



British Columbia Community Forest Association

BC COMMUNITY FOREST ASSOCIATION 2008 CONFERENCE SUMMARY

Community Forests – Opportunities in the Face of Change

**Conference and Annual General Meeting
May 30 – June 1, 2008 Sechelt, BC**



Introduction

The 2008 British Columbia Community Forest Association (BCCFA) Conference was hosted by the District of Sechelt, Sechelt Community Projects Inc (SCPI) and the Sunshine Coast Community Forest. The conference title is an acknowledgement that these are tough times for the forest sector. It also reflects the fact that community forests are poised to meet the challenges and that we are part of the solution for our rural communities. As we celebrate the 10th anniversary of the enabling legislation of the Community Forest Agreement in BC, our 2008 conference program explored ideas and topics that are essential to the future success of our initiatives.

The conference is the primary annual community forestry event in BC. 130 people participated in the informative sessions and the lively exchange based on the on-the-ground experiences of community forestry practitioners. Participants included communities and individuals involved or interested in community forests (CF), community forest managers and board members, Ministry of Forests and Range (MOFR) staff involved at the provincial, regional and district levels with community forest agreements, academics, a solid contingent of international community forest activists, community economic development and forestry professionals.

Conference Sponsors

Conference sponsors included the Vancouver Foundation, Forest Research Extension Partnership (FORREX), Canadian Overseas Log and Lumber Ltd., Truck Loggers Association (TLA), and Greig Seafood.

With Thanks

We would like to acknowledge Kevin Davie, Manager of the Sunshine Coast Community Forest, the Community Forest Board, and the amazing and competent SCPI staff of one, Jacquie Cunliffe, for conference hosting and logistical organizing. The Sunshine Coast is a great place to visit.

Conference Summary Contributors

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Photo Credits

Monika Singh, Patience Rakochy, Jennifer Gunter and Susan Mulkey

Speaker presentations

To view available presentations click on the title or visit the BCCFA website at:
<http://www.bccfa.ca/conferences.php>

Marc von der Gonna (McBride) and John McGuire (Valemont) counting rings



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Session Summaries

Sunshine Coast Field Trip Friday May 30, 2008

West Coast Log Homes

www.westcoastloghomes.com

Eighty participants loaded on to two busses for the Sunshine Coast Field trip. It was the largest crowd ever registered for a BCCFA conference field tour. Brian Smart, Ops manager for our hosts the Sechelt Community Projects Inc (SCPI) started us off on the tour with a trip to the West Coast Log Homes (WCLH).



WCLH, a local family owned business established in 1999, employs 22 FTEs with 2500 m3 a year in their custom made log home business. They utilize low grade western red cedar logs and some fir for their



product which is popular on the West Coast and in Japan. They also utilize character trees that add to the unique features of their home design. WCHL has developed a pressure washing bark removal system, which produces a smooth, shiny log surface and unique visual quality. Because logs are not



stripped or sanded, they need to be undamaged from harvest. The partnership with SCPI enables WCLH to be the first into a harvesting block and to select individual trees which are then carefully felled and lifted out using a sling to minimize damage. WCLH pays a large premium on the timber (about \$70. m3 above market) and in return is guaranteed access to the right log and proper handling.



Employment is specialized and workers can be difficult to find. Most employees are local and are put through an on-site training program that lasts 4 years. Some employees are from Germany and Switzerland where there is a large timber-framing industry. They spend an average of 18 hours labour on each log. Waste wood is chipped and sent to pulp mills for fuel, some for fence rails. Locals often take waste wood and bark strips for personal use. WCLH is content with staying small in size and has no plans to expand.

Kevin Davie, Sechelt Community Forest

Avalon Dry Land Sort

Avalon is one of the biggest sort yards on the coast, employing 40 people. They have 140 different sorts of Western red cedar, sitka spruce, Cyprus, hemlock, balsam fir, alder, maple. They sort 4000 m3 per day. All of the waste goes to the pulp mill. Volume from the community forest is handled here.



Block EW007A

This highly visible block, just out of town is 7.7 ha. Harvesting is designed for low visual impact and to cater to niche and local markets first, avoiding offshore shipments. The cedar for West Coast Log Homes was first removed to avoid damage and the large fir for timbers framers. Debris and waste wood is separated and left for community firewood access which cuts down on illegal firewood harvest. The slash is used for hog fuel which reduced the fire risk.

The Sechelt Community Forest harvests 20,000 m³ per year. They place a high importance on public involvement in harvest planning with public tours to all blocks during planning stages.

Leah Robinson from the Haisla Business Development Corp. and reserve tree



Bus #2 participants gather on log deck in Block EW007A

Target Marine

The field trip included an interesting tour of the Target Marine's sturgeon hatchery. Target produces caviar and meat from White Sturgeon. The expected arrival date for caviar is in 2009. Target has been in operation since 1994 and is wholly owned and managed by residents of the Sunshine Coast.

Opening Session Friday Evening May 30, 2008



Welcome to Conference Delegates Robin Hood, BCCFA President

Robin introduced the BCCFA Board and staff and welcomed the delegates to Sechelt and the 2008 Conference.

Address to Delegates

Dave Lewis, Executive Director, Truck Loggers Association



Dave offered the support of his organization to assist the BCCFA, provide information whenever possible. Though the two organizations may have some differences, Dave pointed out that our commonality lies in our rural community linkages and that there is value in working together.

