

BEGINNERS GUIDE TO
THIRD-PARTY FOREST CERTIFICATION:
*SHINING A LIGHT ON THE
PROGRAMME FOR THE ENDORSEMENT OF
FOREST CERTIFICATION SCHEMES (PEFC)*

KATHRYN FERNHOLZ

DR. JEFF HOWE
PHIL GUILLERY
DR. JIM BOWYER

NOVEMBER 19, 2004



DOVETAIL PARTNERS, INC.



Beginners Guide to Third-Party Forest Certification: *Shining a Light on the Programme for the Endorsement of Forest Certification schemes (PEFC)*

Summary

Forest certification is truly a global activity with certification systems found in virtually every forested country, from Australia to Zambia. Previous Dovetail reports have explored the two programs that are most widely applied in the United States, the Forest Stewardship Council (FSC) and the Sustainable Forestry Initiative (SFI). This report explores the Programme for the Endorsement of Forest Certification schemes (PEFC), which is an approach to mutual recognition of national forest certification programs. The PEFC originated as the “Pan European Forest Certification System” but recently changed its name and expanded its membership to include countries outside of Europe.

Background

As outlined in previous Dovetail Reports (www.dovetailinc.org/publications.htm), interest in certifying forests and forest products has grown dramatically over the last ten years. Currently, about half of the world’s certified forest area is in North America. The certified forests of Western Europe comprise another 40% with the leading countries in terms of certified forest area being Canada, the United States and Finland¹.

Land managers, industry leaders, and consumers have often expressed frustration regarding the confusing nature of certification. This confusion is due, in part, to the existence of multiple certification schemes with competing standards and claims. For several years there has been interest in addressing this frustration through mutual recognition of different systems and standards. The Programme for the Endorsement of Forest Certification schemes (PEFC) is the most advanced model of a mutual recognition program for forest certification.



Mission and objectives

PEFC provides a framework for the development of and mutual recognition of national or sub-national forest certification schemes that have been developed locally according to internationally recognized requirements for sustainable forest management.

PEFC provides an assurance mechanism to purchasers of wood and paper products that they are promoting the sustainable management of forests.

PEFC contributes to the environmentally appropriate, socially beneficial and economically viable management of forests for present and future generations.

PEFC aims at strengthening and improving the positive image of forestry and wood as a renewable raw material.

http://www.pefc.org/internet/html/about_pefc/4_1137_494.htm

¹ UNECE/FAO Forest Products Annual Market Review, 2003-2004

An Introduction to the PEFC

The Pan-European Forest Certification System (PEFC) was started in 1999 with the involvement of members from eleven countries: Austria, Belgium, Czech Republic, France, Finland, Ireland, Norway, Portugal, Spain, Sweden, and Switzerland. The PEFC is a “global umbrella organization for the assessment and recognition of national forest certification schemes.”² In 2003, at the 7th PEFC General Assembly, the acronym PEFC was changed to mean the “Programme for the Endorsement of Forest Certification schemes”². This change was made to reflect the increasingly global scope of the organization.

The PEFC has the support of various stakeholders, including segments of the forest products industry, governments, trade associations and unions, and non-governmental organizations. The PEFC also has a history of successful engagement with private landowner organizations. The PEFC membership includes 28 national forest certification schemes, of which 16 have been reviewed and endorsed through the mutual recognition process. All PEFC members are expected to commit to implementing PEFC requirements and PEFC-compatible national schemes³. The 16 PEFC endorsed schemes represent more than 130 million acres (55 million hectares⁴) of forestland. According to the PEFC website, more than 40% of European forests are PEFC certified. The largest national program is the Norwegian Living Forest Standard (LFS) Certification Scheme, which represents over 22 million acres (9 million hectares). Very recently, in October 2004, the PEFC endorsed its first schemes outside of Europe and also accepted Russia as a new PEFC member⁵. Chile was the first non-

PEFC History

June 1999: PEFC launched by representatives from 11 countries

May 2000: First schemes endorsed: The Finnish Forest Certification scheme, the Living Standards and Norwegian Forest Certification Scheme, and the Swedish PEFC certification scheme.

July 2000: German Forest Scheme endorsed

September 2000: Austrian Scheme endorsed.

October 2000: First logo licenses issued.

January 2001: General Assembly in Luxembourg welcomes UK membership.

