

Four States Timberland Owners Association

Marketing, Recruitment & New Member Onboarding Handbook
Forest Stewardship Council® (FSC®) Family Woodland Group Certification



Sponsored by Domtar



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SECTION I

Overview

About This Handbook

This handbook is designed to help family woodland owners, forest managers, consulting foresters and others to understand the benefits of and processes related to Forest Stewardship Council (FSC) Group Certification. It is intended to be used as a marketing and recruitment resource for group managers, as well as an onboarding brief to help new members understand the process and benefits of the network. This handbook should be used in conjunction with supplemental materials from the Forest Stewardship Council (FSC), including:

- **FSC US Group Member Certification Information**
- **FSC International Group Certification Toolkit**
- **FSC US Forest Management Standard**

About FSC

The Forest Stewardship Council (FSC) is an independent, not for profit, non-governmental organization dedicated to the promotion of responsible forest management worldwide. FSC is a multi-stakeholder organization with open membership. Founded in 1993, its mission is to promote environmentally appropriate, socially beneficial and economically viable management of the world's forests.

About FSTOA, Membership & Benefits

In 2010, Domtar established the Four States Timberland Owners Association, which encourages landowners in Arkansas, Louisiana, Oklahoma and Texas to secure FSC certification, through sound management practices. The company made a bold promise: it would handle all of the fees associated with certification, and would coach the landowners through the arduous paperwork process. Domtar even provided an economic incentive by promising to purchase the certified fiber that was produced.

- Membership is free
- We are a preferred supplier with Domtar
- You are not required to sell your wood to us – or at all
- We provide financial support for the certification process
- You will gain access to land management plans and staff who are forestry and certification experts
- Joining a group allows access and sharing of best land management practices with fellow landowners

How FSTOA Can Help

Four States Timberland Owners Association (FSTOA) is one of the leading group certification associations, representing 500+ landowners and over 500,000+ acres of sustainable FSC-certified land. At FSTOA, membership is free and our experienced forestry staff will help new members with land management and identification of future goals. Our aim is to help landowners protect their land for future generations, protect the local habitat including water and wildlife, and gain access to personalized land management plans to develop long-term goals.

For more information on FSTOA, please visit our website at:
http://www.fourstatestimberlandowners.com/Home_Page.php



2016 FSC Certification Statistics:



167,387,741 acres

(December 2016) certified in the US and Canada

Top 10 states with the most FSC-certified forest

(In order): WI, MN, ME, MI, PA, CA, NY, AR, IN, WV

Green building standards rewarding use of FSC:

US Green Building Council LEED Standard,
Living Building Challenge



4,277 companies

Chain-of-Custody certified in the US

5,098 companies

Chain-of-Custody certified in the US and Canada

Examples of companies with FSC certified products

patagonia®

Charmin



west elm



Examples of companies with procurement policies favoring FSC



L.L.Bean



P&G



STARBUCKS®



The
WALT DISNEY
Company

IKEA

SCHOLASTIC

LEGO

Andersen
WINDOWS • DOORS

STAPLES



WILLIAMS-SONOMA



Kimberly-Clark

FSC Guiding Principles

COMPLIANCE WITH LAWS

Forest management shall respect all applicable laws of the country in which they occur, and international treaties and agreements to which the country is a signatory, and comply with all FSC Principles and Criteria.

WORKERS' RIGHTS AND EMPLOYMENT CONDITIONS

Long-term tenure and use rights to the land and forest resources shall be clearly defined, documented and legally established.

INDIGENOUS PEOPLES' RIGHTS

The legal and customary rights of indigenous people to own, use and manage their lands, territories, and resources shall be recognized and respected.

COMMUNITY RELATIONS

Forest management operations shall maintain or enhance the long-term social and economic well-being of forest workers and local communities.

BENEFITS FROM THE FOREST

Forest management operations shall encourage the efficient use of the forest's multiple products and services to ensure economic viability and a wide range of environmental and social benefits.

ENVIRONMENTAL VALUES AND IMPACTS

Forest management shall maintain, conserve and restore ecosystem services and environmental values of the forest, and shall avoid, repair or mitigate negative environmental impacts.

