



Forest Certification

A study for Takoma Park Timber

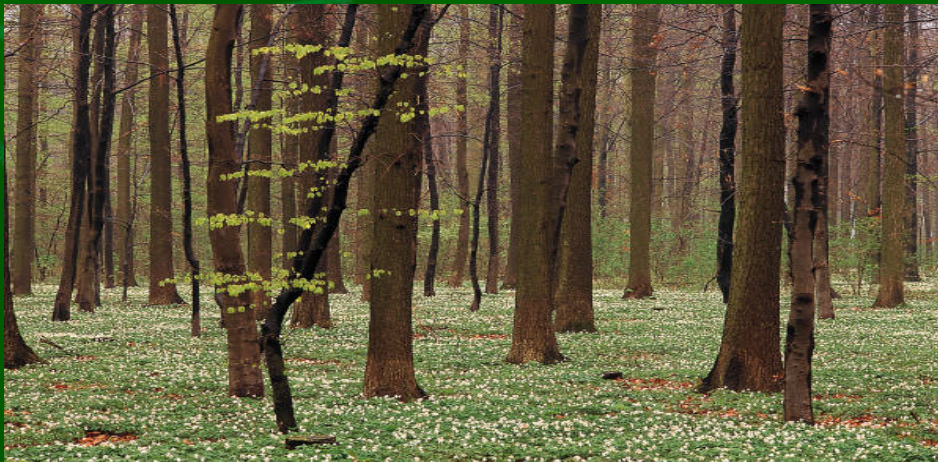
Forest Stewardship Council

- Founded 1990
- Created 10 principles for sustainable forest management
- Certified 67 million hectares (10% of world's forests)



FSC Principles

- Compliance with local laws
- Tenure and use rights
- Indigenous people's rights
- Community relations & workers' rights
- Efficient use of forest products & services



FSC Principles

- Conservation of biodiversity
- Maintenance of management plans
- Monitoring and assessment
- Maintenance of high conservation value forests
- Management of plantations



**Promotes environmentally
appropriate, socially beneficial, and
economically viable forest
stewardship**



Types of Certification

- Forest management certification
- Chain-of-custody certification



FSC Processes



- FSC comprises three chambers: social, environmental, economic—no government
- FSC accredits certification organizations
- Processes are transparent, independent, participatory
- Certification is voluntary

Sustainable Forestry Initiative

- Founded 1994 by AF&PA (since separated)
- Contains 15 members: 2/3 from outside industry; 1/3 AF&PA members
- Includes government members
- Required for membership in AF&PA
- Voluntary for non-members



SFI Process

- Focuses on process, not performance
- Includes third-party & chain-of-custody certification



SFI Results

- Certified 54 million hectares; 90% of US industrial forestland and paper production
- Has more influence on US business
- Inspires less consumer trust
- Receives moderate industry support



Ensuring the future health of forests
Enhancing wildlife habitat
Protecting water quality



Consumer Effects of FSC

- Low awareness of certification
- Confusion about competing certificates
- Positive attitudes
- Willingness expressed to pay premium
- Low followthrough on paying premium
- Poor availability



Market Effects of FSC

- Buyers' groups and retailers have signed on
- Business-to-business may make consumers' attitudes irrelevant



Industry Effects of FSC



- Cannot charge higher prices
- Can gain credibility with consumers
- Avoid negative publicity, boycotts, or loss of market share

Effects on Developing Countries

- Most logging for domestic use
- Little pressure for certification
- Lack of resources
- Pressure from financial institutions
- Even non-certified areas affected



Overall Effects of FSC

- Established idea of certification
- Pushed changes in SFI
- Created demand



Benefits of Certification



- Price premium?
- Customer demand?
- Access to niche markets
- Eligibility for green funding
- Increased market share through buyers' groups
- Increased credibility

Recommendations

- Pursue FSC certification for greatest credibility with consumers
- Pursue SFI certification for influence with industry



**“He that plants trees loves others
besides himself”**

Dr. Thomas Fuller, 1732

