



TAKING STOCK

THE NEWSLETTER OF
ecotrust
Building Salmon Nation

Navigating Toward Success *Ecotrust and Wild Salmon Center launch \$2.57 million State of the Salmon project*

Imagine steering a boat through uncharted waters, without any navigational equipment to safely guide your way.

To Xanthippe Augerot, Director of Conservation Programs with the Wild Salmon Center, and many other regional salmon experts, that statement deftly sums up the current status of salmon conservation in the coastal temperate rain forest and beyond.

"The State of the Salmon program will...bring together the broad community of organizations, institutions, and individuals committed to salmon conservation."

Salmon – the bioregion’s indicator of environmental health – migrate long distances, crossing national and international borders. But salmon restoration and conservation efforts often operate in isolation, fragmented by political boundaries. Rather than linking individual salmon

stock declines to broader trends across the entire Pacific Rim – the historical range of salmon – they’re viewed as isolated events, one more bit of biodiversity slipping inexorably toward extinction.

But Ecotrust and the Wild Salmon Center aim to right the ship, so to speak.

Supported by a \$2.03 million grant from the Gordon and Betty Moore Foundation over three years, the two organizations plan to build the single most credible and comprehensive source and synthesis of information on Pacific salmon, the ‘State of the Salmon’ project.

“Today, there are many different organizations pursuing worthwhile salmon conservation efforts all around the Pacific Rim. Unfortunately, it can be tough to understand the overall impact these efforts are having on salmon populations and ecosystems, or to learn from their insights without a centralized point for integration,” said Mick Seidl, Director of

the Gordon and Betty Moore Foundation Environment Program. “The State of the Salmon program will fill this important gap.”

A partnership with the World Conservation Union (IUCN), an international network of scientists working to prevent the loss of global biodiversity, lends crucial credibility to the project. But an unprecedented ability to collect data, which Augerot says will depend on the goodwill and cooperation of a host of Pacific Rim governments and organizations, is only one part of the State of the Salmon strategy.

The project will leverage its wealth of information to facilitate the review, dialogue, and reform of salmon management policies. The State of the Salmon Atlas kicks off the project’s publications, followed by annual State of the Salmon Reports. A website will give the program a presence in cyberspace, and a triennial, international State of the Salmon conference will attract salmon experts from around the Pacific Rim. ■

State of the Salmon Project Overview

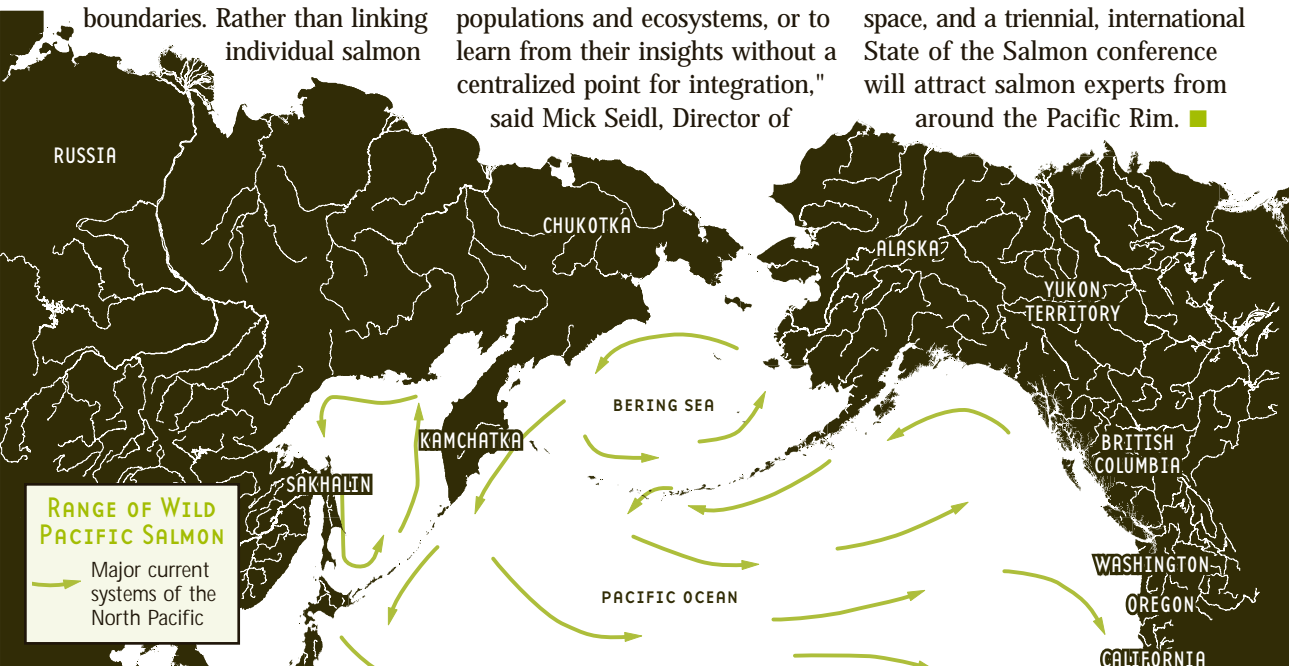
GOAL:
 To build the most credible source of scientific information about salmon – a key indicator of ecosystem health – for the entire Pacific Rim, including the coastal temperate rain forest coast of North America.

