

## State of Wisconsin \ DEPARTMENT OF NATURAL RESOURCES

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### Joint Resolution on Sustainable Forestry (AJR 18)

Senate Environment & Natural Resources Committee

Department of Natural Resources Testimony  
Paul DeLong, Administrator  
Division of Forestry  
May 15, 2003

Mr. Chairman and Committee Members:

Hello. My name is Paul DeLong. I am the Administrator of the Department of Natural Resources' Division of Forestry. I appreciate this opportunity to appear before you to discuss the Joint Resolution on Sustainable Forestry. The Department of Natural Resources supports the resolution, which is consistent with Wisconsin's century-long commitment to conservation and the evolution of sustainable resource management.

The resolution acknowledges the vast extent of Wisconsin's forest resources and its vital contribution to our quality of life. The resolution encourages efforts to further enhance our forest resources through sound, science-based management systems being promoted by the Sustainable Forestry Initiative (SFI), Forest Stewardship Council (FSC), and other credible forest certification systems such as ISO 14001 and the Tree Farm program.

Some of you might have heard that in 2004 we will be celebrating 100th anniversary of Wisconsin's Forestry Program. It began in 1904 when E.M. Griffith was hired as the first state forester. The progress we have made in the intervening century is astounding. With help and support of the Legislature, the Department has:

- Developed effective fire control and forest health programs;
- Restored millions of acres of fire-scared and tax-delinquent forestland to productivity through the State and County Forest Programs;
- Extended forestry assistance to over 10 million acres of forests owned by families and individuals by providing incentive programs, forestry education and technical management assistance to private landowners; and
- Built extensive partnerships that enable public and private forestland to be managed for maximum benefits within an ecosystem framework.

The list could certainly go on, my point being that *Wisconsin's commitment to sustainable forestry is unequivocal*. Our public State Forest Law and the private Managed Forest Law are both models of sustainability based on ecological, economic and social considerations.

Why then take an interest in external forest certification programs? What can forest certification offer that Wisconsin isn't already achieving on its own?

Forest certification (or green certification) programs use objective, third party assessments to identify land that is well managed. Their aim is to educate both landowners and consumers about the importance of sound ecosystem management. Certification offers opportunities to enhance the image of forest management activities and improve the credibility of sound forestry claims. The growing demand for certified products is also creating markets for those who are nurturing and harvesting timber within certified sustainable forestry systems.

While not all the prospective benefits of forest certification have yet materialized, there are clear trends. European consumers and increasingly those in the United States find value in third-party confirmation that forestland is well managed. There is more trust in third-party certification than in self-made claims, even for governmental bodies that have sustainable forestry laws like Wisconsin's. While we know our forests are well managed, it helps our public image and boosts the confidence that people have in our programs to have others affirm that what we are doing meets high standards. The educational value of certification campaigns can be significant because increased certainty can inspire landowners to become actively engaged in sustainable forestry on their own land.

As time passes in a global marketplace, it is also becoming apparent that certification may become a necessary cost of doing business to assure market access for the sale of Wisconsin stumpage and manufactured forest products. Wisconsin forest industries (especially the paper producers) are being driven to change procurement preferences by international demand for certified products. If Wisconsin firms cannot procure certified raw materials, there is a risk of production being moved to Europe, South America or Asia.

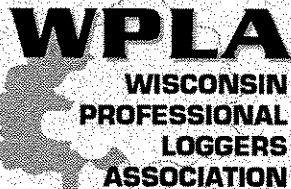
Yes, Wisconsin is doing a great job improving and protecting our forest resources, and forest certification has the potential to:

- Help us gain acknowledgment for the fine work that we are doing;
- Facilitate continued strength of our forest economy through access to global markets;
- Teach people that they can enjoy the many benefits of forests without adversely impacting the environment; and
- Help keep the application of high standards truly voluntary on private lands. (Mandatory forest practice laws are unnecessary in a culture that is committed to sustainable forestry as a matter of common practice.)

Wisconsin DNR has actively participated with partners in the development of certification programs and their application in the state. Through our participation we continue to explore questions about certification in an effort to determine how best to proceed.

Recognizing that forest certification programs share our vision of sustainable forestry, the Joint Resolution on Sustainable Forestry is indeed appropriate. The resolution will foster efforts to explore forest certification's potential benefits as well as assess the costs, and so the Department of Natural Resources and Division of Forestry welcome and support the initiative.

I appreciate this opportunity to express the Department's support for AJR 18 and would be glad to answer any questions you might have.



HC 1 Box 83A  
Florence, WI 54121

May 15, 2003

Senate Committee on Environment and Natural Resources

Dear Committee Members:

The Wisconsin Professional Loggers Association (WPLA) supports AJR 18 supporting the use of sound, scientific and sustainable forest management techniques in order to preserve and maximize the use and enjoyment of Wisconsin's forests.

WPLA membership consists of small business logging contractors dedicated to promoting professional conduct among loggers in the state and to promote the principles of sustainable forest management. Each member agrees to follow a "Logger's Code of Practice" that includes promoting/practicing professional conduct, sustainable forest management principles, voluntary certification and education, compliance with federal/state/local laws as well as many other performance standards.

This resolution provides a framework for voluntary compliance to the principles of sustainable forestry by the forest community and demonstrates to those who are opposed to commercial logging that the Wisconsin Legislature is committed to the sustainable management of Wisconsin's forest resource.

