



Allegheny Society of American Foresters
Summer Meeting: September 14 – 16, 2011
Salisbury, Maryland

Tree Farm and Private Land Certification

Robert S. Simpson
Senior Vice President, AFF
Forestry Programs
bsimpson@forestfoundation.org





Where We Are Today

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- 32% certified in US
- 11% certified by ATFS





Where We Are Today

- American Tree Farm System
 - 88,000 certified properties
 - 26 million certified acres





Where We Are Today

- American Tree Farm System
 - 88,000 certified properties
 - 26 million certified acres
 - ATFS is 5th largest national certification system in the World.





How Certification Has Affected ATFS

- A Little History
 - Creation of FSC
 - Creation of PEFC
 - PWC Assessment - 2001





How Certification Has Affected ATFS

- Forester Credentials – Quality Control
 - 4yr degree from SAF accredited college
 - 2yr technicians degree from SAF accredited college
 - Other 4yr natural resource degree with required core classes

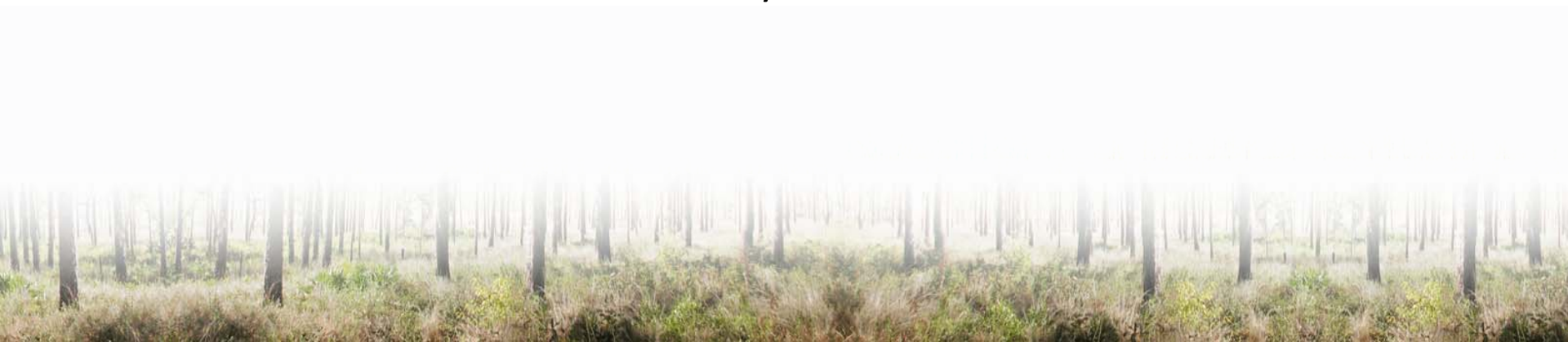




How Certification Has Affected ATFS

National Uniformity in Inspector Training

- Curriculum development
- Train the Trainers
- On-line Refreshers
 - Have trained nearly 2000 to the new standard





How Certification Has Affected ATFS

- Standard Setting
 - Original Requirements for ATFS Certification





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 - Management Plan (1 pager)





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 - Maintain Boundary Lines





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- Standard Setting
 - Original Requirements for ATFS Certification
 - Management Plan (1-pager)
 - Maintain Boundary Lines
 - Protect Property from Pests and Pathogens
 - Protect Soil and Water Quality





How Certification Has Affected ATFS

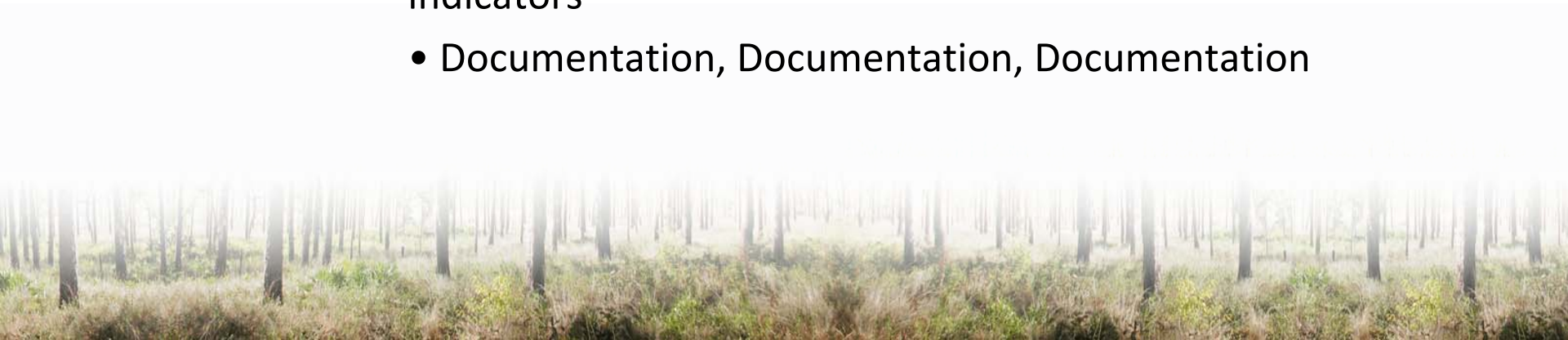
- Standard Setting

- Independent Standard Review Panel (2004 – 2010)

- Equal Representation

- Consensus (reached on all standards, PMs and indicators)

- Documentation, Documentation, Documentation





How Certification Has Affected ATFS

PEFC Endorsement – 2009

Audits

- PEFC requires every five years
- Annual surveillance audits
- Internal monitoring

Standard Review

- Every 5 years
- Takes one year to review
- Takes one year to implement
- Reviewed by Expert Review Panel
- Approved by BOD and GA



How Certification Has Affected ATFS

Costs

Significant Amount of Paperwork

\$650,000 per year to maintain

- Audits \$250,000
- Required Inspections \$150,000
- PEFC Membership and Fees \$120,000
- State Compensation \$120,000



Barriers for Small Woodland Owners

Additional Management Rigor

- Management Plans
- Documentation

Costs

- Certification and annual fees

No Green Premium – YET!





Getting More Good Forestry on the Ground

Efficient, Economic, Credible

- Companies must provide value proposition
 - Preferred supplier announcements
 - Green premiums
 - Customer assistance with costs – Time Inc
 - Better tracking – Top Down, Bottom Up



Getting More Good Forestry on the Ground

Groups Are the Next Trend

- IMGs
- Tax Abatement Programs
- Consulting Foresters





Thank You

American Tree Farm System

“For 70 years providing Forest Owners and Foresters with the tools they need to sustain America’s woodlands.”

