



# The Sign of Good Forestry

You're driving down the highway with hunger pangs and the gas gauge dipping low when you see those welcome signs... "FUEL...FOOD." Without those signs you wouldn't know what's out there.

## SIGNS MAKE THE INVISIBLE, VISIBLE; THE UNMEMORABLE, MEMORABLE.

That's what Tree Farm signs are for: To notify the passing public that the green hillsides that they see are managed forests.

A field of corn has obviously been planted and tended by someone but to the uninitiated a carefully managed forest tends to look like...a forest. That's the dilemma of forestry, our work is invisible to people most of the time. We get noticed once every 40 or 50 years, when large trees are harvested (and the notice is often not favorable). Years of tending the crop go by silently and invisibly. To people driving by that's just nature at work (untended, wild and wonderful).

## HOW DO WE EXPLAIN OURSELVES TO THE PASSING PARADE OF UNINFORMED PEOPLE?

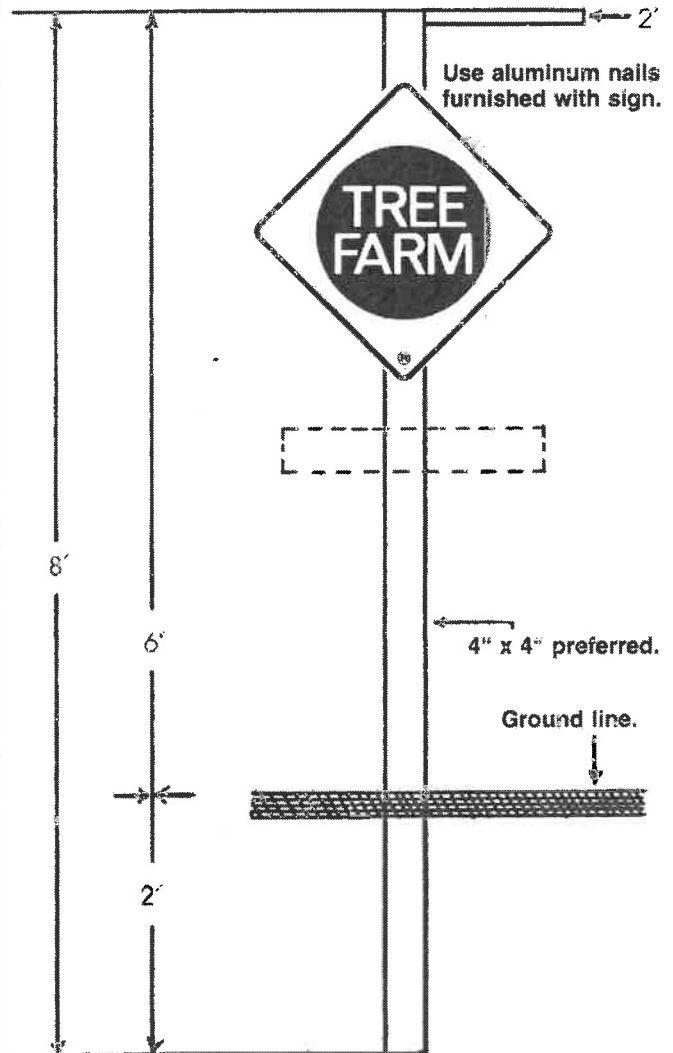
It would be great if tree farmers could explain to the folks going by that they are investing mind, money and muscle in their woods. But it would be a risky business to flag all those people down.

Foresters and tree farmers could spend more time talking to schools and service clubs and get articles in the local newspaper about tree farming. However, even if foresters keep up a constant barrage of information, people will still drive by Tree Farms and see...only some wooded land, UNLESS THERE'S A TREE FARM SIGN.

Speeches, news events, activity on the land are all important, but the job of informing people fails until they see the message often.

Tree Farms will remain invisible until we all do a better job of displaying the "sign of good forestry," on a post, by the roadside for all to see.

## SUGGESTIONS FOR ERECTING SIGNS



1. Erect sign on Tree Farm property.
2. Erect on roadside at right-of-way line.
3. For better visibility, place two signs on post, back to back, at right angle to highway.
4. Sign should be straight and post tamped firmly.
5. Clean brush, weeds, and trash from base of sign.
6. Recommend: sign NOT be nailed to fence, tree or side of building.