July 2001: General Assembly in Spain welcomes Italy and its first non-European members: Canada and USA. French and Latvian schemes endorsed

August 2001: Czech scheme endorsed

October 2001: Swiss scheme endorsed.

February 2002: Interactive Database on Forest Certification launched, Belgian and UK schemes endorsed.

June 2002: Spanish scheme endorsed.

August 2002: Danish scheme endorsed.

November 2002: General Assembly in Luxembourg welcomed new members: Australia, Brazil, Chile, Estonia, Luxembourg, Malaysia, Slovak Republic.

September 2003: 48.6 million hectares are now PEFC certified.

October 2003: Assessment process on Italian and Chilean forest certification schemes commences.

www.pefc.org/internet/html/about_pefc/4_1137_498.htm

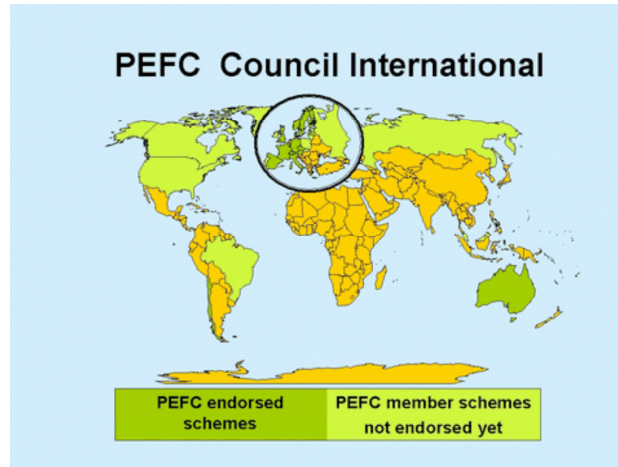
² <http://www.pefc.co.uk/press.htm>

³ PEFC press release “PEFC Council General Assembly: PEFC Documentation Completely Revised”, 22 Nov 02

⁴ http://www.pefc.org/internet/html/news/4_1154_65/5_1105_1076.htm

⁵ http://www.pefc.org/internet/html/news/4_1154_65/5_1105_1073.htm

European country to seek PEFC endorsement⁶. The Australian scheme also gained PEFC endorsement in October 2004. The Canadian Standards Association (CSA), Sustainable Forestry Initiative (SFI), and American Tree Farm System (ATFS) have been members of PEFC since 2001 but their systems have not yet been endorsed by the PEFC. The CSA Sustainable Forest Management Program has recently applied to the PEFC Council for assessment⁷, the first step toward achieving endorsement. In the U.S. the SFI is also reportedly considering an application for endorsement in 2004⁸. Besides the CSA program, PEFC member schemes for Brazil, Luxembourg, and Portugal are currently being reviewed⁹.



http://www.pefc.org/internet/html/news/4_1154_65/5_1105_1076.htm

Unlike most forest certification systems that develop, own, manage, and implement their own standards, the PEFC has developed a set of standards that are used to review other systems' standards and operations. Standards that meet the PEFC requirements are then "endorsed" by the PEFC and are eligible to make use of the PEFC logo and marketing claims in addition to any labels associated with their independent program. The PEFC Board and Council engage consultants to conduct audits and country visits to review programs that have applied for endorsement. The PEFC does not accredit auditors or set certifier requirements beyond recognizing international standards such as the accreditation procedures of the International Organization for Standardization (ISO)¹⁰.

PEFC Governance

The primary governing body of the PEFC is the PEFC Council, which consists of both the PEFC National Governing Bodies and "Extraordinary members". *"The PEFC Council is an independent, non-profit, non-governmental organization, founded in 1999 which promotes sustainably managed forests through independent third party certification."*¹¹

