



# **The Future is Decided Now... in Wisconsin**



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**Welcome to  
beautiful Wisconsin!**

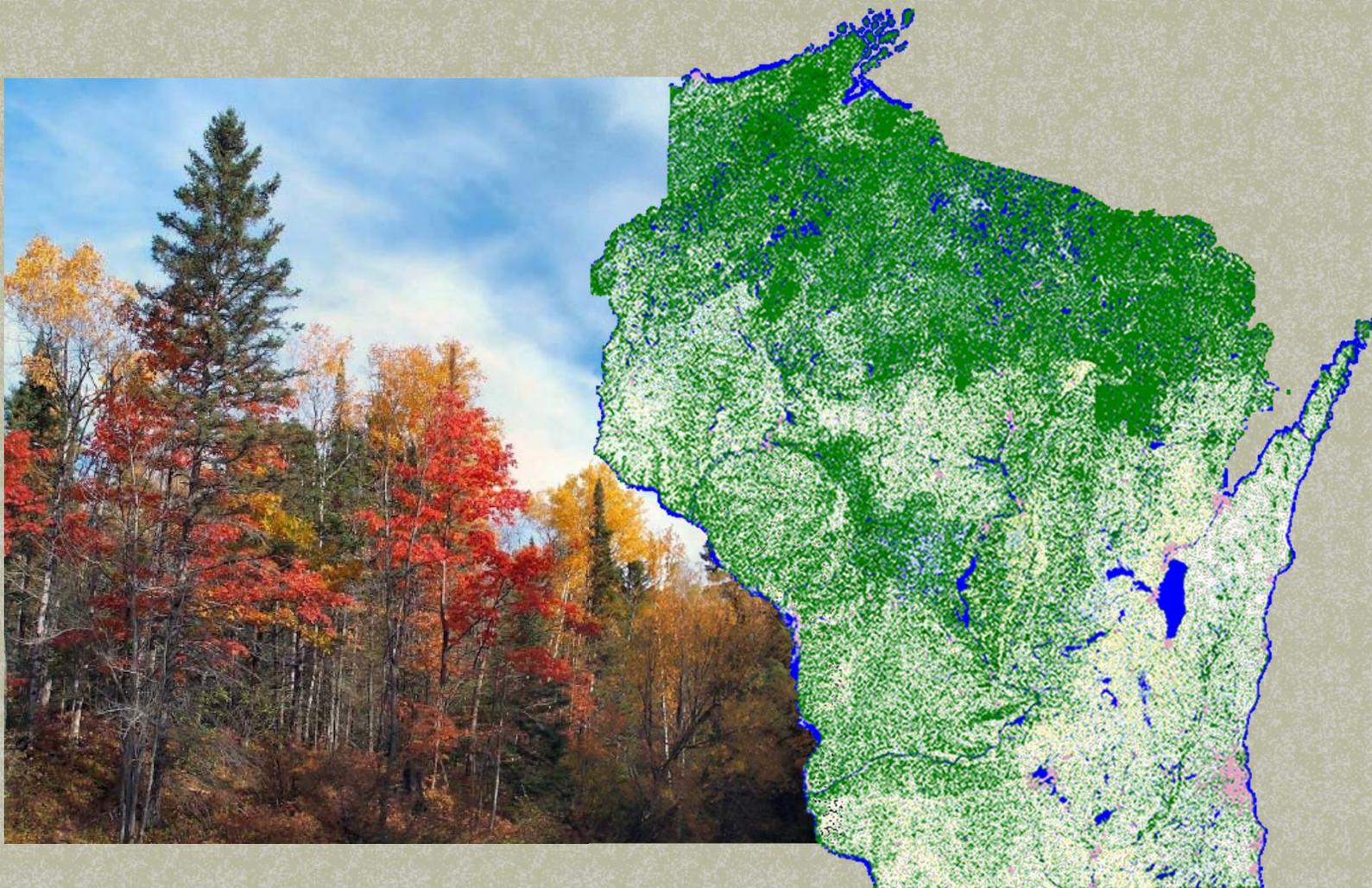


# Today I'll touch briefly on ...

- Wisconsin's forests
- Forest certification in Wisconsin
- A State Forester's musings on certification



# About Wisconsin's Forests





# Wisconsin Forests: A year-round playground





# HAVE YOU SEEN

## MAPLE LEAF

AKA: SCARLET MAPLESTORY



### MAPLE LEAF

DOB: 03/24/12

SIZE: Approx. 6.5"

COLOR: Ranges from yellow to red

Be on the lookout for a crimson maple leaf. Appearances may be deceiving. It is a master of disguise. It can turn on you in a flash.

### KNOWN ACCOMPLICES:



#### OAK LEAF

Strong. Sturdy. Very knowledgeable. Can draw you in with a single glance. Thick-skinned.



#### BIRCH LEAF

Has a shaky disposition. Broad-shouldered. Loves cooler temperatures. Travels in groups.



