



Redwood Forest Foundation Inc.

# Newsletter



**SPRING 2017**

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## **NEW BOARD MEMBERS**

Meet RFFI's newest board members:  
Steve Pearson, Jeff Romm, Bill Wilkinson  
Visit [rffi.org](http://rffi.org)

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**Celebrating Our Beginning & Visioning Our Future**  
The idea that a community could own and manage industrial timberland for the long-term benefit of residents was the brainchild of a dedicated group from Mendocino County in 1997. **More p.2**



## Two Birthdays!!

Kathy Moxon, *Redwood Forest Foundation Board Chair*

The idea that a community could own and manage industrial timberland for the long-term benefit of residents was the brainchild of a dedicated group from Mendocino County in 1997. Today RFFI works to fulfill the dream of a forest that provides economic, environmental and social returns to the community—no small challenge. This is a year for celebration; not only does RFFI turn 20, we have owned Usal Redwood Forest for 10 years! We bought Usal in 2007, the year before the 2008 economic meltdown, which virtually shut down the timber industry. We are just now seeing a rebound of log prices.



In addition to our birthdays, we are celebrating our new forestry team under the leadership of Linwood Gill, a long-term Mendocino coast resident, whose values are well aligned with RFFI's mission. We are still doing light touch forestry; revenues do not cover expenses. You can invest in forest recovery and RFFI's vision by becoming an active supporter. There are many opportunities and ways to contribute to this dream. Go to [www.rffi.org](http://www.rffi.org) now and help make our community forest a success.



## Partner With A Forest: Plant A Redwood

Join a growing number of regional and national companies that partner with RFFI to have redwoods planted in honor of valued customers and employees. Partners say, "The response is amazing!" and RFFI benefits from the support and expanded visibility. One supporter, California Roots, treasures our partnership and featured RFFI at the Memorial Day weekend California Roots Music and Arts Festival. Our reps, Bon and Elias, greeted thousands of visitors! Other RFFI partners, Gensler, a San Francisco-based architectural firm, and Tree Media, had close to 1,000 redwoods planted to honor clients around the globe. "Best reaction ever," they reported. Also, Benziger Winery and The Wine Group will soon unveil a redwood planting sponsorship in retail outlets in the redwood region.



**Save The Date!**  
**RFFI's Annual Meeting**  
**Saturday July 29, 2017**

Stay Tuned For More Info

Tailor a partnership with RFFI to support redwood reforestation, while honoring your valued clients, employees and other business associates. Read more about our other partners at [www.rffi.org](http://www.rffi.org). Email [morgan@rffi.org](mailto:morgan@rffi.org) for info.



## How Carbon Helps The Forest

Mark Welther, President & Chief Executive Officer

For the first time in RFFI's ten-year ownership of the Usal Forest, we are on solid financial ground. This is due in large part to the sale of carbon sequestration credits received since we started sales in late 2015. Now our vision of a sustainable working community forest is on the horizon. *I can't overemphasize the importance of Usal's carbon project. It is allowing RFFI to retire debt and begin managing Usal the "RFFI Way."*

Here are the answers to Frequently Asked Questions about RFFI's carbon project:

**How do carbon sales contribute to forest health?** (a) By requiring RFFI to leave trees standing for at least 100 years; and (b) by reducing the reliance on redwood and Douglas fir harvests to pay for debt and forest management. In 2016, carbon revenue allowed RFFI to reduce harvest by two-thirds from 7.1 MMBF (million board-feet) in 2015 to a more sustainable 2.1 MMBF in 2016!

**How do carbon sales contribute to RFFI's financial health?** RFFI bought the Usal Forest in 2007 with a \$65 million bank loan. At that time, few foresaw the dramatic impact carbon would have on our long-term success - our plans had relied almost exclusively on timber revenue. Now, over the past 18 months, carbon sales have reduced our debt by more than 25%. For at least ten years (as long as California has a carbon program), Usal will be able to add carbon credits each year based on forest growth.

**Carbon sales bring in a lot of money. Does RFFI still need donations?** **YES** – terms of the bank loan require that most carbon money goes toward paying Usal's debt, with only a small percentage allocated to forest operations. Everything else depends upon your support. River restoration for Coho recovery, the Biochar project, forest job development, educational and recreational programs ALL rely upon your donations.

**What Can I Do?** We count on you to generously support the RFFI programs you love. Create a legacy, donate to "Redwood Forests for Our Future," Plant a Redwood Now, volunteer, and look for other opportunities on our website. Please, get involved! See [www.rffi.org](http://www.rffi.org) for details.

## "Why should you become a RFFI volunteer?"

Elias Henderson, Program & Outreach Coordinator

RFFI depends upon committed and passionate volunteers from the local community and beyond. Help carry that legacy into the future by becoming a RFFI volunteer today!

- Spend time outdoors while creating something that will last generations
- Learn, understand and engage in conservation forestry
- Share your technical expertise from your own home
- Educate and inspire the next generation of environmentalists.

Our mission and our forest are yours. Join the cause today! Email [elias@rffi.org](mailto:elias@rffi.org), call (707) 409-5144, or swing by our 528 S Main St. Fort Bragg, CA office on a weekday.



### North Coast Biochar Available Now!

High-quality, locally made biochar is available to local gardeners, thanks to support from the Weyerhaeuser Family Foundation. In its continuing quest to make forest management practices as sustainable as possible, RFFI moved its pioneering biochar production facility to Piercy. Regular commercial production started in May. Currently, we can only offer biochar in 1.5 cubic yard totes. Don't need that much? Share with a friend! We are looking for a composting partner. Interested? **Contact Raymond Baltar-707 291-3240 or [raymond.baltar@gmail.com](mailto:raymond.baltar@gmail.com).**

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**Get To Know Our New Forestry Staff – Visit [www.RFFI.org](http://www.RFFI.org)**

## Meet RFFI's New Forest Management Team

**Linwood Gill, URFC Chief Forester**

*"You can't stay in your corner of the forest waiting for others to come to you. You have to go to them sometimes."*

*Winnie The Pooh (A.A.Milne)*



After spending nearly 30 years working for a private, family-owned forest, it was time for me to step out of my corner and into the arena of community forests. A community forest whose guiding management principles RFFI believes must be based on transparency, accountability, communication, interaction and trust. High standards to meet. It can sometimes be daunting, but I look forward to the task. Fortunately I have a great team of new staff members and long-term contractors to help not only with the challenges ahead, but also the many great opportunities.

### Andrea Horvath



Andrea, our Forest Conservation Specialist, in addition to overseeing our GIS database, will be working with me, board member Richard Gienger, Trout Unlimited, Pacific Watershed Associates, and others to help formulate a ten-year restoration plan for our creeks, roads and forest. The past restoration work is very impressive, but we can always do more.

### Bon Goodell and Joaquin Quintana



Our two newest staff members have been out surveying our roads for damage from the winter, working with our tree planters and getting familiar with the property. In addition to working with me on timber marking, they will soon work with BBW and North Coast Resource Management on identifying needs in our inventory data. Bon's many years of experience working with Mike Stephens, our contract wildlife biologist, will assist with our Northern Spotted Owl surveys and database. Joaquin's knowledge in the latest technologies will help all of us be more efficient in our individual tasks.