

MI SFI and Tree Farm

Spring SAF Conference, Houghton MI March 18, 2016



MI SFI IC

- The Sustainable Forestry Initiative® program has been working to make a positive difference in Michigan's vast forests since 1995. The SFI® program in Michigan works to support responsible forest practices, wood procurement and harvesting throughout Michigan. Collectively, SFI Inc. and SFI Program participants:
- Have helped train thousands of loggers and foresters;
- Provided forestry information and support to family forest owners;
- Applied SFI principles on millions of acres of SFI Program participant lands in Michigan;
- Used responsible wood procurement practices that conform to the SFI Standard; and,
- Provided assurance to customers and consumers that the forest and paper products they purchase are from sustainably managed forests.

MI SFI IC Program and Recent Projects

- There were 1001 participants in continuing education programs in 2015. There were 255 participants in the core training programs in Michigan in 2015
- Citizen Forester program and field trip
- The Michigan SIC was mentioned in an article highlighting SFI's 20th Anniversary in 2015:
- Daily Press article Circulation: 17,700
- The Michigan SIC received airtime from the following two TV stations regarding SFI's 20th Anniversary in 2015:
- WLUC: TV air time WBUP: TV air time



MI SFI IC Recent Projects and Programs

- The Michigan SIC paid for advertisements in the following publications:
- 2015 Michigan Fishing Regulations: Circulation: 1,300,000
- Destinations Travel Guide: Circulation: 50,000
- Great Lakes Logging: Circulation: 2,000
- Logging Today:
- The Advertiser: 20,600
- UP Business Today: Circulation: 3,700
- We will have videos on ecology and silviculture available through our website for the public to view. Each are approximately 50 minutes



Michigan



MI Tree Farm Committee

- The mission of the Michigan Tree Farm System is 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.
- A Tree Farm is a privately owned forest, managed to produce continuous crops of trees with the added benefits of improved wildlife habitat, watershed protection, outdoor recreation, and aesthetic value, and in general sustain the biodiversity and natural resources of the ecosystem of which it is part.

Tree Farm Requirements:

1. Own a minimum of 10 contiguous acres and not more than 10,000 acres.
2. Must be non-industrial private forest land with significant manageable forest species growing and capable of producing timber crops.
3. Property must be inspected and certified by a Tree Farm Inspector. You must have a forest management plan that meets the Tree Farm Standard. A Certified Tree Farm Inspector will then visit with you on your property. They will interview you to determine goals and information about the property. They will tour the property to see if you, your plan, your activity and your forest meets required standards. They will fill out an inspection report form and a standards certification form and indicate whether the land qualifies.



Tree Farm Requirements:

4. Must have a current written forest management plan that meets the ATFS standards. If your plan doesn't meet all of the Tree Farm Standards addendums can be added to your plan. These can be prepared as part of your Tree Farm Inspection.
5. Once approved, you will receive a certificate, a Tree Farm sign you can display (although the sign always remains the property of the American Tree Farm System), and one free issue of the Tree Farm magazine. If you wish, you can attend state meetings, workshops and the annual convention at your own expense.
6. The property will be reinspected periodically to ensure conformance to the ATFS standards. This usually occurs every five years, but may occur more frequently.



MI Tree Farm Strategic Plan

- **Database** - Finalize the cleanup and maintenance of our database so that it meets standards and is reliable and usable.
- **Financial Stability** – Improve our financial stability year-to-year through proactive means so that we continue to be viable and enabled to execute needed programs and services (including 501(c)3 status). GOAL: \$70,000 (two years of operating expenses) in the bank by the end of 2015.
- **Tree Farmer Development** - Attract and maintain “active” Tree Farmers (who will have and implement management plans) by providing and communicating a clear and compelling value proposition so that we are drawing in participants naturally. GOAL: 100 in 2015, 200 in 2016, 300 in 2017.



MI Tree Farm Strategic Plan

- **Tree Farm Inspector Development** - Improve the cadre of Tree Farm Inspectors, their motivation and development so that inspections are done with high quality, consistency, and on time. GOAL: 60 trained and active inspectors.
- **Tree Farm Committee Development** – Develop the Committee’s capacity with additional volunteers, clearer roles, depth and procedures so that we use available talent well for the short- and long-term.



Michigan's rural communities need a growing vibrant forest products industry. The industry supply chain needs to utilize the forest certification systems of SFI, FSC and Tree Farm landowners. This gives our wood industries market share in an ever increasingly competitive market.

Forest certification systems are important to the MI Forest Industries. We need certified non-industrial forest owners to be a contributing part of the supply chain in order to remain in business and to exist.