MANAGEMENT PLANNING

Forest manager shall have a management plan consistent with its policies and objectives and proportionate to scale, intensity and risks of its management activities. The management plan shall be implemented and kept up to date based on monitoring information in order to promote adaptive management. The associated planning and procedural documentation shall be sufficient to guide staff, inform affected stakeholders and interested stakeholders and to justify management decisions.

MONITORING AND ASSESSMENT

Forest manager shall demonstrate that, progress towards achieving the management objectives, the impacts of management activities and the condition of the forest, are monitored and evaluated proportionate to the scale, intensity and risk of management activities, in order to implement adaptive management.

HIGH CONSERVATION VALUES

The forest manager shall maintain and/or enhance the High Conservation Values of the forest through applying the precautionary approach.

IMPLEMENTATION OF MANAGEMENT ACTIVITIES

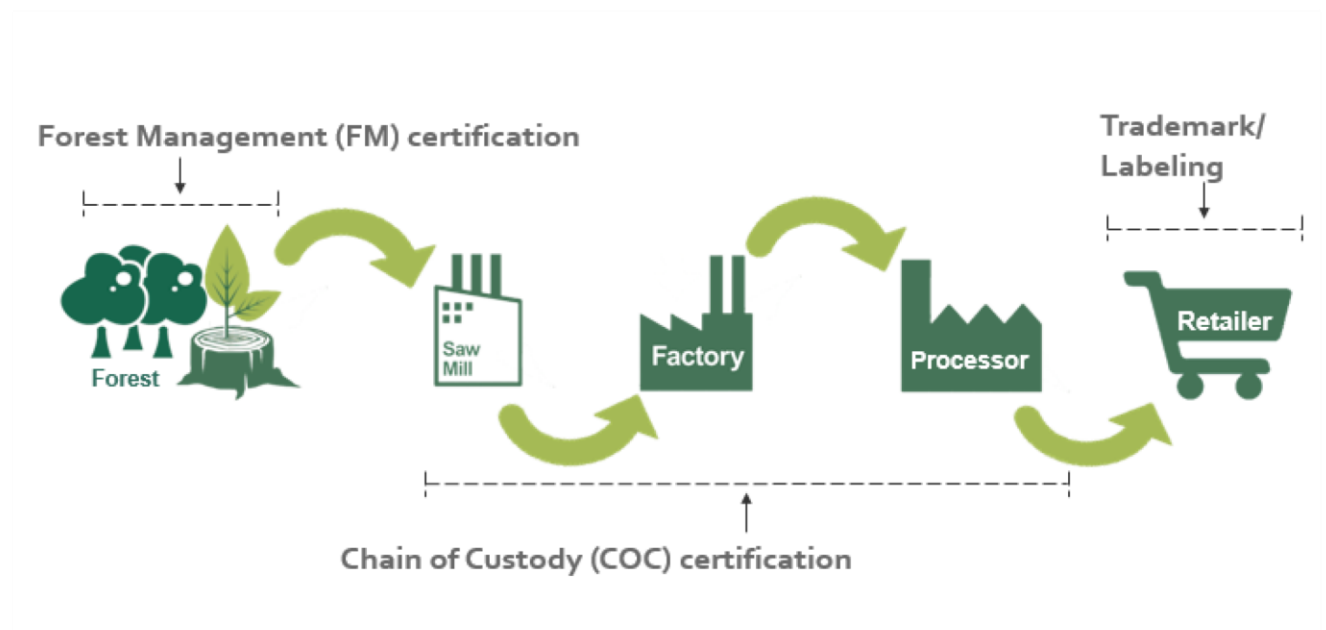
Management activities conducted shall be selected and implemented consistent with the manager's economic, environmental and social policies and objectives and in compliance with the FSC Principles and Criteria collectively.



About FSC Group Certification

Group certification is designed to help reduce the costs of certification - the cost per group member is significantly lower than if each member applied for an individual certificate. Group certification involves sharing costs of certification among members of the group. While group certification is typically pursued by small family forest landowners, forests of any size can seek certification as part of a group. Group certification also provides an efficient way for group managers to support members with services, including marketing and forestry consulting.

Overview of Certification Process and Flow



Chain of Custody (CoC)

- Buyer must be FSC CoC Certified.
- Timber Sale states wood being sold with FSC 100% claim.
- Buyer is assigned a contract# that identifies wood as FSC certified.



