

## **Elevator Speech – “So why should a landowner join Tree Farm?”**

Michigan Tree Farm Committee, March 2019

### **SHORT VERSION**

Consider joining the American Tree Farm System because it is a family of woodland stewards that provides community, recognition and legacy. The American Tree Farm System cares about people and helps Tree Farmers care for their forests. Tree Farmers protect the ecology of their land while earning income from their forest. You can join Tree Farm and post the “Big Green Sign” to show your family and neighbors that you are an outstanding landowner who takes great care of your forest.

### **LONG VERSION**

Consider joining the American Tree Farm System because it is a family of woodland stewards that provides community, recognition and legacy.

### **COMMUNITY**

**People.** The American Tree Farm System connects you to professional foresters, other landowners and local schools. You can network with 900 Tree Farmers to see how they manage their forest at Tree Farm field days.

**Information.** Tree Farm keeps landowners and foresters informed with magazines, webinars, conferences and websites. Tree Farmers get a visit with a forester in their woods at least once every five years.

**Advocacy.** The American Tree Farm System helps people advocate locally and in Washington DC for reasonable policies and beneficial government programs for forest owners.

### **RECOGNITION**

**Excellence.** Tree Farmers post the “Big Green Sign” to brag about the wood, water, recreation, wildlife and many other things their forest provides. Tree Farm gives annual awards to landowners and foresters for their great work in the woods and in the community. The Standards of Sustainability are an internationally recognized land ethic and common-sense definition of “forest stewardship.”

**Markets.** Forest certification provides confidence to urban (and rural) consumers that products we use every day come from well-managed forests. Certification helps keep forest products companies in business and enables Tree Farmers to access diverse markets so they can manage their woods. When we take care of relationships and ethics, certification is the icing on the cake that takes care of itself.

### **LEGACY**

**Simplicity.** There is very little cost to join Tree Farm once you and your forester have developed your long-term plan to care for your forest. It is an easy four-page form to enroll.

**Legacy.** The American Tree Farm System has been helping forest owners since 1941. Tree Farm helps families work together and make plans to pass their forest to the next generation. Tree Farm connects landowners with local schools for field trips so young people can experience and learn about forests.

You can join Tree Farm today to show your family and neighbors that you are an outstanding landowner who takes great care of your forest.

## **Elevator Speech – “So why should a forester promote Tree Farm?”**

Michigan Tree Farm Committee, March 2019

### **SHORT VERSION**

Promoting the American Tree Farm System to landowners will help you grow your business because it connects you to motivated clients, encourages repeat customers, provides helpful resources and associates you with a positive, national brand.

### **LONG VERSION**

**Motivated Clients.** Tree Farmers are the clients that everyone likes to work for. Tree Farmers are active land managers who love to plant trees and frequently harvest timber. They are ethical landowners who exceed the Standards of Sustainability and are not always trying to get away with breaking the rules. The American Tree Farm System (ATFS) is investing in Midwest Conservation Projects that will identify new clients for you.

**Repeat Customers.** Tree Farm recommends that a forester visits a Tree Farmer every five years. The Michigan Tree Farm Committee (MTFC) always assigns inspections to the previous inspector or the forester who developed the forest management plan. MTFC sends newsletters twice a year that encourage Tree Farmers to contact their foresters. The [www.ATFSDatabase.org](http://www.ATFSDatabase.org) is a tool that foresters can use to track their contacts with clients.

**Resources.** Tree Farm provides excellent publications that you can use to market your business and educate your clients. MTFC hosts field days each year and an annual “Michigan Forest Celebration” with the Michigan Forest Association. Tree Farm training and inspections offer CFEs needed by Certified or Registered Foresters. Wood from Tree Farms is chain of custody certified through the Sustainable Forestry Initiative.

**Branding.** Tree Farm is a national brand and is the oldest forest conservation organization for family forest landowners. Tree Farm is recognized by industry for providing a wood supply and by conservation groups for offering forest certification. Tree Farm, administered nationally by the American Forest Foundation, is internationally recognized by the Programme Endorsement of Forest Certification. Providing Tree Farm to your clients associates you with a very positive brand.