

*Forest Certification, Carbon Banking,  
and the  
Next Generation of Forestland Owners*

Presented by:

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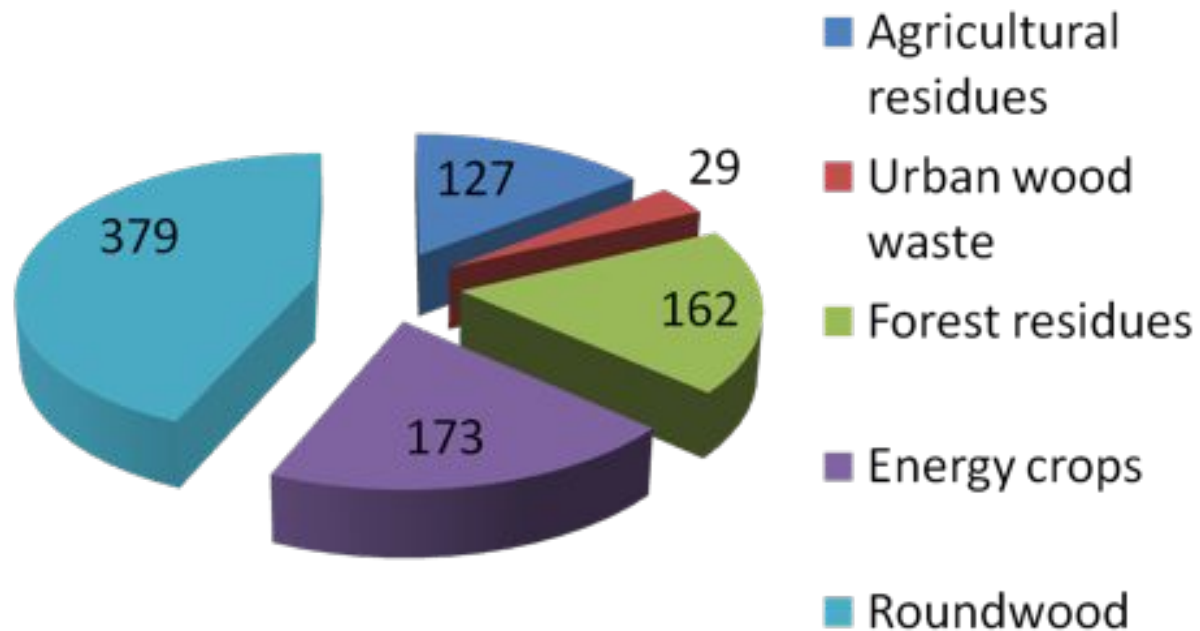
*Wood supply more important than ever . . .*

**Main political pressures (*opportunities*):**

- **Key targets (by 2025):**
  - ✓ **25% RFS (renewable fuel supply)**
  - ✓ **25% RES (renewable electricity supply).**
- **39 billion cubic feet of wood resource per year to meet demand**
- **Stimulus package just approved has \$53 billion for renewable energy projects.**

## Energy production from biomass and roundwood under a 25-percent RFS and RES, 2025

Millions of dry tons



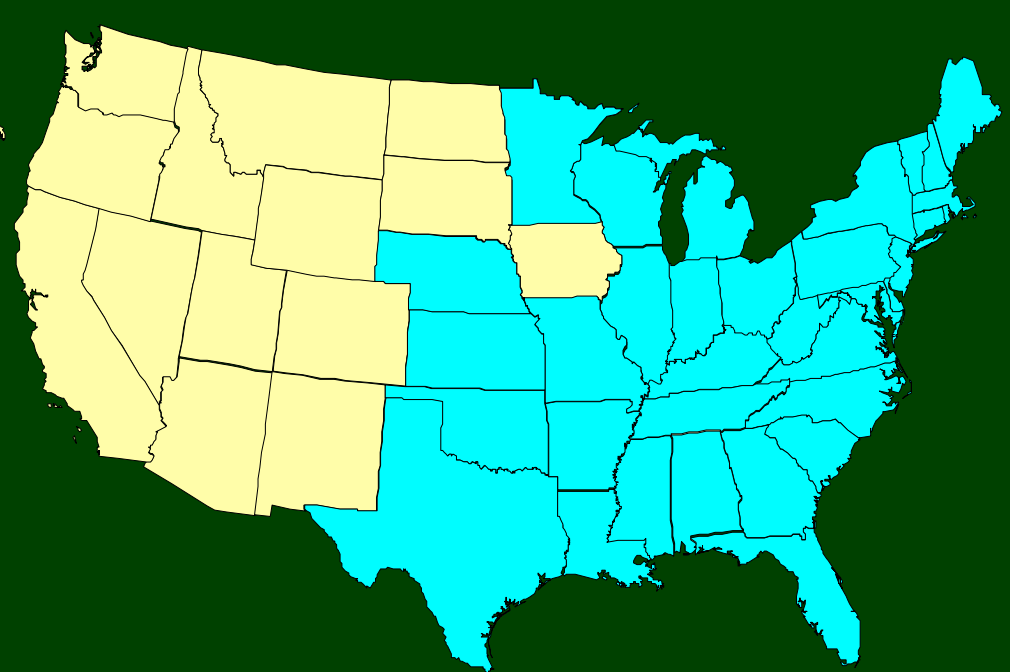
Source: Energy Information Administration, 2007

*No small matter . . .*

- ✓ *Family woodlands represent 60 percent of US forests, and provide critical public benefits (watershed protection, wildlife habitat, carbon sequestration, other ecosystem services)*
  
- ✓ *Over past decade, forest and open space in US lost an average of 6,000 acres per day*  
*. . . four acres. . . every minute!!*
  
- ✓ *At over 40 million acres of family forestland in the US will have ownership transfer in the next five years.*

***WERC States: within the next five years . . .***

- ***Over 70%*** of WERC states will experience ***forestland conversion on more than 10%*** of all their family forestlands
- ***Almost 90%*** of WERC states will experience ***ownership transfer to heirs on more than 10%*** of all their family forestlands



***Almost 30% of all family forests  
in all WERC states affected***



# NHLA Hardwoods Conference 2009



May/June 2007 issue





**June 14, 2007 coverage:**

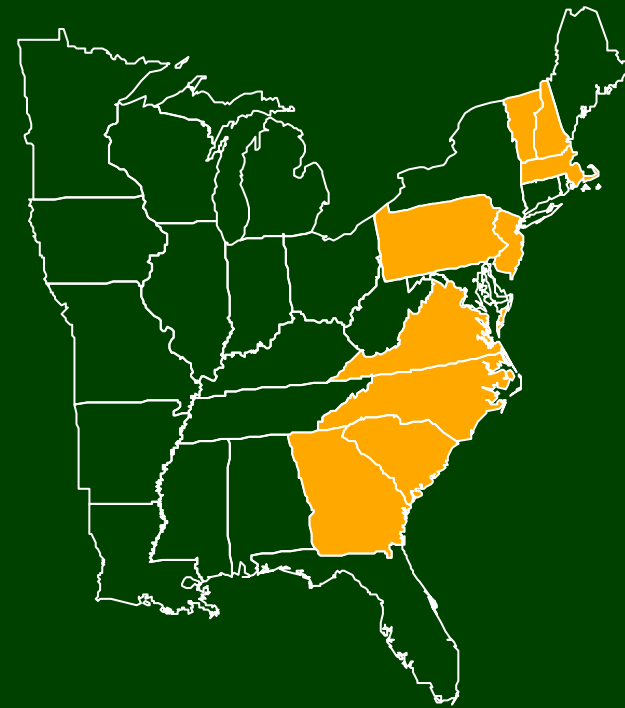
**Family Forestry (by Tanya Mohn):**

*“ There’s a crisis brewing in America’s vast forest lands. At stake are large tracts of private forests at risk of being mismanaged or sold ... “*