Community Forest Agreement Showcase

Powell River Community Forest – Janet May, Director

Wells Gray Community Forest – George Brcko, Manager

The two presentations given by CFA managers demonstrated the fact that each community forest reflects the unique nature of the community in which it is located. Each spoke to the overview and history of how the community forest came to be, the structure, the forest profile, the unique challenges of location, including long term management in a consumptive use watershed and beetle impacted pine stands.

Morning Session

Saturday May 31, 2008



Conference Overview

Susan Mulkey, Conference Moderator

Susan welcomed all of the conference delegates and introduced the conference theme and program.

Summary of 2007-2008 BCCFA and CFA Activities

Jennifer Gunter, BCCFA Coordinator



Key Policy Developments 07-08

- A core activity of the BCCFA is to work with the provincial government on policy initiatives to improve operating capacity for community forests. The major accomplishments included:
- Community Forest Program Working Group was established. Membership included MFR Victoria and regional staff and BCCFA members and staff.
- Commitment from Government to remove the Probationary Period for Community Forests
- Improved Pricing for the Coast
- Continued Expansion of the Program

Key Areas of BCCFA Activities

- Extension and Research
- NTFPs – Developed an NTFP Assessment Guide with Royal Roads Centre for Non Timber Resources

CFA Program Status June 2008

6	Long Term CFAs Awarded
22	PCFAs Issued
24	Communities Invited to Apply for a PCFA
52	Communities Total

- Community Forest Marketing – new project
- Networking – UBCM, TLA Convention, UBC Forum on Tenure, Forrex Socio-Economic Working Group
- Forest Investment Account – implemented new program

Community Forest Program Working Group Accomplishments

- Developed new government goals for the program placing emphasis on community management and innovation
- Developed a new PCFA Application Template and Assessment template

Looking Ahead

Activities to be undertaken in 2008-2009 include:

- Engagement in the Forestry Roundtable and Regulatory Review
- New alliance focused on community-based business
- Marketing and Branding – Increasing our profile
- Improved Website to better serve members
- Strategic Planning



Ministry of Forests and Range (MOFR) Update
Jim Langridge, MOFR, Director, Tenures Branch

Current Economic Situation and Regulatory Review

Though the forest industry is currently suffering, we should not lose sight of the ongoing importance of the industry to BC.

- It accounts for 6.8% of GDP and 28% of goods GDP
- Sales in 2007 were \$13.9 billion, 32% of BC manufacturing shipments

The current situation is driven by

- US housing down by half from peak
- Lumber prices reflect lack of demand
- Canadian dollar at par with the US
- Pulp prices are up but offset by currency
- Fuel costs soaring
- Over-supplied log market due to MPB
- Interior cost position good
- Coast is still a high cost producer

Government is responding to the current situation through The Working Roundtable on Forestry and the Regulatory Review. The Regulatory Review is the Minister's initiative to streamline and reduce unnecessary red tape, cut processing time, and eliminate unnecessary cost burdens resulting from regulation. The key themes in the submissions received in the review include:

- Reluctance to rely on professional advice
- Lack of risk tolerance and performance
- Lack of client centered perspective
- Lack of results-based approach
- Need for streamlined planning

Government has undertaken to

- Implement initiatives that do not require legislative change or further consultation as soon as possible
- Consult with forest industry in the next 30 days on additional actions that can be taken to assist the industry
- Consider changes to First Nations' 5-year forest tenures to allow for longer terms
- Prepare legislative changes for longer-term proposals

Bio Energy Call

Government has set up two phases for program implementation. Phase I, in cooperation with BC Hydro, allocated 5 tenures (05-06) 4 to Telus and one to a bio plant. In Phase I, no additional fibre was required. Phase II will be initiated in July. 4 million meters of wood will be released to tenure to diversify power production; however it is less than 1% of Hydro's needs. Through amendments to *Forest Act* and *FRPA* BC's bio energy legislation will:

- Eliminate double counting of waste volumes
- Ensure the AAC profile is harvested (AAC Partitioning)
- Fibre flow to non-lumber producers
- Tenure to support Call for Power (Phase 2)
- Access to landing and roadside waste

Climate Change, Carbon and Forestry

We all know that we can expect to see the impacts of climate change and warming temperatures over the coming years. This is a very complicated subject and difficult to summarize. Dale Draper is the expert on the subject and BCCFA may want to bring him in to provide detailed information. None of us understand this subject yet, but the market is emerging. The cap and trade could be a monetary benefit for CFAs. (Please see Jim's full presentation for more information.)

Government has set the following targets to slow emissions (mitigation)

- Government Operations Carbon – Neutral by 2010
- Measure, *Reduce*, Offset
- Buildings, travel, procurement
- Staff on Travel Status- \$25/ tonne CO₂e
- Invest in Pacific Carbon Trust
- BC - 33% reduction by 2020
- 80% reduction by 2050

In response, government has also initiated the BC Future Forest Ecosystems Initiative. The purpose is to adapt British Columbia's forest and range management framework to a changing climate, driven by the following principles:

- Ecosystems remain resilient to stress caused by climate change, human activity, and other agents of change.
- Ecosystems continue to provide the basic *services, products and benefits* society depends on and values.

