

# The View From the Ridge -



Five Simple Points

# Point 1 – We're Fortunate



## Point 2 –

Focus should expand beyond carbon to include climate

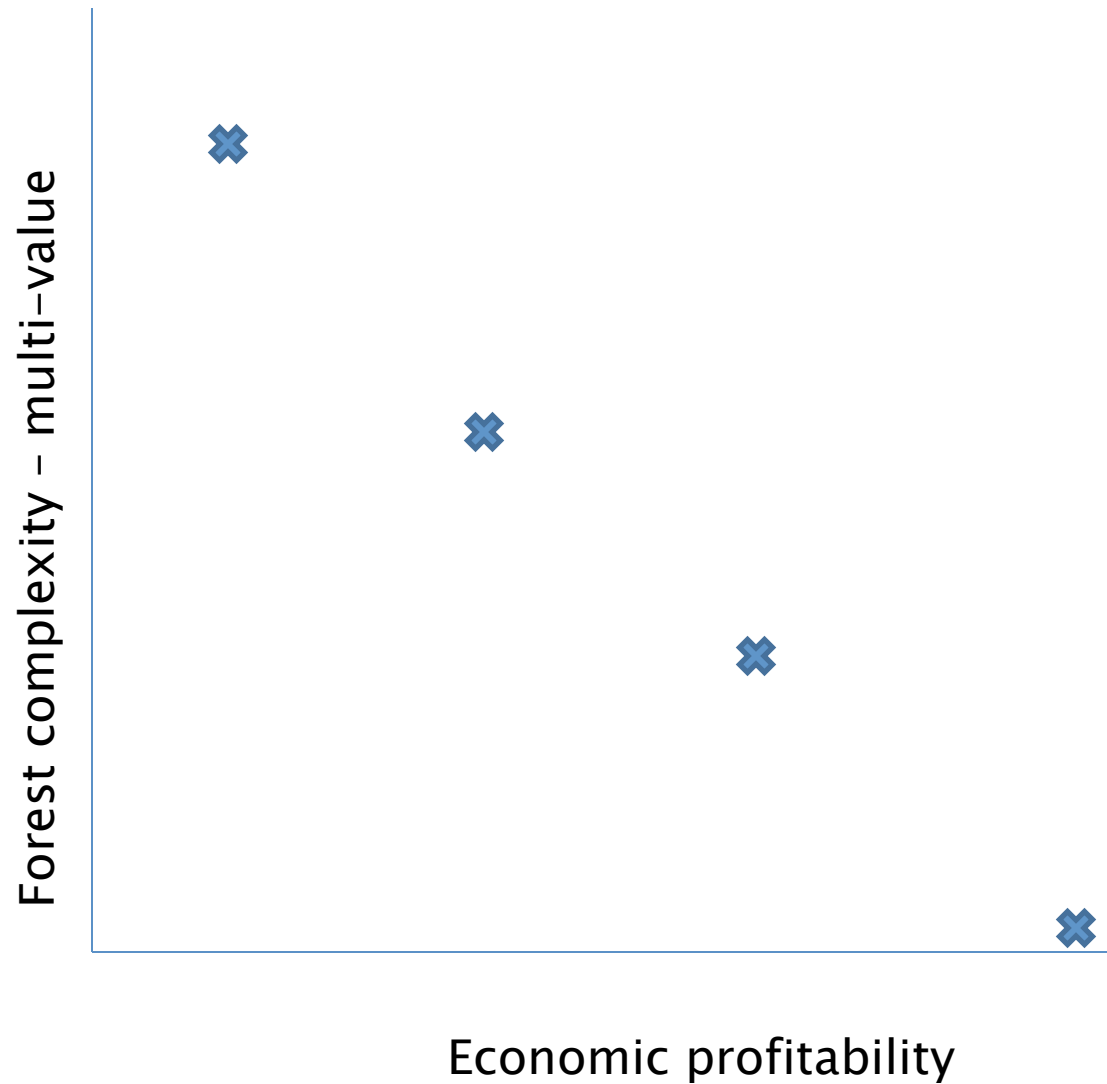
## Point 3 – Value of thinking beyond climate