⁶ <http://certificationwatchconference.org/quebec-city-2003-summary.htm>

⁷ http://www.pefc.org/internet/html/news/4_1154_65/5_1105_1024.htm

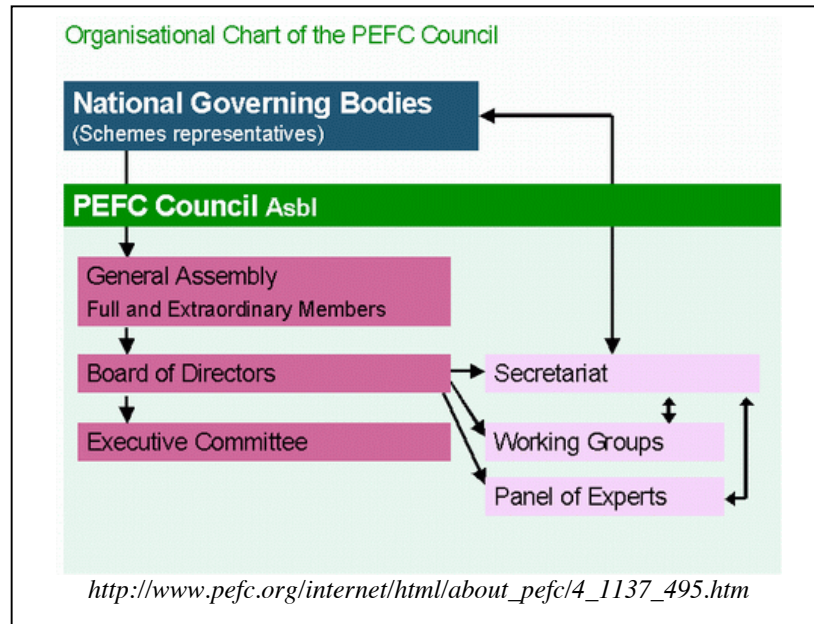
⁸ <http://www.sfms.com/recognition.htm>

⁹ http://www.pefc.org/internet/html/news/4_1154_65/5_1105_1076.htm

¹⁰ http://www.pefc.org/internet/html/documentation/4_1311_400/4_1208_165/5_1177_454.htm

¹¹ http://www.pefc.org/internet/html/about_pefc.htm

The National Governing Bodies are independent legal entities, which represent single countries and their national or sub-national schemes. There are now 27 National Governing Bodies represented on the PEFC Council following the recent addition of the “National Voluntary Forest Certification Council” of Russia as a member. Extraordinary members also participate in the Council as non-voting representatives from interested organizations that support the objectives of the PEFC Council. There are 9 Extraordinary members including the Union of Silviculturalists of Southern Europe, the European Timber Trade Association, and the European Landowners’ Organization. All of the current Extraordinary members are European-based organizations.



The main activities of the PEFC Council include defining the minimum requirements for endorsed forest certification schemes, assessing and endorsing schemes, overseeing the use of the PEFC logo, and promoting the PEFC program¹². The General Assembly is the highest authority of the PEFC Council and meets at least once per year. The admission of new PEFC Council members is decided by the General Assembly with a simple majority vote. Membership can be suspended or terminated by the General Assembly with a majority vote of two-thirds if members violate the PEFC Council Statutes. Each National Governing Body is eligible to nominate a voting delegate for the General Assembly and two non-voting observers. The General Assembly has a variety of responsibilities including reviewing the annual budget and setting membership fees. The current maximum PEFC Council membership fee is 100,000 euros (approximately \$127,000US). The PEFC Statutes do not indicate a minimum membership fee or the current fees being paid by members. Information from individual member countries’ statutes indicates some variability in membership fees at the National Governing Body level, for example the Czech Republic operates within PEFC at a minimum fee level of

¹² <http://www.pefc.org/internet/html/activities.htm>

5,000 CZK¹³ (approximately \$200US), and the Swedish PEFC Cooperative has a fee of 1,000 SEK¹⁴ (approximately \$140US). Members of the General Assembly are assigned between 1 and 3 votes depending on the annual cutting volumes of their county as reported by the UN ECE/FAO statistics. Members from counties with more than 30 million m³ of annual cutting are assigned 3 votes, and members from countries with less than 10 million m³ are assigned 1 vote.