*2003 WERC Study:* *non-joiner* *interviews conducted:*

- ✓ *Over 100 non-joiner NIPF's*
- ✓ *44 professional foresters*
- ✓ *25 "Smart growth" organizations*
- ✓ *All state stewardship coordinators*
- ✓ *All SAF chairs*



*What the non-joiners said:*

✓ Adding forestland = 27%

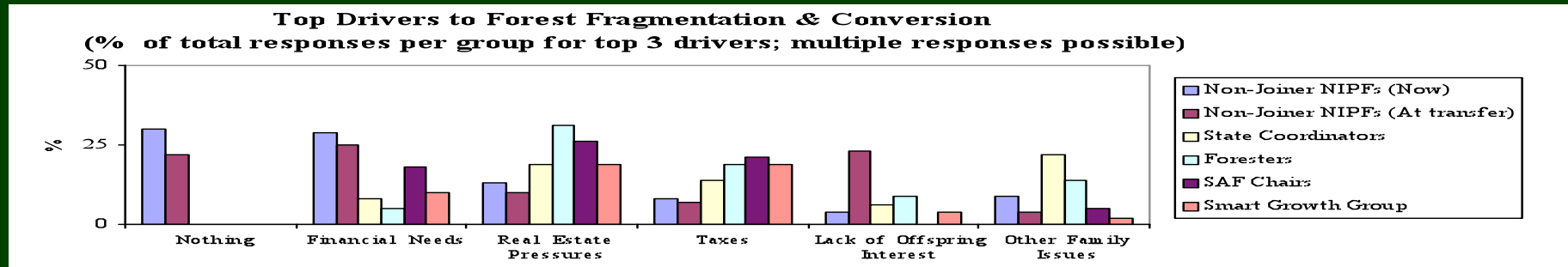
*but . . .*

✓ Dividing forestland = 11%

✓ Selling forestland = 20% **42%**

✓ Developing forestland = 11%

2003 non-joiner study results:



*What offspring think is really important!  
Do we know??*

*That lead us to ...*

2005 funding from: The USFS

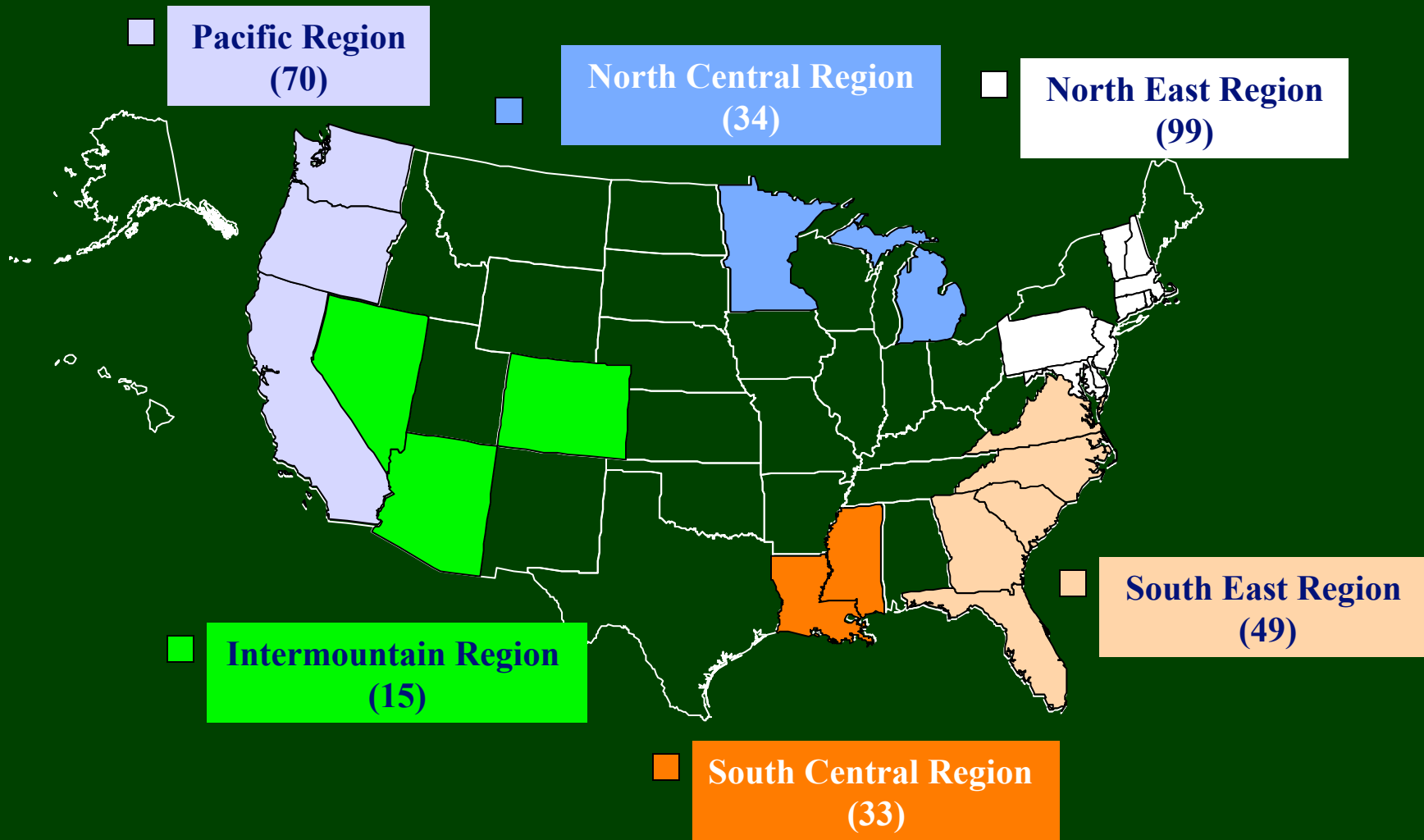
*What Offspring of NIPFs Think: A National Baseline Perspective.*

( 300 offspring interviews across the US )



