



## The American Forest Foundation: Motivating Forest Stewardship and American Tree Farm Certification among Family Forestland Owners in Priority Ecological Areas

### Project Overview

The American Forest Foundation (AFF) will receive \$30,000 to motivate North Carolina family forestland owners to certify to the American Tree Farm System (ATFS) and engage landowners who may not be ready for certification, on a pathway to sustainable forest management. This unique project will conduct outreach utilizing several coordinated targeting methods, which together ensure both the certification relevance and ecological impact of the project. The first level of targeting will be lands within the North Carolina Significant Geographic area, which will then be further refined based on an ecologically important landscape assessment. The resulting priority areas will then be compared against the woodshed boundaries of state Forest Stewardship landowners to determine the core area of focus for this project. Lastly, within this focal area, landowners will be screened using practices developed by AFF that determine individuals most likely to certify their lands or pursue sustainable forestry. These landowners will be contacted and offered field visits and expert advice by an ATFS Forester. Landowners not ready to certify will be encouraged to join local and state stewardship efforts and offered MyLandPlan, an AFF online resource for landowners interested in sustainable forestry.

### Supporting the SFI Standard

The project will support a number of requirements in the SFI 2010-2014 Standard relating to increasing sustainable forest management. These include Objective 1: To broaden the practice of sustainable forestry; Objective 2: To ensure long term forest productivity; and Objective 6: To manage lands that are ecologically, geographically, or culturally important in a manner that takes into account their unique qualities. The project also will support requirements related to landowners and community outreach, including Objective 8: Landowner Outreach; and Objective 17: Community Involvement in the Practice of Sustainable Forestry.

### Project Partners

For this project The American Forest Foundation will partner with The American Tree Farm System and the North Carolina Tree Farm Committee.