Last seen turning bright orange throughout Northern Wisconsin. Believed to be moving south at a leisurely pace. For more updates, visit the Fall Color Report at [TravelWisconsin.com](http://TravelWisconsin.com)

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# Important Forest Industry



**\$18 billion annual shipments -- #1 in the nation!**



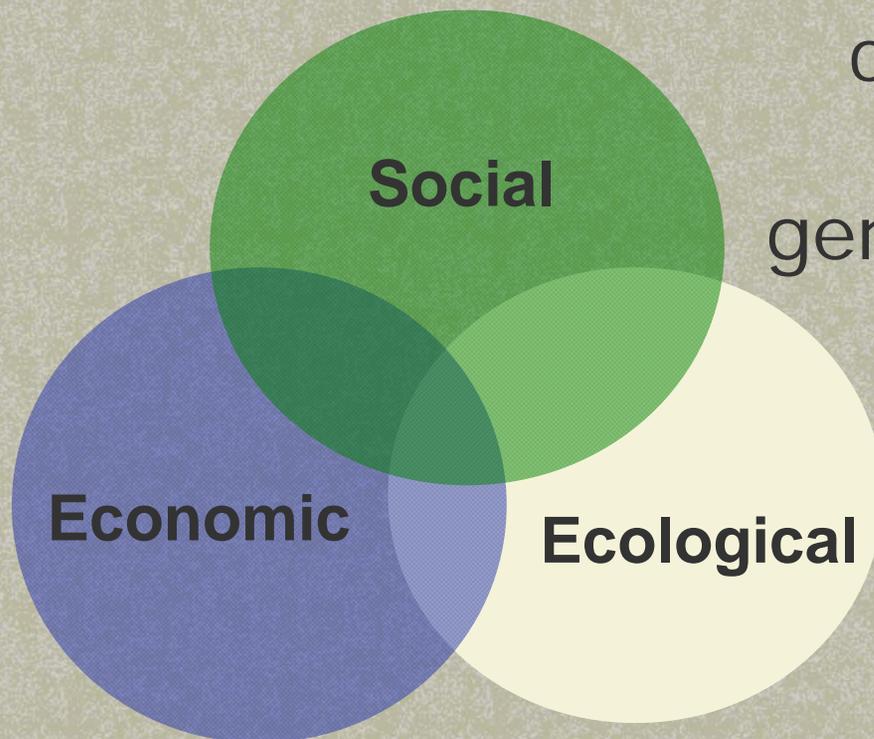
**The annual Growth/Removal ratio for all species in 2009 was 1.84 indicating sustainability**

USDA publication, *Wisconsin's Forests 2009*, in press.



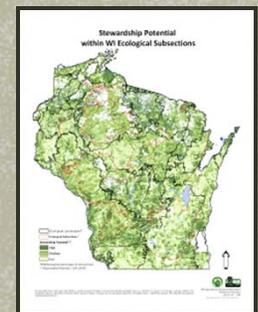
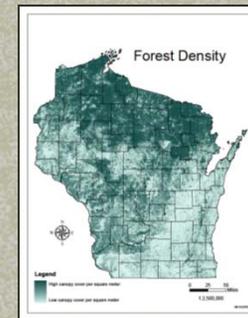
# Sustainable Forestry Leadership

Meeting the needs of the present without compromising the ability of future generations to meet their own needs.



# Forest Certification

- Wisconsin remains committed to its investment in third-party certification of state lands, county forests and lands in the Managed Forest Law program



# Challenges we've faced



CARs

Loss of markets

Loss of companies



Chain of custody

Costs vs. benefits

# Benefits we've experienced



**Assurance**



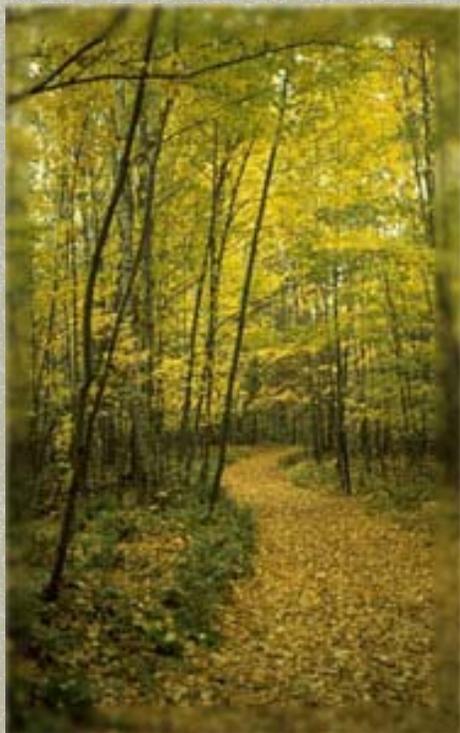
**Market access**



**Continuous Improvement**



# Why dual certified?



County forest group



Managed Forest Law group



➤ State lands



## Different paths to the marketplace



## Thoughts about the future of forest certification

- Simplify
- Build positive image
- Focus on lands that are not sustainably managed





**Thank you for being here and  
enjoy your time in Wisconsin!**