balance the needs of diverse stakeholders. This is a significant achievement towards Governor Romney's goal of a World Class Park System. The recommendations contained in this comprehensive report will serve as our blueprint for further improvements in our forest management program. A bonus of this process is

that by working more closely together, our agencies have improved management in an efficient way. We hope our management will be used as a model for the 2 million acres of private forestland in Massachusetts. Although we're the 3rd most densely populated state, Massachusetts is also the 8th most densely forested state and our forest and the spiritual and economic benefit it provides are important to the Romney Administration."

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FACTS AND FIGURES

519	Chain-of-Custody certificates issued in North America
153	Forest Management and FM/COC certificates issued in North America
23.7M	Acres of FSC-certified forests in North America
3123	Chain-of-Custody certificates issued globally (66 countries)
627	Forest Management and FM/COC certificates issued globally (62 countries)
107M	Acres of FSC-certified forests globally

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Percentage Based Claims Policy Update

The FSC-US held two meetings to educate stakeholders on proposed changes to the FSC percentage-based claims policy and to allow stakeholders the opportunity to give feedback on the proposed standard directly to FSC International.

Over 30 stakeholders participated in the San Francisco meeting on May 24th. The meeting had excellent representation from the assembled products market, forest management units and environmental organizations. The Washington DC meeting on May 26th had 25 stakeholders, with a very strong presence of paper companies and environmental organizations as well as solid wood producers and brokers.

Perhaps the greatest value of the consultations was having Sofia Ryder and Michael Spencer, from FSC-IC, take a very complicated standard and break it down into its component parts and explain the rationale and changes presently under review.

The review covered FSC-STD-40-004, FSC Chain-of-Custody Standard for Companies Supplying and Manufacturing FSC Certified Products and FSC-STD-40-005, FSC Standard for Company

Requirements for Controlling non-FSC certified wood. Michael Spencer, Head of Communications and Marketing for FSC-IC, also gave a presentation about how on product labels would reflect the new changes to the FSC percentage based claims policy.

Stakeholders were able to learn about and provide feedback on the full range of issues covered by the standard, including: the volume-credit system, treatment of recycled fiber, and the labels. It was clear, however, from both sessions that the key to making the new percentage based claims policy work is the implementation of the controlled sources policy. Just as encouraging as the stakeholder response to these issues, was the fact that FSC International was able to receive a great deal of positive feedback which they can take back to Bonn and incorporate into the next draft. The key to creating a policy that satisfies all stakeholders will be FSC-IC's ability to incorporate the four elements of a workable policy.

While FSC-IC will be accepting comments on the standards throughout the month of June, the standards are moving toward completion quickly. On June 4th the staff at IC will submit another draft to the FSC Board of Directors, simply to make sure the Board is comfortable with the direction. A final draft will be submitted to the Board at the end of June. If you have any further questions about the policy or process, please contact Ned Daly at ndaly@fscus.org or 202.342.0415.





FSC-Accredited Certifier Opens Office in U.S.

SGS AND THE PLUM LINE ANNOUNCE NEW BUSINESS ALLIANCE

[NEWS] The SGS Group, an FSC-accredited certifier, and The Plum Line, a well-known partnership specializing in sustainable forest management systems, have announced a new business alliance in FSC certification in the U.S.

SGS

The SGS Group was founded in 1878, and is the world's largest organization in the field of third-party inspection and verification.

SGS operates in more than 140 countries with over 1180 offices and more than 32,000 full-time employees. The SGS Qualifor Program is the SGS Group's forest certification program, internationally accredited by FSC. SGS has granted more than 180 forest management certificates covering over 40 million acres of forest in more than 40 countries.

The Plum Line is a full-service forestry consulting partnership. Founded in 1999, The Plum Line offers certification, consulting, and training services related to sustainable forest management systems in the U.S., often by partnering with other providers of similar services. The Plum Line's principals are Fellows of the Society of American Foresters, and have been active leaders in public service surrounding forestry issues.

While SGS brings its global accreditations to the alliance, The Plum Line provides its U.S. forestry experience along with its extensive network. The two companies also share a common dedication to improving the various certification systems of which they are a part and to raising the level of forest auditing in general. "This is a two-sided responsibility," says Fabrice Lantheaume of SGS, "on one hand we all must work to improve the clarity and applicability of forest certification standards but, on the other hand, forest auditors must audit objectively to the standards in place at the time of an audit." Charles Levesque of The Plum Line states, "one thing that attracted us to SGS is the common sense of professionalism and balanced customer service that is so necessary in maintaining and improving the credibility of forest certification systems."

