

Northeastern Area, State & Private Forestry Proceedings of Firewood Forum 2008

Frelinghuysen Arboretum
New Jersey
April 15, 2008

Welcome – James Barresi, New Jersey State Forester:

Welcome to the state. Showed how firewood is sold in state forests, “Hot Sticks” in a big plastic bag. There’s a wealth of info on the bag, but a large part of it conflicts or has ambiguous meanings: kiln dried, wood from NJ but packaged in PA and returned to NJ, USDA inspected, bug free

Charles M. Kuperus, New Jersey Secretary of Agriculture:

Gave stats about the state. Biggest invasive problem right this instant is gypsy moth – expecting a very bad year, based on egg-mass surveys. Important to have good communications infrastructure, so federal, state, local, and education agencies can work together. Case in point is Asian longhorned beetle – eradicated in one area, but several more still exist. Nursery owners wanted the waste trees burned, in spite of federal standards saying composting is sufficient – coordination at many levels needed to make it work. Public communication is VERY important – attorney general in Middlesex Co. fought ALB measures. Some resistance, but once the nursery owners saw the importance of joining the fight they pitched in and helped communicate with the citizens of their towns to make them see the importance of the control efforts.

MC Chuck Reger, Public Affairs/Legislative Affairs/Conservation Education Team Leader, NA:

Not here to talk about any one species as the problem, but many.

Robert Haack – Northern Research Station: Studies Related to Firewood and the Spread of Invasives

Started his career with the pine shoot beetle, has been working on exotic species ever since.

How many insects are there? 1 million + described. 100,000 native in U.S., final count worldwide will probably be 2-30 million

Insects such as emerald ash borer are naturally meant to be boring into the wood – it’s what nature designed them for.

Diseases that can move in firewood: Dutch elm disease, oak wilt, beech bark disease, butternut canker. Insects involved as a vector for spreading the pathogens. Some insects are hitchhikers.

Nutritional ecology of bark & wood borers: Phloem (inner bark), downward movement of sugars; Xylem: upward movement of water & minerals; heartwood mostly dead; depth of boring reflects length of insect’s life cycle.

Typical length of borer life cycle: inner bark, 1 year or less; sapwood, 1-2 years; heartwood, 2-3 years

Coleoptera (beetles): bark & ambrosia beetles, >6000 species found worldwide, >560 in North America.

Metallic wood borers – buprestidae, >15,000 species worldwide, >700 in North America; 1-2 year life cycle, mostly bark, some dig deeper

Longhorned beetles – Cerambycidae, >20,000 species worldwide, >1,200 in North America; 1-3 year life cycle, deep feeders

Hymenoptera (bees, ants, wasps) – siricidae (woodwasps), 100 species worldwide, 20 in North America; 1 year life cycle most common

Lepidoptera (butterflies & moths) – sesiidae (clearwing moths), 1,063 species worldwide, 115 in North America; 1-2 year life cycle, several deep feeders

Cossidae (carpenter moths), 650 species worldwide, 45 in North America; 1-2 year life cycle

As wood moisture content decreases, larval development time increases: Buprestidae have emerged after as long as 50 years from a window sill, 2-4 normal; cerambycidae, normally a 2 year life cycle, as much as 40 years from a bookcase

29 exotic borers discovered 1985-2007, 30 hardwoods, 11 softwoods infested by these 29 borers

Study on EAB survival in firewood: whole wood had more exit holes/m²; wood cut in summer had fewer exits; 2004/05, same bolts of wood, 36 emergences in '04, but still 8 more in '05; at least a 2-year curing seems a good idea

April 2008 survey of confiscated firewood at Mackinaw City, MI – >11 tree species, 186 pieces split; 44% no insects, 56% current or prior infestations; 19 pieces were ash, 1 w/no bugs, 1 current, 17 prior (10 EAB)

418 confiscated pieces in 2007, more than a dozen species

Will EAB emerge through plastic bags? 1 made it through single contractor-grade 4-mil bag – double bag, 0

U.S. imports firewood from at least 24 other countries, \$66 million worth imported between 1996 and 2005.

