



Dr. Shoana Humphries
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Co-Founder
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Social Chamber

Biography

Shoana is a co-founder of Green Value, a California-based consulting firm that provides training, research, and other services to support small and medium sustainable forest enterprises around the globe. Shoana has a PhD in Forest Resources and Conservation with a minor in Food and Resource Economics from the University of Florida. Her graduate research focused on

community forestry and forest certification. She has worked in small-scale forestry and forest certification for the last 20 years in the US, Latin America, and Europe.

Position Statement

I have worked since 1996 to promote and strengthen the FSC and forest certification, including developing FSC standards and policies, serving as a certification auditor, providing training and education in certification, and conducting research on the impacts of certification. Notably, from 1997-2000, I co-led the development of the FSC standards for the Southeastern US. In addition, as Social Policy Manager at FSC International from 2009-2012, I led several initiatives, including pilot projects for contractor certification and dual FSC-Fairtrade certification, studies on the impacts of plantations on local communities, the new label for products from small and community producers, and guidance for free, prior, and informed consent. My work since 2012 has focused on developing and using the Green Value tool for simplified financial analysis to strengthen the financial viability of small and medium forest enterprises.

I would like FSC certification to be more accessible and beneficial for small/medium forest owners and forest product enterprises in the US. I will use my experience and skills to help achieve this by staying abreast of these groups' concerns and bringing their voices into discussions of FSC policies, as well as supporting efforts to link small/medium producers with industrial actors and end consumers.