

The Pacific Forest Trust's McCloud Project

VOICES OF SUPPORT

“Working forest conservation easements are an important part of our long-term investment strategy as they give private landowners an extra financial incentive to practice high standards of stewardship. We hope this project helps set a conservation precedent in California and beyond – because we all have a vested interest in seeing working forests continue to provide the public with the wood, water and other resources on which we depend.”

Rick Smith, President/CEO
Forest Systems LLC

“The Pacific Forest Trust is setting a very high standard for the kind of conservation activities we are embarking on here in California,” explains Chrisman “Their *McCloud Project* is a creative approach to conservation and the protection of fish and wildlife habitat. It is also emblematic of the shifting role of government in conservation, where government acts as a partner with private landowners and non-profits to share in the costs and responsibilities of stewardship in the public interest. This project is a prime example of that new cooperative effort.”

Mike Chrisman, Secretary for Resources
State of California

“After decades of timber wars, PFT’s landmark *McCloud Project* represents a new era of cooperation and partnership between forest owners, conservationists and the state. With development escalating rapidly, we can’t take working forests for granted anymore. If we are to keep California’s private forests productive and providing the public with vital resources such as clean water, abundant fish and wildlife and inspiring recreational opportunities, we will need more working forest conservation easements like this one.”

Al Wright, Executive Director
California Wildlife Conservation Board

“The Bascom Pacific working forest conservation easement will protect fish and wildlife habitat for more than 250 species including threatened bald eagles, northern spotted owls, willow flycatchers and McCloud redband trout. We applaud the landowner’s commitment to forestry that conserves and enhances habitat in partnership with the Pacific Forest Trust.”

Ryan Broddrick, Director
California Department of Fish and Game

“The Bascom Pacific timberlands in McCloud rate as one the most biologically diverse forests in our nation. For instance, these forests protect the water quality and flows of the river system that spawns the most salmon caught in the state of California. And because these forests link into the Shasta-Trinity National Forest, this project will secure habitat on a scale that ensures its viability for the next century and beyond.”

**Jeff Trandhal, Executive Director
National Fish and Wildlife Foundation**

"The Pacific Forest Trust has done great work ensuring California preserves working forestlands that benefit us all. We really appreciate how PFT has created a model in which business thrives alongside the environment. In helping to protect these Bascom Pacific forestlands, Wal-Mart's Acres for America program is demonstrating that conservation and commerce are not mutually exclusive. Being a successful business and helping protect the environment are goals that can and must work together."

**Henry Jordan, Regional General Manager
Wal-Mart Stores, Inc.**

“Conservation easements are a promising tool to protect forests,” says Goldman. “We are excited to take part in this unique opportunity and hope it serves as a model for forest protection throughout the West.”

**Richard Goldman, President
Richard and Rhoda Goldman Fund**

“Our private forests are increasingly at risk of break-up and conversation to other uses as the economy here shifts away from resource production. I support the voluntary, incentive-based approach of the Pacific Forest Trust’s *McCloud Project*.”

**Jim Cook, District 1 Supervisor
Siskiyou County**

The partnership between PFT and Bascom Pacific represents a new business model. It’s one that will enhance the competitiveness of California’s timber industry and ensure these forests keep providing the public with jobs, recreational opportunities and a wealth of environmental benefits including carbon stores that help keep our planet cool.”

**Andrea Tuttle, former Director
California Department of Forestry and Fire Protection**