- STRATEGIES:**
- State of the Salmon Atlas
 - Annual State of the Salmon Report
 - Triennial State of the Salmon Conference
 - Build on existing GIS map and data library on salmon status
 - Build a common set of monitoring protocols
 - Support to Salmon Specialist Group of World Conservation Union
 - Eight full-time staff positions, including a salmon conservation biologist, GIS analyst, data engineer, and a communications specialist

- PARTNERS:**
- Ecotrust
 - Wild Salmon Center

FUNDING:
 \$2.57 million over three years

- INSIDE:**
- Data “Potluck” Serves Up Collaboration from Bering to Baja
 - Introducing SectionZ
 - Green Building Fuels Market for Certified Wood
 - Mapping a Sustainable Future in SE Alaska’s Forest



JEAN VOLLUM NATURAL CAPITAL CENTER
721 NW NINTH AVENUE SUITE 200
PORTLAND, OR 97209
TEL 503.227.6225
FAX 503.222.1517
INFO@ECOTRUST.ORG



The mission of Ecotrust is to build Salmon Nation, a place where people and wild salmon thrive

- OUR WORK ONLINE
- WWW.ECOTRUST.ORG
 - WWW.SALMONNATION.COM
 - WWW.CONSERVATIONECONOMY.NET
 - WWW.TIDEPPOOL.ORG
 - WWW.INFORAIN.ORG
 - WWW.SECTIONZ.INFO

- BOARD OF DIRECTORS
- Robert E. Friedman, Chairman
 - Spencer B. Beebe, President
 - Dale Sambo Dorough
 - Ian Gill
 - Ron Grzywinski
 - Cameron Healy
 - William T. Hutton
 - Richard Jaffe
 - Jacqueline Koerner
 - Steve McGeady
 - Antone Minthorn
 - Alan R. Parker
 - Dylan Todd Simonds
 - Karie Dixon Thomson
 - Dan Wieden

BEHIND TAKING STOCK
Editor: Kim Burkland
Writer: Derek Reiber
Designer: Melissa Tatge

HIGHLIGHTS

Data "Potluck" Serves Up Collaboration from Bering to Baja

Mention "potluck" and most people think casserole dishes and friendly get-togethers. But to experts in the field of Geographic Information Systems (GIS), potluck has an altogether different and more important meaning: the sharing and compilation of valuable geographic data.

In summer 2002, Ecotrust — in cooperation with the Marine Conservation Biology Institute (MCBI), Surfrider Foundation, and the North American Commission for Environmental Cooperation — hosted the first-annual "Bering Sea to Baja California (B2B) Marine Conservation GIS Data Potluck." With support from the Lazar Foundation of Portland, the two-day event at the Natural Capital Center drew 90 marine scientists,

conservationists, and GIS professionals from up and down the North American coast to share and acquire useful GIS data for marine conservation across the B2B region.

"The potluck brought people with common goals all together in the same room to share data and build collaborations," said Ecotrust Senior GIS Analyst Michele Dailey, who helped organize the event.

"It also helped us look at the marine area as one connected region, not state to state or country to country."

Participants from organizations, universities, and government agencies presented their work on a wide range of marine conservation issues, from tracking leatherback turtles across the Pacific Ocean to

the availability of ocean satellite data. Attendees organized and prioritized GIS data, including identifying crucial ecological areas, threats to biodiversity, and opportunities for marine preservation. The result was an information-packed CD, produced by MCBI, that contains a treasure-trove of marine GIS data, made possible by support from the David and Lucile Packard Foundation and the J.M. Kaplan Fund. ■



NINETY MARINE CONSERVATION PROFESSIONALS GATHERED AT THE NATURAL CAPITAL CENTER IN JULY 2002

Introducing SectionZ

"Making our economy safe for people and nature"

Newspaper readers in Portland and San Francisco would do well to not automatically throw away those pesky advertisement inserts in 2003. Six months out of this year, mixed in with the ads for new cars and supermarket specials will be Ecotrust's *SectionZ*, an insert that doesn't advertise products but instead presents ideas that have the power to change everything.