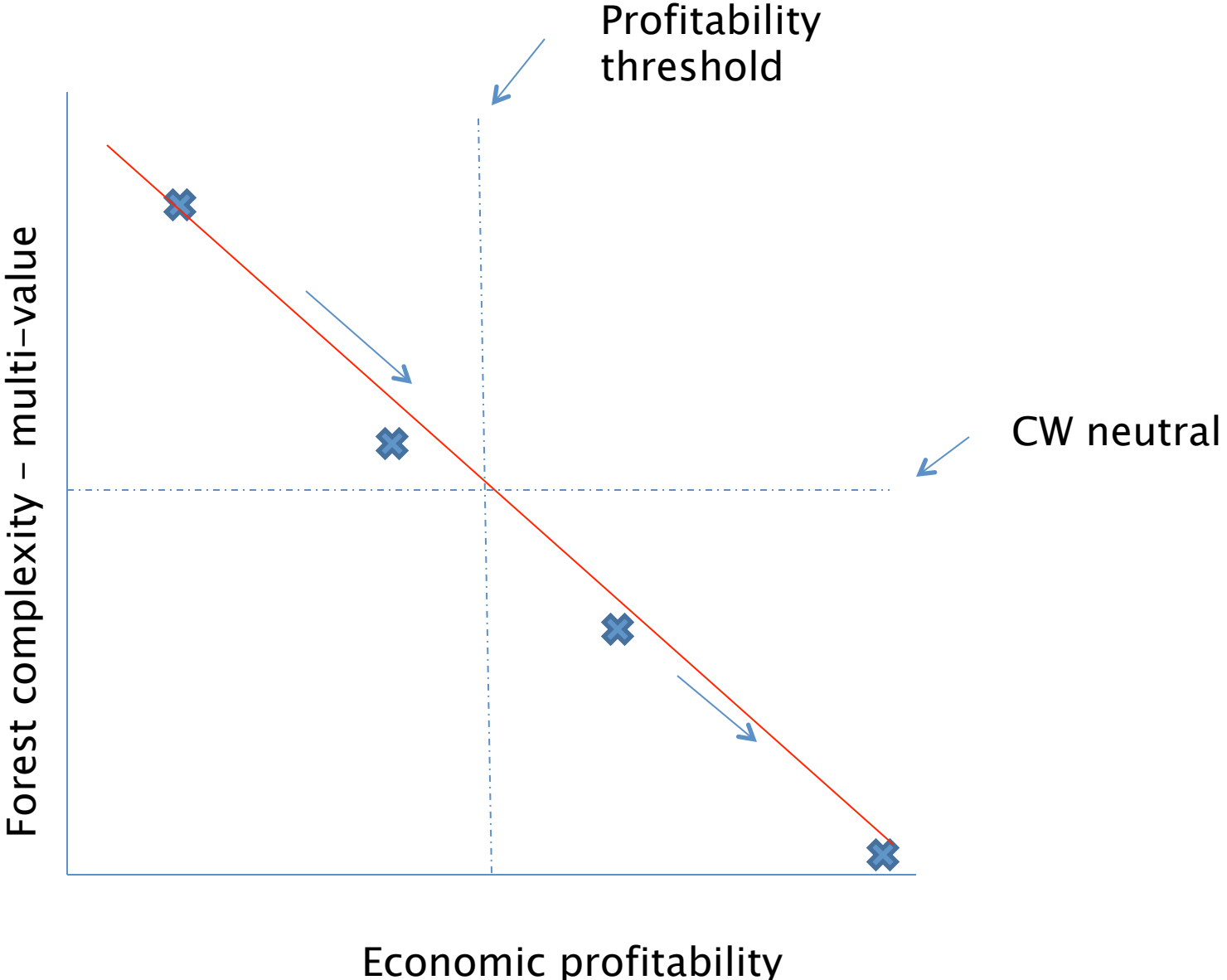
- Water
- Biodiversity
- Wood quality.....