# NHLA Hardwoods Conference 2009

13



April 2009

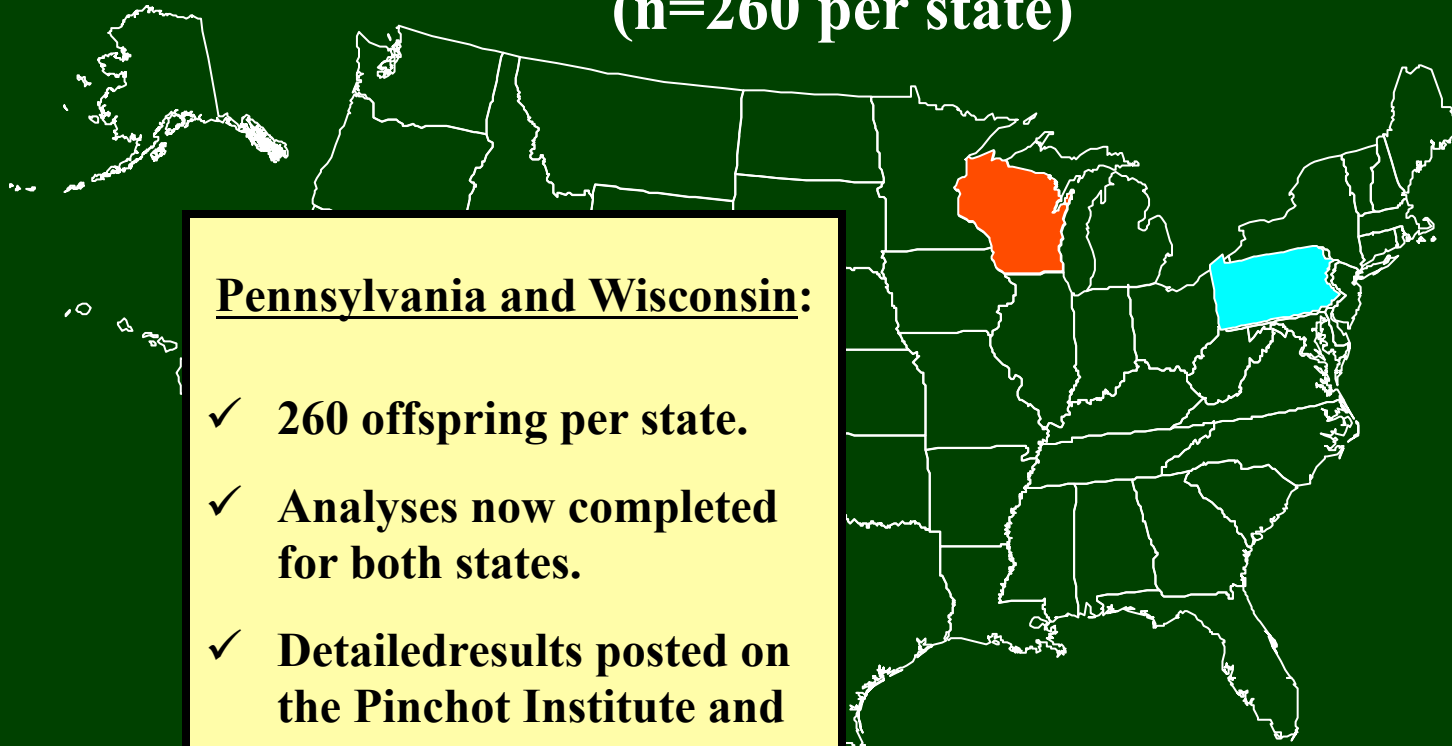
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**2005 offspring study results: . . .**

- ✓ . . . *did not live on or even near the family forests*  
    . . . *would not live* on the family forestland in the future;
- ✓ . . . had *not been involved in the management* of the family forests  
    . . . *did not wish to be* until the time of land transfer;
- ✓ . . . wanted *income* from the land
- ✓ . . . feared that unexpected *medical expenses* would force them to sell

**“Drill-down”** offspring interviews  
(n=260 per state)

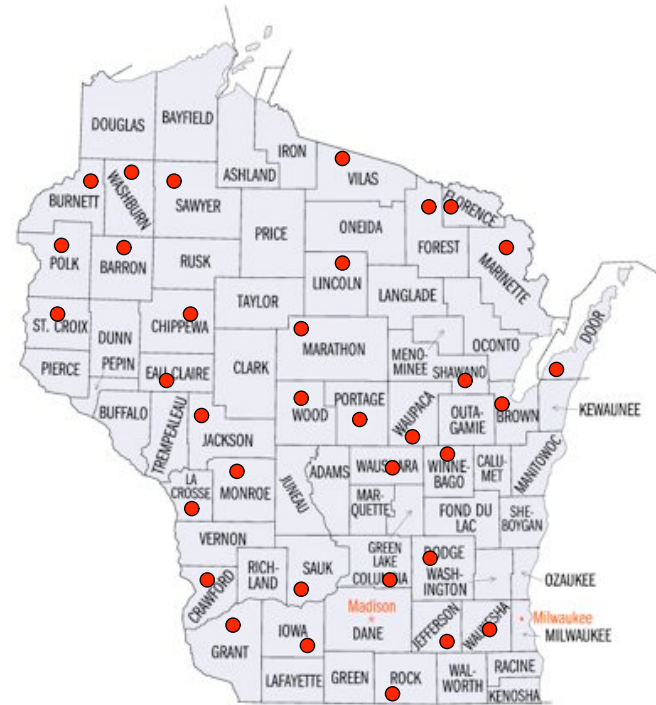
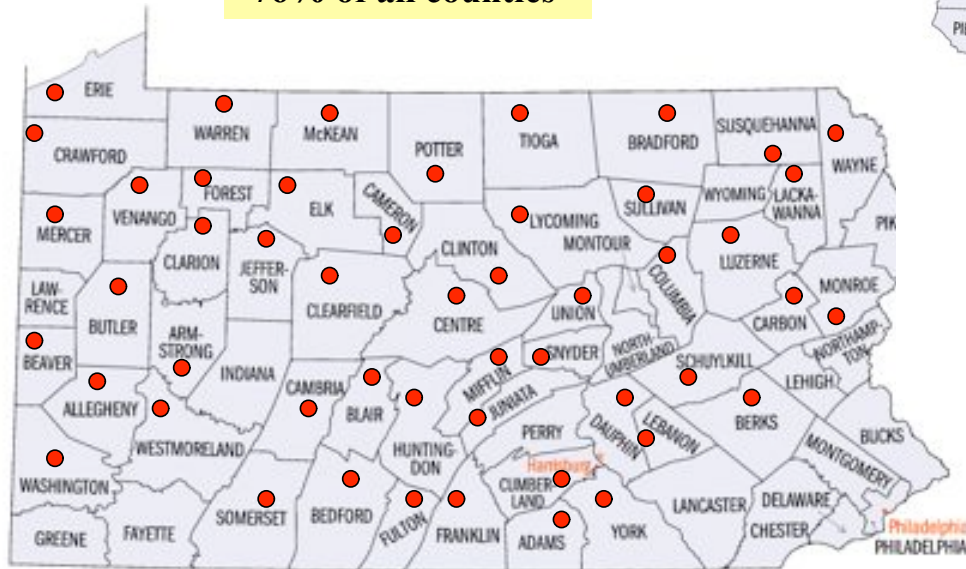


**Pennsylvania and Wisconsin:**

- ✓ 260 offspring per state.
- ✓ Analyses now completed for both states.
- ✓ Detailed results posted on the Pinchot Institute and State DNR websites.

