# APF Net Curriculum 3 INternational dialogue on forestry issues

## **Lecture 7 Intergovernmental Conventions and Instruments relevant to forests**

## **Video**

## **Forest product traceability promotes responsible resource management**

## **TranscriptsDuration: 00:05:38**

(Daniel Arbour, Traceability Project Lead, Canadian Model Forest Network)

In today's world, there is a growing disconnect between the product we purchase and the impact on the natural resources. Consumers are bombarded with information that can be either confusing or can be somewhat enlightening but often is overwhelming. So the ability to tell a simple story, a true story about where the products are from, the points of origin, is increasingly important. For 20 years, Model Forest have been leaders on issues such as certification. Providing for traceability is really the next frontier, we think, to support sustainable forest management. It's about letting people know exactly where their products come from, who made it, where it was harvested under which methods. Our version of traceability is about people being able to go on their mobile device or computer and finding out all the information about the story of their product and being able to connect through social media with the harvesters, with the producers, with the processors. There are so many businesses out there that have a great story to tell that have adopted sustainable practices, and our goal is to get that story to market.

(Elena Lucas, Chef, La Lobita Restaurant, Spain)

We support and help rural producers directly from our kitchen. We take products from these local farmers, use them in our kitchen and introduce them to patrons at the restaurant. This way, we can support and promote their products so they don’t go unnoticed, people have the chance to taste them and later buy them at the store.

(Arturo Esteban, Coordinator, Urbion Model Forest, Spain)

The way a harvester picks mushrooms is as important as the quality of the dish a chef prepares so customers are not disappointed. Having a good traceability system is without a doubt, the best way to convey a sense of reliability and trust to consumers, especially for products that could otherwise be considered potentially dangerous in some sectors or at certain moments. The objective is that traceability will contribute to that feeling of reliability from consumers.

(Caroline Bilogui, Coordinator, African Model Forest Green Business Label Programme)

It was found that in Cameroon and elsewhere in the Congo Basin, almost 60% of harvested timber was being left on the forest floor. But this material can be processed, and it creates wealth. So, in partnership with the Lac Saint-Jean Model Forest Network, the African Model Forest Network began development on the wood pens project, not only to bring about a new vision, a new way of looking at and valuing our wood, but also to enable people and communities living in the forest to use this resource and make a little income to provide for their families. Traceability will play an important role in this project because it will guarantee the origin or source of the wood products being sold in the market place.

(Santiago and Luis Miguel Barrio, Owners, Maderas Pino Soria, Spain)

We tell clients or architects what kind of wood we offer, or we provide them with the type of wood they want. Therefore, if you're selling wood of the Pino Soria Burgos C18 brand, for example, it means there is a series of documents that trace the product. This way, architects know exactly where the wood comes from, how itís been handled, and what type of processes it has undergone.

(Damon Zirnhelt, Co-owner, Zirnhelt Timber Frames Ltd, Canada)

I am interested in traceability because I think it might help formalize our story. We, what sells for us is our story. And if we can explain it well and people believe it and they can see it and touch the product and see where the wood comes from and come here that's what sells the house. The type of traceability that we're talking about here is far more applicable than other more formal large scale certification programs.

(Daniel Arbour, Traceability Project Lead, Canadian Model Forest Network)

Traceability is really all about supporting consumers' desire to make informed choices and judge for themselves whether a product is sustainable or not. Beauty about working with the International Model Forest Network is that we're able to exchange knowledge around the emergence of traceability in different markets in different countries. So whether it would be in Spain with mushrooms or in Africa with wooden pens or in Canada with log homes and carvers, we all find that traceability can add tremendous value in all of those supply chains.