To increase forest carbon across the landscape

- Increase Forest Area
- Increase Forest Cover
- Fire protection
- Forest health
- Longer rotations
- Conservation areas

To increase forest carbon at the stand level

- Partial retention
- Minimize slash-burning emissions

- Immediate reforestation
- Species selection
- Diversity for resilience
- Stand management
- Fertilization
- Soil conservation



Update on the CFA Program **Ron Greschner, MOFR**

Program Review

- MFR Executive requested a program review in fall 2005 & put forward 16 questions they wanted answered
- Report submitted in June 2006 with 36 recommendations
- MFR/BCCFA established the Working group comprised of BCCFA exec & MFR staff from branch, 3 Regions & district established fall 2006
- 2 face to face meetings in July 2007 in Kamloops & Sept 2007 in Likely (as well as numerous conf calls)
- Purpose is to prioritize recommendations & work through them

Working Group Accomplishments

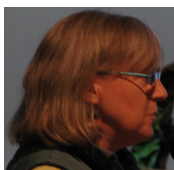
- Strategic Plan
- Vision, Mission & objectives
- Formalised a disposition plan
- Developed a work-plan with priorities
- Reviewed & updated Licence documents
- Revised the application package/process
- Website updated
- Improved working relationships

Next Steps for the Working Group

- Continue working through priorities as per work plan
- Finalize the probationary assessment process
- Clarify transition from PCFA to LTCFA
- Continue to process applications (23 in the queue)

Understanding Forest Certification Options

Cindy Pearce, Mountain Labyrinths, Inc.



As part of our investigation into how to increase the value and market share of community forest wood, we asked Cindy to give us the facts on the what, why, who and how of forest certification. Cindy examined a number of factors of the three top certifiers – Forest Stewardship Council (FSC), Sustainable Forestry Initiative (SFI), and Canadian Standards Association (CSA) including: their commonalities, certification process, standard criteria, new developments, # of ha certified globally and in BC, market share and cost. See her presentation for the full story, including a great metaphor on the roles and responsibilities within the certification world compared to those in hockey.

More information on certification can be found at theses sites:

Forest Certification Resource Center www.metafore.org
FSC www.fsc.org www.fsccanada.org
CSA www.csainternational.org/product_areas/forest_products_marking/
SFI www.aboutsf.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>



**Increasing the Value of Community Forest Wood –
Branding and Product Development Presentation**
Dave Mc Rae and Jennifer Rice, FP Innovations, Forintek

Dave and Jenny teamed up for this presentation introducing their organization and its work. Dave introduced FP Innovations as a merger of Canada's primary forest sector research institutions. They have industry advisors available to assist in all areas of wood manufacturing including market intelligence and economics and First Nations and community development. The presentation included information on the factors that contribute to the creation of opportunities for community forest wood.

- Trends in global forest demand
- Trends in wood markets
- Building trends
- Impacts of mountain pine beetle

Key Highlights

- While embarking on making a plan it is important to understand the kind of forest and the possible fibres that are available. An inventory of species and its various uses would be useful. The kind of fibre that would be available would be very important to estimate; how much and what kind? The quantity and quality of the fibre that is available needs to be estimated. Based on this it is possible to see what kinds of markets and products this fibre can serve.
- It is important to assess what fibre or products are demanded by different markets. For example the US is not a very good market for hemlock. Though hemlock is the hardest of soft woods, treats well and very good for windows and door, it is not very popular. Treated wood of hemlock is used for decking, wood lattice screens and fencing. The dimensions used by countries also differ based on the consumer preference. For example in US and Japan the Post and Beam kind of structure that allows for spacious living areas and strength has specific wood sizes.
- Shakes shingles and siding of Western Red Cedar is popular in North America. These are cut from salvage logs and dead trees left from previous logging operations. Red cedar is also used in a variety of housing decks, landscapes and fences. In case of Mountain Pine Beetle (MPB) lodge pole pine if harvested in time, the structural properties are not affected, sometimes they treat better (log houses). This could typically be a niche and a high-end market. It is popular in preparing log houses and various furniture and floor boards.
- MPB lodge pole pine has a potential to be converted into energy. The question to be asked is if it would be economically feasible for the community.

Keynote Speaker

Hon. Rich Coleman, Minister of Forests and Range

Paying off the Community Forest Debt

Minister Coleman watches as Mayor of District of Sechelt, Cam Reid receives a cheque from Len Pakulak, President, Sechelt Community Projects, Inc



The following is a summary of Minister Coleman's remarks

You have come so far in how you have built this thing. We can actually see CFAs with strategic plans forged in communities, 2 years, 5 years and the people in your communities demand results. Today there are 650,000 ha in community forests. 27 communities are operating, 10 more than last year. Huge expansion to community forests in BC. We have extended invites to another 25. By next year

this time we hope to have another 10 or 20 operating on the land base bringing local employment and opportunities and stability to communities which is what they are for. We like how you invest the profits and are working for the community and how you make these things actually function.

It actually brings people of BC closer to an understanding of their forests and the value of them and how they need them. They actually need to understand that this resource fuels their economy still; that this resource will be there for the future of BC and that it is a renewable resource. It is a resource that will sequester carbon in the future and take care of CO² emissions in our atmosphere. As we build on the forests and replant and find carbon neutral opportunities.

Our citizens need to understand that we sit on the global fibre basket in BC. Over 50 % of Canada's forests are in BC and that we can make other things happen. We need to learn the value of building with wood, at a much higher level than we have in the past. We have tried to demonstrate that in the new Olympic speed skating oval. We are promoting domestic and provincial use of wood in all buildings, and are making changes to the building code to facilitate this.