Forestland locations of offspring interviewed (n = 260 per state)

76% of all counties



46% of all counties



Protocol used

- *Landowner contacted;*
- *Permission obtained from NIPF parents to interview their offspring;*
- *Offspring contacted to set up interview time;*
- *Telephone interviews conducted with offspring.*

**Survey analysis included:**

- ✓ *Gender analysis* (*do males and females think differently?*)
- ✓ *Age analysis*, and . . . for the first time
- ✓ *Sibling analysis* . . . where Shakespeare and forestry unite  
(*double, double, toil, and trouble!*)

## Offspring line-up . . .

- professionals (vs blue collar workers).
- earn more than \$50,000 per year.
- were not raised on family forestland.
- live out-of-state or not near the family forestland.
- won't live on the family forests in the future.

WI	PA
43%	58%
65%	69%
66%	60%
76%	73%
66%	48%



**Who do offspring donate money to annually  
(ie what's really important to them)?**

PA - 77% of offspring do donate annually

WI - 74% of offspring do donate annually

church = 58%  
health = 34%  
environmental = 27%

church = 65%  
health = 32%  
environmental = 15%



forestry? = 5%!



forestry? = 3%!



Have parents discussed future plans with offspring?

	Pennsylvania (% yes)	Wisconsin (% yes)
Overall	75%	75%
Male Offspring	77%	81%
Female Offspring	73%	65%
% of families with siblings who disagreed with each other	22%	31%

*For both states, more than half of offspring interviewed had not been involved with the management of the family forests!*

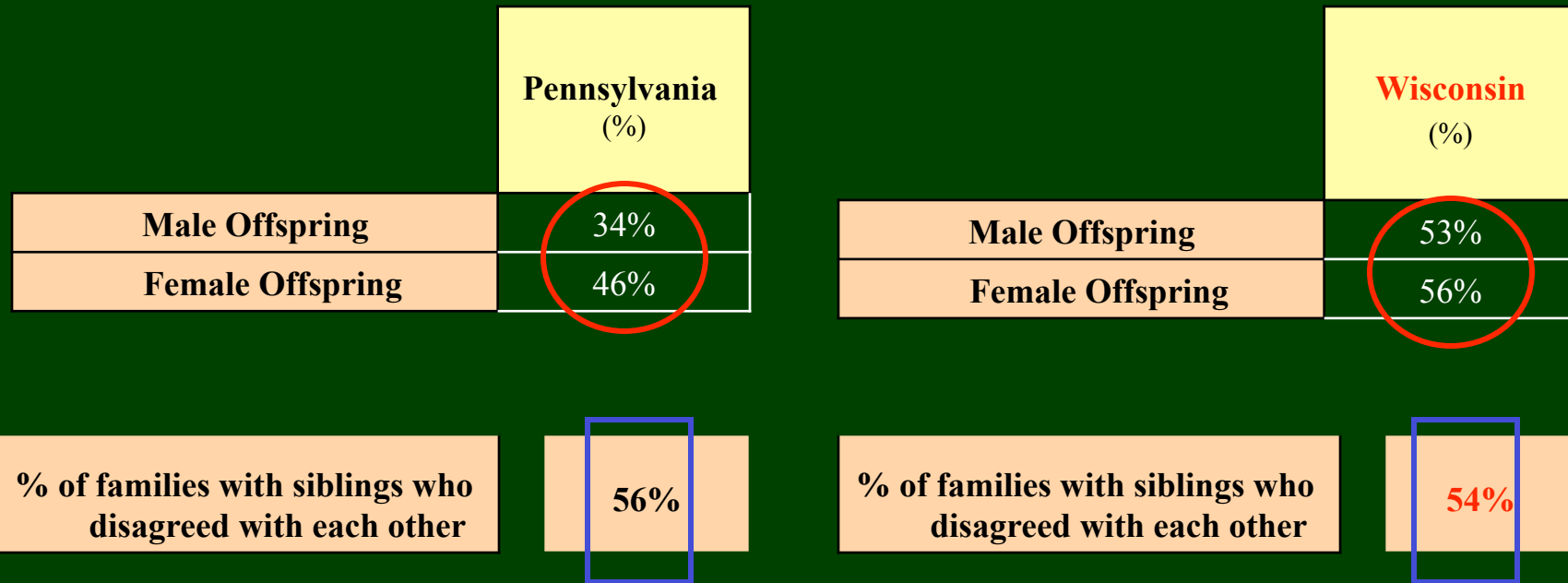
% not involved . . .	Pennsylvania
Male Offspring	44%
Female Offspring	63%

% not involved . . .	Wisconsin
Male Offspring	51%
Female Offspring	70%

% of families with siblings who disagreed with each other	43%
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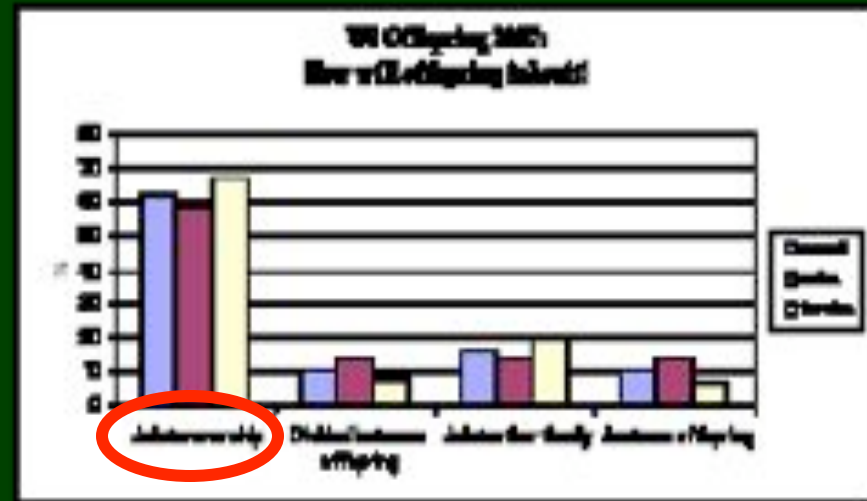
% of families with siblings who disagreed with each other	33%
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If currently not involved - *don't wish to be!*





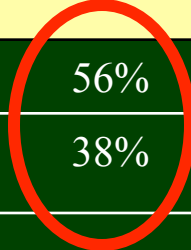
87% of offspring plan to inherit the land, but how???





Income generation off the land . . .  
. . . how important is it?

<i>Expect land to generate income</i>	<u>PA</u>	<u>WI</u>
<b>Males Offspring</b>	67%	56%
<b>Females Offspring</b>	65%	38%
<b>% of families with siblings who disagreed with each other</b>	49%	40%





**What's important to help keep  
the land in family hands?**



Guess what I'm doing, daddy??

