



David Dudenhoefer, Rainforest Alliance

## New Study Finds FSC Provides Better Forest Protection

### Study Finds Fewer Wildfires and Less Deforestation in FSC-Certified Areas in Guatemala's Maya Biosphere Reserve

A new Rainforest Alliance study has found that forest concessions managed in compliance with FSC certification standards have seen fewer wildfires and less deforestation compared with protected and other areas within the Maya Biosphere Reserve, an area of tropical forest in Guatemala's northern Petén region that the government set aside to conserve its unique natural and cultural patrimony.

In 2007, fires affected 0.1 percent of FSC-certified forest concessions in the reserve, down from 6.5 percent in 1998.

#### NEWS

During the same period, fires affected between 7 and 20 percent of the rest of the reserve. In addition, the average annual deforestation rate in FSC-certified forest concessions between 2002 and 2007 was 20 times lower than the deforestation rate within the protected areas where harvesting of wood and non-timber forest products is prohibited.

"Nearly two decades ago, the Rainforest Alliance pioneered the strategy of using market forces to conserve forests knowing that economic incentives are key to protecting biodiversity and curbing deforestation," said Tensie Whelan, president of the Rainforest Alliance. "These findings confirm that communities will indeed manage their land responsibly rather than destroy it if it makes economic sense to do so. In

this case, that incentive is a market for responsibly harvested timber and non-timber forest products."

The results of the study demonstrate how responsible forest management can result in better conservation of forestlands when communities have a stake in the process and have an alternative livelihood to clearing land for cattle grazing, farming and other less sustainable activities.

The government of Guatemala created the Maya Biosphere Reserve on about five million acres of land in 1990. The reserve is rich in biodiversity and home to hundreds of species of animals including jaguars, brocket deer, scarlet macaws and ocellated turkeys.

While some environmentalists called for logging to be banned in the entire reserve, the government ultimately classified about 40 percent of the area as protected and required

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### From the President

COREY BRINKEMA

April 2008

It's good to be part of the FSC during these remarkable times. I joined FSC-US in November in the midst of a market demand trajectory that is the steepest in our short history. Public environmental awareness and sincere calls to action by our public and private sector leaders are greater than at any time in my life. FSC is so well positioned to meet the growing desire to choose products that conserve and enhance our ecosystems and ensure a triple bottom line approach to management of the world's vital natural resources.

Paper and printing were the linchpins of FSC's growth in 2007. Catalyzed in part by the decisions of the nation's leading catalog retailers to print their catalogs on FSC-certified paper, the printing and publishing industry is embracing FSC as the best means to ensure that paper fiber originates from well managed forests.

Green building is also exploding, even in the middle of a severe housing market slump. The US Green Building Council's LEED program officially launched their LEED for Homes certification in January and FSC-certified products play an important role in meeting the "environmentally preferable materials" objectives of this program. Also, in a remarkably progressive move, if tropical woods are specified by a LEED for Homes registrant, they must be FSC-certified.

And thanks to the hard work of some of our leading corporate partners and environmental NGO's, we're making significant inroads in FSC-certified garden furniture. Garden furniture has historically provided a market for illegally and unsustainably harvested tropical woods. Other sectors where we anticipate growth in demand include indoor furniture, musical instruments, and packaging.

Finally, I am so thrilled to be leading the team that will execute our ambitious new strategic plan approved by our board of directors this March. Our objectives are stunningly clear: 1) Maintain and enhance the integrity of the FSC system; 2) Expand US lands under certification including making the system accessible to small landowners; and 3) Work with our growing ensemble of market partners to build awareness and value of the FSC label with the general consumer. Much of the inspiration and perspiration of the plan lies in the detailed strategies and activities that I will share with you in the coming months.

Until then, let us know how we can best work together to ensure forest stewardship!

Cheers,  
Corey



## Important LEED Changes

### US GREEN BUILDING COUNCIL MODIFIES DOCUMENTATION REQUIREMENTS FOR CREDIT PERTAINING TO FSC-CERTIFIED WOOD

The US Green Building Council's Materials and Resources Technical Advisory Group (MR TAG) recently adopted a number of noteworthy revisions to the way in which the use of FSC certified wood in LEED projects is calculated and documented. These changes will apply to all LEED rating systems, both commercial (e.g. LEED for New Construction and LEED for Commercial Interiors) as well as residential (LEED for Homes). The changes are expected to be posted to the USGBC website in the near future.

#### GREEN BUILDING

The new LEED requirements focus on "vendor" invoices for proof of FSC certification rather than on-product labels or copies of Chain of Custody (COC) certificates. A "vendor" is defined as a company that supplies FSC-certified products to LEED project contractors or subcontractors, but does not itself install the products. The new requirements make clear that, in order for the purchase of FSC certified wood products to count toward earning LEED credit, each "vendor" must hold a valid COC certificate and accurately identify FSC-certified products on their invoices to project contractors and subcontractors.