PEFC Members

Australian Forestry Standard Limited
PEFC Austria
WoodNet - Commission PEFC Belgique (Belgium)
National Institute of Metrology, Standardization and Industrial Quality (Brazil)
CSA International (Canada)
CertforChile Forest Certification Corporation
PEFC Czech Republic
PEFC Denmark
Estonian Forest Certification Council
Finnish Forest Certification Council
PEFC France
PEFC Germany e.V
PEFC Council of Ireland
PEFC Italy
PEFC Latvia Council
PEFC Lietuva (PEFC Lithuania)
PEFC Luxembourg
Malaysian Timber Certification Council
PEFC-Norway
PEFC Polska
Portuguese Forestry Sector Council
National Voluntary Forest Certification Council in Russia
Slovak Forest Certification Association
PEFC España (Spain)
Swedish PEFC Co-operative
PEFC Switzerland and HWK-Zertifizierungsstelle
PEFC UK Ltd.
SFI and ATFS (USA)

http://www.pefc.org/internet/html/members_schemes/4_112_0_59.htm

The General Assembly oversees adoption and revision of most PEFC documents including the Statutes of the PEFC Council and the Technical Document and Annexes governing the PEFC scheme. The elected Chairman of the General Assembly must receive two-thirds of the vote and can serve three consecutive three-year terms. The PEFC headquarters is in Luxembourg.

The PEFC Council Board of Directors is elected by the General Assembly and is responsible for managing the Council. The members of the Board have no voting rights in the General Assembly. According to the statutes, the Board includes the Chairman of the Council and two Vice-chairmen in addition to 2-10 members that reflect the major interests of the PEFC, the geographical distribution of members, the diversity of their annual cutting volumes, and an appropriate gender balance. The Board meets at least twice a year. The Board's tasks include coordinating the work of the Council, preparation of General Assembly meetings, making decisions on the endorsement of certification schemes, formation of working groups and panels for

specific tasks as needed, and promotional activities. The Board appoints an Executive Committee to undertake certain Board duties as delegated by the Board. The PEFC also has a Secretary General, Ben Gunneberg, who has been the Council's Secretary General since its inauguration in Paris in June 1999¹⁵. The Secretary General is appointed by, and is responsible to, the Board. The governing structure of the PEFC is outlined in greater detail in the PEFC Statutes and the PEFC Council Technical Document. Both of these documents are available at the PEFC website (www.pefc.org).

¹³ http://www.pefc.cz/download/stanovy_en.htm

¹⁴ <http://www.pefc.se/english/default.asp?pageid=1851&path=1950%2C1952>

¹⁵ http://www.certificationwatch.org/article.php3?id_article=1310

The PEFC Standard

The PEFC Council's *Technical Document* and its *Annexes* and *Guidelines* outline the requirements for schemes seeking PEFC endorsement. These documents were adopted by the PEFC General Assembly in November 2002 and most recently amended in 2003.

The PEFC strives to accommodate diversity within the standards it endorses; however, there is also an aim to ensure that endorsed standards are sufficiently comparable. Standards endorsed by the PEFC must be reviewed at least every five years.

The PEFC evaluates six aspects of national forest certification schemes¹⁶:

- *Scheme development*
- *Scheme implementation*
- *Chain of custody certification*
- *Certification criteria*
- *Audit and certification procedures*
- *PEFC Council endorsement and mutual recognition procedures*

The “certification criteria” component of the PEFC requirements is covered in *Annex 3: Basis for Certification Schemes and their Implementation* of the *PEFC Technical Document*. The basis for the PEFC's certification criteria is the Pan European Criteria and Indicators for Sustainable Forestry Management and the associated Pan European Operational Level Guidelines (PEOLG). The PEOLG includes 6 Criteria and 27 indicators¹⁷. For those countries that are not party to the PELOG, the PEFC recognizes 7 additional Intergovernmental Processes including those developed for the countries organized in the following groups: Montreal, Tarapoto, Lepaterique, the International Tropical Timber Organization, the African Timber Organization, North Africa and Near East and Sub-Sahel Dry Zone Africa¹⁸.

The PEOLG has been criticized by some non-governmental organizations (NGOs) for four areas of weakness: lack of stakeholder participation, lack of published objectives, inappropriateness as a framework for certification, and inappropriate responses to issues¹⁹. The critics acknowledge the value of the

Pan European Operational Level Guidelines (PEOLG)

Criterion 1: Maintenance and Appropriate Enhancement of Forest Resources and their Contribution to Global Carbon Cycles

Criterion 2: Maintenance of Forest Ecosystem Health and Vitality

Criterion 3: Maintenance and Encouragement of Productive Functions of Forests (*Wood and Non-Wood*)

Criterion 4: Maintenance, Conservation and Appropriate Enhancement of Biological Diversity of Forest Ecosystems

Criterion 5: Maintenance and Appropriate Enhancement of Protective Functions in Forest Management (*notably Soil and Water*)

