

An Overview of 2007: Vision and Goals and Work Group Activities

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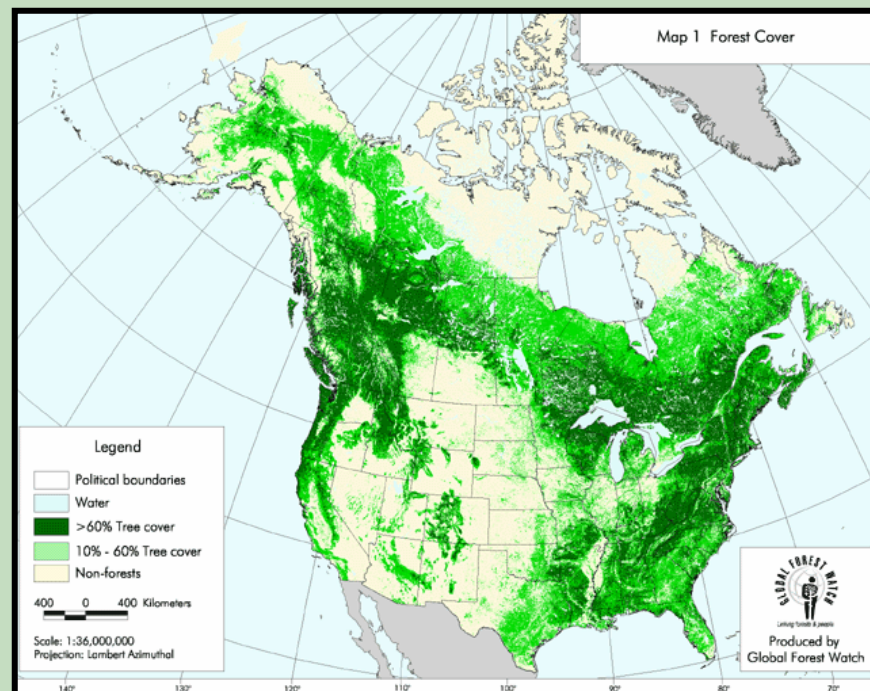
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Continental
Dialogue
on Non-Native
Forest
Insects & Diseases

Vision and Goals

- North American forests cover one-fourth of North America. They provide biological diversity, clean air and water, and employment to 1.6 million people and contribute \$231.5 billion to our nation's economy.
- Forests also provide enjoyment to millions of recreational users, in the process contributing tens of billions of dollars more economic activity.
- In short, they are part of the core foundation of our national heritage and are integral to the American spirit.

Forest Cover in North America



globalforestwatch.com

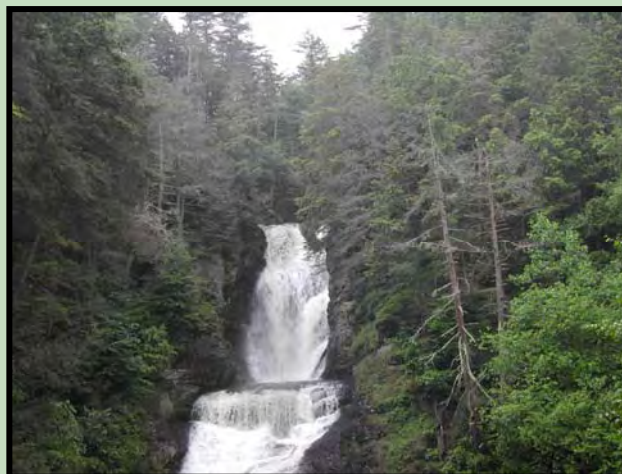
Visions and Goals continued...

Our forests are needlessly being lost to non-native forest insects and diseases introduced as a byproduct of international trade and travel.

Without countering these threats, the American landscape will change drastically and, probably, irreversibly.



Canadian ash trees devastated by EAB



Eastern hemlock after attack by the
hemlock woolly adelgid



Sudden Oak Death in California

Visions and Goals continued...

We envision a future when such threats sharply decline and in which our forests will provide new and substantial economic, recreational, and inspirational opportunity for all Americans.