Summary: insects are associated with firewood; risk is higher if cut from recently cut live trees, is whole, and had bark; bark free that is 2 years old has lower risk of infestation.

**Jim Buck, PhD – APHIS Cooperative EAB Project, Program Analyst:
Responsibilities, Regulations & Risks**

Cooperative, emergency program, working with states, universities, Canada; concerned with INTERstate, leaving INTRAsate to the various states.

EAB Project: Discovery & Response – getting better at finding EAB; 132 counties, through 2007

<3000 square miles in '03, to >92,000 square miles in seven states now.

What's regulated?

- EAB itself
- Entire ash trees
- Ash logs
- Untreated ash lumber w/bark attached
- Ash limbs & branches
- All hardwood non-coniferous firewood
- Uncomposted ash chips or ash bark chips larger than one inch in two dimensions
- ANY article that might spread EAB

At risk:

- Parks/campgrounds
- Out of state sportsmen
- Retail firewood sellers
- Homeowners who heat with firewood
- Major events that draw out-of-state visitors

Alternative fuel source:

- Replacing oil & gas
- 13-23 cords per winter in northern MW
- Firewood often purchased from a dealer within a 1-2 hour drive
- Dealers purchase from sources within a 1-2 hour drive
- Adds up to potential spread of 150-200 miles

Sales of fire wood to homeowners for heating creates a potential spread of danger

Risk at parks & campgrounds – >12 infestations in parks:

- Brimley state park, Michigan's UP
- Tawas Point State Park, Michigan's LP
- Wild Wing Campground (private) in Ottawa County, OH
- Yogi Bear Campground (private) in Steuben County, IN
- Ace Adventure Center Campground (private) in Fayette County, WV

Passive dispersal – one day's drive, 500 miles gets to gulf coast, most of the Atlantic coast; two day's drive, all the way to New Mexico, all of Florida and Maine, most of Texas, into Montana, and deep into Canada

Do people really move firewood? Yes!

- One ex-Michigan resident hauled U-Haul load to Indiana, w/live larva.

EAB is devastating, but not the only risk: ALB, DED, oak wilt, GM, etc

What's the cost?

- Ann Arbor (Tree City), MI, > \$4.3 million
- Michigan – 15 million trees
- \$4 million for traps
- Canada, \$9 million
- Chicago, \$1.2 billion to remove dead & dying ash trees

Do you know where your firewood comes from?

- Private lands
- Public lands
- Dealer
- Farm auction
- Internet
- Broker
- Dropped off by your brother

Packaged in Indiana's quarantine area, brokered in California, sold in six states by at least four major retailers.

How traceable are firewood sales? Not very – from Mom & Pop to big-box stores

How do we deter? Education/outreach, OK, but fines are up to \$250

Did you know/would you believe?

- Firewood moved from Michigan to Texas in horse trailer.
- Ash is 1/3 of urban landscape trees.
- Firewood sold in Ohio Wal-Mart came from Missouri, brokered by firm in Texas
- 581 visitors from quarantined areas to Great Smokies
- EAB can eat through shrink-wrap, no problem
- 1.76 million out-of-state hunters nationwide
- 1 out of 4 homes use wood to heat
- Natural spread, EAB would cover 113 square miles, as of '07, 92,000 square miles
- 75% of new infestations are in campgrounds or parks

Suzanne Bond – APHIS, National ALB PA spokesperson: Public Education, General ALB Awareness and Firewood Issues

It's not only EAB – the role of firewood and woody material in the spread of ALB

Serious threat, voracious pest of hardwood trees, maple elm, ash, birch, poplar, horse chestnut, London planetree

Potentially one of the most destructive pests ever

Discoveries:

- New York City, August 1996
- Illinois, July 1998
- New Jersey. October 2002
- Toronto, September 2003
- Middlesex/Union Co's, NJ, August 2004
- Richmond Co., NY, March 2007

Threatens urban & suburban shade trees, recreational forest resources; might also impact maple syrup production, hardwood lumber processing, nurseries, natural ecosystem, landscapes, and tourism.