Criterion 6: Maintenance of Other Socio-Economic Functions and Conditions

¹⁶ http://www.pefc.org/internet/html/documentation/4_1311_400/4_1208_164/5_1177_287.htm

¹⁷ Improved Pan-European Indicators for Sustainable Forest Management, www.mcpfe.org

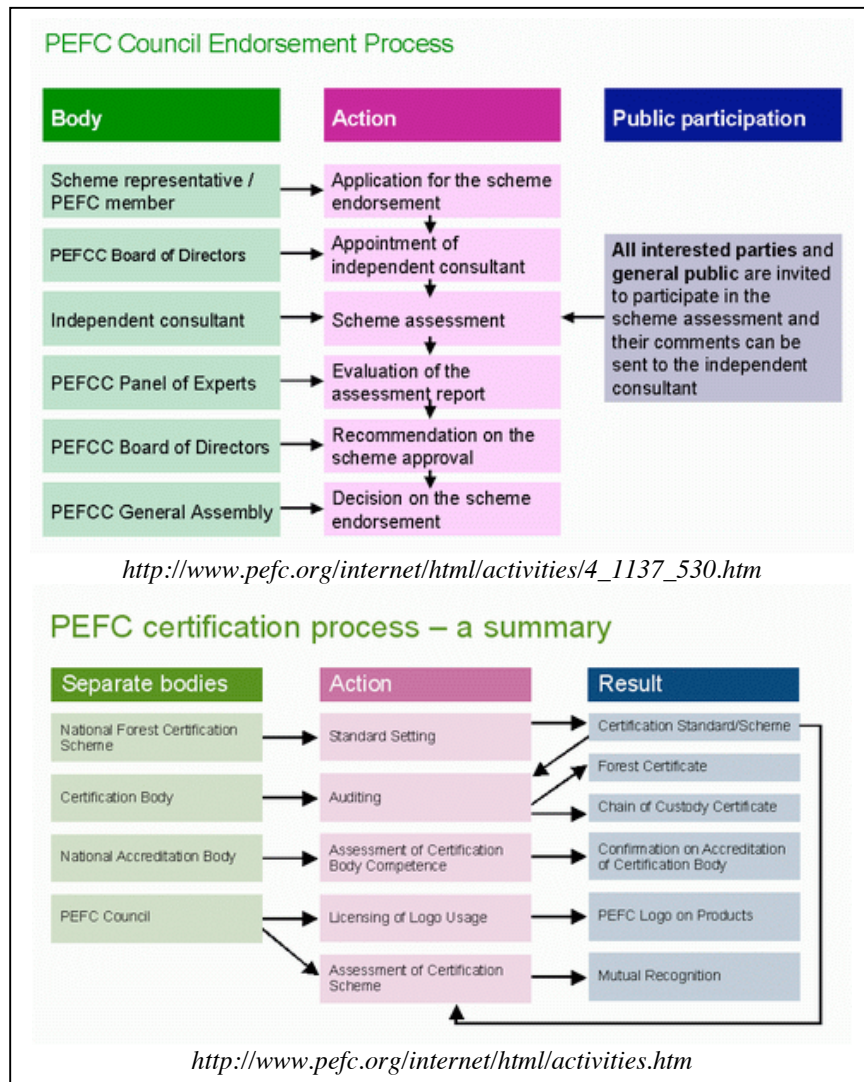
¹⁸ Rotherham, Tony & Kathy Abusow, “The PEFC Council: Leadership in International Forest Management Certification” Jan. 2003

¹⁹ <http://www.fern.org/pubs/archive/peolg.html>

PEOLG in increasing cooperation and communication across Europe but criticize the process and results as too broad and lacking in performance standards, thereby making it inappropriate as the basis of a credible certification program. The NGO community has also encouraged the Ministerial Conference on the Protection of Forests in Europe (MCPFE), the forum for the PEOLG, to enhance the guidelines in a variety of ways including adding restrictions on the logging of old-growth, the use of clear cutting as a management technique, the use of exotics and genetically-modified organisms (GMOs), and the use of pesticides and fertilizers.

PEFC Certification Implementation Process

The PEFC certification process begins with the PEFC Council endorsement of its members’ (National Governing Bodies) certification schemes. An independent consultant conducts the scheme assessment and this step includes visiting the applicant country. The final decision on endorsement occurs at the General Assembly.