It is challenging times for the BC forest industry. Analysts are saying a global commodity shift is taking place and that we had better be ready. There will be a turn around in 18-24 months, maybe more. The reality is that we need to be ready for an explosion in BC forest products because things are changing. If you look at the worldwide economy and who is not going to buy wood from whom, we will be the highest valued commodity of its kind in the world because of our forest management practices and certification. Who would not buy from us? Not like in Russia where there are poor practices and illegal logging, this is not me saying this but the CIBC World market experts. We will be well positioned for the demand.

Three years ago when I became Minister, I took a gamble on you guys. There was an opportunity to create more woodlots and community forests. Everyone wanted a huge expansion in the woodlot program. But I sat down with people from your industry, particularly Robin Hood and Mike Frazier who was in my office frankly in my face on behalf of you guys. The important thing was that we sat down and talked about the pricing and how to package it up and whether we could package it up in time and take the risk to get it done before we had a softwood lumber agreement. And so we changed the community forest pricing.

I said to my staff that we could do a woodlot expansion that employ 1-2 people and have a woodlot relationship on the land. Or we could focus on a community forest that brings a benefit to 1000-3000 people. When I went into McBride and saw the new community centre that was built with community forest money, it was not much of a stretch to understand how more beneficial it would be if we went and expanded community forestry in BC. So to do that we were going to have to take some risks and the first

question was as an organization, were you ready for the switch to offer more community forests; ready to take on helping the newbies coming in to this system and to handle their community forests, to learn and get up to capacity quickly. If that was the case, we win. If it was not the case we might fail the initiative all together. In my opinion you won. You did the job we asked you to do. You raised the capacity and the level of professionalism higher than before and you have become a group. Share information and expertise and build on that future. Working together that is critically important. The next shift is that we have a number of Forest and range agreements with FN. They have asked us for the same pricing arrangement as community forests. There is actually a proposal coming forward to government. So get ready. They may not all join your organization, but they will be able to benefit from your expertise.

Responding to Conflict at the Community Level Presentation and Workshop

Gord Sloan, ADR Education and John Cathro, Cathro Consulting

With a small group of citizens protesting local decision making and process about forest management Gord Sloan gave a pertinent and timely presentation (see brief summary below). He joined forces with John Cathro for series of three afternoon workshops due to high demand. John and Gord facilitated an interactive and lively session demonstrating the pros and cons of different approaches to responding to conflict emphasising that we must learn and experiment with new ways to be effective in dealing with conflict. This session was a timely highlight of the conference receiving excellent feedback along with a request for a number of regional sessions to enable participation by individual CFA board members.



Presentation Summary

We should acknowledge the fact that conflict is present all the time. This is true for individuals, organizations and governments. It is also true in community forestry situations in board members, shareholders, governments, stakeholders etc. It should be expected, so don't be surprised when it comes up. There is also meshing of treaty negotiations so there will be conflict between aboriginal groups too.

Conflict can be positive and desirable. Many attributes of it can be highly beneficial. It shows diversity, it can cause us to ask questions and evaluate actions, demonstrates concerns, and illustrates different values. It is an opportunity and a catalyst for change and growth. It helps fine-tune policies and refine programs. It is a social change agent. It still is unpleasant. Any divergence of goals and expectations is not easy.

Conflict occurs in systems when there is any divergence of goals or expectations. When conflict arrives, there can be a range of options for how to deal with it. The range is from fighting to avoiding and walking away, arbitration, negotiation etc. In British Columbia forestry, addressing conflict has mostly been negotiation-based. We have moved away from the early paternalistic attitude to engagement with the community to consultative mechanisms and to participatory methods that engage parties coming to a conclusion for policy resolutions for resource management.

Dispute resolution led to structured decision making with the government. In Alberta, they use trade-offs, not public participation, as a way of moving forward. With this approach, it is easier for decisions to be data-centric.

Conflict and communication: conflict is all about communication: communication that is not there, that was not done, that has gone bad and/or needs to be improved. Communication is one of the most important keys to conflict resolution. Culture of communication is important. Good information and process are very important for effective conflict resolution. The data must be trusted by all parties. A conflict is often improved by a 3rd party (mediator).

Implementing SAFE Companies Certification

Krista Bax, Forest Safety Council



The goal of this session was to focus on the questions and implementation of the SAFE Companies program. Following the conference Krista sent two documents which clarify some of the questions and concerns raised in the session.

Document 1 - [Safe Company Information](#)

Document 2 – [SEBASE Audit Information for Workerless Companies](#)

Outstanding issues identified by participants:

- Multiple concerns with the extra paper-work required
- Concerns that there are regulatory overlaps

Q: What is the difference between dependent and independent contractors?

A: In case of independent contractors, the choice is with CFA to treat them under the CFAs umbrella or to require they get their own SAFE certification.. Some of the contractors do not have WCB coverage. If they do not have the coverage, then they will have to be looked after. The point is that they need to have a work safe number according to law. However, if you are an individual licensee, you do not need to have it. But a company needs to have it. The key here is how the Community Forestry Agreement is structured. If it is a limited company, it will be required to have the coverage.

Q: If a mushroom picker pays some amount of money as permit per season, how are they covered?

A: If someone is entering the land and they are paying a fee, then they have to be covered, regardless of the level of income derived. It is the Act that regulates this. As a licensee, you have to ensure that they are registered and that they have coverage. It is the decision of the landowner or the licensee to make a choice to whom to grant permission to access the land. So before you grant permission make sure that they have a work-safe number. Another option is to not charge them a fee for entering and extracting resources.

Q: What about visitors on the land?