Importantly, the revised LEED requirements are aligned with the most current FSC COC Standard, FSC-STD-40-004 V2 [see [www.fsc.org](http://www.fsc.org)]. FSC-STD-40-004 supersedes all previous COC standards: all new applicants for FSC COC certification are being assessed against this standard as of January 1, 2008, and all current COC certificate holders will be assessed against this standard from January 1, 2009 onwards. USGBC's move provides impetus for COC certificate holders that sell into the LEED market to update their procedures to conform with FSC-STD-40-004. Certificate holders who wish to understand and implement the requirements of FSC-STD-40-004 before their 2009 audit should contact their certifier.

The FSC-US website has been updated with all relevant details pertaining to the new LEED requirements.

For more information, see [www.fscus.org/green\\_building/leed\\_faq.php](http://www.fscus.org/green_building/leed_faq.php).

## FACTS AND FIGURES

- 255M** Acres of FSC-certified forests globally (79 countries)
- 24.9M** Acres of FSC-certified forests in the United States
- 8678** Chain-of-Custody certificates issued globally (88 countries)
- 1674** Chain-of-Custody certificates issued in the United States



Field day at an FSC-certified family forest (SW-FM/COC-1172) in Virginia.

Blue Ridge Forest Cooperative

## Family Forest Certification Moves Forward

### FSC-US AND THE FSC FAMILY FORESTS ALLIANCE ANNOUNCE NEXT STEPS IN STANDARDS DEVELOPMENT PROCESS

Forest product and forestland certification are rapidly gaining recognition in the marketplace as vehicles for rewarding responsible forest management practices. More than 250 million acres of forests are certified around the world under the Forest Stewardship Council (FSC) standard. Despite the growth in forest certification, it is often difficult for small ownerships and family forests to participate.

"Family forests are an important part of the landscape and provide critically important ecosystem services, such as carbon sequestration, water quality protection, and wildlife habitat," says Corey Brinkema, President of FSC-US.

At meetings held in Minneapolis on April 7th and 8th, the FSC-US undertook the next steps for expanding family forest certification opportunities in the United States.

"In the U.S. almost 60% of the forests are privately owned and it is important to include these lands in forest stewardship efforts," says Kathryn Fernholz, Executive Director of Dovetail Partners and Secretariat for the FSC Family Forests Alliance, a collaborative group that is advocating for expanded access to FSC certification opportunities for small privately owned forests.

The Forest Stewardship Council (FSC) is the fastest growing global forest certification program and the only one endorsed by the world's leading environmental and social non-governmental organizations. In the U.S, the FSC has developed a Family Forests Program to ensure small landowners will be able to receive the benefits of FSC certification and sell their products under the FSC label.

"Our Family Forests Working Group was brought together to complete a process of reviewing the existing FSC certification standards and to offer recommendations on how to more effectively engage small landowners," says Brinkema.

The FSC-US's Family Forests Working Group includes representatives from the FSC Family Forests Alliance and other stakeholders.

"My hope, and the hope of other Working Group members, is to use our many years of experience working with family forest certification, and the lessons we've learned to help make the program work better for everyone while still maintaining the high standards that are expected of FSC certification," says John Gunn of the Trust to Conserve Northeast Forestlands, an Alliance core organizer.

Additional meetings of the working group are planned in May 2008, and a public review and comment period will be announced later this summer. The full standards review and approval process is anticipated to be completed before the end of the year.

For more information, visit [www.familyforestsalliance.org](http://www.familyforestsalliance.org)

## Staples Inc. Now Offering FSC-Certified Paper

STAPLES MAKES FSC THE STANDARD OFFERING IN ALL COPY & PRINT CENTERS

This month, Staples, Inc., the world's largest office products company, announced that all of its 1,400 copy & print centers nationwide are now using recycled paper certified by the Forest Stewardship Council (FSC) as the standard offering for black and white high-speed copy and print jobs.

### PAPER

With this move, Staples becomes the first national copy and print operation to make FSC-certified paper a standard offering. Staples now offers more FSC-certified paper than any other office supplier, providing both 100 percent and 50 percent post-consumer waste recycled content choices for retail, delivery and contract customers, including copy and print projects placed through contract digital production facilities.

"These FSC-certified recycled content paper products are another way that Staples makes it easy for customers to make a difference for the environment—what we call EcoEasy," said Mark Buckley, vice president of environmental affairs at Staples. "As one of the world's largest paper retailers, Staples considers it our duty to set the highest environmental standards in our industry. By making FSC paper the standard offering in our Copy & Print Centers, we provide customers with the most environmentally preferable option available anywhere. We'll continue to encourage our suppliers to move toward even more FSC-certified fiber as Staples works to advance environmentally responsible attributes of our products across categories."