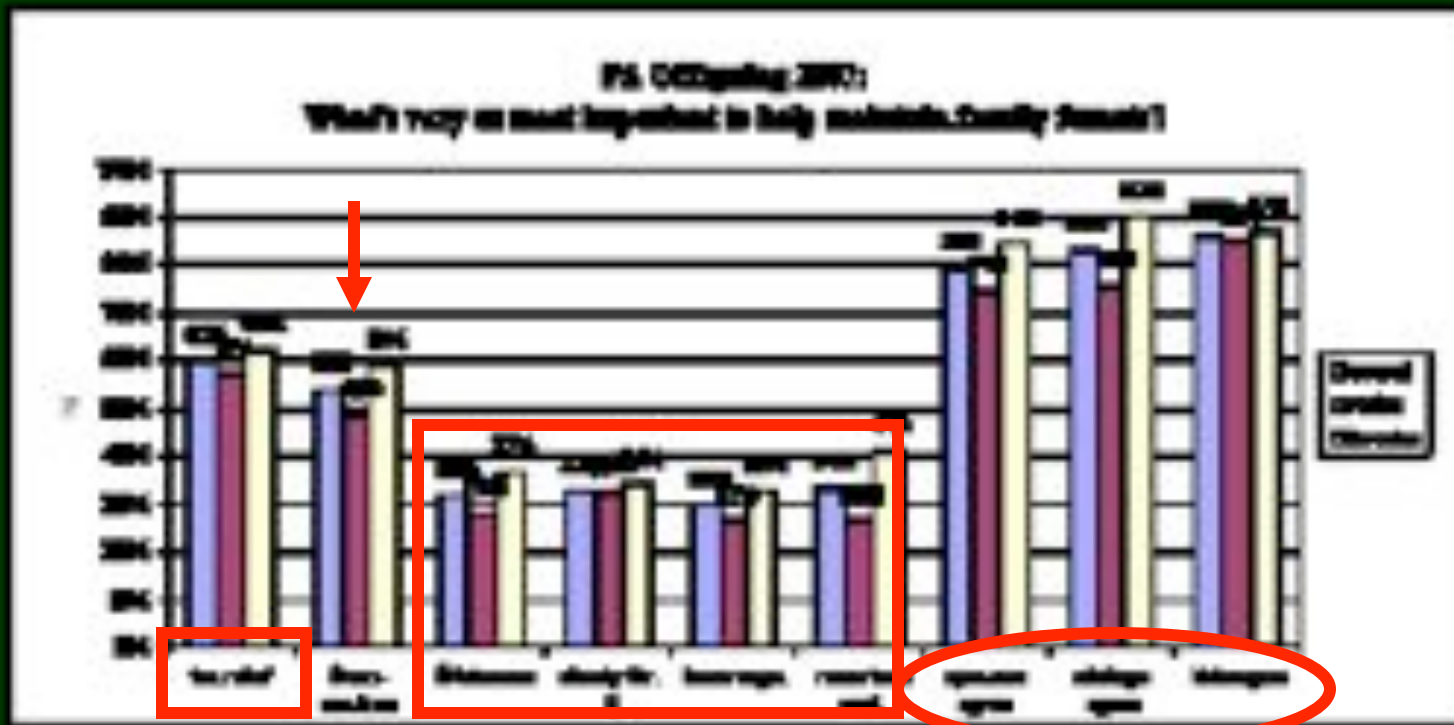


**Just counting carbon credits!  
Way cool, huh???**

PA

What's important to help keep the land in family hands?

Same results for Wisconsin



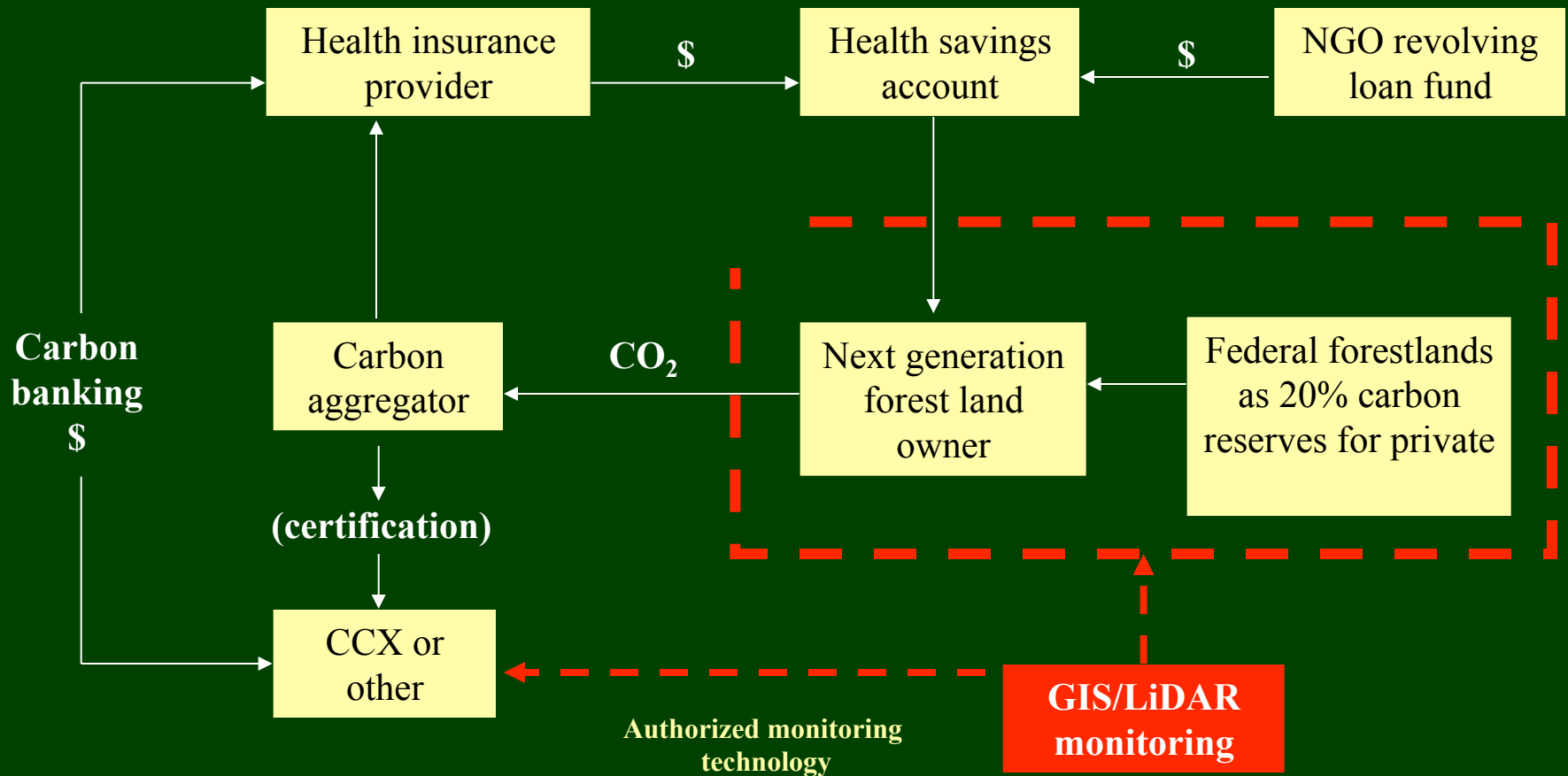




**Pinchot Institute for Conservation**

*Human Health – Forest Health Carbon Bank Initiative*





Selecting a health insurance provider for Initiative . . .