A: If you have visitors on the land, you are still responsible for their safety. So you need to make sure the place is safe before permitting visitors and have a few protocols to be followed that will ensure safety. So safe-work procedures need to be set up. For example, people should know how to reach a person in charge, etc.

Q: What about 3rd party liability?

A: Public are allowed to use crown lands. But as long as you have not derived income from them, you are not responsible. But that is subject to the fact that you should not be negligent and that you have followed protocols for safety. It may be best to have comprehensive general liability for things like a tour. There is a base rate for individuals to get insurance at \$75 per month (Dave Lewis mentioned the Affinity Program). There is a need to check out what is better for Community Forestry – insurance v/s Work safe. But it may be required to get both, not just one. Truck loggers associations have insurance for health, accident and life insurance. The larger the pool, lower the cost. CLIA has a comprehensive insurance.

Q: If there is someone on the land, how is it possible to determine the charges for worksafe? Is it a percentage of the payroll or the dividend?

A: It is best to ask an assessment person to assess the cost. They will normally put you in a classification and then can charge from 1.8 to 9.6 percent. For NTFP, it is a lower risk category, so they should put a lower fee. Normally they will do a proportion of the income – say 15%. The mechanism is according to who are in the forest and what is the risk assessed.

Q: What is the rebate for SAFE certified companies?

A: There is a rebate being offered in 2008 of 5 to 10 percent. The rebate structure has undergone a change since 2006. The rebates also differ according to the performance of the previous year. The overall rebate adds up to 15%. In the summer of 2008, all the rebates will be available. Rebates have increased for individuals and small businesses.

Q: Is there a certification classification for worker-less company? What is the required level of certification for a CFA when there is no 'staff' and all the work is contracted with the contractors working for multiple companies?

A: The guideline for SEBASE audit (Small Employer BASE audit) is relevant for worker-less company. A new program of Individual Owner Operator (IOO) has also been launched. Before signing up to attend this course, registration with the SAFE Companies program in the "Independent" category is required. A Safety Log is mailed and it provides an easy way to track and verify safety activities and incident reporting. There is also a checklist for contractors and pre-planning logging. The dates for the training are put up on the website (http://www.bcfestsafe.org/content-program-safeco/safeco-08-02-01-IOO_reg_form.pdf). The date for certification is set at January 1st, 2009. Licenses are taken into account to complete certification. BC timber sales only required registration. They have identified that all their contractors have to be registered, from April. They will then move from registration to certification.



Working with the Non-timber Forest Products Development Guide Workshop

Wendy Cocksedge, Centre for Non-Timber Resources, Royal Roads University

For this workshop, Wendy reviewed the highlights of the new BCCFA assessment guide for the development of non-timber products (NTFPs). BCCFA commissioned experts Tim Brigham and Wendy at the Centre for Non-Timber Resources, Royal Roads University to create the guide as part of the on-going goal to increase the number of CFAs developing ecologically sustainable and economically viable NTFP enterprises that respect aboriginal rights. The guide is designed to provide community forests with the information they needed to make informed decisions about the management and use of NTFPs. The series of questions covered within the guide will help users to understand key issues surrounding specific resources, and to make some initial determinations regarding the potential for resource development.

There has not been as much research into Non-timber Forest Products (NTFPs) in British Columbia compared to timber. So there are many questions that need to be answered. NTFPs include all forest products that are not timber. Ethno tourism is also included in this. However, animals are not included. NTFP collection/harvesting have no regulations; but animal harvesting/hunting has regulations. So it has been kept separate to avoid dilution of issues while discussing NTFP. There is a need to manage wildlife as an NTFP value, and not as a product; it is also important to manage wildlife on its own as well. But in the NTFP section, wildlife is a 'value'. There are many ways to integrate the values and different products in forests.

Key principles

- Traditional practices should be most important (even more important than economic diversification).
- Harvested level is very important to keep a lookout on. Sometimes it can even exceed agricultural practices. Examples of Salal and Mushrooms show this.
- It is important to see who is involved in NTFP collection. This is especially so in small communities.
- It is important to be pro-active than reactive in case of NTFP.

Wendy took the group through the key questions in the NTFP development guide and made the following additional comments:

Insurance and Liability for CFAs

Under Key Question 18 on hazards for the industry, the question of liability was brought forth. Insurance and worker coverage for harvesters are still grey areas. Other safety issues like a kit or people getting lost in the forest area are other issues that need to be dealt with, especially in the case of community forestry. There is also a possibility of different interpretations of different liabilities, so it is important to be clear with individual insurance companies.

An Entrepreneurial Approach

Under key question 29, it is important to take an entrepreneurial, rather than a casual approach. There is a need to be proactive than reactive, so that assessment of harvesting method can be more sustainable. The Centre of NTFR at RRU can provide additional trainings for the communities if they need. The Centre can also provide market information on NTFP for the community.

Community Forest Agreements NTFP regulation

There is a negotiation currently underway between the Ministry and the First Nations Council regarding traditional use of forests and NTFPs. This issue needs to be clarified before a regulation can be discussed. It must be clarified that the indigenous use rights are continually protected and not compromised. Only the commercial use will be regulated.

CFA Rights to Manage NTFPS

The Community Forest Agreements have the right to manage NTFPs but cannot restrict access. There is no regulation as yet for a community forest to impose restrictions. A suggestion was put forth that the community forest can put in place a “local” permitting system. It is possible that people will respect it, even without any legally binding power; and it may be effective.

Branding and Marketing of Community Forest Products Workshop

Cindy Pearce, Mountain Labyrinths Inc.

