



THE PACIFIC FOREST TRUST

Our Private Forests are Our Public Treasures.

Four out of every five forested acres in the Lower 48 states are privately owned. These private forests provide the public with life-sustaining benefits including clean water, abundant wildlife, wide-open wilderness, working landscapes and a well-balanced climate.

However, there is no guarantee these forests will surround us tomorrow. With today's escalating population growth, urban sprawl and other development pressures, private forests are being broken-up and converted to non-forest uses at increasing alarming rates. More than 1.5 million acres of private forests are being lost to shopping malls, subdivisions and other forms of development each year.

America cannot afford to keep losing its forests. The Pacific Forest Trust is the only conservation group in the nation solely committed to alleviating the threat to the integrity and productivity of private forests with a comprehensive strategy to *Retain*, *Sustain* and *Gain*.

Since 1993, the Pacific Forest Trust has been working to preserve, enhance and restore America's vast and vital private forests – and safeguard their many public benefits – through education, innovation and collaboration.

We help *Retain* our forest infrastructure by raising awareness of the threats to America's private forests and by directly conserving critical forestlands

in partnership with landowners and communities in California, Oregon and Washington. We lead the country in the use of working forest conservation easements that ensure productive forests stay working for us all. And we help protect the integrity of important public forests by conserving neighboring private lands threatened by development.

We help *Sustain* forests by employing state-of-the-art forest stewardship practices on the thousands of acres we manage in the Pacific West. We also promote exemplary forest management to forest owners, policy-makers and the public so people across the U.S. will better understand that forestry is key to ecosystem conservation.

We help both landowners and the public *Gain* from private forests by developing and promoting new forest eco-services. These eco-services serve as the basis for a sustainable business model that yields returns from forest management techniques that enhance forest carbon stores, watershed quality and fish and wildlife habitat. Our leadership in this area has led to the creation of a first-in-the-nation California-based program that allows forest landowners to register and sell carbon credits generated by forest conservation and sustainable management.

The Pacific Forest Trust is a nonprofit, 501(c)(3) organization.

The Presidio • 1001-A O'Reilly Avenue • San Francisco, CA 94901
phone: 415.561.0700 • fax: 415.561.9559 • email: pft@pacificforest.org

www.PacificForest.org