

Forest Certification and BC Community Forests

A Primer

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June 2008

Pathway

WHAT?? WHY??
WHO?? HOW??

Alphabet soup 101

Which soup for you?

*Just the
facts,
Ma'am*

Brain Game

1. Does forest product certification include environmental, social and economic practices at the mill site?
2. Can an assessor do certification assessments for more than one certification system?
3. Which certification system has the most hectares certified in BC?

WHAT is Forest Certification?

- Verification that products in the market place come from a well-managed forest
- A system of inspection and auditing **forest management** against a set of standards
- A way of tracking products from the forest through manufacturing to the consumer in the marketplace – **chain of custody** (CoC)

**Certifies forest management -
not the product or the mill**

WHY do it?

- Image, credibility and risk reduction
- Markets: maintain, access new, increase share
- Price premium (??)
- Improved decision making/profitability

WHO? - Starting with Hockey



Rule Makers



Referees



Manager and team



Fans

WHO? – In Forest Certification



Rule Makers



Assessors



Manager and forest



Chain of custody

Customers



HOW?? Steps to FM Certification

- Manager selects certification system
- Practices aligned with system
- Manager selects assessment firm & team
- Preliminary discussion/assessment
- Formal assessment/field verification
- Certification declaration
- Follow-up audits

+ Chain of custody certification

Alphabet Soup 101

➤ From a historical perspective:

- FSC
- SFI
- CSA

No ISO??

Not a FM certification

Environmental management system

- Quick comparison
- How much area/product certified by each?

Forest Stewardship Council (FSC)



- Created in 1993
- Spearheaded by WWF, other ENGOs, social activists & selected retailers/producers
- Governance: General Assembly/Board/**Chambers**
- Global **principles & criteria** with regional standards developed through **chambers**
- BC standard approved in 2005
- Small Low Intensity Standard (SLIMF)
- Group certification

Sustainable Forestry Initiative (SFI)



- Initiated by American Forest & Paper Association in response to FSC
- Became SFI with independent Board and third party verification
- 18 member Board is 1/3 AF&PA members, 2/3 non-members
- 2005-09 Standard developed by Board and **Resource Committee**

Canadian Standards Association (CSA)



- Forest industry requested CSA to create in 1990's
- Governed by 27 member Board of directors with broad representation
- Standard created by 32 member, multi-interest **technical committee**
- Initial standard completed in 2002; updated in 2006 with broad review

Lots in Common

- Voluntary
- Independent of government
- Complimentary to regulatory systems – don't replace
- Standards and audit requirements to determine conformance
- Standard subject to public review/updated every 5 years
- Scope: environmental, social and economic
- Certification if no major non-conformances; continuous improvement supported; perfection not expected
- Public can file dispute
- On-product label

Each has strengths

Process Comparison

SFI	CSA	FSC
	Establish PAG	Boreal – Establish PAG
	Create SFMP w/PAG	Create SFMP w/FN & public roles
Align policies, systems and practices to meet standards	Align policies, systems and practices to meet standards	Align policies, systems and practices to meet standards
Seek certification	Seek certification	Seek certification

Standard Comparison

CSA standards (2002)	FSC – BC Standard (2005)	SFI standard (2005-2009)
8 general requirements	10 overarching principles	9 overarching principles
18 public participation requirements	- 56 criteria	13 objectives
65 system requirements	- 202 indicators in BC standard	- 34 performance measures
Performance requirements – 6 criteria - 17 elements - 1 indicator minimum	Manageable Challenges	- 102 Indicators

Source: Hoedlin, Krishnaswamy, Boers (2008 in draft)

New Developments

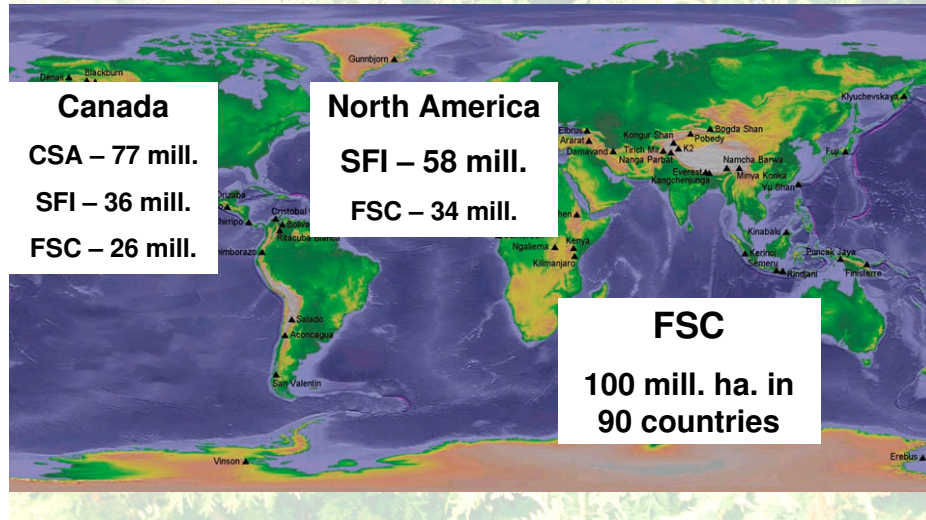
CSA – ‘Core’ required indicators being publicly reviewed

FSC – Principles/criteria being reviewed globally; Canadian Boreal standard review

SFI – Broadening Board membership; standard review beginning

- Currently optional...has become mandatory in Ontario

Who's Winning the Hectare Race Globally?



Who's Winning the Hectare Race in BC?

Certification System	Hectares in BC	Units in BC	Community Tenures & Woodlots
CSA	29 million	47	
SFI	18 million	24	Revelstoke Community Forest
FSC	655,000	9	2 Woodlots; Harrop/Proctor; Iisaak; Inlailawatash Holdings Ltd.; Ecotrust WL group

Who's Winning the Market Race?

Markets	Number of producers with CoC		
	CSA	SFI	FSC
BC	56	16	84
Canada	69	58	508
US	1	577	1810
World	70	636	9106*

Source: Metafore/*FSC.org

The Cost Quagmire

- **Three types of direct costs**
 - Getting ready (inventories, policies, systems, practice changes, etc.)
 - + Certification assessments (FM and CoC)
 - + Maintenance/follow-up audits
- **Indirect costs** – Losing markets, missing opportunities

Depends on size of unit, standard selected and current management practices

Which Soup for You?



- **Values**
- **Customers**
 - What are your customers asking for?
 - Which customers are you wanting to sell to?
- **Cost**
- **Forest Management Challenges**

Or...No thanks – not now Ma'am

- **Market demand** - uncertain (but growing)
- **Cost recovery** - uncertain
- **Standard** - changing
- **Confusion**

**But plan for
it in the long-
term!**

Closing Thoughts

- Align practices with your values and customers
- Get your documentation house in order
- Continuously improve with certification as a goal
- Be realistic about ALL the costs
- Seek group certifications to minimize costs
- Be mindful of which systems support small users

Go for it!!

Thanks!

More Information

Forest Certification Resource Center www.metafore.org

FSC www.fsc.org

www.fsccanada.org

CSA www.csa-international.org/product_areas/forest_products_marking/

SFI www.aboutsfi.org/

Yale Program on Forest Certification
<http://www.yale.edu/forestpolicyandgovernance/faq.html>

Oregon Extension Services paper
<http://extension.oregonstate.edu/catalog/pdf/ec/ec1518.pdf>