- Harvest Plan
 - Maps
 - Roads
 - Streams
 - Crossings
- Logging Inspections
- BMP compliance
- Wildlife considerations
- Verification timber is FSC Certified
- Contractor has logger training



- Loader sheets to document each load.
- Load tag accompanies load to the receiving location.
- Top portion of load tag is attached to the scale ticket to be matched with load recorded on loader sheet.
- FSC wood cannot be mixed with non-FSC wood.

- Receiving location must verify FM certification number, contractor and/or wood dealer's Coe# and the location of the tract.
- Receiving location is responsible for preventing mixing of FSC wood with uncontrolled wood.





SECTION II

Marketing Materials

10 Reasons to Choose Group Certification



IT'S YOUR LAND

You don't have to sell your wood to us — or sell it at all.



YOU'RE PROBABLY ALREADY DOING IT!

Many of you are already responsible forest managers that meet FSC criteria. This is a way to formalize the process and take credit, be recognized, and get paid.



ACCESS TO EXPERTS

Provides you with access to experts who can answer questions and help you along the way.



YOU HAVE AN OUT

You can leave the program *whenever* you wish.



IF YOU DO DECIDE TO ENTER THE PROGRAM, YOU'LL BE CONSIDERED A PRIORITY SUPPLIER

You'll always have a home for your wood—no matter what.



THIS OPPORTUNITY PROVIDES A SOURCE OF INCOME FOR YOU AND YOUR FAMILY

You will increase the value of your land by supplying a preferred fiber source.



THE PROCESS WORKS SMOOTHLY WITH THE WAY YOU ALREADY MANAGE YOUR LAND AND YOUR BUSINESS

This is completely voluntary and opt-in.



THERE'S VALUE IN NUMBERS

By joining a group certificate, you automatically have access to a network of your peers and community that can share best practices and challenges that you may otherwise not have direct access to.



MARKET DEMAND IS REAL

There is a growing demand for certified fiber from high-profile companies. Stakeholders must effectively demonstrate that there is a demand for certified wood by prominent companies, such as Procter & Gamble.



GROUP CERTIFICATION MAKES CERTIFYING EASIER FROM A TIME AND COST-SAVINGS PERSPECTIVE

Group certification associations help you manage the process from start to finish, as well as provide ongoing counsel and support for long-term planning.

Testimonials

When a forest is managed responsibly, it can also provide long-term value for landowners. In fact, many landowners throughout the Southeastern U.S. have relied on forests for decades, as a means of generating an ongoing source of income, and of course, the satisfaction that comes with being a responsible steward of forestland. This income isn't only a personal benefit – it also serves as an incentive for the landowner to continue taking care of their forest, and maintaining it for years to come, ultimately helping the environment.

Success Story No. 1

Charles Purtle, a landowner who lives in Southwest Arkansas, didn't always want to be a tree farmer. Charles grew up around forests, but never truly thought about forestry. As a child, he would spend weekends walking through the woods in his Southwest Arkansas town. With the help of group certification, he has found a passion and a livelihood.

After college, Charles returned home to Arkansas where he raised cattle on his land. After a flash food, Charles lost majority of his calves and caused him to rethink how he was using his land. In place of managing his pasture, he began planting trees, until the farm was completely forested.

Charles was approached by a forester regarding FSC certification. The forester sent over a copy of the FSC guidelines and while initially skeptical about the long and arduous process, Charles' concerns were addressed, and with guidance from Domtar, he began to realize that FSC certification presented a new opportunity.

After 30 years of learning how to grow trees, Charles works with Domtar to supply its mill with FSC certified fiber. Through the company's chain of custody, his sense of sustainable forest stewardship is brought all the way to the consumer.



“

Group Certification makes the incentive to join FSC clear. Domtar sources from people like us. They have FSC certified foresters. They have mills that meet the standards and they sell FSC certified paper. There's a chain of custody all the way through.”

Success Story No. 2

Grim Locke is a forest landowner who lives in Ruston. Locke's grandfather came to Arkansas in the mid-1800s during a time when his family had surmounted a great deal of debt, and was at risk of losing their land during the Great Depression. A stroke of luck occurred when William Grim, the President of the First National Bank in Texarkana, helped Locke's grandfather hold onto his properties. Out of thanks, he named his grandson after the banker.