SGS's newly appointed Forestry Projects Coordinator, Daniel Simonds, will serve the U.S. market.

Other FSC-accredited certifiers with offices in the U.S. include Scientific Certification Systems, and SmartWood, a program of the Rainforest Alliance.

For more information, please contact Daniels Simonds, 201 Route 17 North, Rutherford, NJ 07070, phone 207-864-5025, e-mail dsimonds@tds.net. Website www.sgs.com/forestry

Upcoming Events

FSC-US often learns of exhibiting and marketing opportunities that may be useful for our certificate holders and interested stakeholders. Here are some such opportunities currently being organized:

The Green Festival, sponsored by Co-op America. September 18th and 19th in Washington DC, and November 6th and 7th in San Francisco. The largest general consumer event dedicated to sustainability, organics and social justice. www.greenfestivals.com

ABCON 2004 Midwestern Building, Construction & Design Expo. Sponsored by the American Builders and Contractors Association. September 21-22, 2004 in Chicago. ABCON, is designed specifically for the building and construction industry, with an emphasis on environmental and "green building" technologies. www.abconevents.com

Greenbuild 2004. Sponsored by the U.S. Green Building Council. November 10-12, 2004 in Portland, OR. Greenbuild is the only event that brings together green building professionals from across the industry and around the world under one roof. www.greenbuildexpo.org

Upper Mississippi Certified Group

COUNTY-ADMINISTERED GROUP COC OFFERS PRODUCTS RANGING FROM LUMBER TO PRINTING SERVICES

[NEW CERTIFICATION] A remarkable new group chain-of-custody [COC] certificate has been granted to the Upper Mississippi Certified Group of Aitkin County, Minnesota. SmartWood, a program of the Rainforest Alliance, granted the certification.

This group of local, small businesses produces products from wood that is harvested from local FSC-certified forests. In 1997, County and State managed forests in Aitkin County were among the very first publicly managed forests to be certified as well-managed by the Forest Stewardship Council (FSC); with neighboring Cass County managed forests being certified a few years later. There are a total of more than 855,000 certified acres between the two counties.

Aitkin County then recognized a need to enlist more businesses in the supply chain of the FSC-certified wood being harvested from their forests, in order that the chain-of-custody not be broken, and

more products could make it to the marketplace as FSC-certified.

The group COC was formed as a way to help attract smaller forest products businesses to FSC by sharing the costs of certification. Each member pays annual dues to help support the cost of the certification, with additional funding subsidized by grants received from the Blandin Foundation and the McKnight Certified Forests Project, both local to Minnesota. Within five years, the group hopes to be financially self-sufficient and able to pay for certification costs entirely by member dues.

Aitkin County has provided support for the group by providing the human capital the program needs to be administered. Ross Wagner, Economic Development and Forest Industry Coordinator for Aitkin County, now spends half his time coordinating the program, and has been charged with the challenge of bringing more added value

to the timber that is cut in Aitkin County. Wagner feels the group COC certification has allowed this to happen.

Phil Guillery of Dovetail Partners and an FSC-US Board member stated that, "the Group COC in Aitkin County is a great model of how small producers of FSC products can gain entry into the FSC system. The low cost of entry allows these producers to test the market for FSC products without undue risk. The leadership of Aitkin County government to initiate and support this group COC should be commended; without it, these small producers would not be participating."

Membership to the Upper Mississippi Certified Group is open to individuals and small businesses that are located in Aitkin or Cass County or the surrounding Mississippi Headwaters Region, or utilize the FSC-certified timber or wood products produced in that region. The group currently boasts eight members, and products include flooring, paneling,



moldings, lumber and cants for pallet manufacturers. The primary species are Oak, Basswood, Black Ash and Birch. In addition to, the group also includes a printer who can produce brochures, letterhead, envelopes, business cards and posters, and a trucking company, who has been able to generate some new business for the locally-harvested FSC-certified wood by transporting the logs and lumber to various chain-of-custody certified businesses outside of the Aitkin County area. The group has established an outlet for sales through the Green Institutes Reuse Warehouse in Minneapolis.

