

*Aggregating Family Forests for
Conservation and Excellent Forestry*

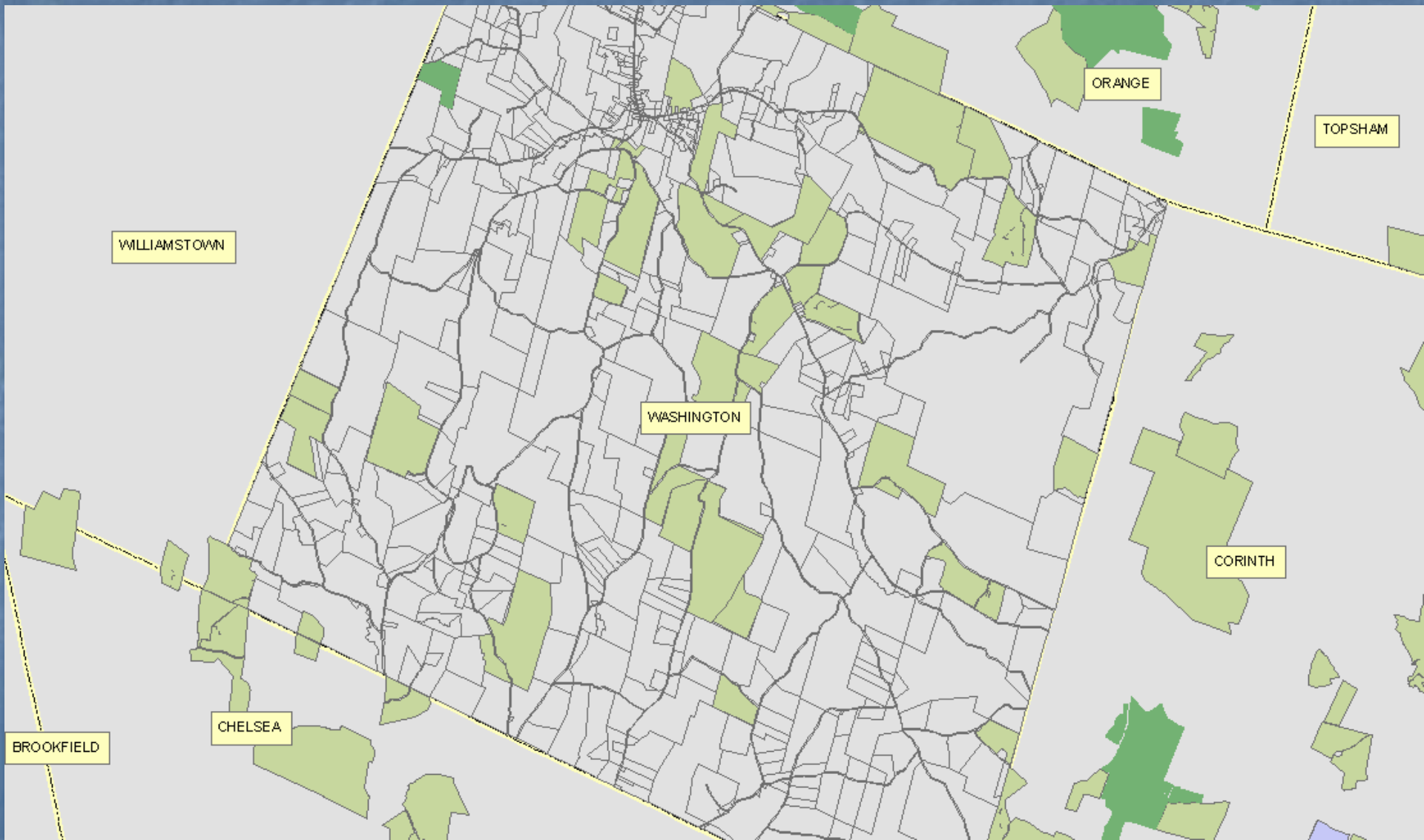
Ben Machin

Redstart Forestry

Forest Guild NE Regional Meeting

April 24, 2009

The New England Ownership Pattern



This Pattern Creates Challenges

- Feasibility of smaller harvests.
- Coordination of log supply for mills, challenges in pricing for smaller harvests.
- Aggregation of lumber supply for wood manufacturers.

The Green Wood Collaborative - Timeline

- 2005: Redstart approached by the National Wildlife Federation.
- 2006: Initial Audit.
- 2007: Become Certified.
- 2008: Begin Pilot Project.



Why Certification, and Why FSC?

- To improve management through a self evaluation and third-party audit.
- To acknowledge our role in global timber markets.
- To “float some bottles” with messages for consumers.
- Why FSC? To provide consumers with a non-industry sponsored certification.

