

Value Assessment of Certified Logger Systems

WSRI Director's Cut

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In March of 2018 the Wood Supply Research Institute signed an agreement with James W. Sewall Company to explore the status and value proposition associated with Certified logger systems. These programs are not to be confused with the common state logger training programs that most people involved in forestry are familiar with. Master Logger Certification (MLC) programs have been positioned as creating additional, specific values for loggers, landowners, mills and the public in general. No prior research has systematically measured the effects on the various stakeholders. WSRI sought to test the MLC value proposition, and specifically to identify and describe any actual benefits that have resulted.

As Executive Director of WSRI I am pleased to introduce Sewall's final report from this project. Here are a few things that strike me as worth highlighting about this document. I certainly hope you find many more.

- Sewall's approach to researching the question tackles the question of program awareness first. The assessment of value comes after the question of awareness is established.
- Table 1-1 on page 1, Taxonomy for "Value of Certification" Research, is important for understanding the scope of this project. Be sure to take it into account as you read this report.
- From past experience, WSRI knows it is not always easy to get the kind of participation level from a study population that supports strong research conclusions. The level of survey and interview participation in this study was very good. The strength of the study plan, and behind-the-scenes persistence on the part of the researchers, shows in this work.
- The report does a thorough job of identifying the kinds of values, where they are perceived, associated with Certified logger programs by stakeholder group. It also delves into the lack of perceived value where that exists. The breakdown of data by geographic region, including states with inactive programs is also enlightening.
- On page 23 the section on Challenges to Increased Value is notable. Also, the Conclusions and Recommendations section on pages 23-24 includes some good insight.

The above items are listed simply to tweak your interest in the full report. Sewall's report is well written, the right length, and is an easy read.

This report is posted on the Wood Supply Research Institute website (www.wsri.org) under Research by WSRI, Completed.

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