

CONVERSATIONS
WITH OUR MENDOCINO
COUNTY NEIGHBORS:
#4 in a Series.

Paid for by Mendocino Redwood Company, LLC

PO Box 996
850 Kunzler Ranch Road
Ukiah, CA 95482

INDICIA
INFO
GOES
HERE

How is the forest products industry like scouting?

Laytonville Fire Chief **Jim Little**

Retired Cal Fire Deputy Chief, Resource Management,
Bruce Strickler

Marc Jameson, Deputy Chief,
Demonstration State Forest Manager, Retired

John Andersen, MRC Forest Policy Director

Recommend voting **no** on Measure V.

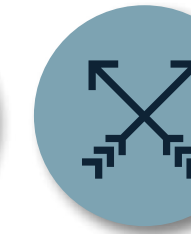
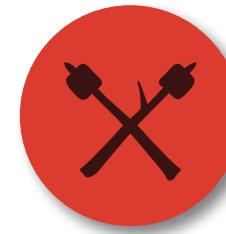
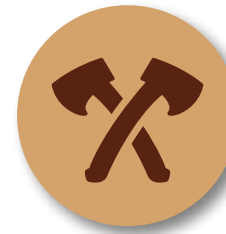
A well-intentioned idea that will do more harm than good.



We both have our merit badges.



**FOREST
STEWARDSHIP
COUNCIL**



Mendocino Redwood Company was founded in 1998 with two ideas in mind.

First, and foremost, to be good stewards of the land with state-of-the-art management.

Then, to leverage the benefits of that approach to make us a sustainable forest products company that could, itself, survive.

That's why we took immediate steps to qualify for **Forest Stewardship Council**® certification.

Committing to FSC® policies to promote environmentally sound, socially beneficial, and economically prosperous management of our forestlands.

And then, proving to a bunch of steely-eyed forestry experts that we actually did what we promised.

In 2000, and every year since, we've been certified by our FSC examiners. By doing the right thing for our wood-producing lands. Including using internationally approved techniques to manage tanoak and plant millions of new redwood and Douglas fir trees.

Which is why **Measure V** is so troubling.

It's a well-intentioned, but misguided ballot proposal that will demolish our ability to restore the conifer balance in the forest. It will reverse environmental progress as well as our economic foundations. Take a close look at Measure V.

On the merits, we think you'll agree that it does more harm than good.

Join the conversation at mrc.com/contact-us.
And ask about our free Forest Practices & Progress tours.

MENDOCINO REDWOOD COMPANY