Jennifer Rice – FPInnovations, Forintek

Cindy and Jennifer each gave a brief presentation at the beginning of this session to highlight critical aspects of branding and marketing as it applies to community forest products. They then opened the discussion to the workshop participants to generate both questions and ideas for possible community forest branding and marketing approaches and to explore the question: How can community forests become something that people look for in a source for a product?

Jennifer Rice:

1. Need to understand the fibre supply
 - Volume
 - Quality
2. Identify the markets your supply can serve
 - FPInnovations has created facts sheets for every species, e.g. hemlock, cedar
 - Fact sheets also available for certain products: windows, flooring, doors, etc
3. Understand your capital
 - What is your existing capacity?
 - How much investment is required?
 - Human capital: understand the labour market

- How much is needed to invest and what are the skills that the employees need? Is it available within the community or would training and education be needed? If so what kind and what kind of investment would it require?
4. Understand your customer and needs
 - There are many studies that give information about various markets and demands of customers on geographic basis.
 5. Understand your competition
 - Do they offer the same materials, fibre?
 - Do they offer the same quality?
 - For e.g. the same fibre may have other values and compete with wildlife requirements or environmental interest. Similarly, different fibres may have preferences with consumers. On the other hand the product use may be the same but different materials may be used, for e.g., western red cedar decking and treated or plastic wood. Plastic wood is a non-recyclable timber made from recycled plastic and wood wastes.
 6. Identify your unique selling position. Consider the following:
 - forest certification
 - community forest branding
 - partnerships and trades
 - One of the important aspects that will affect marketing is the value addition that can be gained by Forest Certification, Community Forest Branding or partnerships and trade. Partnership and trade requires looking at secondary manufacturers, the ability to get fibre in the quality and quantity through possible partnerships and trading. A unique selling proposition requires taking stock and seeing if these make sense and if so at what level
 7. Establishing the Brand:
 - a brand develops a relationship or promise by the producer to the consumer
 - by promoting your strengths you are creating brand values
 - there must be a consistent message in the brand
 - Branding is to identify your product from others and give a special meaning to it. Branding also helps in finding different markets and different customers. It is important to be committed to what is being promised. For e.g. quality of the product or the customer service should be as promised, as generally the consumers do not give you a second chance if it fails to keep to the standards expected. Branding should take into account different products and product lines. It should also have long term planning to see if the commitments for the supply both in quantity can be maintained.
 8. Supporting the Brand:
 - one product vs. product lines
 - quality control
 - service
 - consistent supply
 - move to a more extensive business plan
 - The main thing is to develop a good business plan. Smaller units need periodic updating to stay competitive. For making profit, one should consider using all the fibres that are available. But on the other hand, going broad and trying to do it all may not be possible at once and also should not be attempted. Many aspects of the business can be outsourced, especially those that require skills that are not within an organization or community. The entrepreneur should stick to doing what one is good at. Find ways to spread the risk.



Cindy Pearce:

- Branding a product or service and pursuing potential marketing ideas maximises the benefits of certification.
- It is seen that high-end products and services that offer clear and specific values to the customer often succeed. An example is the business by West Coast Log Homes, at Gibsons.
- The cost and capacity associated with monitoring for quality and certification for an individual community may be prohibitive. The possibility of doing this under the umbrella of community forestry should be explored.
- When customers are making decision to buy a service or product, how often do they look at the brand and how much are they influenced. This depends and in general, community based cooperation is thought of favourably, specifically if this is a group of people who cooperate in social services.
- How important is a logo? It is important as it makes an impression to the customer. The concept is like Fair Trade Coffee which is widely recognised.
- Is it possible to brand rural communities? The process needs to start with the expectations and respect for the common values of the community. Then a detailed assessment of the assets existing with the community should be completed. There are many examples, of community branding for example, 'Affordable mountain living', 'Adventure starts here', 'Logan Lake: Where recreation and nature meet'.
- Actual marketing is expensive for rural community and many develop partnership with municipalities.
- Getting FSC Certification is often associated with high cost. There are many small community forests that can benefit from this. Should a representation be made to FSC for reducing the associated costs for small groups?
- The other aspect is that in many cases the certification has not yet produced any benefit.
- Most economically feasible brands are high end products
- The Dollar Premium of branding; the question that should be asked is what would the brand do for us. A great amount of time and resources are sometimes spent in promoting the brand. What would be the returns or the benefit of these efforts?
- Branding stems from a change from an evolutionist commodity based approach to a value based approach.
- If community forestry is FSC certified, there could be benefit in terms of price premium. Environmental groups are supportive of FSC.
- FSC Certification has allowed a niche market for Harrop-Procter Community Forest. Marketing was expanded by building on a list-serve. This helped in getting regular orders. In many cases the demands outstripped the amount that could be produced.