On February 12th, 350,000 households in Portland and San Francisco received a newspaper insert asking, "What lurks behind that farmed salmon steak?" in one of four papers: *The Oregonian*, *Willamette Week*, *San Francisco Chronicle* and the *San Francisco Bay Guardian*.

A cooperative effort of Ecotrust's communications team, *SectionZ* takes a hard-hitting,

Too Much Coffee Man fame — and punchy, informative text, *SectionZ* represents a new era for Ecotrust — rather than working behind the scenes, Ecotrust is out in front with innovative, thought-provoking ideas about the key environmental, social, and economic issues of the day.

With support from the Columbia Foundation of San Francisco, we will publish five more issues this year in Portland and San Francisco.

We continue to seek funds to match a seed grant from the Russell Family Foundation to support an additional Seattle area distribution. Upcoming issues focus on Energy, Building a Regional Food Economy, Sustainable Forestry, Privatization of the Commons, and A Sense of Place. *SectionZ: Read it and learn.* Online at www.SectionZ.info. ■

"I read every single word. That thing was amazing."
—A reader of *SectionZ*, Issue #1

no-nonsense look at important issues throughout the bioregion. Filled with colorful illustrations by Shannon Wheeler — cartoonist of

PROGRAM FOCUS: FORESTRY

- PORTLAND 22
- SEATTLE 20
- ATLANTA 9
- PITTSBURGH 9
- LOS ANGELES 8
- AUSTIN 7
- CHICAGO 6
- NEW YORK 6
- SAN FRANCISCO 6

Green Building Fuels Market for Certified Wood

In the Pacific Northwest, green building is booming. Fueled in part by Ecotrust's own Natural Capital Center, construction projects throughout the region are aiming to gain the U.S. Green Building Council's coveted LEED™ (Leadership in Energy and Environmental Design) status. The cities of Portland and Seattle, among many other west coast cities and towns, now mandate LEED certification for publicly funded buildings.

There's a puzzling flip side to this boom, however. Despite the rapid growth in green building, the Northwest — with the most biologically and commercially productive forests in the world — still lacks efficient supply and distribution of environmentally certified wood.

Fortunately, Ecotrust's Forestry program plans to change that. A new project connects the green building industry's growing demand for good wood with forestland owners whose forests have been certified by the Forest Stewardship Council (FSC) as managed sustainably for long-term health and value.

Aside from fostering healthier forests and improved habitat, the effort opens up new markets for rural landowners, who have been gradually squeezed out in a forest economy undergoing rapid consolidation. And it opens the door for increased success in urban green building, where already 92 construction projects in the region are seeking LEED certification. "Our goal over the next three years is to encourage the certification of an additional 50,000 acres of forestland in areas of high biodiversity, and to channel 30 million board feet of certified wood from these forests into green construction projects," said Bettina von Hagen, who directs Ecotrust's Forestry program.

"With this project, we're re-establishing solid rural and urban connections"

LEED PROJECTS PER CITY 2002

FROM OUR TOOLKIT

Mapping a Sustainable Future in SE Alaska's Forest

Forest Condition in Southeast Alaska showcases the stunning coastline of one of North America's most biologically productive places, a land of steep mountains, narrow fjords, and fertile, low-elevation forests rich in diversity.

But, as is the case with many Ecotrust maps, there's more to it than meets the eye.

Created by Ecotrust's Senior GIS Analyst David Albert, the map depicts in startling detail the 4,300 miles of roads that crisscross the Tongass National Forest, which at 17 million acres lies at the heart of Alaska's Southeast corner. These taxpayer-funded roads have provided access to log 450,000 acres of old forest, but at a high monetary and biological cost. Tongass timber sales lose tens of millions of dollars each year, while forest roads threaten crucial habitat by intersecting key salmon-bearing streams.

The map illustrates that more road building in the Tongass is both unnecessary and unwanted. Thirteen billion board feet of harvestable

Making the good wood connection...



ECOTRUST FORESTER BARRY SIMS ENLISTS LANDOWNERS TO SELL THEIR CERTIFIED WOOD TO NORTHWEST MILLS

WOOD PRODUCTS SALES DIRECTOR KENT GOODYEAR WORKS TO GET CERTIFIED WOOD INTO GREEN BUILDING PROJECTS

"The divide between rural and urban communities is a hot topic right now. With this project, we're re-establishing solid rural and urban connections," said Barry Sims, a consulting forester and certifier working half-time on the market connection initiative for Ecotrust.

