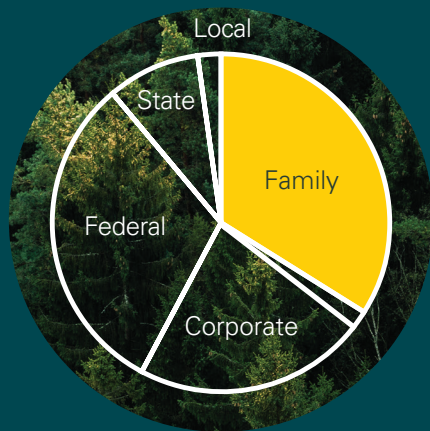


SUPPORT THE RURAL FORESTS MARKETS ACT



**FAMILY FOREST OWNERS
CARE FOR THE LARGEST PORTION
OR 36% OF U.S. FORESTS**

HELPING FOREST OWNERS ACCESS MARKETS AND MILLIONS IN PRIVATE DOLLARS

- **FAMILY FORESTS CAN HELP THE U.S. TACKLE CLIMATE CHANGE:** U.S. forests and forest products currently offset 15% of the country's annual carbon emissions. More importantly, studies suggest this could be nearly doubled with the right actions. To effectively tap this potential in our forests, we must engage the largest forest ownership group — families and individuals.
- **WHILE FOREST OWNERS WANT TO DO RIGHT BY THEIR LAND, IT CAN BE EXPENSIVE:** 1 in 4 rural Americans own forestland, most in communities hard hit by the recent economic downturn. Even in good times, 1 out of 3 family forest owners have a household income of less than \$50,000, and struggle with the high cost of forest management and conservation.
- **OPENING CARBON MARKETS TO FAMILY FOREST OWNERS CAN BRING ECONOMIC STIMULUS TO RURAL AMERICA:** Carbon markets help forest owners generate income needed to care for their land. They also appeal to landowners because they offer a voluntary option for action rather than a regulatory approach. Most important, they leverage private-side investment. In fact, the voluntary carbon market alone could generate as much as \$5.6 billion in private dollars that could support rural economies if markets are open to small forest owners.
- **THERE IS A CREDIBLE OPTION — THE FAMILY FOREST CARBON PROGRAM:** The Family Forest Carbon Program, developed by the American Forest Foundation and The Nature Conservancy, provides a solution to carbon markets for small forest landowners, empowering them to address our climate challenges. The Program pays forest owners to implement carbon-positive forest management practices that result in new carbon reductions, as well as improved wildlife habitat and forest resiliency. When fully scaled, the Program could sequester and store as much as 2 gigatons of CO₂ through the end of the century. But programs like this need Federal support.



American Forest Foundation

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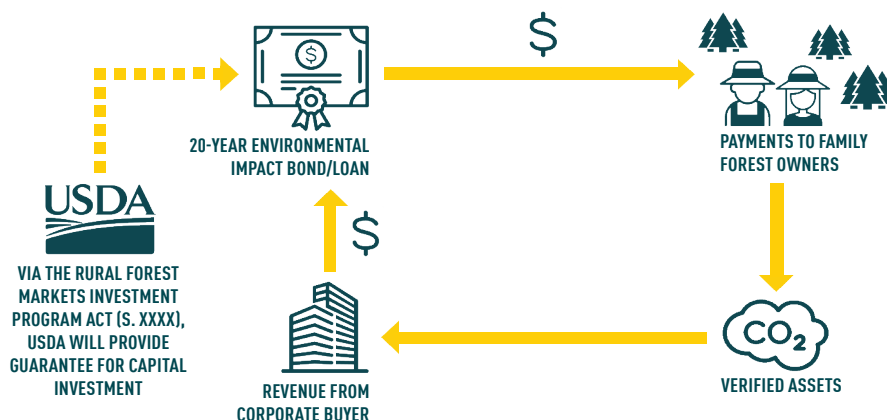
THE RURAL FORESTS MARKETS ACT WILL:

- Give the U.S. Department of Agriculture (USDA) the authority to issue up to \$150 million in guarantees for loans and bonds that help **CREATE CARBON MARKETS FOR SMALL AND FAMILY FOREST OWNERS**, such as the Family Forest Carbon Program. USDA already issues such guarantees for traditional agriculture markets, and this would expand authorities to nontraditional markets like carbon and water markets.
- Provides a voluntary incentivize to small family landowners to adopt climate-friendly forest practices that can result in **VERIFIABLE CARBON SEQUESTRATION AND STORAGE**.
- **UNLOCKS NEW REVENUE STREAMS** for landowners needed to invest in land management that will eventually generate value in the form of a carbon, water, or other similar commodity that can be sold in a marketplace.
- Allows the U.S. to achieve the necessary scale of climate impact as well as **BRING PRIVATE FINANCE FROM LARGE CORPORATIONS** to rural America.

HOW A USDA GUARANTEE CAN UNLOCK REVENUE STREAMS

TO SUPPORT FOREST STEWARDSHIP:

A USDA loan or bond guarantee will unlock money from private investors for the upfront capital needed to implement stewardship practices on the ground. Investors need this added assurance provided by a guarantee to confidently invest in these less traditional programs. This capital is then used to pay forest owners for practices that can be turned into carbon credits sold on the voluntary carbon market to interested, corporate buyers. The revenue from carbon sales is then used to pay back the investors with interest.



FOR MORE INFORMATION, CONTACT:

Michael Reed | Vice President, Policy | American Forest Foundation | mreed@forestfoundation.org

Robert Sherman | Policy Manager | American Forest Foundation | rsherman@forestfoundation.org



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www.forestfoundation.org