Group Brainstorming and Discussion

- Common theme: community and the value of it in the marketplace
- A common BCCFA value: Community and the links to the local land.
- We shouldn't be competing with one another.
- Community forestry is an internationally focused effort
- Our product is logs, bottom line – the final product is a “buy BC trees”
- Chain of custody question: branding is only valuable at the consumer stage – we often do not see our product right through to the consumer...
- Need to ask “who are your customers and what do they care about” – if dealing with the mill, the mill is the customer...
- There is a need for partnerships with associations that see wood through to the consumer - example of West Coast Log Homes – they can sell the community forestry concept to the consumer
- The concept of community forestry has more value to the niche markets than to the mill.
- Right now there are 52 community forests in the province – we have to be careful to not set ourselves up to fail – what happens when someone doesn't comply with the terms of our own certification procedure?
- Setting standards with a brand and chain of custody may be easier than chasing individual certifications
- BCCFA should approach certification bodies as a lobby for group certification in order to negotiate more affordable terms for CFAs
- As a group, CF's should approach FSC to revise certification requirements for smaller operations
- “community-managed, community benefit”
- CFAs may have a better brand than FSC based on local values
- With the current timber climate no one is going to be able to afford to get certified in the interior in the next couple of years.
- BCCFA certification procedure would be unworkable – same would be true of branding – would have to stay quite general and broad with the definition of common values with such diverse communities involved.
- Social context of “community managed” is all that we have in common
- Start with the community forest regulations – we all have to meet those....
- The corporation vs. community battle is valuable and potent worldwide
- Need to build upon brands that are already out there - “Buy BC” for example

Some important questions about branding for further discussion and consideration

- Can there be common branding for all CFAs in BC?
- Are we talking about branding each community forest or the BCCFA? We take pride in highlighting the diversity and uniqueness of each CFA. How do we keep this quality with a common BCCFA brand? Could consider an option where we identify the common core values then each community can expand in their use of the common brand.
- If one brand is used how can the quality be controlled, especially if there are different community and standards that will require monitoring
- Certification vs. branding – are they mutually exclusive? Which is cheaper? How complementary are they?
- How does the BCCFA determine criteria that must be met in order to use the brand? Do they just use the guidelines of certification? How will these be decided and monitored?
- Would BCCFA be able to play a regulatory role?
- What is the scope of Web Marketing? It needs assessment
- Exploring international markets require more expertise and resources.
- What are the timelines for and cost of certification vs. branding?
- Do CFAs want to go into manufacturing?
- Does it make sense to brand logs?
- Does it matter to the end consumer?
- Is there a way to link the produce “Buy BC” campaign to BCCFA?

Resources

- There is a good amount of information at the FPInnovation website, http://www.forintek.ca/public/Eng/EE0-default_eng/EE0-default_eng.html
- There are also sector fact-sheets and information on markets at Solution for Wood website <http://www.solutionsforwood.ca/>
- See Council of Forest Industries website <http://www.cofi.org/index.htm> for info on products for specific tree species.
- An interesting piece to look at goals and objectives for a pilot project on “fair trade products from community forests around the world - “Distinguishing Community Forest Products in the Marketplace” a report generated by IIED: <http://www.iied.org/NR/forestry/documents/ICCO-IIEDdistinguishingcommunityproducts.pdf>

Manufacturing and Wood Product Development

Dave McRae - FPInnovations, Forintek

Dave introduced the Building Wealth with Wood – First Nations Wood Products technical Support Program delivered through Forintek. There are many common challenges faced by FN and community forests.

- 35 million cu m of wood available to First Nations in BC – large access to fibre
- Secondary manufacturers do not have a reliable access to fibre

Common Entry Point: Mills

- Portable mills
- No knowledge of how to mill for quality and get the most out of wood
- Often the equipment doesn't match the available fibre or markets

Local Housing needs:

- 85,000 unit backlog in First Nations housing
- Modular housing – compensating for labour shortages

Shortage of labour in some areas, high unemployment in others

- Need to build network

Upswings in commodity markets will be dominated by larger companies

- Key to success is niche markets
- Specialization in product design
- Uniqueness

Many product options:

Log homes, furniture, cabinetry, firewood, art, stairways, frames, souvenirs, etc.

It is clear that a program for CFAs based on the Building Wealth with Wood model would be a valuable resource. This item will be directed to the BCCFA annual strategic planning session.

Native and Non-Native Partnerships

An Informal Session

There was no agenda going into this session, rather the time was set aside to begin a conversation on the relationships being built between native and non-native communities around community forestry. The session was attended by a surprising 30-plus people, a strong indicator that it is important for us to go deeper into this conversation in the coming year.



Discussion Highlights

Different models of partnerships exist in community forestry:

- McBride: no residential bands, but 6 overlapping territory claims
- Mackenzie: 50/50 partnership, though CF is not yet operating
 - Pre-existing relationship: FN children in Mackenzie school after local school closed, and non-native workers in FN logging operations
- Ft St. James: no partnership, but area is seen as one community
 - 3 bands worked with in consultation
- Westbank: FN Community Forest, no non-FN partnership
- Cowichan Lake Community Forest: 50/50 partnership
 - Pre-existing relationship
 - Band invite to partner with Cowichan Lake to submit original proposal
- Likely-Xatsill: 50/50 partnership, in a limited company

Organizational Structure

There are tax implications in situations where there is more than one shareholder. This is easily circumvented, but planning must be done ahead of time. A project to research the pros and cons of different structures is a good one for the BCCFA to take on.

Management Principles

- Whistler, Squamish, and Lillooet jointly wrote letter of intent regarding management principles
- For the two communities of Lake Cowichan and the Pacheedaht Band, the guiding principles are exactly the same

Partnerships should be approached as a business relationship first, friendships will follow. No need to force it.

Community Forest Model in Cameroon

Dieudonne Alemagi, Ph.D., Faculty of Forestry UBC



We were privileged to have Dieudonne share with us a very interesting international perspective on community forestry in the west equatorial country of Cameroon. He is currently at UBC doing post PhD work with Professor Robert Kozak. Cameroon shares both history and challenges with community forestry in BC.

