

Tree Farmers as Advocates

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American Tree Farm System® Convention

New Mexico

August 2011



GROWING STEWARDSHIP FROM THE ROOTS

Forestry Advocates in the News





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Mattel



BARBIE, YOU'RE DUMPED

I DON'T DATE GIRLS THAT ARE INTO DEFORESTATION

Ken

Stop **MATTEL** destroying rainforests for toy packaging.

BARBIE PROTEST
EL SEGUNDO, CA

my FOX boston .com

What does this tell us?

- Passion
- Future
- Misinformation



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Tree Farmers as Advocates

- Close the education gap
 - What is good forest stewardship?
 - Benefits of America's family forests
- Responsibility to advocate
- Opportunities to advocate
- “If you're not at the table, you're on the table.”



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Responsibility to Advocate

- ATFS is your voice in Washington, D.C.
- Advocating for public policies that ensure you have:
 - Access to markets for your sustainably-grown wood
 - Tools for on-the-ground management
 - Policies that allow you to pass your heritage to the next generation



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Healthy Markets, Healthy Forests

- Green building is THE fastest growing construction market in the country.
- Green building should offer Tree Farmers market opportunities.
- **Unfortunately, Tree Farmers and the sustainable wood products produced from your land, are being left out of these markets!**





The Green Building Conundrum

- Wood is good!
 - Stores Carbon
 - Energy Efficient
 - Renewable
- U.S. Green Building Council's LEED Rating
 - Widely used
 - Provides more incentives for materials like steel and concrete, compared to wood
 - Does not recognize ATFS certified wood

Green Building Advocacy

- Urge federal agencies to “level the playing field for wood.”
 - USDA – Successful
 - DOD – Still Working
 - GSA – Still Working
- State legislation
- Local education outreach



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Management Tools

- USDA Farm Bill Conservation Programs
 - Technical Assistance
 - Education
 - Cost-share for management practices

“Not a handout...a helping hand...”

Nancy Livingston, WI Tree Farmer



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Preparing for the Future

- Estate Tax Policy
 - Will you be able to keep your Tree Farm in your family?
- 2010 Estate Tax Campaign – Success!
- 2012 Outlook
- Urge Congress to pass a permanent fix to the estate tax for family forest owners.



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Opportunities to Advocate



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Effective Advocacy

- Strength in Relationships
- Strength in Numbers
- Let's be strategic...



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Building Relationships

- Get to know your elected officials.
 - Background?
 - Issues?
 - Bills?



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Planning the Relationship

- Plan a series of “touches.”
 - Emails
 - Phone calls
 - Letter to the editor
 - Office Meeting
 - Tree Farm Tour
 - Tree Farm Committee Meeting



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Tips for Effective Relationships

- Be assertive, but not pushy.
- Provide useful information.
- Have an ask.
- Be willing to work with staff.
- Give recognition and thanks.
- Identify ways you can help them.
 - *What am I missing?*



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Grassroots Action Network

- www.familyforestaction.org
- Tree Farm's Grassroots Action Network makes it easy.
- Email alerts and Family Forest Action Updates
- Talking points and issue information
- Website to email Congress Bills, Votes, and More



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Tree Farm Fly-in

- March 2012 - 4th Annual Tree Farm Fly-in
- Grasstops Training
- In-depth Issue Briefings
- Meet face-to-face with Members of Congress in Washington, D.C.
- Key time to talk Estate Tax and Farm Bill



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Growing Strength in Numbers

- Recruit Tree Farmers in your state to be advocates.
- Introduce others to Tree Farm by talking about the Grassroots Action Network.
- Sign up at www.familyforestaction.org.



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Tips for Recruiting Advocates

- Make it local.
- Speak concretely and make it relevant.
- Meet them where they are.
- Be persistent.
- Consider partnering with other organizations in your state.



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Questions?

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