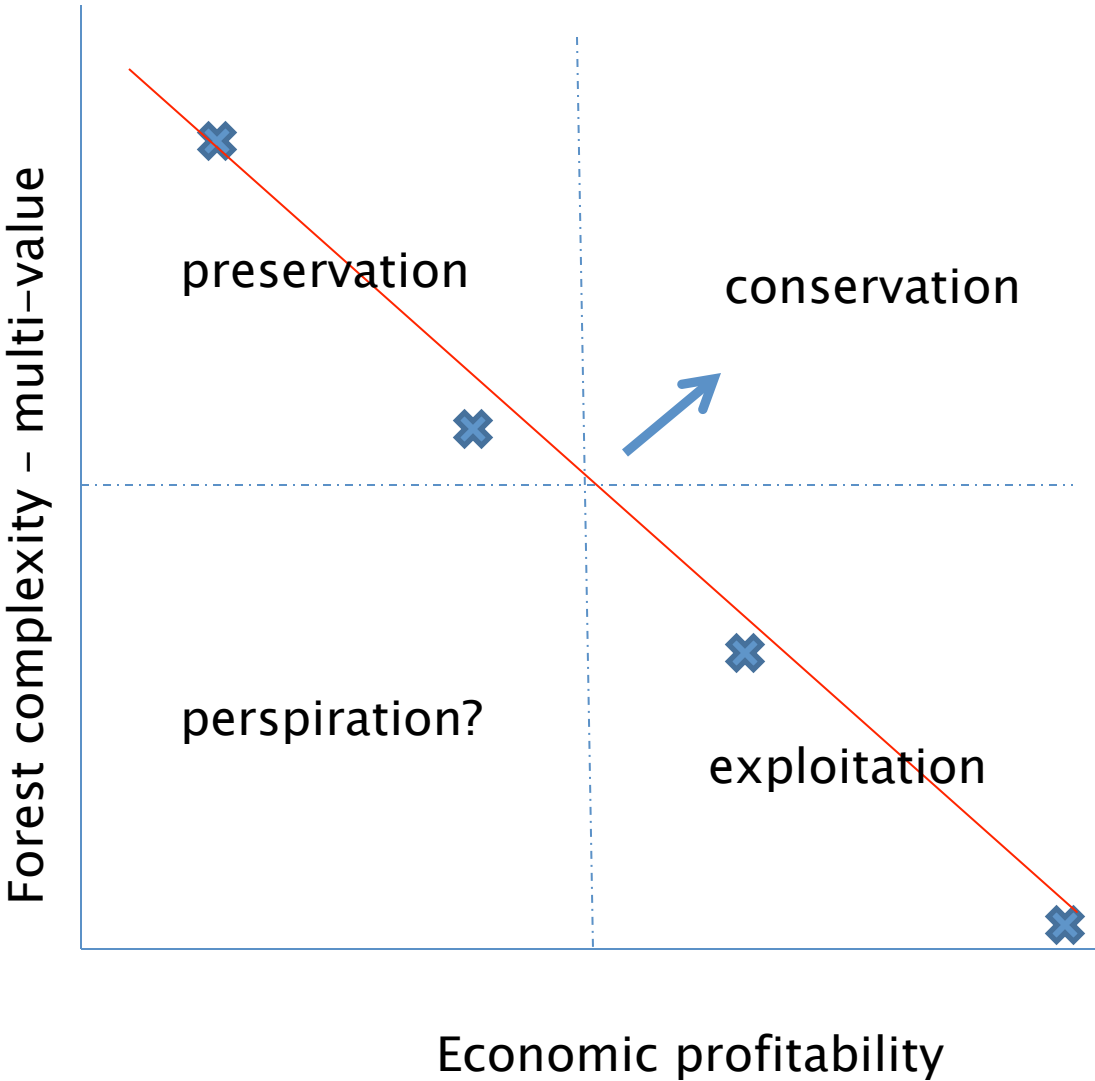
Circumstances call for holistic and integrated thinking

– Advancing the spread of resilient, regenerative forests back across the landscape?

