



# FORESTS & Families<sup>SM</sup>

A newsletter from the American Tree Farm System®, a program of the American Forest Foundation, Inc.

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## Welcome!

Welcome, to the inaugural issue of the American Tree Farm System's (ATFS) first national newsletter. If you are reading this, you are one of nearly 90,000 family forestland owners enrolled in ATFS. Begun in 1941, ATFS is today the oldest and largest national family forestry organization in the United States, with enrolled forestlands totaling almost 26 million acres.


You are in the Tree Farm System because you have been recognized for your outstanding forest stewardship and your commitment to manage your forestland in a sustainable manner. Adding to that, your forestland has been certified by a professional, qualified and trained forester working in concert with ATFS. This is just one of the many values provided to you through ATFS. In this first edition newsletter you will learn about many of the other values ATFS is providing you, such as:

- timely information and education to help you make sound decisions regarding your forestland objectives;
- international recognition for your ATFS certification allowing you to not only maintain global competitiveness but to find additional markets for your timber if and when you decide to harvest;
- speaking as a powerful voice on Capitol Hill for 90,000 U.S. family forest owners on issues like the upcoming 2007 Farm Bill and the Estate Tax.

Please read on and learn more about the values your enrollment in ATFS brings you and how we are working for you to become an essential source for all your forest ownership needs. And, after you finish reading, make sure you get further information at [www.treefarmssystem.org](http://www.treefarmssystem.org). 

## Forest Certification

In 1941, ATFS began certifying forestland as being managed in a responsible and sustainable manner. Today, ATFS is the oldest and most trusted name in family forest certification in the United States. With nearly 4,400 professional, trained and qualified inspectors, ATFS boasts a certification network unmatched in the world. However, little did we realize that by the late 1990s, forest certification would become part of a global movement. Consumers were becoming concerned about the origins of their forest products and many large buyers of paper and solid wood products began seeking certified wood to allay their customers' and the public's concerns. Fortunately ATFS was there for you.

Today there are over 60 other certification systems around the world seeking to secure a position for themselves and their forest owners' wood in an ever tightening global marketplace. ATFS certified wood is recognized by buyers such as Time, Inc., L.L. Bean, and U.S. forest industry companies who are members of the Sustainable Forestry Initiative®. We are working hard for you to make sure that your family forest remains viable in the world market place. Currently, we are undergoing a process that will give ATFS certified wood global recognition and endorsement as being sustainably managed. This means enhanced market access for certified Tree Farmers like you. 

# Carbon Trading and Your Tree Farm

Enthusiasm for carbon trading is spreading worldwide, and the issue is gaining serious momentum here in the United States. Already congressional leaders and committees are trying their hand at cap-and-trade legislation to regulate the amount of carbon emitted into Earth's atmosphere. Essentially, cap-and-trade is a system in which governments place a cap on the amount of carbon that industries can put into the atmosphere. If an industry exceeds their cap, they may then purchase carbon "credits" through a carbon exchange. This purchased carbon is sequestered, so that it cannot be used in any fashion that will allow it to escape in to the atmosphere. Ideally the carbon sequestering entity absorbs carbon from the atmosphere as well. Because land plants take up carbon dioxide in photosynthesis and store the carbon in biomass, forests and soils seem to be attractive venues to store carbon, making Tree Farms potential sources of carbon credits for sale and trade.

In Europe they have been trading carbon for some time now. But it has become a very complicated system and the rules are still developing. At the end of March, the Senate Energy and Natural Resources

Committee held a roundtable meeting with European executives, officials and consultants to figure out how the U.S. may adapt Europe's system while avoiding the pitfalls.

Needless to say, in many ways the carbon trading landscape is taking on a gold rush appearance. Groups are springing up daily trying to find ways to be the first to enter the system and stake their claim. One of the most attractive sources of tradable carbon out there today is the American Tree Farm System. From what's understood at this point, ATFS is one of the largest single sources of potentially tradable carbon in the U.S.

At this year's National Leadership Conference, the message to the national office was loud and clear: move with all possible speed to securely position ATFS and its stakeholders in the carbon trading arena. Through the American Forest Foundation, ATFS is working on a concept to establish certified Tree Farms as credible and sought-after sources of tradable carbon, and position our stakeholders/co-sponsors as exclusive aggregators and traders.

This is by far one of the most challenging

tasks we have undertaken. There will need to be major coordination and agreement on national and international levels. If Congress legislates a cap-and-trade system, we must make sure that U.S. family forests are considered a credible source of tradable carbon. ATFS's recognition as a credible certification system has put Tree Farmers many steps ahead of others, but we have much more to do.

