



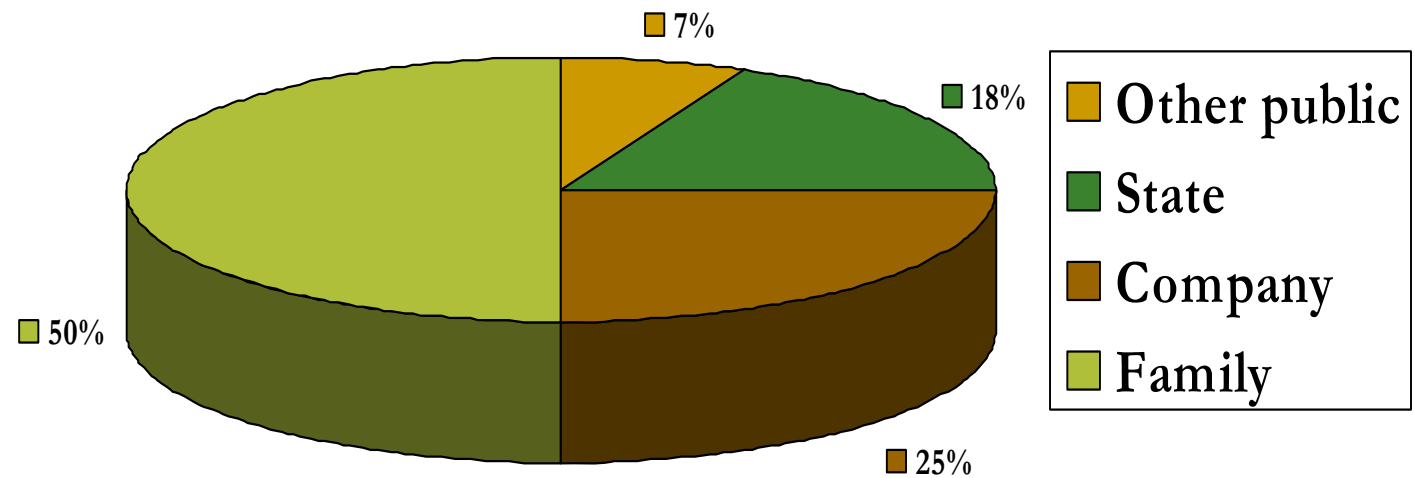
How to Motivate and Reach Forest Owners

The potential of Cooperatives

by
Jan-Åke Lundén

Federation of Swedish Farmers
Forestry Division

Forest Ownership



Family forestry in Sweden

Characteristics

	Total	Forest Owners Associations, members
■ Total area, mio ha	11	6,2
■ Number of holdings	230 000	88 200
■ Number of owners	350 000	>125 000
■ Average acerage, ha	50	70
■ Annual harvest, mio m ³	>40	20-25
■ Of total annual cut	ca 60%	ca 30%

Forest Owners Associations (FOA)



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

	1000 ha	Of member, area, %
■ Norra	236	21
■ Norrskog	306	28
■ Mellanskog	566	33
■ Södra	1345	59
■ TOTAL	2453	39



Incentives for forest certification

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