# One way to view our challenges and goals







But how?

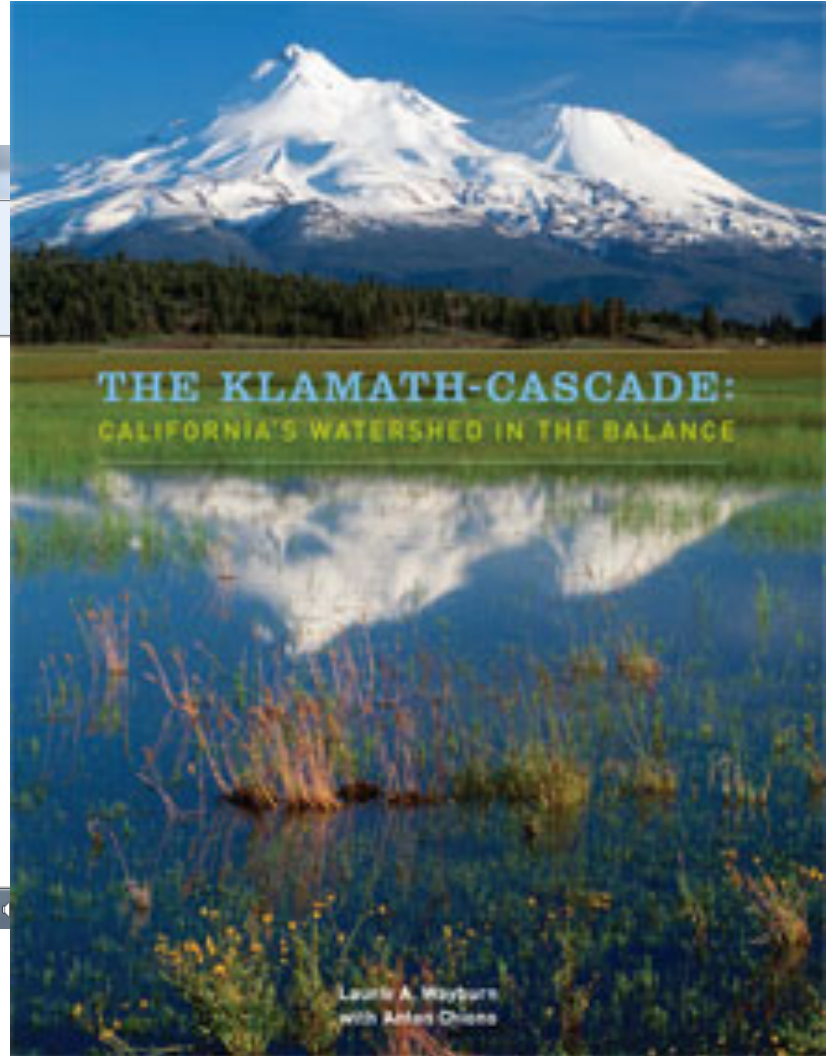
Point 4 – How does change happen?



Vehicle + Driving Force + Navigators/Leaders = Change?



# Four effective vehicles of change: Vehicle 1 – Working forest conservation easements



## Vehicle 2 – Carbon Markets and Carbon Credits –

- Wild Thyme Farm – Northwest Natural Resource Group – “Northwest Neutral”
- Van Eck Forest – Pacific Forest Trust