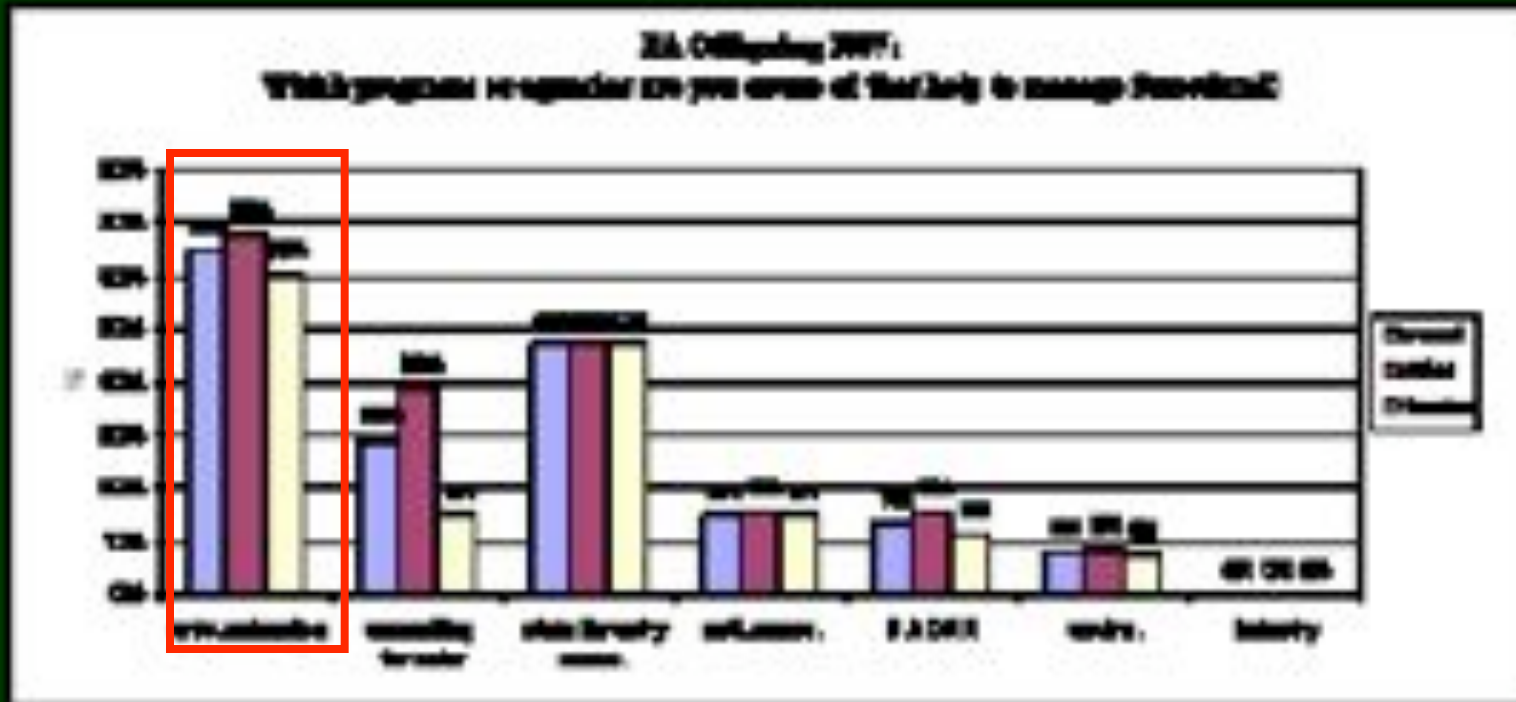
. . . *possibly Blue Cross / Blue Shield*

**Largest health care insurance provider of rural America . . .**

**Looking for new business model . . .**

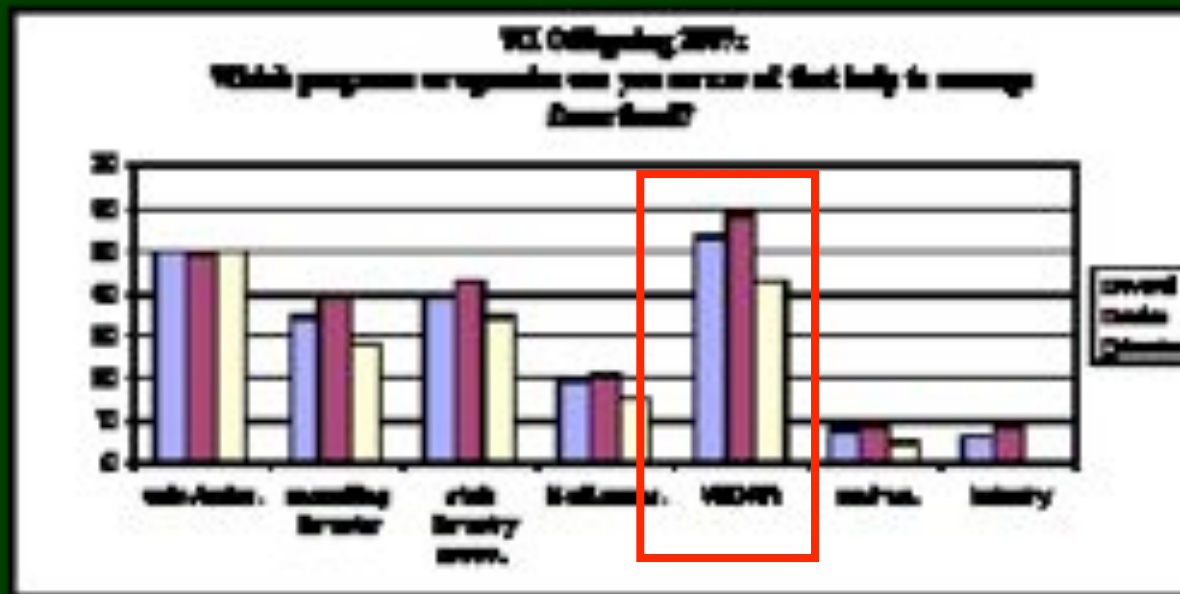
**Individually licensed in each state . . .**

If offspring aware, which programs?



*It's pretty clear – university/extension plays a central role.*

If offspring aware, which programs?