Cameroon has a population of 18,500,000 and a land base of 475,440 square kilometres. 46% is dense tropical rain forest. Community Forests (CF) occupy about 1.9% of the total forested area. Community forestry was launched in 1994 as a part of new forestry framework consisting of long and short term tenures. Cameroon is the first country in Central Africa to integrate community forestry into their tenure system. The goal of the CF program is to promote local benefits through local management of the land and forest resources near the edge of a group of communities. CFs are awarded to legal bodies and are granted for 25 years, renewable after 5 years. The AAC does not exceed 500m³ and the area can cover a maximum of 5000 ha.



Head-loading of sawn timber from a community forest in Cameroon

The rights granted with a CF license and approved management plan are much broader than in BC.. Along with timber Cameroon CFs are entitled to traditional user rights including hunting, fishing and NTFPs, protected access to cultural sites, quarry rights (sand, gravel, rocks), employment associated with management and planting of new crops.



Mechanical extraction and transportation are usually non-existent and head-loading of sawn timber is common, and combined with the lack of trained personnel operations at all levels are often basic. Illegal logging is very common. Timber pricing and reliable markets are a significant problem. For community forestry in Cameroon to achieve the vision behind the implementation of the program, the government must become more proactive to address the identified challenges.

Strategic Planning and Annual General Meeting

More information on the Strategic Priorities identified for 2008-2009 and for the draft minutes of the 2008 AGM, contact Jennifer Gunter, BCCFA Coordinator at info@bccfa.ca

Speaker Bios and Contact Info

Dr. Dieudonne Alemagi

Email: dalemagi@yahoo.co.uk

Dr. Dieudonne Alemagi holds a PhD in Environmental and Resource Management from Brandenburg University of Technology Cottbus, Germany. From September 2008 he will be working as a Social Sciences and Humanities Research Council (SSHRC) Post Doctoral Research Fellow with the Department of Wood Science at the University of British Columbia (UBC). Dr. Alemagi's research interest areas include corporate social responsibility and environmental management, public participation and poverty alleviation in forest dependent communities of Central and West Africa through alternative land tenure and business models.

John Cathro, RPF

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John Cathro is forester, facilitator and negotiator. He works with people who want to see lands and resource use in their neck of the woods done differently. Clients include First Nations, communities, companies and governments across BC working on issues that include strategic land use planning, parks management, mining, community forestry and marine use. John has experience working within complex multi-party disputes involving the management and control over jurisdiction, conservation values and economic development. His approach is based on technical expertise and collaboration. John has degrees in forestry and conflict management and lives with his family in Kaslo.

Wendy Cocksedge

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The Centre for Non-Timber Resources is the only organisation in Canada dedicated to NTFP research, education and development. As Coordinator for Research and Extension, Wendy specializes in NTFP resource management - specifically inventory and compatible management – as well as capacity-building, community economic development and sector development. Wendy has 8 years of experience in ethnobotanical participatory research with both Aboriginal and non-Aboriginal rural communities, and extensive partnership development with academic, government, industry and non-governmental organisations. Wendy sits on the BC Interagency NTFP Working Committee, the Forest Science Program Timber PAC and the Forrex Coastal Steering Committee.

Dave McRae

Forintek

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URL: www.forintek.ca/public/Eng/EE0-default_eng/EE0-default_eng.html

Dave has over 20 years of industry experience in lumber drying and manufacturing prior to joining Forintek. He has taught lumber drying throughout the western provinces over the past five years, including regular sessions at the Wood Products, Engineering and Technology program at NAIT in Edmonton. Dave's primary responsibility is providing technical services in the area of lumber drying. As a First Nations Liaison, Dave manages the Wood Products Technical Support Program for BC First Nations. In this role he works closely with local First Nations communities and businesses, helping them develop opportunities for economic development and capacity building.

Cindy Pearce B.S.F, R.P.F.**Mountain Labyrinths Inc.**

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Cindy is a consultant in natural resource planning and rural community development. She has a B.S.F. from Oregon State University and post-graduate training in planning and community development at the University of British Columbia. Since 1991 her work has focused on the human aspects of resource management, including land use planning, public consultation processes, forest worker issues and community development planning and actions. Cindy was a member and the vice-chair of the Forest Practices Board of BC from 1995- 1999. Since 2000 she has been involved in the social and economic aspects of forest certification. She has a special passion for living and working in forest-based communities. Cindy lives in Revelstoke.

Jennifer Rice**Forintek**

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Jennifer provides information on market and product opportunities to businesses. Working closely with the Markets and Economics Group and the Wood Products Market Economists, she brings specific market intelligence information to value added businesses across the country, where they can apply it to improve their competitive position and increase their sales.

Gordon Sloan ADR Education

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Gordon Sloan is an accomplished dispute resolution lecturer and trainer. He is a lawyer with an academic background in law and religious studies and has conducted hundreds of training programs and workshops in the U.S. and Canada in negotiation, conflict resolution, mediation, consensus building, problem solving and advanced mediation techniques. Sessions have included training of judges, Native groups, State, Provincial and Federal Department Personnel, administrative boards, councils and panels, university faculties and departments, professional groups, industry and labour. Gord has a recognized expertise in mediating multi-party disputes concerning resource allocation and land use, usually involving disagreement over the public interest and has extensive experience in the process design of these larger matters, including land claim and environmental conflicts. Frequently these involve consultative exercises in convening multi-party groups to participate in consensus building decision making.