



Common Challenges, Common Solutions

The Forest Products Industry and Federal Policy

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2009: A Complex National Policy Agenda

- Economy
- Energy
- Climate
- Health Care
- National Security
- Highway Bill Reauthorization

Environmental Group Priorities

- “Green Group”
 - Climate change and related policies
 - Reversing Bush “roll backs”
 - Oceans, chemicals regulation
- EPN: Called on Obama to mandate higher recycled content in P&W

Labor Priorities

- Card check
- “Green jobs”
- Health care
- International trade



Key Industry Issues Outlook: Renewable Energy

- Goal: Equal treatment for the industry's power
 - Section 45/Renewable Energy Tax Credit
 - Renewable Electricity Standard
 - Renewable Fuel Standard
- Incentivize the forest resource rather than a particular use

Key Industry Issues Outlook: Climate Change

- A public policy priority
 - Obama: Priority issue, staff expertise
 - Congress: Committee chair focus vs. economic impact
 - Regulatory Options: EPA California waiver
- Our differentiator: Renewable and recyclable
- Ally development
 - Manufacturers
 - Forestry
 - Labor

Key Industry Issues Outlook: Lacey Act

- The world's first ban on trade of illegally-harvested wood and wood products
- AF&PA supported the ban
 - Industry's reputation
 - Economic interests
 - Sustainability goals
- Ongoing coordination: federal agencies, industry

Key Industry Issues Outlook: Food Packaging

- Food borne illnesses made headlines in 2008, 2009
- Public perception of hazards from certain plastics
- Overreach of legislative reform efforts

Working Together is Essential

- Economic challenges
- Reinvorgated opponents, activist agenda
- Coordinate on priorities
 - Truck weights
- Speak with one voice

Conclusion

- Challenges ahead, but also opportunities
- Working together is our best strategy for success

Questions?