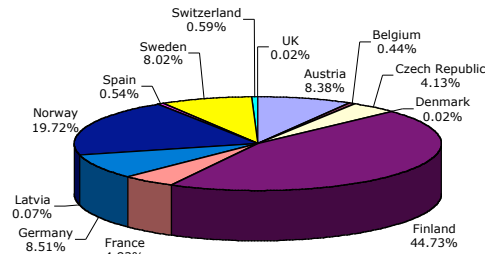


After the PEFC Council has endorsed a National Forest Certification Scheme, the responsibility of the PEFC Council in relation to the endorsed scheme is primarily management of logo usage. The National Forest Certification Scheme, Certification Bodies, and Accreditation Bodies are responsible for the implementation aspects of the certification including standard setting, auditing, the awarding of certificates, and accreditation.

PEFC Certification Structures

The PEFC has three approaches to forest certification: Individual certification, Group certification, and Regional certification. Most other forest certification programs offer individual certification, and several programs have group certification structures, but “regional certification” is not widely known outside of PEFC.

“Regional certification is the certification of forests within delimited geographic boundaries, being applied for by the authorized organizations (the applicant) for the specified region and providing voluntary access for the participation of individual forest owners and other actors.” - PEFC Council Technical Document, Annex 3



PEFC Certified Forest Area

Country	Certified Forest (acres)
Austria	9,966,960
Belgium	524,570
Czech Republic	4,907,394
Denmark	24,960
Finland	53,190,559
France	5,734,083
Germany	10,123,106
Latvia	79,664
Norway	23,448,518
Spain	645,584
Sweden	9,541,824
Switzerland	703,272
UK	23,177
TOTAL	118,913,676

Compiled by Dovetail, Nov. 2004

Based on information from the database that is available at the PEFC website (updated 9/30/04²⁰), the PEFC has issued a total of 697 forest management certificates. These include 44 Regional Certificates in 8 different countries involving over 300,000 participating landowners. The PEFC has also issued 28 Group Certificates in 5 countries for a total of over 60,000 landowners and 625 Individual Forest Management Certificates. The Individual Certificates have been issued in 5 countries but primarily in Switzerland, which accounts for 612 (98%).

According to Annex 3, an applicant for Regional Certification must represent the forest owners or managers for at least 50% of the forest area in the region. The applicant is responsible for assuring compliance, maintaining a list of participants and certified areas, and implementing the certification rules. Forest owners are able to join as participants in a regional certificate through two different processes. Forest owners can join through an individual application process or based on the majority decision of a forest owner’s organization operating on their behalf. The PEFC certificate is intended to only apply to

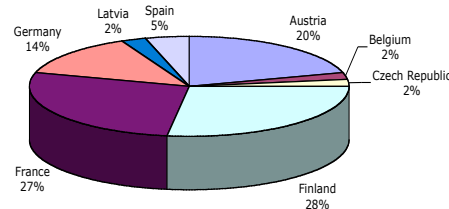
²⁰ <http://www.pefc.cz/register/>

properties that are actively participating and committed to complying with the standard, and the certification auditing process aims to verify compliance²¹. The PEFC regional certification program does not allow claims that a “whole country” or a “whole region” is certified²¹.

Regional Certification is the most widely applied approach to participation in a PEFC certified scheme, yet beyond the broad descriptions in *Annex 3*, specifics about the operations of regional certificate holders and the participating landowners are not easily researched. Although, language barriers are part of the problem, the PEFC website and documents also lack case studies or reports that include detailed information about the process of applying for and maintaining a regional certificate. From the information that is available, there are concerns that landowners can be enrolled in the program without being fully informed or giving consent. It also seems conceivable that a small number of large landowners could enact certification in a region without widespread support so long as their ownership covers at least 50% of the regional forestland. It is unclear how landowners within a region can decline participation, and it is unclear how participating and non-participating landowners in a region can be distinguished.

Although the idea of regionally applied certification is innovative and a unique and aggressive potential solution to the fragmented, small forest ownerships that are typical of many European countries, there are concerns about the credibility of the approach and the potential for a wide range of forestry practices to be included without adequate quality control.

