



Roots

*A newsletter of the Oregon Department of Forestry
State Forests Program*

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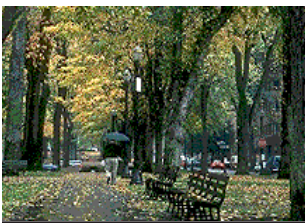
PUBLIC TRENDS SURVEY TO BEGIN THIS FALL

The State Forests Program is initiating a public trends survey in the fall of 2005 to obtain and evaluate the opinions of Oregon residents on state forest management issues. Specifically, we'll be exploring issues such as:

- the importance of forests and forest values to the citizens of Oregon;
- public awareness and perception of ODF;
- public awareness and perception of how and where ODF manages forestlands;
- general knowledge level of residents and users of state forestlands; and
- additional attitudinal, demographic and behavioral information to profile Oregon residents.

The program recently completed a Request for Information (RFI) on the project and received six responses from companies in California, Portland, New York, and Virginia. Program staff received some insightful suggestions as a result of the RFI process. The next step in the process is to submit a Request for Quotation (RFQ) using some of the suggestions and ideas we received from companies that responded to the RFI.

We'll be able to use information from the biennial trends survey to assess changes in perceptions and attitudes of state forests management and policies over time.



2ND PARTY ASSESSMENT OF OUR FOREST MANAGEMENT PLANS - CONNECTING THE DOTS

As many of you are aware, we have begun the process to certify Sun Pass State Forest in Klamath Falls according to Forest Stewardship Council (FSC) (<http://www.fsc.org/en/>) standards. Before considering either FSC or Sustainable Forestry Initiative (SFI) certification on any other portions of state forestlands, we have taken some initial steps to assess our Northwest and Southwest Forest Management Plans. The overall goal of this effort is to answer the question, "Are we doing what we said we were going to do?"

We'll be hiring a consultant to conduct an assessment of implementation of our forest management plans, including broad understanding of the plan by all staff. This effort will be directly tied to improving our reporting and business systems within the program by reducing redundancies and extra paperwork - and thus improve accountability. The ultimate result will be a blending of implementation monitoring, certification, and established performance measures and benchmarks for the State Forests Program.

The time is right for us to conduct an assessment of our plans as we have been implementing the plans for 4 years and would benefit from an understanding of our strengths and gaps in information.

A 2nd party assessment will ultimately position the program to conduct a 3rd party audit of the FMPs, a necessary step prior to certification by an established certifier such as

FSC or SFI.

Dr. Bill Rockwell from Strategic Resource Systems in St. Johns, Michigan facilitated a meeting September 13-14, 2005 as our lead consultant in the first phase of this process. Bill is an environmental resource systems consultant, a partner in The Plum Line, and President of Strategic Resource Systems of St. Johns, Michigan. Bill facilitated the meeting with a cross-section of state forests program staff to inform us about how and why to conduct an assessment, and how to improve our business systems in the process.

Agency staff that participated in the meeting included: Marvin Brown, Ed DeBlander, Art McCoy, Stephen Mealey (non-agency), Clint Smith, Steve Thomas, Ron Zilli, Mike Bordelon, Jeff Brandt, and Lisa DeBruyckere.

We'll be talking more to the Board of Forestry about this in the coming months, and will continue to report on our progress and the direction they provide.

If you have any questions, please don't hesitate to call or email staff that participated in the meeting.



STATE FORESTS PROGRAM AND AGENCY AFFAIRS PROPOSE ODF MAGAZINE

The State Forests Program and Agency Affairs have joined efforts to propose a new full-color magazine for Oregonians. The goal of the magazine is to inform Oregonians about the programs, goals, and management activities of the Oregon Department of Forestry. The target audience is urban Oregonians, but the intent of the magazine is to have widespread outreach to both rural and urban Oregonians.

Agency Affairs and State Forests staff are continuing to explore opportunities to partner with sister organizations such as the Oregon Forest Resources Institute and Oregon State University Extension to avoid duplication of efforts. The proposal is to publish 50,000 copies per issue on a quarterly basis. The target audience is urbanites, however, the publication would be available statewide. More information about the potential magazine will become available as the business case is developed.



FSC CERTIFICATION OF KLAMATH STATE FORESTS

The Klamath-Lake District has recently awarded the certification contract to the Rainforest Alliance's SmartWood Program. SmartWood has completed several other certification assessments in the Klamath Basin, including forest management assessments for J-Spear Ranch and Whiskey Creek Timber. J-Spear and Whiskey Creek are adjacent landowners to Sun Pass State Forest.

The primary reason for pursuing certification is that regular purchasers of Sun Pass State Forest timber sales are chain of custody certified. This means they are likely to seek certified wood. The competition for certified wood could lead to increased demand and higher bid prices for state forest timber sales. SmartWood will assess Klamath's forest management practices using the FSC principles, criteria, and Pacific Coast standards. If Klamath qualifies and agrees to all conditions, they would enter into a 5-year contract. There are annual audits, and full assessments are required every 5 years.

FSC's model of certification allows products that flow from certified forests to enter the marketplace with a credential that is unique. Any FSC labeled product can be traced back to a certified source. ODF hopes this "chain of custody" certification will attract more purchasers to Klamath-Lake state forestland timber sales, enhancing competition and generating higher bids.