As a word of caution, we have noticed that in past few weeks more and more organizations are trying to establish themselves as carbon aggregators. They realize they must find certified Tree Farms. We urge you to be cautious if you find yourself contacted regarding carbon trading. We are finding that many of these groups are not registered to legitimately trade carbon on your behalf. If you are approached by any organization regarding carbon trading, please do not hesitate to call us to find out their carbon aggregator status with the American Tree Farm System.

We will continue to keep you updated on our progress and at some point we may be calling on all of you to advocate to your legislators the necessary addition of family forests in the global carbon trading pool. 🌿

## Join Us at the 2007 Tree Farmer Convention

Mark your calendars for the American Tree Farm System's 2007 National Tree Farmer Convention, October 11 - 14, in Madison, Wisconsin.

Every year, the National Tree Farmer Convention brings together hundreds of Tree Farmers from around the country and offers comprehensive and relevant educational sessions, tours, and networking events that will enhance how you manage your Tree Farm. This fun and energetic convention is designed to deliver attendee value, education, and connections.

The four-day convention includes dozens of concurrent educational sessions for family forest owners, keynote addresses, over 20 demonstrations and expert speakers, several optional tours, networking events, exhibits, and a once-a-year opportunity to meet and mingle with Tree Farmers from all over the country. The Saturday Field Day at the Arington Tree Farm features the Fred Scheers Lumberjack Show. 🌿



Join us at the 14th National Tree Farmer Convention in Madison, Wisconsin at the Monona Terrace Community and Conference Center – a Frank Lloyd Wright property. Come and celebrate *Great Lakes. Great Forests.* Look for convention registration materials in the July/August issue of *Tree Farmer Magazine* or on the website, [www.treefarmssystem.org](http://www.treefarmssystem.org) in June.

# Tree Farm on Capitol Hill

The American Tree Farm System is working hard to ensure that the voice of family forest owners is heard on Capitol Hill. By fostering a more favorable climate in which to practice forestry in the United States, we will be able to keep our forests as forests.

Tree Farm advocacy efforts at the national level are carried out by our National Public Affairs Committee (NPAC), a group of Tree Farmer representatives from across the nation. This year, the committee is dedicated to working on critical issues such as estate taxes, green building policy, biomass, endangered species legislation, and the 2007 Farm Bill reauthorization. NPAC representatives write letters and make visits to lawmakers and also rally grassroots support on the state level for family forestry issues. In April 2007, NPAC met in

Washington D.C. with Members of Congress, USDA Forest Service, and Natural Resource Conservation Service to discuss the importance of family forestry in the upcoming Farm Bill reauthorization.

We have and will continue to work with other forestry and conservation groups to increase our impact through coalitions at the national level. We have strong partnerships with forestry organizations such as the Society of American Foresters, Association of Consulting Foresters, and the National Woodland Owners Association and we are developing new relationships with conservation groups such as The Nature Conservancy, which recognize the importance of private family forest land to sustain environmental values. 🌿

## NATIONAL PUBLIC AFFAIRS COMMITTEE

### Northeast Region Representatives

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Al Robertson, Vermont  
Mimi Wright, Maryland

### North Central Region Representatives

Bob Bauer, Kentucky  
Des Jones, Michigan  
Bob Poel, Michigan

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Walt McPhail, South Carolina (Vice Chair)

### Western Region Representatives

Dick Courter, Oregon (Vice Chair)  
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Carl Unlaub, Texas

Tree Farm needs your help! If you are interested in becoming involved in Tree Farm's advocacy efforts, please send an email to [info@treefarmssystem.org](mailto:info@treefarmssystem.org) or visit the News & Action section of the Tree Farm website at [www.treefarmssystem.org](http://www.treefarmssystem.org) >News & Action.

ACTION

## Subscribe to *Tree Farmer* Magazine, the guide to sustaining America's forests

You've spent a great deal of time, effort, and money establishing your parcel of land and developing it into a certified Tree Farm. How you maintain, care for, and improve your Tree Farm, while also staying ahead of new tax laws and legislative proposals makes all the difference in continuing to enjoy this little piece of earth you've worked so hard for. Our magazine, *Tree Farmer, the guide to sustaining America's family forests* speaks to this exactly. This publication is dedicated to keeping family forestland owners informed and educated about best practices techniques and new legislation affecting your Tree Farm, putting you in the front row, and enabling you to take part in shaping the future of your Tree Farm.