For More Information, please contact Ross Wagner, at 218-927-7305 or rwagner@co.aitkin.mn.us, or go to www.greatlakescertifiedwood.com/umcg

Former FSC-US Board Member Honored At Gala

HONORS ALSO GIVEN TO SEVERAL FSC STAKEHOLDERS

[NEWS] Jameson French, president and CEO of Northland Forest Products, based in New Hampshire, was honored last month at the 14th Annual Rainforest Alliance Gala in New York. Mr. French, a former Board member and chairman of FSC-US, has been a leader in the production and distribution of high-quality hardwood lumber products for over twenty years and a staunch supporter of sustainable forestry and forestry certification.

During his speech, Jameson French took time to thank and recognize the early business leadership of the FSC forest management certification movement, including The Collins Companies (including Jim Quinn and current FSC-US Board chair Paul Harlan), Jim Grace and the visionary leaders from the State of Pennsylvania, and The Pingree Family and Seven Islands Land Company, and their leadership from John Cashwell and John McNulty. He also thanked the pioneers of the chain-of-custody and resource manager certification.

The following companies and individuals were among those who also received awards:

- **Tembec Inc.**
- **IKEA**
- **Domtar Inc.**
- **FedEx Kinko's Inc.**
- **Jonathan E. Martin**, CEO of Roy O. Martin Lumber Management
- **Anderson-Tully Company**
- **Michael Conroy** formerly of the Ford Foundation, and currently affiliated with Yale University and the Rockefeller Brothers Fund
- **David Refkin** of Time Inc.
- **Frank Dottori**, president and CEO of Tembec, Inc.

Congratulations to Tembec and The Buffalo News

Last month The Buffalo News became the first newspaper in the U.S. to print on FSC-certified paper.



Take a look
behind these
words.

If you look past the words printed here in the Buffalo News, you'll find there's more than meets the eye.

You see, behind every single word in the Buffalo News, you'll find newsprint. And about 70-80% of the newsprint that the Buffalo News uses has got the Forest Stewardship Council (FSC) seal of approval on it. And that's big news, because that's the world's highest endorsement for environmentally and socially responsible forestry practices. The only system that tracks newsprint from the forest floor all the way to the newsstand.

So every time you pick up a copy of the Buffalo News, you can rest assured that you're supporting responsible forest management. Helping protect our trees. Doing your part for the environment. And that's more than just words.



Tembec annually manufactures the FSC-certified newsprint. To obtain FSC certification, Tembec has undergone in-depth audits to ensure that practices in the forests under its management meet the FSC's high standards for environmental protection and social responsibility.

MASSACHUSETTS

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Wayne Klockner, Massachusetts State Director of The Nature Conservancy said, "The Nature Conservancy applauds the Commonwealth for pursuing this initiative. Green Certification should be a part of responsible forest management and will ensure the conservation of the rich biodiversity of Southern New England forests."

The evaluation team identified a number of strengths in the overall management of the Commonwealth's forests including effectively managing for multiple public interests and uses, making management decisions based upon resource conditions and not financial demands, and most recently undertaking a monumental ecoregional planning effort.

"Massachusetts joins a noteworthy group of states that have undergone FSC certification, demonstrating that their practices adhere to the highest level of responsible forest management," said Dr. Robert Hrubec, SCS's Senior Vice President and a registered professional forester. "Ensuring exemplary management across multiple state agencies is a tremendous achievement and something that Commonwealth residents should be proud of achieving."

During the evaluation, a team of four nationally-known natural resource professionals from SCS conducted a two-week field audit of representative portions of the forestlands. The SCS team observed a full cross-section of management activities and forest conditions in all regions of the state. In total, the evaluation team visited 70 field sites. The team also consulted with key stakeholders, including agency personnel and contractors, local community groups,



FSC Certification Announcement.

(from l to r): Wayne MacCallum, Director of the Massachusetts Division of Fisheries and Wildlife, Dave Wager, Scientific Certification Systems, Ellen Roy Herzfelder, Massachusetts Secretary of Environmental Affairs, Ned Daly, FSC-US, Loring Schwarz, Massachusetts Chapter of The Nature Conservancy, Katherine Abbott, Commissioner of the Massachusetts Department of Conservation and Recreation

municipal authorities, tribal representatives, local land owners, environmental organizations, regulatory personnel, forest industry groups, and other user groups.

"We are extremely excited that the Commonwealth has achieved FSC certification of its forestlands," said Roger Dower, President FSC-US. "Certification to an internationally recognized standard is a critical step for forest managers seeking to deliver wood to the burgeoning green building industry."

Other State forestlands with FSC certification include Pennsylvania, New York, Maine, Tennessee, North Carolina, and Minnesota.

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