

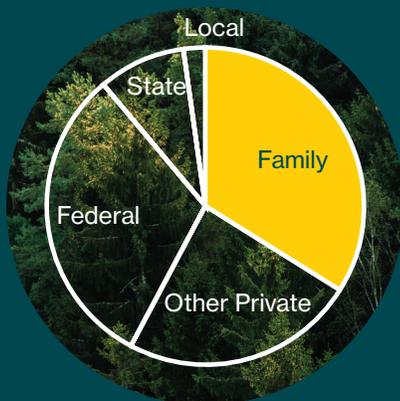
# FAMILY FOREST CARBON PROGRAM

Unlocking the carbon potential of America's family forests



## WHO ARE FAMILY FOREST OWNERS?

- 1 in 4 rural Americans owns and cares for forestland.
- The average family forest size is less than 70 acres.
- Forest owners care about their land and want to do the right thing.
- Forest owners face challenges such as the high cost of forest management and the lack of in-depth knowledge on how to conduct needed practices.



FAMILY FOREST OWNERS CARE FOR THE LARGEST PORTION—34%—OF U.S. FORESTS

## AMERICA'S FAMILY FORESTS REPRESENT THE MOST SIGNIFICANT OPPORTUNITY TO MITIGATE CLIMATE CHANGE THROUGH NATURAL CLIMATE SOLUTIONS.

Families and individuals own the largest share of forests in the U.S., but these family forest owners are currently left out of the carbon markets that would make it possible for them to take action on their land, leaving huge carbon sequestration potential in the balance.

We can change the future for family forest owners – and our planet.

The **FAMILY FOREST CARBON PROGRAM** is a new approach to globally significant climate mitigation that taps into the carbon storage potential of the 270 million acres of privately-owned U.S. forestland.

- By reaching **20% OF FAMILY-OWNED FOREST ACRES BY 2030**
- We have the potential to **SEQUESTER 3.5 GIGATONS OF CO2** by the end of the century
- And **IMPROVE WILDLIFE HABITAT, OVERALL FOREST HEALTH, WATER QUALITY AND RECREATION SPACES**



American Forest Foundation





The **FAMILY FOREST CARBON PROGRAM** (FFCP) is the only program designed to be easily accessible to small landowners, who are currently shut out of current carbon markets due to complexity and cost. The FFCP removes the barriers landowners often face – access, lack of expertise and cost – to help them manage and optimize their family forests for carbon sequestration. We do this by:

- **ADOPTING A PRACTICE-BASED APPROACH** that incentivizes specific forest management practices which have been scientifically demonstrated to enhance carbon sequestration.
- **ENGAGING FAMILY FOREST OWNERS** with trusted information and decades of experience working with private landowners.
- **REDUCING THE EXPENSE TO LANDOWNERS** by 75% while creating a path to income.
- **OFFERING CARBON BENEFITS TO BRANDS AND PARTNERS** to help them reach their sustainable development goals and demonstrate their leadership on climate issues while supporting an innovative program.

The **FAMILY FOREST CARBON PROGRAM**, a partnership of the American Forest Foundation and The Nature Conservancy, is working with leading U.S. businesses, state and federal agencies and America's 22 million family forest owners to **MEET CLIMATE GOALS**.

Learn how you can **HELP UNLOCK THE CARBON POTENTIAL OF AMERICA'S FAMILY FORESTS:**

[WWW.FORESTFOUNDATION.ORG/CARBON](http://WWW.FORESTFOUNDATION.ORG/CARBON)

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