Today, the family owns about 2,200 acres of land. Locke is now an absentee owner, meaning that he doesn't live on the forest itself. However, he has been able to manage it carefully with help from Domtar and group certification.

Now that he has grown older, he finds comfort in the sustainable forests that he owns, and he looks forward to visiting them whenever he can.



“

Domtar promised that they can sell product more easily if it comes from a certified landowner. They teach owners about responsible forest management to ensure they stay informed about their land and the animals that live on it.”

Success Story No. 3

Stacy Locke and her family do their part to save the world's forests so they remain healthy for the wildlife and people who depend on them. Forests all over the world, including in Arkansas, face threats every day (from climate change, development, agriculture and more) that are causing them to be lost or degraded at faster rates than Stacy's grandmother, who initially harvested the land, could have ever imagined.

Stacy remembers, "Nearly 50 years after my grandmother planted her grove of spring green pine saplings, I stood on that same land with my father and staff from WWF, Domtar and the Rainforest Alliance—all who had guided us through the process of getting our land certified by the Forest Stewardship Council (FSC). On that day, we were there to witness our first truckload of FSC — certified wood be harvested and tagged."

Through the FSC certification, the forest that Stacy's grandparents loved so much and taught her to love is managed in the most responsible way possible. The land is not clear cut, for example, and the trees are not harvested in a way that creates erosion along our river banks.

Stacy and her family continue to produce FSC-certified wood and sell it to companies who use it to produce FSC-certified paper. And, with funding and guidance from Domtar and WWF, they are helping to spread the word about FSC. More than 50 landowners in our area have received FSC certification since they received their certification in 2012—bringing the total amount of FSC-certified land in the area to nearly 70,000 acres.



“

I planted this for you,”
Mama Nette said. “These
trees will grow with you.
Take care of these trees,
treat them with respect
and care, replant and
make sure they sustain
through the hardships
they may face, just as we
will do with you.”

SECTION III

New Member Set-Up

The following pages in this section explain the process for new member setup including: protocol, statement of interest and agreement, principles and criteria and chain of custody.

Four States Timberland Owners Association New Member Setup Protocol

Once the steps to the right are complete, work will begin on the management plan for the property and the landowner will be kept up-to-date on the progress. Management plans are completed after the initial visitation to the property. From there, a decision will be made to move forward, adding this property to the FSTOA.

**PLEASE KEEP IN MIND, NOT ALL PROPERTIES WILL
BE CANDIDATES FOR THE FSTOA PROGRAM.**

This decision will be left up to the FSTOA staff and its manager. Should a property not be added, these reasons will be documented and kept in a file as to why the property was not allowed in the association.

1

Initial contact with Foresters and landowner.
Informational Packet delivered to potentially new landowner(s).

2

All paperwork must be signed by the new prospected member.
Statement of Interest
Membership Agreement
Landowner Information

3

Set up a site visit to inspect the lands, owner wants to enroll.

4

Site visit with or without new member to make sure all properties fit our philosophy in FSTOA.
Within two weeks of signed paperwork

Once steps 1-4 are completed.

NEXT

Pertinent plot(s) established.
Volume estimation complete.
Recommended to join FSTOA or reject membership.
Management Plan will be forth coming.

FOUR STATES TIMBERLAND OWNERS ASSOCIATION MEMBERSHIP AGREEMENT

I agree to the above stated Bylaws and want to become a member of the Four States Timberland Owners Association group of landowners certified by the FSC, for the property owned by me and the description of which is attached hereto (only the property specified herein shall be eligible for becoming FSC certified under the certificate to be held by the Association). I commit to comply with all FSC certification requirements, the obligations and responsibilities of the FSTOA membership as outlined in the Bylaws.

Landowner Name: _____

Ownership Name: _____

Address: _____

Phone: _____

Email: _____

Signed _____

Date _____

FSTOA Group Manager: Doug Teale

285 Highway 71 South

Ashdown, AR 71822

870-898-2711 ext. 26733

douglas.teale@domtar.com

Signed _____

Date _____

SECTION IV

Contact

FSTOA

fourstates@fourstatestimberlandowners.com

FOREST STEWARDSHIP COUNCIL US

708 First Street North, Suit 235

Minneapolis, MN 55401

612-353-4511

Info@US.FSC.org