Assembly Joint Resolution 18 is consistent with WPLA's mission and underscores to our citizens, neighboring states and the forest industry that our forest will continue to be an economic and environmental mainstay in Wisconsin.

Thank you for your consideration and please feel free to contact me at 608-825-3964 or our main office at 877-819 9908.

Sincerely,

A handwritten signature in black ink, appearing to read "Gene Francisco", is written over a light-colored background.

Gene Francisco  
Executive Director

Cc WPLA Board

# WPLA

## Your Partner in Forest Management

### OUR PURPOSE:

- To enhance and promote the logging profession.
- To provide a forum for the resolution of issues of concern to professional contractors through communication, education, and legislation.
- To work with agencies, private woodland owners, and the forest industry to practice and promote sustainable forestry practices.

### WHAT WE DO:

- Address concerns/issues that loggers face daily.
- Provide a unified voice on issues.
- Provide national representation through the American Loggers Council.

### WPLA SUPPORTING COMPANIES

WISCONSIN

KLINNER INSURANCE—MEDFORD

NORTRAX EQUIPMENT—EAU CLAIRE

WESTERN INSURANCE SERV.—SPARTA

BARK RIVER CULVERT & EQUIP—EAU CLAIRE

RICH GOOD LOGGING & TRUCKING —HAYWARD

GENERAL BUSINESS SERVICES—ABBOTSFORD

MICHIGAN

HYTEC MFG.—ESCANABA

LOUISIANA

AMERISAFE — DERIDDER

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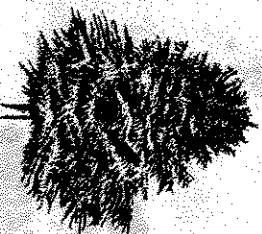
Chairman  
Wayne Hamann



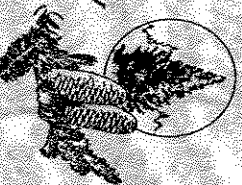
WPLA works closely with other organizations such as TPA and FISTA.

## WISCONSIN PROFESSIONAL LOGGERS ASSOCIATION

HERE FOR  
TODAY...



AND  
TOMORROW





WPLA chapters handle local issues, while the WPLA state board handles statewide issues. Overall, WPLA also handles federal issues by being a member of the American Loggers Council.

### HOW WPLA REPRESENTS YOU

WPLA has a seat on the Wisconsin Forest Stewardship Committee and Wisconsin BMP Advisory Committee, and also holds two of six seats on the Wisconsin SFI Training Committee, as well as being represented on the Wisconsin County Highway Commissioners Overweight Truck Committee. In addition, WPLA has started committees for:

- Insurance
- Trucking
- Forestry Agencies

Members have also attended: Forest Service and Legislative hearings, and Forest Resource Association meetings, Wisconsin SFI meetings, State Forest Master Planning meetings, and Wisconsin Woodland Owner Association meetings.



WPLA consists of four chapters: the Northwest, Northeast, Southeast and Southwest. Four distinct chapters were created to provide WPLA with a more grassroots character, allowing the chapters to handle local issues. The state board currently has 12 members, including the chairman and vice-chairman of each chapter, as well as a representative from a forestry agency, university, primary forest industry, and a private woodland owner. Although membership is currently limited to loggers, WPLA felt that including these other groups on the board would offer direct immediate input and help resolve many issues.

To be eligible for WPLA membership, you must be an owner of a logging business. Logging businesses are those that purchase stumpage and/or are independent contractors, control timber harvesting, or own timber harvesting equipment.

### LOGGERS CODE OF PRACTICE

As a professional logging contractor and member in good standing of WPLA, I will be a responsible professional and engender the public's trust by conducting my affairs in a way that meets or exceeds these performance standards and principles:

- Promote professional conduct among loggers in Wisconsin.
- Practice forestry and harvesting which promotes sustainable forestry.
- Be responsible for the execution of all phases of the harvesting operation, from stump to roadside transport.
- Participate in voluntary certification and education programs.
- Comply with all federal, state, and local laws, industry standards, and guidelines applicable to the timber harvesting business.
- Comply with Wisconsin Sustainable Forestry Initiative (SFI) annual training standard.
- Operate my business professionally by obtaining a federal employer identification number, administering a payroll and maintaining both General Liability and Worker's Compensation Insurance when required.
- Maintain positive working relationships with landowners, procurement personnel, and the public, by operating my business safely and courteously at all times.
- Support WPLA to address issues through communication, education, and legislation.
- Continuously strive to educate myself, employees, peers, and the public about the logging profession and forest management practices.
- Act responsibly to uphold the integrity of the logging profession.

Vote Record

Committee on Environment and Natural Resources

Date: 5/28/03

Moved by: ZIEN

Seconded by: STEPP

AB SB Clearinghouse Rule
AJR 18 SJR Appointment
AR SR Other

A/S Amdt
A/S Amdt to A/S Amdt
A/S Sub Amdt
A/S Amdt to A/S Sub Amdt
A/S Amdt to A/S Amdt to A/S Sub Amdt

- Be recommended for:
Passage Adoption Confirmation Concurrence Indefinite Postponement
Introduction Rejection Tabling Nonconcurrence

Table with 5 columns: Committee Member, Aye, No, Absent, Not Voting. Rows include Senator Neal Kedzie, Senator Cathy Stepp, Senator David Zien, Senator Fred Risser, Senator Robert Wirch, and Totals (3 Aye, 2 No).

Motion Carried

Motion Failed