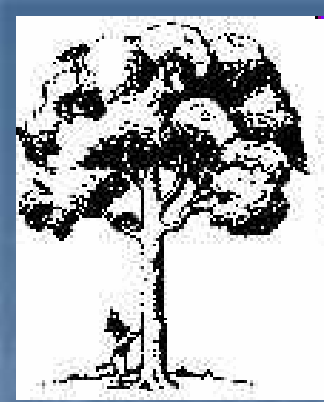
To Market – The Pilot Project

- Developing Partnerships: Copeland Furniture



Developing Partnerships: Copeland Furniture





Developing Partnerships: Allard Lumber



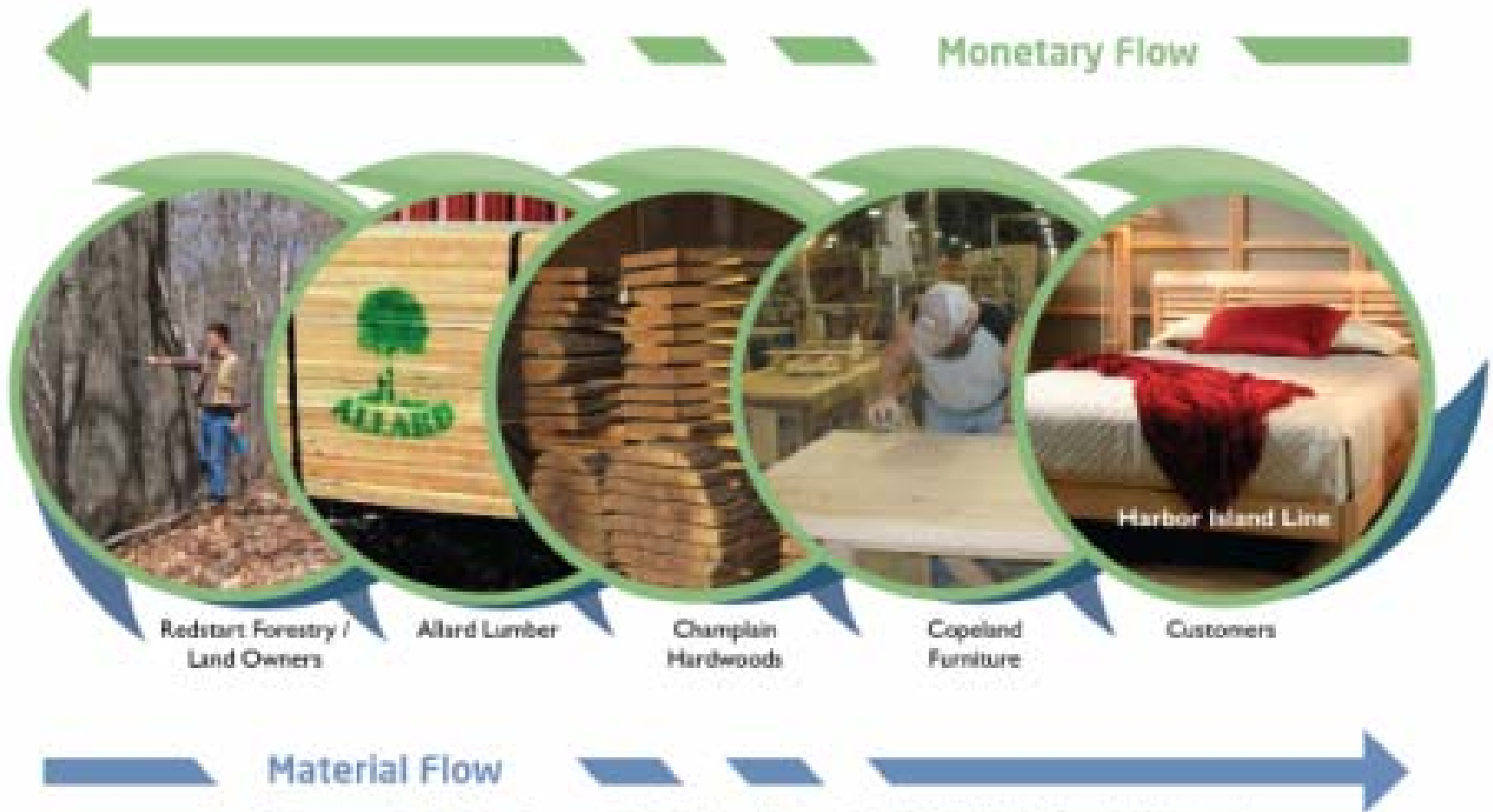


Developing Partnerships: Champlain Hardwoods



An Overview

Keeping the 'Chain-of-Custody' Intact!



(L. to R. photo credits: Redstart Forestry, Allard Lumber, Wayne Fewbush, Ellen Kallier, Copeland Furniture)

Lessons Learned

- Landowners are gung-ho to participate.
- Changing existing logger/mill relationships is challenging.
- Drawing from a larger woodbasket is easier.
- Marketing/promotional materials are important.
- Aggregation helps maintain market access.

An Unexpected Turn

- Demand for FSC-certified Red Maple line from Crate and Barrel and others.
- As much as 500 MBF needed annually; Redstart's woodbasket yields less than 50....

New Wood Supply Partnerships?

- Other non-certified Vermont consulting foresters.
- Larger landowners (Atlas Timber Partnership, Meadowsend Timber Ltd.).
- Other organizations (Vermont Land Trust).

Tools to Enable Collaboration

- Harvest Supply Forecasting System
- Management Policy Book
- Document Templates



Future Improvements

- A revised Harvest Forecasting System
- Agreed upon and revised set of management standards
- FSC "Pure?"
- Tree to table tracking?
- Carbon footprint tracking?

Challenges, Lessons, Risks

- Collaboration takes time (\$), but is very rewarding.
- Foresters have different models – financial, contractual, etc.
- “Delivery” takes time.
- The larger the woodbasket, the better.
- Marketing matters.
- Will FSC hold up?
- How will markets change in a “New Economy?”

Acknowledgements

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