

NEW MEXICO TREE FARM

BULLETIN



SMOKEY BEAR: THE TRUE STORY

Part 1 | The National Cooperative Forest Fire Prevention Program

Written by: Mary Lavin, Manager, Smokey Bear Historical Park managed by the NM Forestry Division

During WWII, not long after Pearl Harbor was attacked, timber supplies needed for the war effort were also threatened by Axis powers. Enemy vessels launched incendiary devices into American forests near the Pacific coast but, fortunately, were not successful in setting the woods ablaze. Alarmed at the prospect of losing the second most valuable commodity in the war effort - timber and wood products - the USDA Forest Service, the National War Ad Counsel, and the National Association of State Foresters redoubled their efforts to put together an ad campaign to encourage Americans to help prevent forest fires.

The combined effort to prevent unwanted, human-caused wildfires became known as the Cooperative Forest Fire Prevention program, or the CFFP.



The first ads reminded people that most forest fires were human-caused, using the slogan, "Your forests, your fault!" The

focus was that people needed to be



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OUR MISSION

To promote the growing of renewable forest resources on private lands while protecting environmental benefits and increasing public understanding of all benefits of productive forestry.

The American Tree Farm System (ATFS), a program of the American Forest Foundation, is committed to sustaining forests, watershed and healthy habitats through the power of private stewardship.

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ever vigilant with fire when camping and visiting the National Forests and to report all forest fires immediately to the authorities. The initial ads did little to influence the American public and change the outcome.

The campaign needed a vibrant spokesperson, a spark plug if you will, to bring the message front and center.



“Bambi,” Disney’s famous fawn who successfully escaped a wildfire in the 1942 movie, was a natural choice to be the first spokesperson for the new campaign. However, Bambi was only available on loan to the CFFP for a year, so another representative would have to be found. Several animals were considered, but the group kept coming back to the idea of a bear. A bear was big and strong, could stand on his hind feet, and portrayed a powerful image of strength and courage in the face of danger.

So, on August 9, 1944, in honor of the famous New York Assistant Fire Chief, “Smokey” Joe Martin, the new symbol of fire prevention was christened, Smokey Bear, and a legend was born. The following year human-caused wildfires were reduced by 70%, a huge success by any measure. The first chapter in the book of the most successful ad campaign in history was now written, but the story of wildland fire prevention was just getting started.



Learn more at www.smokeybear.com; on his Facebook page www.facebook.com/smokeybear; or visit Smokey Bear Historical Park.



SAVE THE DATE
May 3-4, 2024
Smokey Bear Days, Celebrating his 80th Birthday in Capitan, NM.
More to come!

TREE FARM INSPECTOR TRAINING

Written by: Todd Haines, NM Tree Farm Program, Inspector Coordinator

On March 29, 2023, the NM Tree Farm Program will be holding a Tree Farm (TF) Inspector training event for new foresters, and other qualified natural resource professionals, who will be working with the program. This initial training is required for all new TF Inspectors to get oriented to the standards and to interact with current inspectors that serve the program.

The inspector criteria to the right, along with the training, ensures that professional Tree Farm Inspectors provide a quality experience and the highest knowledge possible when visiting Tree Farm landowners.

The Facilitators for this event will be Todd Haines, Inspector Coordinator, and Doug Boykin, New Mexico Tree Farm Chair.

ALL INSPECTORS MUST MEET AT LEAST ONE OF THE FOUR RECOGNIZED REQUIREMENTS:

- A BS, Forestry degree, or higher from a Society of American Foresters (SAF) accredited program.
- Two-year forestry technician degree from an SAF recognized program.
- Anyone already serving as a Tree Farm Inspector prior to July 31, 1999, is grandfathered in as an inspector provided their names were included in a list of inspectors submitted by the State Tree Farm Chair to the American Forest Foundation by July 31, 1999, and has completed the Certifier Training Program.
- Anyone professionally practicing forestry and meeting the following minimum educational requirements with coursework in the following categories: Forest Ecology and Biology, Measurement of Forest Resources, Management of Forest Resources and Forest Resources Policy and Administration.



TAX TIPS FOR

FOREST LANDOWNERS

IF YOU OWN FORESTED LAND, YOU SHOULD UNDERSTAND HOW U.S. TAX LAWS PERTAIN TO YOU.

How you treat income and expenses associated with your forest property for tax purposes depends on your purpose for owning the property, your actual use of it, your taxpayer classification with respect to the property, and the nature of the income or expense itself.

[Tax Tips for Forest Landowners: 2022 Tax Year](#) can help forest owners understand the basics of forest-related federal tax provisions and how that relates to income tax planning. This is an annual information and educational publication developed by the Forest Service in partnership with the Warnell School of Forestry & Natural Resources, University of Georgia, and the Institute of Food and Agricultural Sciences Extension at the University of Florida.

HELPFUL RESOURCES

[New Mexico Tree Farm Program website](#)

[New Mexico Tree Farm Committee Members](#)

[National Association of State Foresters | NM website](#)

[Guide to Resources for Private Forest Landowners in NM](#)

[NM Energy, Minerals and Natural Resources Department \(EMNRD\)](#)

[American Tree Farm System | National website](#)

[American Forest Foundation website](#)



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