A PEFC Regional Certificate in Germany recently had its certification withdrawn after a harvest resulted in the cutting of old-growth forest²². While this indicates a failure to comply with the system, it also indicates that the PEFC has mechanisms in place to report and respond to a non-compliance situation. A careful review of this case and the experiences of other regional certificate holders may provide valuable information to help evaluate the strengths of regional certification and the areas of potential improvement that could result in an increase in both marketplace credibility and general understanding of this program.



PEFC Regional Certificates

Country	Regional Certificates
Austria	9
Belgium	1
Czech Republic	1
Finland	12
France	12
Germany	6
Latvia	1
Spain	2
TOTAL	44

Compiled by Dovetail, Nov. 2004

²¹ PEFC personal communication, November 15, 2004

²² http://certificationwatch.org/article.php3?id_article=2147

PEFC Certification for Products & Logo Use

The PEFC has a chain-of-custody process and logo for participants to use to identify their operations as participants. The PEFC allows for logo use on and off products. Logo use is controlled through licenses from the PEFC-Council²³. The PEFC recognizes four groups that make use of their label, including the PEFC National Governing Bodies, forest management certificate holders, chain-of-custody (COC) certificate holders, and organizations working to promote or advertise the PEFC. Licenses for on-product logo use are available only to PEFC forest management or COC certificate holders. The PEFC COC certificates represent about 30% of the world's COC certificates²⁴. The PEFC website database indicates that 631 COC certificates have been issued and 727 licenses for PEFC logo use have been granted. The majority of COC certificates have been issued in two countries. Austria accounts for 228 (36%) of the PEFC's COC certificates and France accounts for 276 (44%). The remaining certificates are in the Czech Republic (71), Germany (51) and Italy (5).

The PEFC offers both individual and group COC certification. The PEFC requirements allow for either percentage or physical separation methods of verification. PEFC labeled products must have a minimum of 70% certified wood by volume or weight. The COC certificate holders must also verify the source of their materials as either certified or non-certified, avoid controversial sources such as illegally logged wood, and keep records of procurement, processing and sales for at least five years²⁵. Detailed guidance on PEFC logo use is covered in *Annex 5* of the *Technical Document*. The PEFC website includes a database for users to search for current logo license numbers and certificates.

Conclusion

The most distinguishing characteristic of the PEFC approach is that it is a mutual recognition program that is available to endorse existing national or regional certification programs. This approach has allowed the PEFC to endorse certification programs that fit within political boundaries and conform to existing public and private institutions. The PEFC approach operates with the intention of endorsing seemingly disparate certification systems based on its defined minimum thresholds for what constitutes substantively equivalent standards for credible certification.

The PEFC deserves to be commended both for its recent success in expanding its membership and engagement outside of Europe, and for its success in implementing a mutual recognition program that many stakeholders feel has been constructive in streamlining the certification process for participants. The PEFC has strived to address at least three aspects of certification that have proven to be a challenge. First, the PEFC attempts to maintain regional and national independence while still delivering international-scale recognition. Second, and closely related, the PEFC avoids establishing a one-size-fits-all program that ignores significant forest resource and cultural differences. The PEFC process allows for significant variability. Finally, the PEFC

²³ http://www.pefc.org/internet/html/activities/4_1137_529.htm

²⁴ UNECE/FAO Forest Products Annual Market Review, 2003-2004

²⁵ Anderson, Roy C. & Eric N. Hansen. Oregon State University. 2004. "Forest Certification: Understanding Ecolabel Usage Requirements"

attempts to incorporate and build on the multitude of existing governmental and international efforts to address forestry and sustainability concerns.

There are several significant challenges facing the PEFC. Strong concerns from environmental organizations and other NGOs continue to persist with regard to the rigor and consistency of PEFC endorsed standards and their stakeholder consultation process. The PEFC endorsement process has identified minimum requirements that form a useful baseline, but the consistent interpretation and application of these requirements continues to be challenging to demonstrate. This challenge is common to all forest certification programs, but seems to be especially problematic in the PEFC scheme because of the wide variety of intergovernmental processes that can be the basis of standards development. The PEFC program would be strengthened and its credibility enhanced if some elements of its standards were more concrete. While building on international agreements is admirable, these agreements are inherently broad and their reporting guidance and indicators are largely immeasurable and inadequate when compared to the level of detail and scale of applicability of most forest certification standards. The PEFC still needs to prove to the marketplace that a PEFC labeled product from Finland means the same thing as a PEFC labeled product from Canada, Malaysia, or France.