If the ALB becomes widely established, its impact would be felt in urban, suburban, and forested parts of the country.

Goal of program is eradication, complete elimination of all reproducing populations of the ALB from the U.S. – accomplished on one site in New Jersey, and Chicago

APHIS strategic plan is Exclusion, Regulatory measures, survey/detection, host removal, preventive chemical treatment, outreach/education, research

An engaged public can help: distinctive appearance, summer/fall emergence makes summer prime time to do outreach.

People uncover infestations:

- The man who reported ALB in the US in 1996 thought someone was drilling holes in his trees. He reported it. Turns out was not vandals, but insects.
- A gentleman accepted recently cut tree limbs from a friend one July. He let it sit in his truck for several days and when he came back to get it, found odd looking insects flying around it. He did an internet search and reported them as ALB.
- A woman in New Jersey sees a news broadcast on ALB and realizes she has an ALB infestation on her property. Her report helps find the source of a New Jersey infestation.
- If they are armed with information, residents can be true partners in the battle against the beetle.

Public involvement helps program goals: goal of outreach is to gather support.

- Outreach efforts largely fall into two categories, grassroots efforts and widespread advertising aimed at providing general awareness.
- Supporting both of these efforts are media interviews.

Messages: threat, how to ID

- Look at their trees and report
- Allow access for inspectors
- Adhere to regulations about quarantines

Current/recent outreach

- “Beetle Buster” poster – search graphic on one side, ID info on other
- Museum displays – Peggy Notebeart Museum, Chicago; Staten Island Museum; Brooklyn Children’s Museum; Liberty Science Center, NJ

Firewood & ALB – Prime candidate for artificial spread by firewood:

- First discovered in Greenpoint, Brooklyn; within weeks, another found on Long Island, after officials learned about wood moving from Greenpoint to Amityville.
- PPQ poster: Don’t Destroy the Things You Love
- Ads in papers near exiting ALB quarantines (26 papers in 07)
- Ads where FW might be brought – Adirondacks
- Ads in sport fishing magazines
- Radio PSAs, NJ

Looking forward:

- More posters in print, on outdoor material
- TV PSA under development
- Print ads in vacation venue publications

What can partners do?

- Distribute posters
- ALB display
- Link to websites with information
- Write articles for local magazines/org newsletters
- Help with outreach

Jodie Ellis – Purdue: Firewood initiative of the Continental Dialogue on Non-Native Forest Insects and Diseases

Robin Usborne – EAB featured on Weather Channel in May 2008; loss of canopy and implications of that on global warming

What is the Continental Dialogue?

- Started in 06, coalition of non-profits, corporations, gov’t agencies, landowners, and scholars have come together to discuss; still growing, would like participants to join.

Currently a “mess” of information, CD can help

6 work groups

- Prevent Introduction of New Pests and Diseases
- Limit the Spread of Pests and Diseases in the US
- Engage Private Groups in Forest Protection
- Authorize New Federal Action
- Increase USDA's Funding for Federal and State Efforts
- Communicate and Market Key Ideas about Protecting Forests

Hooking all together, FIREWOOD!

Why focus on firewood?