# Vehicle 3 – Conservation wood markets



# Conservation Forestry Equation:

Educated,  
committed forest  
owners



Viable,  
respect  
generating  
certification  
standards  
and system



Committed,  
reliable  
mills



Committed,  
reliable  
distribution



Committed  
and  
educated  
specifiers



Committed  
makers



Committed and  
educated consumers



Conservation  
Forestry

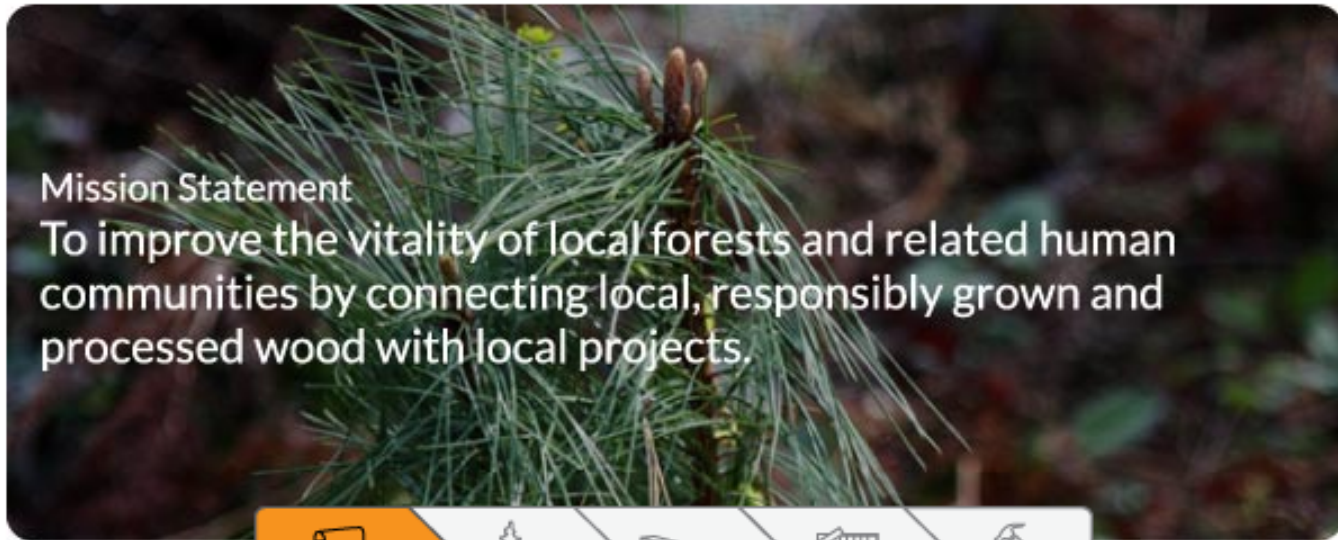


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Educated,  
committed forest  
owners



Viable,  
respect  
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Committed,  
reliable  
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Committed,  
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Committed  
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specifiers



Committed  
makers

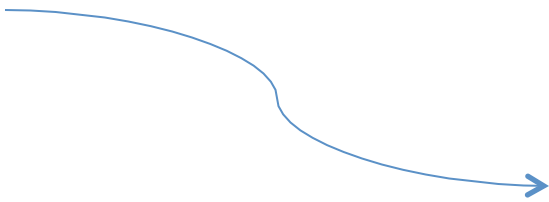
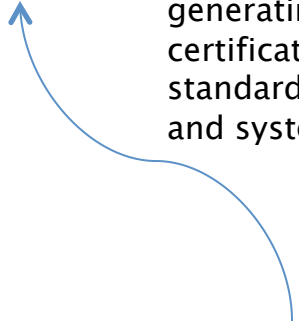