As part of Staples' commitment to environmentally preferable paper, Staples has set a goal of moving the majority of paper products it offers to FSC-certified paper by the end of 2010, based upon availability of supply and market conditions. Staples continually looks to improve the environmental attributes of the paper products it offers, based on its industry-first environmental paper procurement policy established in 2002. This policy quickly became the industry benchmark, prompting change and similar policies throughout the industry.

"We are delighted by Staples' leadership in carrying the industry's widest selection of FSC-certified paper," said Corey Brinkema, president of FSC-US. "We applaud its long-term paper goals to help ensure the vital health of the world's forests."

"Staples' decision to increase the volume and availability of FSC-certified paper with post-consumer recycled content will help protect endangered forests and prevent native forests from being converted to tree plantations," said Debbie Hammel, senior resource specialist with the Natural Resources Defense Council (NRDC). "Paper products should incorporate the highest possible levels of post-consumer waste and other residues. For the virgin fiber component, FSC is the gold standard for sustainably managed forests. Staples' leadership sends a loud signal to other corporate consumers and paper producers that the market demands strong environmental performance standards."

For more on Staples environmental initiatives, please visit [www.staples.com/ecoeasy](http://www.staples.com/ecoeasy).

### RAINFOREST ALLIANCE STUDY

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David Dudenhofer, Rainforest Alliance

other areas where forest management was to take place to earn FSC certification. By late 2007, nearly 60 percent of the land where timber harvesting is allowed in the reserve was FSC-certified. That represents nearly a quarter of the reserve's total area.

The Rainforest Alliance, an FSC member since 1995, has been working in the reserve for more than 11 years, training communities in responsible forest management, building local community forest enterprises and connecting their FSC-certified products to international markets.

Communities are seeing their businesses grow and livelihoods improve as demand for certified wood and non-timber forest products grows. In fiscal year 2007, the forest products sector in the region supported about 2,500 jobs and sales of FSC-certified timber surpassed \$5 million. Gibson Musical Instruments, for example, buys certified wood to use in guitars.

"These numbers show that certification is a real tool for the market and for conservation," said José Román Carrera, Central America coordinator for the Rainforest Alliance's TREES program, which works with communities in the Petén. "In these communities, FSC certi-

"In these communities, FSC certification has helped strengthen business structures, fire prevention measures and low-impact harvesting practices."

— José Román Carrera, Central America coordinator for the Rainforest Alliance's TREES program

fication has helped strengthen business structures, fire prevention measures and low-impact harvesting practices."

There are many players that have contributed to the success of the FSC-certified areas in maintaining forest cover: local communities including the Association of Forest Communities of Petén (ACOFOP), donors including the United States Agency for International Development, non-governmental organizations such as the Wildlife Conservation Society, Guatemala's National Council for Protected Areas (CONAP), the Community Forestry Concessions Enterprise (FORESCOM), and companies and consumers that buy certified forest products and provide a market for sustainably produced goods.

To read the study, visit [www.rainforest-alliance.org/resources.cfm?id=research\\_analyses](http://www.rainforest-alliance.org/resources.cfm?id=research_analyses).

### IN THE NEWS

#### FSC featured on NBC News

Please visit the FSC-US Media Archive to see the video: [www.fscus.org/news/media.php](http://www.fscus.org/news/media.php)



## FSC International Renews Commitment to Leadership

### NEW FSC GLOBAL STRATEGY LAUNCHED

FSC International Center (FSC-IC) has renewed its commitment to leadership through the recent launch of the Global Strategy. Entitled "Strengthening Forest Conservation, Communities and Markets" the strategy will guide FSC through its second decade.

#### FSC INTERNATIONAL

The Strategy commits FSC to continued leadership in advancing globally responsible forest management. It stresses the importance of making progress with forest certification in tropical forests and small producers and about growing the market share for FSC-certified products and other forest services, such as carbon sequestration.

"After pioneering forest certification and almost unexpected success and fast growth, the question is no longer: will it work, but how can we make it work better. The Strategy defines ways for FSC to deliver more benefits to forest people and businesses at the same time and to maintain the local forest ecosystem," commented Mr. Roberto Waack, Chairman of the FSC board of directors.

FSC is reviewing its governance structure to strengthen its network and ensure effective delivery of the goals set out in the Strategy. The FSC membership will decide on a proposal for a new governance structure in November 2008, when it meets for its 5th General Assembly in Cape Town, South Africa.