*DNR plays a central role.*

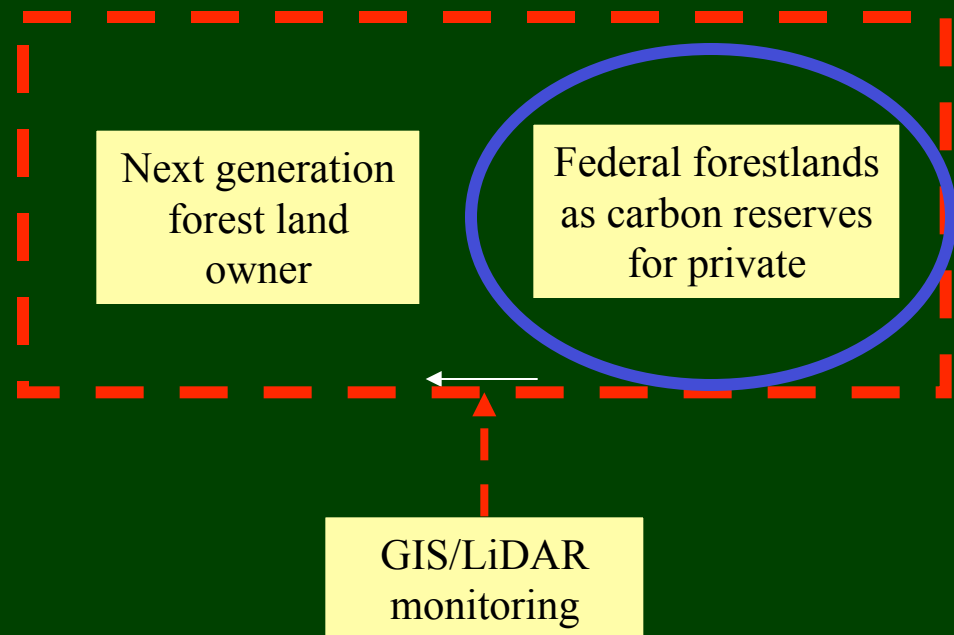
**Why health savings accounts?**

- **Non-taxable**
- **No managed care limitations – your choice of health care providers**
- **Speaks directly to the concerns of the next generation of forestland owners**
- **With joint ownership expected – would help increase sibling cohesiveness**



## Why federal forestlands?

- Reduces monitoring costs to private forestland owners (public-private partnership)
- Could substantially help address supply for biomass for renewable energy projects when tied with . . .
- . . . CROP (coordinated resource offering protocol)



**What CROP does:**

Change the dynamics of resource offering in an *investor landscape* by . . .

- ... *goes beyond inventory analysis* by identifying what public forestland manager *believe they can perform to*
- ... *coordinates resource offering* within and between agencies
- ... *provides a protocol for levelizing supply* (diameter, species, volume) between resource players at important landscape scale.

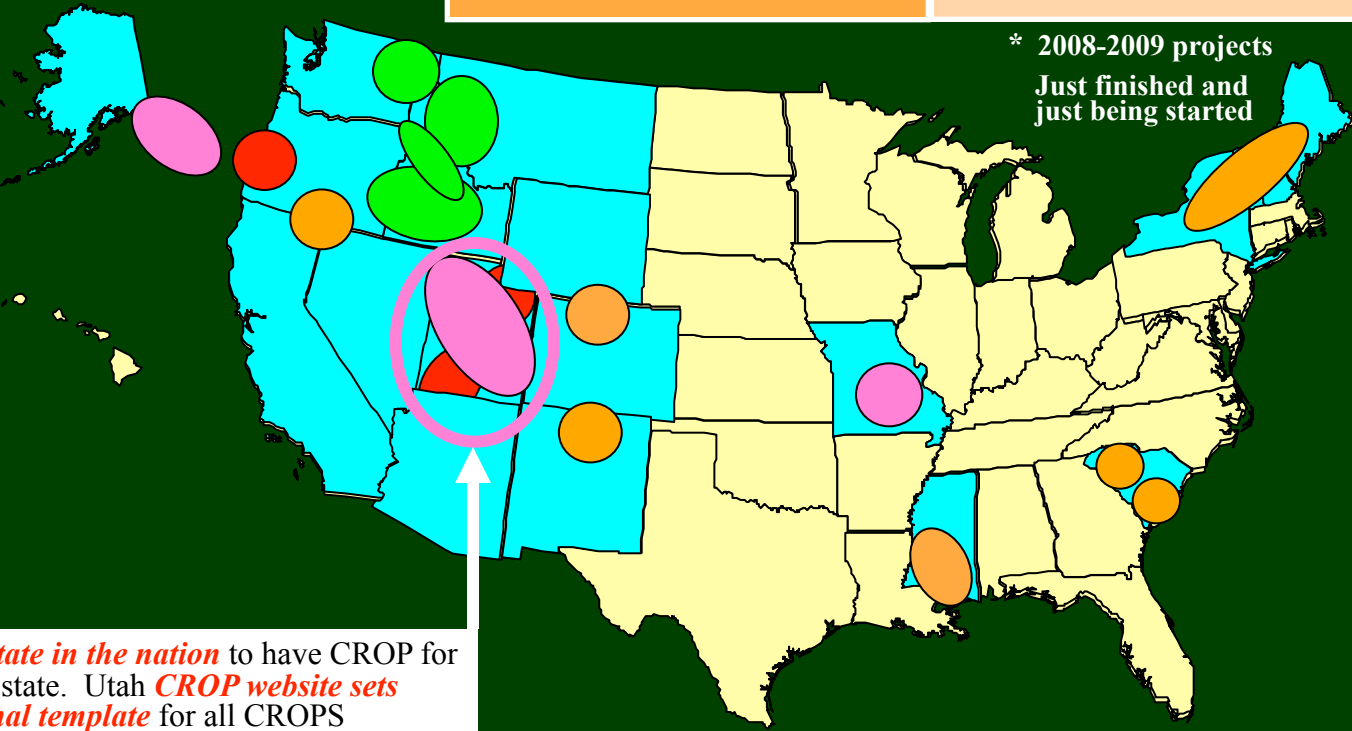
## Coordinated Resource Offering Protocol

**Initial: 36 National Forests**  
**105 Ranger Districts**  
**41 BLM Districts**  
**15 states**

**New\*: 25 National Forests**  
**99 Ranger Districts**  
**28 BLM Districts**  
**12 states**

\* 2008-2009 projects  
Just finished and just being started

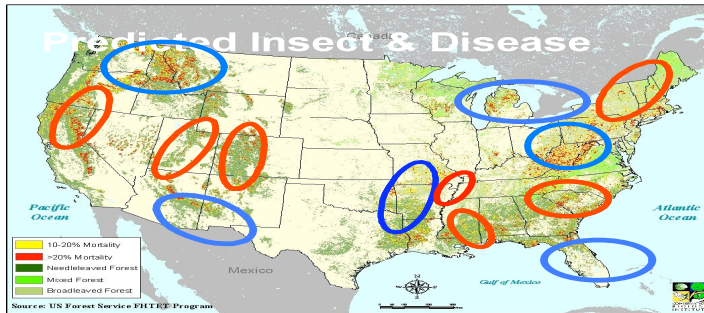
- Initial (completed)
- Updated (from initial)
- Just finished
- Just starting (new)



