

American Tree Farm System



2016 SAF People in the Forest

Mike Smalligan

Vice Chair of Michigan Tree Farm Committee

DNR Forest Stewardship Coordinator



GROWING STEWARDSHIP FROM THE ROOTS

Tree Farm Ancient History

- “Wood is a crop. Forestry is tree farming.”
 - Gifford Pinchot, 1935, First Chief of the USFS
- Started by Weyerhaeuser in Washington in 1941
 - Avoid federal regulation of private forest lands
 - Private owners can manage forest land
 - USFS wanted to stop Tree Farm
 - **SAF supported Tree Farm**



GROWING STEWARDSHIP FROM THE ROOTS



Tree Farm Modern History

- 1960's to 80's – societal concerns about forest sustainability
- 1992 Earth Summit in Rio (deforestation, climate, biodiversity)
- 1994 Montreal Process (basis of forest certification)
- 2000 – Standards of Sustainability
 - “Certification” of forest & products
 - Written forest management plans
 - Updated in 2005, 2010, and 2015
- 2008 - Programme for Endorsement of Forest Certifications
 - Founded in 1999, 35 national certifications, 240 million hectares



Michigan Tree Farm Program

- Michigan joined Tree Farm in 1949
- ~850 Tree Farmers
 - 450 Certified
 - 400 Pioneer
- 237,517 acres in 80 counties
- 137 Inspectors trained or re-trained since 2015
 - Free training this afternoon or quarterly webinars



Michigan Communications Plan

- Tree Farmers
 - Annual newsletter, 2 mailings, quarterly email, signs
- Tree Farm Inspectors
 - Monthly emails, annual workshops, 2+ signs, shirts, hats
- Potential Tree Farmers
 - Field Days with Conservation District foresters, brochure
- Teachers
 - Project Learning Tree, Field Days, “Wheels to Woods”



Why be a Tree Farmer?

- Certification

- Private forest landowners **provide** public goods to society
- Non-governmental, independent audit of a great land ethic
- Regional access to markets that require certified wood

- Resources

- On site inspections by a professional forester
- Website, webinars, magazine, advocacy, field days
- Connections to local schools

- Recognition

- “Big Green Sign”
- Landowner and forester awards



GROWING STEWARDSHIP FROM THE ROOTS



Tree Farm and Local Schools



- Project Learning Tree curriculum for teachers
- **“Wheels to Woods”** school to forest bus fund
- Host Tree Farm Field Days for local school group



Foresters for Fish!

- ***“Healthy forests provide abundant clean water!”***
 - BMPs = clean water and habitat for fish
- Trout Unlimited, Tree Farm, ACF, MAT, FSP
- 25% education and 75% marketing campaign
- Financial incentives to attend workshops in 2017-19
 - Reduced costs, possibly free, to join ACF or MAT

