

SWOAM's Forest Certification Statement

SWOAM supports 3rd party forest certification as a voluntary program. The principles of SWOAM – promoting long-term responsible forest management - are consistent with forest certification.

We do not endorse one certification system over another. Instead, we provide information regarding forest certification and help interested landowners certify their lands under a system of their own choice. Our goal is to help make certification affordable and of value to interested forest landowners.

Markets, mills and consumers who want to acquire certified products should support efforts of landowners to certify their lands. Support can be shown in a number of ways, including: greater return for the landowner, market preference, technical assistance or public recognition. Landowners who choose to certify their lands should not be expected to fully bear the costs and obligations without gaining some additional benefit.

Forest certification must remain voluntary and not a government requirement. The role of government should be an educational one and to foster an environment where certification can work.

Forest certification may not be the choice of every landowner. It is important to remember that just because landowners choose not to certify their land does not mean that they are managing their lands irresponsibly. Rather, landowners who have chosen to become certified should be eligible for additional market and public benefits.