Another recent addition to Ecotrust is Kent Goodyear, a former sales manager for Collins Pine with 30 years experience in the woods products industry. Goodyear said that although this project begins by targeting only the Portland region, the real goal is to develop a business model that can be replicated throughout the Northwest.

Sims and Goodyear join Bettina von Hagen, Vice President for Bioregional Forestry, and Brent Davies, Director of Community Forestry, as the core team. They're assisted by a \$100,000 grant from the Kinship Foundation, which joins a prestigious roster of funders behind Ecotrust's Forestry program, including the M.J. Murdock Charitable Trust, the Jyn Foundation, and the Henry Hillman Jr. Foundation.

Facing the team is a set of formidable challenges in the attempt to fortify the market link between certified wood and green building. The ultimate goal is much simpler: "When we can walk into the local lumber yard anytime and see FSC certified Douglas Fir framing lumber available," Goodyear said, "then that'll be reason to celebrate, because it means that forestry is being conducted in a way that benefits biodiversity, local communities, and consumers." ■



timber is located within already roaded areas, representing a resource base for a sustainable logging industry. And new roads will only exacerbate the U.S. Forest Service's maintenance backlog while diminishing more species habitat. The map's message is one of hope: we can have balance — a sustainable timber industry, valuable wildlands, and jobs for local communities — all without building more forest roads.

The map — made possible by support of the David and Lucile Packard Foundation, Alaska Department of Fish and Game, and the Nature Conservancy of Alaska — can be viewed online at www.inforain.org/tongass. ■

ECOLOGICAL ECONOMY | EQUITY

PORTLAND, OR 97209

721 NW 9TH AVENUE, SUITE 200

JEAN VOLLUM NATURAL CAPITAL CENTER

ecotrust



HAPPENINGS

SPRING UN-EARTH DINNER

“Spring Greens,” a fabulous seasonal feast, is hosted by Ecotrust in collaboration with ripe catering. Join us for this community dinner, which benefits Ecotrust’s Food and Farms program. Contact Sydney Mead at 503-467-0767.

March 22, Ecotrust Conference Center.



FARMER-CHEF CONNECTION

New markets are being forged between local farmers and local buyers at this annual networking event hosted by Ecotrust and Portland’s Chef’s Collaborative. Contact Debra Sohm at 503-467-0754.

March 3, Clackamas County Fairgrounds.

FISHERMAN-CHEF CONNECTION

This seminal market connections event for fishermen and chefs is hosted by Ecotrust and Portland’s Chef’s Collaborative. Contact Debra Sohm at 503-467-0754.

April 21, Ecotrust Conference Center.

SECTIONZ ISSUE#2: THE ENERGY FUTURE IS NOW

April, San Francisco & Portland Newspapers.

RETHINK WORKSHOP SERIES

This educational series of 18 workshops, hosted by the City of Portland’s Office of Sustainable Development and METRO, focuses on green building practices for contractors. Visit www.green-rated.org or call 503-823-7725.

February–May, Ecotrust Conference Center.

DAN AND LOUIS OYSTER FESTIVAL

Sponsored by Dan and Louis Oyster Bar and ShoreBank Pacific, this oyster festival is a benefit for Ecotrust’s Food and Farms program. Call Gloria at 503-916-1552.

April 5, Dan and Louis Oyster Bar, Portland.

CAPTURING FOREST PRODUCT VALUES FOR LANDOWNERS AND MANUFACTURERS

Hosted by Sustainable Northwest, Ecotrust, OECDD and OSU Extension. Visit wood.oregonstate.edu or call 503-655-8631. March 8, Clackamas Community College (Gregory Forum).

SPRING ECOTRUST BOARD MEETING

March 13–14, Ecotrust Conference Center.

SUMMER ECOTRUST BOARD MEETING

July 17–18, Copper River, Cordova, Alaska.



ECOTRUST
CONFERENCE
CENTER

JEAN VOLLUM NATURAL
CAPITAL CENTER
SECOND FLOOR
721 NW NINTH AVE
PORTLAND, OREGON

Share

TIDEPOOL

Become a Tidepool Partner

Our newsfeed service keeps your web site fresh with headlines every weekday morning... and you don’t lift a finger. Plus, your subscription supports Tidepool.

Contact seth@tidepool.org
www.tidepool.org

TO DONATE:

- SEND A GIFT
Ecotrust, Suite 200
721 NW Ninth Avenue
Portland, OR 97209
- CALL US
(503) 227-6225
- VISIT OUR WEB SITE
www.ecotrust.org