*Tree Farmer* is the official magazine of ATFS. Whether your goal is pride, pleasure or profit you can use this magazine to get practical, how-to and hands-on information that helps you get the most out of your woodlands.

*Tree Farmer* Magazine is designed to help private forest landowners to become better stewards, save money and time, and essentially, add to the enjoyment of your land.

The magazine is directed by an editorial board made up of Tree Farmers themselves. They tell us what stories they want to hear and what they need to know. *Tree Farmer, the guide to sustaining America's family forests* is the necessary tool for all forest owners who practice sustainable forest management. 🌿



Subscribe today for only \$18 a year, \$34 for two years, and \$50 for a three year subscription. Visit [www.treefarmssystem.org](http://www.treefarmssystem.org)>Tree Farmer Magazine>subscribe now.

ACTION

## Participate in your ATFS Member Survey

Now is a time of tremendous growth and opportunity for ATFS. We're proud to represent you with our National Public Affairs Committee and our National Operating Committee. Often we are asked about our membership, e.g., demographic information, educational background, what our members like and what they dislike, their forest management goals, recreational activities, etc. We need your help to answer these questions.

Won't you please take a few minutes and complete our membership survey that's on our website at [www.treefarmssystem.org](http://www.treefarmssystem.org)>News & Action.

These questions are important to us so that we make sure the voices of all Tree Farmers in all different areas of the country are represented. Individual answers are confidential. The answers you provide are reported using the average, or pooled answers to the questions. They are not responses of any one individual. Thanking you in advance in helping us with this very important project. 🌿

ACTION

## National Program Support Staff

Emily Chan, ATFS Program Manager  
Brigitte Johnson, APR, Director of Communications, AFF  
Bob Simpson, AFF Senior Vice President, Forestry Programs  
Liz Sandler, ATFS Director  
Amy Yambor, ATFS Operations Manager  
Laurence D. Wiseman, President & CEO, AFF



Founded in 1941, ATFS is the oldest and largest forest conservation, certification, and advocacy program in the United States. ATFS promotes the sustainable management of forests through education and outreach to private forest landowners. ATFS has enrolled 27.5 million acres of privately owned forestland and 87,000+ family forest owners who are committed to excellence in forest stewardship. Landowners manage their forestlands for wood, water, wildlife, and recreation with assistance from 4,400 volunteer foresters.

# Announcing 2007 Tree Farm Photo Contest *Sponsored by STIHL*

Our Partner in Sustainable Forestry, STIHL Inc., is sponsoring the 2007 Tree Farm Photo Contest to find pictures for their upcoming trade advertising campaign. This means your Tree Farm could be featured as part of this national promotion!

The winner of the 2007 Tree Farm Photo Contest will receive \$500.00 "STIHL Bucks", redeemable for STIHL brand products/accessories at a local STIHL dealer. The runner up will receive \$250.00 in "STIHL Bucks".

In particular, STIHL is looking for scenic photographs of Tree Farms, preferably without people. Digital photos must be high resolution and at least 300 dpi in an 8.5 x 11 format (JPEG or TIFF preferred).

No print photos accepted. Examples of photographs can be found at [www.treefarmssystem.org](http://www.treefarmssystem.org).

All digital photos must be submitted electronically or on a CD and must include the names of the Tree Farm owners and landowner contact information, Tree Farm location, approximate date of when the photo was taken, and a brief description of the digital photo. All digital photos must be received by June 30, 2007. All submissions should be sent to [photos@treefarmssystem.org](mailto:photos@treefarmssystem.org) with the required information in the body of the email or to Photo Contest, ATFS, 1111 Nineteenth Street, NW, Suite 780, Washington, D.C. 20036. Judges will be appointed by STIHL. For official contest rules, visit [www.treefarmssystem.org](http://www.treefarmssystem.org).

## Get connected to ATFS

Join our email list to receive news updates from ATFS, Tree Farm Notes, press releases, and Action Alerts. Visit [www.treefarmssystem.org](http://www.treefarmssystem.org)>News & Action and sign up today! 🌿

## Wear Your Tree Farm Pride!

Have you visited the ATFS Online Store recently? Be sure to check it out as new products have recently been added. There are items for every age, including the newest members of your Tree Farm family! To start shopping, visit [www.treefarmssystem.org](http://www.treefarmssystem.org). 🌿

*Sustaining forests, watersheds, and healthy habitats through  
the power of private stewardship.*

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