"Credibility, measurable performance and service delivery are key to FSC's continued success. This strategy paired with a thorough review of its governance structure will keep FSC fit for the future," said Mr. Eric Palola, Vice-Chairman of the FSC board of directors, and staff member of National Wildlife Federation in the U.S.

The FSC board of directors adopted the FSC strategy after an extensive consultation of FSC members. FSC governance gives social, environmental and economic interests an equal voice and prevents any one interest from dominating.

The FSC Global Strategy is available in English and Spanish language on the FSC web site at: [www.fsc.org/globalstrategy](http://www.fsc.org/globalstrategy).

For further information, visit [www.fsc.org](http://www.fsc.org) or contact: Katerina Germanis, Communications, FSC International: Tel. +49 228 367 6643; [k.germanis@fsc.org](mailto:k.germanis@fsc.org).

### UPCOMING EVENTS

9-10 JUNE **4th FSC Global Paper Forum**  
Dusseldorf, Germany

Co-sponsored by FSC Germany  
and Rainforest Alliance

[www.writingthefuture.org](http://www.writingthefuture.org)

## Scholastic Inc. Specifies FSC

### BOOK PUBLISHER SETS INDUSTRY-LEADING GOALS FOR RECYCLED AND FSC-CERTIFIED PAPER USE

Scholastic, the global children's publishing, education and media company, has announced that the company is further strengthening its sustainable paper procurement practices by setting industry-leading goals to increase the percentage of FSC-certified paper and post-consumer waste (PCW) recycled paper it purchases. In consultation with the Rainforest Alliance, the Green Press Initiative and other stakeholders, the company has set a five-year goal to increase its publication paper purchase of FSC-certified paper to 30% and its use of recycled paper to 25%, of which 75% will be post-consumer waste.

The new policy adds to the company's long-standing responsible environmental practices that have already resulted in reducing paper use by more than three million pounds annually. Under the new policy, the increase in the use of PCW fiber alone will result in a reduction of 23,988,000 lbs in green house gas emissions compared to fiscal year 2006 usage, as calculated by the Environmental Defense Paper Calculator. The new policy also includes a commitment by Scholastic to help educate children about responsible environmental practices and what they can do to help preserve the environment. The policy is available at [www.scholastic.com/paperpolicy](http://www.scholastic.com/paperpolicy).

"Our five-year goals for FSC-certified and recycled paper purchases are ambitious but achievable and important," said Maureen O'Connell, Chief Financial Officer and Chief Administrative Officer, Scholastic. "For many years, we demonstrated our commitment to responsible paper policy and we particularly raised the standard last summer with our record-setting use of environmentally-friendly papers for the seventh book in the Harry Potter series, *Harry Potter and the Deathly Hallows*. Scholastic will strive to continue raising the bar for environmentally-sound policies and practices, including not only the use of FSC and recycled content in our paper products but also in the construction and maintenance of our headquarters and other facilities, and in helping to educate young people about caring for the environment."

"Scholastic's environmental purchasing policy will set the bar for publishers, and its goal of ensuring that 30 percent of its paper supply is FSC-certified by 2012 will help create more demand for paper from responsibly managed forests," said Tensie Whelan, Executive Director of Rainforest Alliance. "Sustainability is an ongoing process and commitments like this protect forests, conserve biodiversity and ensure sustainable livelihoods."

"Scholastic's green publishing policy is truly industry-leading and will do much to continue advancing positive transformations in the book sector," said Tyson Miller, Director of Green Press Initiative.

In FY07, Scholastic purchased 95,000 tons of paper for use in books, magazines, school book club flyers and other product, of which 4% was FSC-certified paper and 11% contained PCW fiber. Over the last 20 years, the company's criteria for selecting suppliers has included evaluating their sustainable forestry practices, clean manufacturing practices, credible reporting and verification, and economic viability.

Scholastic Corporation is the world's largest publisher and distributor of children's books.

## Woodvendors.com

### NEW WEBSITE CONNECTS BUYERS AND SELLERS OF FSC PRODUCTS

Woodvendors.com was developed by hardwood lumber industry veterans with the goal of making the purchase of wholesale hardwood lumber products easier for everyone. The company and web site, [www.woodvendors.com](http://www.woodvendors.com), connects users of wood products with reputable suppliers while promoting the sustainability of the forest products market place. Their website now offers a way for suppliers of FSC-certified products to connect directly to buyers in the marketplace.

Woodvendors.com is currently offering discounts to FSC chain-of-custody certificate holders. Please contact Tom Ridge at [tom@woodvendors.com](mailto:tom@woodvendors.com) or 360-828-7728.



**OUR MISSION:** Create a marketplace that promotes well-managed forests by ensuring forestry practices that are environmentally responsible, socially equitable, and economically viable.