Committed and  
educated consumers

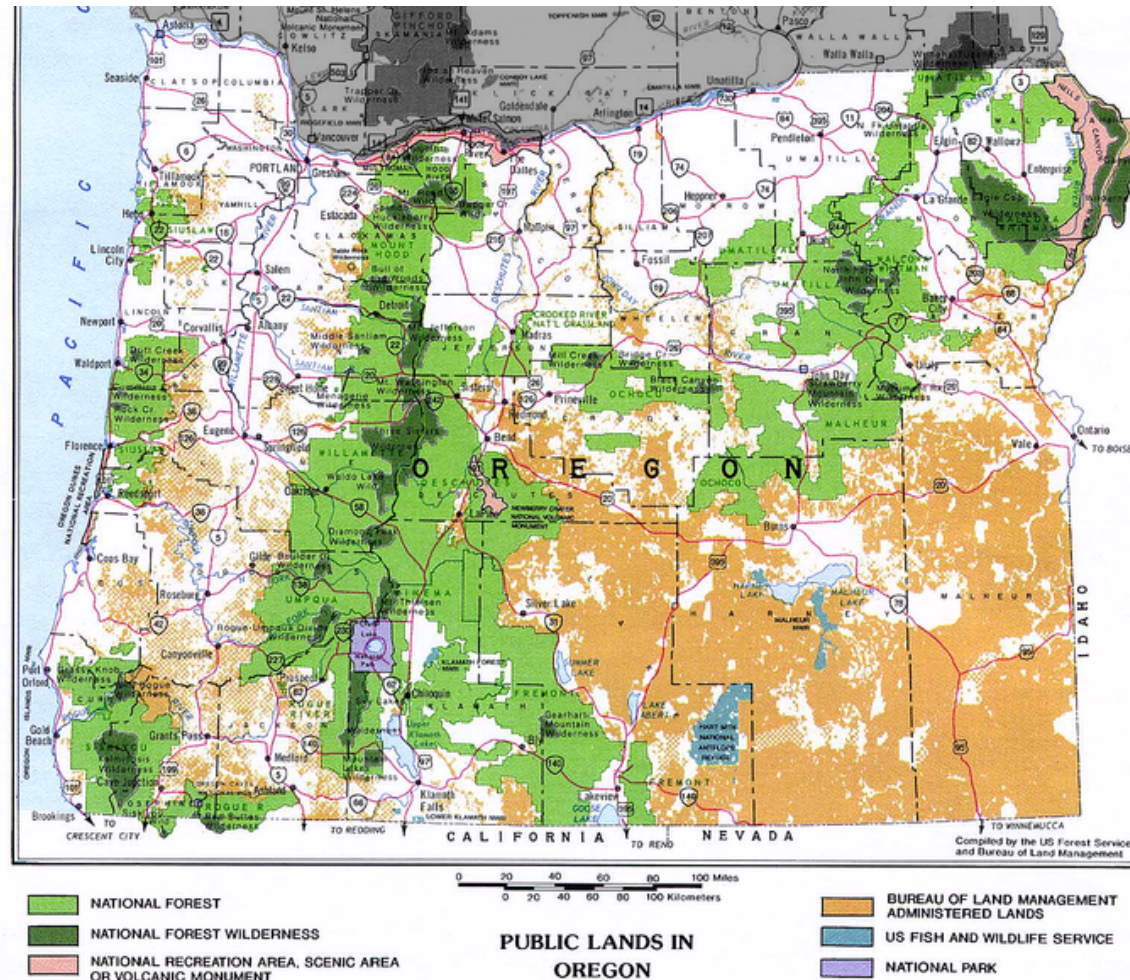


Conservation  
Forestry

Build Local Alliance



# Vehicle 4 – Public engagement in insisting that all public forests be at least commonwealth positive



An additional emerging vehicle that is unique and encouraging.

Happy to discuss later.



## Point 5 – The missing ingredient

Vehicle + Driving Force + Navigators/Leaders = Change?

Learning from the lessons of farms and foods

Vehicle + Driving Force + Navigators/Leaders = Change?

Rate of change is proportional to the level of dissatisfaction with the status quo

# The Omnivore's Dilemma

A NATURAL HISTORY OF FOUR MEALS

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MICHAEL POLLAN

*Author of*  
THE BOTANY OF DESIRE



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TO THE BEST-SELLING

a participant's guide

# FOOD, INC.



How Industrial Food Is  
Making us Sicker, Fatter and Poorer...  
And What You Can Do About It

EDITED BY KARL WEBER

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With a New  
AFTERWORD



The Dark Side of the All-American Meal

Thank you -

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