



The Central Appalachian Forestry Alliance

Accomplishments To Date: 2009-2012

Launched WoodRight, a triple bottom line wood products business



506 Landowners involved in NTFP pilot projects, education, or plant stock program

\$261,000 of carbon offsets sold to benefit landowners

More than 80,000 acres certified in sustainable management practices

64 businesses certified in sustainable practices

\$539,000 in income for consulting foresters

Engaged the Appalachian Regional Commission around key forestry policy issues and opportunities

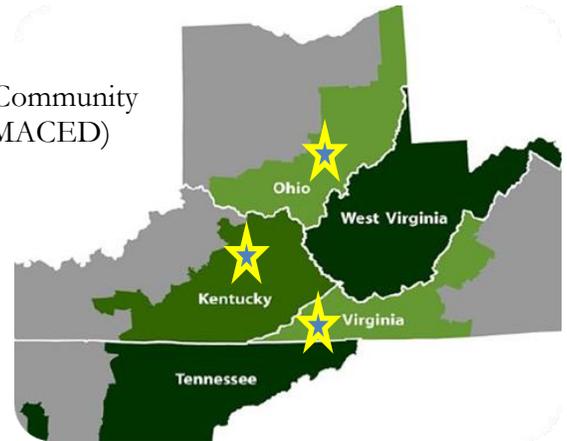


Who We Are

The Central Appalachian Forestry Alliance (CAFA) is a multi-state network that pursues strategies to strengthen forest-based communities and economies across Central Appalachia. Our core members are:

- Appalachian Sustainable Development (ASD)
- Mountain Association for Community Economic Development (MACED)
- Rural Action

CAFA works in the Appalachian counties of Kentucky, Ohio, and Virginia, and also supports work in Tennessee and West Virginia.



Central Appalachia is home to more than 30 million acres of forestland, 90% of which is privately owned in mostly small parcels. Appalachia's hardwoods, though threatened by poor management and harvesting practices, offer enormous potential for sustainable economic development that benefits landowners, businesses, communities, and the forests themselves.

Our Framework

Opportunities to secure multiple value streams from the forest – wood as responsible energy, forests as carbon sinks, ecosystem services for water and air filtration, and innovative forest product manufacturing – can support rural communities and economies if the right partners come together to put community interests on the table. We apply the following key principles to guide our efforts:

Market-based solutions: Sustainable forestry works best when it is driven by right-sized market demand and contributes to sustainable economic development.

Sustainable land management: Healthy forests provide critical environmental services and form the basis of economic opportunity and entrepreneurial forest-based enterprises.

Regional collaboration: Building effective partnerships can generate collective impact in Appalachia's sustainable forestry sector.

Our Strategies

Our efforts are designed to improve the sustainable forest value chain in Central Appalachia by increasing the health of our forest base, growing the acreage under sustainable forest management, generating wealth from new forest-based value streams, and helping strengthen the triple bottom line wood product industry in the region.

Appalachian Carbon Partnership: The ACP meets growing market demand for carbon offsets for businesses and organizations, while rewarding landowners for sustainable management practices.
www.appalachiancarbonpartnership.org

Non-Timber Forest Products: CAFA educates and provides support for forest botanicals and other products as an alternative forest-based income stream for landowners of all sizes.

Center for Forest and Wood Certification: This partnership with the University of Kentucky provides certification for landowners as well as businesses, increasing their economic viability and forest health.

WoodRight: This triple bottom line business connects landowners and wood products manufacturers to markets for sustainable wood products.

Policy: CAFA provides analysis and recommendations around policies and investments crucial to Appalachia's forests and forest-based economies.



Funding/Investment Opportunities



CAFA was founded through a 5-year grant from the US Forestry Endowment, and has since received critical support from the Ford Foundation. To bring our regional strategies to scale, we need continued investment in staff capacity, planning and development, and market building. Funders and investors can choose to support CAFA as a whole, or focus their support in any one of CAFA's initiatives.

Our goal is to generate \$600,000 in the coming years, through WoodRight and carbon offset sales and additional investments from government, foundations and individuals. These investments should generate powerful outcomes, including:

- \$250,000 in WoodRight sales in 2013, to benefit triple bottom line businesses and landowners
- At least 10 additional businesses and 100,000 acres certified in sustainable practices
- Verified Carbon Standard certification for at least 25 new landowners and \$400,000 in offsets
- Non-Timber Forest Products education and market opportunities for 750 landowners

To Learn More about the CAFA Partners

Email Justin Maxson, President, MACED, at jmaxson@maced.org

www.maced.org

www.ruralaction.org

www.asdevelop.org

