



**Jason Grant,**  
**Sierra Club**  
Forest Certification Team  
[jason@jasongrantconsulting.com](mailto:jason@jasongrantconsulting.com)  
Environmental Chamber

### **Biography**

I've spent much of the last 25 years working to promote responsible forestry and forest conservation through the marketplace. In 1993, I co-founded EcoTimber, one of the first companies in the world to distribute FSC-certified wood products. Since its sale in 2000, I have worked for and with dozens of FSC-interested NGOs and businesses in a variety of areas including policy, advocacy, marketing, training and compliance with regulations related to forest

legality and indoor air quality. I did chain-of-custody auditing for a number of years and continue to help companies obtain and maintain CoC and Controlled Wood certification. I'm a LEED AP and have extensive experience in the green building arena, particularly as it relates to wood and forest certification. For over a decade I have been an active and committed member of FSC's environmental chamber as a leader within Sierra Club's Forest Certification & Green Building team, and have represented the Club at the last two General Assemblies. Finally, I have worked for many years to defend high standards for wood and forests in LEED through advocacy and coalition-building.

### **Position Statement**

FSC can only advance its mission if it remains a significant force in the marketplace while maintaining its status as the most credible forest certification system. Currently, FSC US faces a number of challenges that must be overcome in order to avoid an erosion of market position or credibility, two of which lie in areas in which I have interest and expertise:

- 1) Strategic attention needs to be given to the wood product side of FSC (as opposed to paper). Currently, US markets for FSC inputs to the paper industry are stronger than markets for the higher-quality timber used in construction and furniture. When markets for the latter are weak, it negatively impacts the economics of certified forest management and hampers the growth of FM certification.
- 2) The soon-to-be-revised Forest Management Standard is of paramount importance, but its application through FM certification has been and will continue to be reliant on the availability of Controlled Wood (CW). The implementation of the new CW system therefore represents a strategic crossroads for FSC US. It's vital that CW deliver more concrete conservation benefits without becoming so onerous that large numbers of companies are forced out of the system.