Utah: **Only state in the nation** to have CROP for entire state. Utah **CROP website sets national template** for all CROPS

## Coordinated Resource Offering Protocol

**Map 1: Predicted Insect and Disease Mortality**



... 1

red sections on map = >20% mortality rate  
yellow sections on map = 10% - 20% mortality rate

red circles = completed CROP pilots  
blue circles = other priority regions for CROP

Broadleaved Forest	
<b>US Forest Service FHTET Progr</b>	



**Healthy Forests and Rangelands**  
Managing Our Natural Heritage

Home: Healthy Forests and Rangelands - National Fire Plan and Healthy Forests Initiative

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Resources  
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Links

**USA.gov**  
Department of State Dept.

### Healthy Forests and Rangelands

Welcome to Healthy Forests and Rangelands, a portal to information about the National Fire Plan (NFP), Healthy Forests Initiative (HFI), and related initiatives. Healthy Forests and Rangelands is a cooperative effort between the United States Department of the Interior (DOI), the United States Department of Agriculture (USDA), and their land management agencies.

Healthy Forests and Rangelands provides fire, fuels, and land management information to government officials, land and fire management professionals, businesses, communities, and other interested organizations and individuals.

Healthy Forests and Rangelands consolidates and replaces the National Fire Plan and Healthy Forests websites.

#### Success Stories

Visit our [Success Stories](#) web page to find Healthy Forests Initiative and National Fire Plan projects and successes using a variety of selection criteria.

Select a state on the pull-down menu below the map. Click the Find button to see a list of the state's success stories.

Individual State Success Stories

#### Fuels Treatment Accomplishments

Find DOI and USDA Fuels Treatment Accomplishments Reports by State and Fiscal Year on the [Healthy Forests and Rangelands Reports](#) web page, as well as other initiative reports.

Select a state below and click the Find button to see the state's fuels treatment accomplishments.

Find Report by State...

#### National Fire Plan Viewer

The National Fire Plan Maps website is an internet-based mapping application that visually portrays the DOI and USDA land management agencies' hazardous fuels program projects.

Find NFP Activities by State...

#### Headlines

- [Current Wildfire Situation](#)
- [Fire Information - National Fire News](#)
- [HFI Progress](#)
- [Healthy Forests Report EY 2008 Accomplishments \(PDF, 96 KB\)](#)
- [Wildland Fire Leadership Council Report](#)

A Collaborative Approach for Reducing Wildland Fire Risks to Communities and the Environment: Monitoring and Performance Report

- [DRAFT Briefing Paper \(PDF, 1.9 MB\)](#)
- [DRAFT Executive Summary 2007 \(PDF, 3.5 MB\)](#)
- [Updated 10-year Plan](#)
- [A Collaborative Approach for Reducing Wildland Fire Risks to Communities and the Environment: 10-Year Strategy Implementation Plan, December 2006 \(PDF, 497 KB\)](#)
- [Cohesive Fuels Treatment Strategy](#)
- [Protecting People and Natural Resources: A Cohesive Fuels Treatment Strategy, February 2006 \(PDF, 15.4 MB\)](#)
- [Opportunities](#)
- [Assistance to Firefighters Grants \(AFG\) Program](#)
- [WBU Desk Guide](#)
- [Woody Biomass Utilization Desk Guide, September 2006](#)
- [CROP Results Available](#)
- [Coordinated Resource Offering Protocol \(CROP\) Description, Evaluations, and Results](#)

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Location: <http://www.forestaandrangelands.gov/index.shtml>  
Last modified: Thursday, December 04, 2008

## USFS National CROP websites

[www.forestaandrangelands.gov/Woody\\_Biomass/resources.shtml](http://www.forestaandrangelands.gov/Woody_Biomass/resources.shtml)

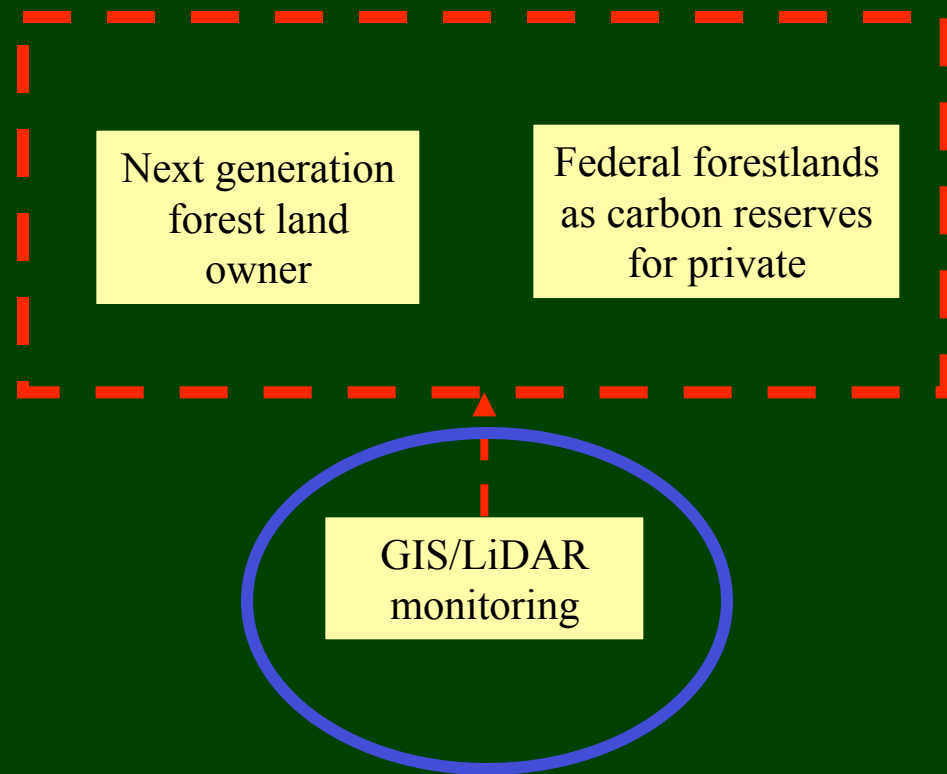
[www.crop-usa.com](http://www.crop-usa.com) (interactive website)

All of this requires monitoring



## Why LiDAR technology?

- Already *acknowledged by CCX* in lieu of growth and yield models
- Gaining *environmental support* (energy tax crediting)
- Provides excellent *monitoring baseline for forest certification* (on public and private lands)



Next steps . . .

- Initiate *proof of concept phase* with selected health insurance provider (Blue Cross / Blue Shield) in targeted regions (WI, MO, and OR)
- *Expand CROP* evaluations to remaining NFs across US (DOE grant)
- Secure funding to complete *additional offspring interviews* in other targeted states across US



**Thank you WERC!!**



*For more information:*

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