As PEFC endorsed certification programs in Chile, Australia, and other nations gain momentum; the PEFC will also be challenged to show its ability to work effectively outside of Europe. To date, part of PEFC's success can be attributed to its application in a part of the world that has a long history of quality forest management and an abundance of public and private institutions, and policies and regulations to support forest certification. The PEFC has yet to endorse schemes in tropical forests or regions lacking in these infrastructure supports.

Possibly the harshest criticism leveled at the PEFC is its characterization by some as the "lowest common denominator." A fundamental challenge to any broad attempt at being inclusive is to establish a mutual recognition system that results in *raising* performance levels rather than defaulting to the baseline. This is especially important when the variability in forest management performance within a certified region is significant – a situation that can occur easily with regional certification. While the PEFC Council's Minimum Requirements are laudable standards, they are still "minimums" and there is no apparent mechanism within the program to reward or encourage participants to exceed the minimums or commit to some measurable degree of continual improvement. This point is critically important because, in the absence of these incentives for improvement, competitive economic pressures threaten to default all forest management to the lowest cost model – which could easily result in a default to program minimums.

Finally, a key question remains concerning the impact that the lack of environmental-NGO (ENGO) support will have on PEFC's success in the marketplace. In many ways, all forest certification schemes are a reaction to the ENGO community's demand for accountability in the forest sector. It is unclear if any forest certification program can gain broad marketplace support without strong endorsements from leading international ENGOs. A recent government procurement decision in the UK did not recommend a

preference for PEFC certified materials, in part because of a perceived failure by PEFC to adequately engage this stakeholder group²⁶.

Given the challenges facing any forest certification program, it is important to consider whether or not that program is capable of meeting the marketplace demands of certification over the long run. Forest certification is not about designing a program that is easy to comply with, demands little adjustment or change in the industry, and quickly results in widespread and uniform adoption. Forest certification is about consumer confidence. Experience in green marketing and certification in many sectors shows that consumer confidence can be fickle and consumer loyalty relies on credible information. In general, “green” consumers aren’t convinced by claims of sustained yield or continual supply. Although, consumer motivations are complicated, it appears that most just want to be sure they don’t cause major environmental harm. In the absence of a credible system that supports wood as an environmentally friendly choice, consumers are seeking alternate and sometimes inappropriate materials. If the PEFC, or any other forest certification scheme, simply strives to just get more certification on more acres and more products labeled on more shelves, they may be missing the boat in terms of achieving credibility for wood products in the green marketplace.

Kathryn Fernholz has worked on family forest management issues and the challenge of increasing landowner access to certification for the past five years. Prior to Dovetail Partners, Kathryn developed and managed a group certification project for family forest owners in the Upper Midwest. Kathryn has also helped landowners in other regions of the United States and Canada increase their understanding of certification, improve their compliance with the standards, and realize the various benefits of participation. Kathryn has a B.S. degree in Forest Resources from the University of Minnesota and also studied at the College of Saint Benedict in St. Joseph, MN and Sheldon Jackson College in Sitka, Alaska.

This article has been written to provide interested parties with a basic understanding of the Programme for the Endorsement of Forest Certification Schemes. More information is available from the PEFC website: <http://www.pefc.org>

²⁶ <http://www.defra.gov.uk/news/2004/041109b.htm>

This report was prepared by
DOVETAIL PARTNERS, INC.

Dovetail Partners is a 501(c)(3) nonprofit corporation whose core mission is to assist in the development of increased trade in products from responsible sources.

FOR MORE INFORMATION OR TO
REQUEST ADDITIONAL COPIES OF THIS
REPORT, CONTACT US AT:
INFO@DOVETAILINC.ORG
WWW.DOVETAILINC.ORG
651-762-4007

© 2004 Dovetail Partners, Inc.

This Dovetail Report is made possible through the generous support of the Rockefeller Brothers Fund, the Laird Norton Endowment Foundation and the McKnight Foundation.



DOVETAIL PARTNERS, INC.

4801 N. Highway 61, Suite 108
White Bear Lake, MN 55110
Phone: 651-762-4007
Fax: 651-762-9642
www.dovetailinc.org