We will help the public recognize the threat in turn and they will create a strong demand to address the problem. Their demand will lead to stronger national policies and supportive actions by businesses, states, individuals, and many others.



Alder Creek Children's Forest in Oregon

Action Agenda Opportunities

Opportunity 1. Prevent Introduction of New Pests and Diseases

Objective: Establish a strong and measurable national level of protection for pathways by which live organisms are imported.

This year's focus for Work Group 1:

- Establishing a working group to facilitate communication and common positions on USDA import rules.
- Developed a proposed Dialogue-wide position on the live plant import rules (Quarantine-37 or Q-37 rules).
- Workgroup 1's suggested amendments to the Plant Protection Act are now part of the discussion being led by Workgroup 4 - which is looking at a broader package of ideas.

Action Agenda Opportunities continued...

Opportunity 2. Limit the Spread of Pests and Diseases in the US

Objective: Improve and supplement existing efforts to slow organisms' domestic spread.

This year's focus for Work Group 2:

- Establishing leadership for the working group and deciding on agenda for future effort.

Opportunity 3. Engage Private Groups in Forest Protection

Objective: Develop and adopt business practices to limit the import and spread of forest pests and diseases.

This year's focus for Work Group 3:

Group 3a:

- Reviewing and monitoring existing Best Management Practices (BMPs) in industry for future development of Dialogue's BMP recommendations

Group 3b:

- Began survey of firewood producers and sellers in 48 states to evaluate their practices and opinions regarding possible regulation (voluntary or not) of firewood
- Reviewed firewood practices and policies at state and federal levels
- In process of developing BMP for firewood production and sales to coordinate with campaign aimed at those who sell and produce firewood with Group 6.



Action Agenda Opportunities continued...

Opportunity 4. Authorize New Federal Action

Objective: Pass legislation to fund long-term forest protection, to provide strong economic incentives for all to take part, and to give agencies new authority where gaps exist.

This year's focus for Work Group 4:

- Work Group 4 focus has evolved from influencing federal regulation to addressing possible amendments and the issues these amendments may address.

Work Group 4 continued

WG4 is in the process of developing an authorization strategy for items not addressed in the Farm Bill, e.g., a long-term, comprehensive funding strategy, especially for state and federal efforts to slow domestic spread of pests:

1. Identify gaps in funding structure and benefits of adequate and timely funding
2. Develop legislative proposals to ensure adequate funding and provide needed incentives for BMPs
3. Propose and pilot innovative funding proposals (e.g., foundation, tax box check-offs, work with public utilities)
4. Communicate successes in ways that quantify social and financial benefits

Opportunity 5. Increase USDA's Funding for Federal and State Efforts

Objective: Increase USDA's annual appropriations to levels where success is assured.

This year's focus for Work Group 5:

- The team's first task was to develop a measurable "level of protection" toward which we and governmental agencies should strive. The team was unable to achieve this goal but did agree on several changes we would like to see in the "Findings" section of the Plant Protection Act.
- The purpose of this is to raise the priority for preventing new introductions relative to trade facilitation - since APHIS has responsibility to do both (despite the inherent conflict).

Work Group 5 continued

Funding

- WG 5 worked develop a coordinated effort to persuade the Congress to increase funding for USDA-APHIS and Forest Service programs charged with preventing the introduction and spread of non-native forest insects and diseases or responding to the ensuing damage.
- WG 5 increased the level of effort focused on educating Members of Congress and their staffs on this issue.

Action Agenda Opportunities continued...

• *Opportunity 6. Communicate and Market Key Ideas about Protecting Forests*

Objective: Transform political and public opinion in order to seize these opportunities.

This year's focus for Work Group 6:

- Developed and disseminated to the Dialogue messaging guidelines.
- Supported TNC in development and placement of television advertisements highlighting the need for action that used this messaging.
- Focused in on firewood as a key means of reaching the public with information about the issue, while simultaneously abating one means of spread.
- Conducted focus groups and polling to help understand public attitudes about firewood and patterns of usage.