



NEWS

from the Forest Resources Association

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Coalition Announces Biomass101 Campaign

Leading forestry associations plan to correct the record on false and distorted coverage of bioenergy.

Washington, D.C. – May 27, 2015 – A leading coalition of forest owners, wood suppliers and manufacturers of pulp and paper goods announced today the creation of Biomass101.org, a clearinghouse for scientifically sound information on carbon-neutral bioenergy. Biomass101 is an effort jointly produced by the American Forest & Paper Association, American Wood Council, Forest Resources Association, and National Alliance of Forest Owners.

“With biomass becoming a more prominent part of the national renewable energy discussion, Americans deserve a conversation that is honest, accurate, and reliable,” said Chuck Fuqua, Executive Director for Strategic Communications at the American Forest & Paper Association.

“As the leading coalition of experts who care about and depend upon the sustainability of American forests, we are in a uniquely authoritative position in the conversation on the carbon benefits of forest bioenergy,” said Gretchen Schaefer, Vice President for Communications at National Alliance of Forest Owners.

Biomass101.org will include blog posts, infographics, videos and other digital media content that corrects false or distorted information in the press. The effort will also have a robust social media presence.

“It is essential that leading publications get the basic facts on biomass right to ensure objective analysis. As the hands-on stewards throughout the life cycle of forestry and forest products, we should be a central voice in the discussion and make sure that coverage is accurate and fair-minded,” said Neil A. Ward, Vice President of Public Affairs at the Forest Resources Association.

“When we encounter coverage that is not factual or objective, we feel obligated to correct the record so that the public receives balanced and unbiased information,” said Heather Stegner, Communications Director at the American Wood Council.

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AF&PA

The American Forest & Paper Association (AF&PA) serves to advance a sustainable U.S. pulp, paper, packaging, and wood products manufacturing industry through fact-based public policy and marketplace advocacy. AF&PA member companies make products essential for everyday life from renewable and recyclable resources and are committed to continuous improvement through the industry's sustainability initiative - Better Practices, Better Planet 2020. The forest products industry accounts for approximately 4 percent of the total U.S. manufacturing GDP, manufactures over \$200 billion in products annually, and employs approximately 900,000 men and women. The industry meets a payroll of approximately \$50 billion annually and is among the top 10 manufacturing sector employers in 47 states.

www.afandpa.org | @ForestandPaper.

AWC

The American Wood Council (AWC) is the voice of North American wood products manufacturing, representing over 75 percent of an industry that provides approximately 400,000 men and women with family-wage jobs. AWC members make products that are essential to everyday life from a renewable resource that absorbs and sequesters carbon. Staff experts develop state-of-the-art engineering data, technology, and standards for wood products to assure their safe and efficient design, as well as provide information on wood design, green building, and environmental regulations. AWC also advocates for balanced government policies that affect wood products.

www.awc.org | @woodcouncil

Forest Resources Association Inc.

The Forest Resources Association Inc. is the only nonprofit trade association representing wood supply chain interests at the national level, advocating public policies and operational improvements that promote the safe, efficient, and sustainable harvest of forest products and their transport from woods to mill. FRA members are wood consumers, wood suppliers, timberland owners and managers, and businesses providing products and services to forest resource-based industries.

www.forestresources.org | @forestresources

National Alliance of Forest Owners

NAFO is an organization of private forest owners committed to advancing national policies that promote the economic and environmental benefits of privately-owned forests. NAFO membership encompasses more than 80 million acres of private forestland in 47 states. Working forests in the U.S. support 2.4 million jobs.

www.nafoalliance.org | @nafoalliance

