How to Motivate and Reach Forest Owners

The potential of Cooperatives

by

Jan-Åke Lundén

Federation of Swedish Farmers
Forestry Division
## Family forestry in Sweden

### Characteristics

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Forest Owners Associations, members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total area, mio ha</td>
<td>11</td>
<td>6,2</td>
</tr>
<tr>
<td>Number of holdings</td>
<td>230 000</td>
<td>88 200</td>
</tr>
<tr>
<td>Number of owners</td>
<td>350 000</td>
<td>&gt;125 000</td>
</tr>
<tr>
<td>Average acerage, ha</td>
<td>50</td>
<td>70</td>
</tr>
<tr>
<td>Annual harvest, mio m³</td>
<td>&gt;40</td>
<td>20-25</td>
</tr>
<tr>
<td>Of total annual cut</td>
<td>ca 60%</td>
<td>ca 30%</td>
</tr>
</tbody>
</table>
Forest Owners Associations (FOA)

Norra Skogsägarna
Norrskog
Mellanskog
Södra Skogsägarna
Why associations?

Benefit for member:
Higher economic yield from property

Benefit for society:
Higher economic yield from Swedish forests

THROUGH:

- Mobilizing family forestry potential
- Stronger part in timber market
- Increased lobbying strength
- Avoiding structural drawbacks
- Effective use of resources
Activities of associations

- Sales and purchases of roundwood
- Forestry services
- Industrial processing
- Training, information
- Influencing forest and industrial policies
Nature conservation activities

- Green forest management plans
- Environmental training
- Nature value evaluations
- Environmental management systems
- Forest certification
Operation of forest certification

- Information to forest owners
- Certification agreements
- Free of charge
- Premium for delivered wood
- Green forest management planning
- Non Compliance reports and corrective actions
- Internal audits
- Third party audits and certification
PEFC-certification in the Forest Owners Associations

<table>
<thead>
<tr>
<th>Association</th>
<th>1000 ha</th>
<th>Of member, area, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norra</td>
<td>236</td>
<td>21</td>
</tr>
<tr>
<td>Norrskog</td>
<td>306</td>
<td>28</td>
</tr>
<tr>
<td>Mellanskog</td>
<td>566</td>
<td>33</td>
</tr>
<tr>
<td>Södra</td>
<td>1345</td>
<td>59</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2453</strong></td>
<td><strong>39</strong></td>
</tr>
</tbody>
</table>
Incentives for forest certification

- Confirmation of SFM
- Improved credibility
- Improved market access
- Loyalty to the cooperative
- Free of charge
- Premiums