- Important pathway of spread
- Needs immediate action/agreement among many constituencies
- Good opportunity for Continental Dialogue to test what it can do

Not EAB/ALB, but firewood as a vector for many pests & diseases

- Longhorned beetles (Asian longhorned beetle)
- Bark beetles (European elm bark beetle)
- Scale insects (beech scale)
- Adelgids (hemlock wooly adelgids)
- Flatheaded woodborers (emerald ash borer)
- Wood wasps (*Sirex noctilio*)
- Ants, termites, powderpost beetles, etc.
- "Shelter-seekers" (gypsy moths)
- Dutch elm disease
- Oak wilt disease
- Beech bark disease
- Butternut canker
- Sudden Oak Death

Many confirmed infestations due to firewood:

EAB Finds in Michigan Parks and Campgrounds

- Private campground in Branch County
- Private campground in Cheboygan County
- Brimley State Park, Chippewa County
- Charles Mears State Park, Oceana County
- Straits State Park- Mackinac County
- Young State Park- Charlevoix County
- Sleeper State Park- Huron County
- Ludington State Park- Mason County
- Warren Dunes State Park- Berrien County
- Rifle River Recreation Area-Ogemaw County
- Mackinac State Forest- Montmorency County

- Veterans Memorial State Forest Campground- Benzie County

...In Indiana

- Private campground in Steuben County (State record)
- Private campground in LaGrange County
- Private campground in White County

...In West Virginia

- Private campground in Fayette County (State record)

Two work groups found desperate need for meaningful information & communication about firewood at many levels

What do we know/not know?

What we know –

- As long as there are campers, there will be fw
- Heating for homes – 13-23 cords annually for MW home
- Fire & humans go back a long way – at least 790,000 years
- Wood is useful fuel source – commonly used in developing countries as prime fuel
- Trade – lots of stuff going out, even more coming in to the U.S.
- End of 90s, \$6 trillion in trade worldwide

Firewood producers & sellers: Survey in Pennsylvania – Oct-Dec-Jan-Feb 07-08

Sellers:

- Most customers in-state? Yes, most
- Where does the firewood you sell originate? Tree service companies, land clearing company, lumber mills, own woodlot
- Who purchases? Private buyers
- How do they use it? Home heating biggest, 20% for campfires
- Feasibility of treating? Not high.
- Concern about threat? 48% mildly or not concerned
- Would customers pay more for treated firewood? No.

Consumers:

- 600 surveyed, 300 each in Midwest, Northeast
- 24% campfires, most at home
- Most get it from seller who delivers; others are big box, roadside stands etc
- Only a few see a great threat
- 40% move fw at least occasionally, most less than 50 miles
- 40% have heard messages about moving fw
- 20% of people who live in saturation areas stated had heard messages

Benefits of tackling firewood problem

- Potential for strong collaborations
- Early, visible role for CD
- An issue that many ordinary people can relate to, thus may bring forest pest issue out of obscurity

Need to use web site as a tool for gathering information

What we need to accomplish;

- Reach consumers moving firewood themselves or purchasing distant firewood with persuasive messages that change behavior
- Capture information about consumers who have “bought” our message, so that we can continue to provide them with new, high quality information
- Inspire & enable producers to protect local forests
- Create a societal norm
- Develop a successful model for use on other issues

Challenges

- Firewood users found in all social classes and geographic areas.
- Media markets in likely target areas are among the most expensive in the country
- Outside of the quarantine zone for EAB, regulations governing firewood vary widely from state to state
- Firewood dealers have varied expectations and knowledge; many sell in multiple states

Solution

- FW website for everyone
- Provide more than information – provide solutions as well
- Use marketing to drive more people to the website

Market the website!! Hired Carousel 30 to design site

- Viral video
- Social networking
- Ad in outdoor catalogs
- Ads on state park & campground websites
- Google preferred placements

Launch in June 2008

Frank Lowenstein, more details on firewood survey from The Nature Conservancy
Findings from Recent Survey and Focus Group Research

Those of us who talk about insects & diseases need to be able to talk to people more effectively.

MS pest & pathogens research methodology

- 800 registered voters

Voters believe trees are important to their lives

- 76% - trees are important part of character of neighborhood

Toughening regulations may be way to go said 41% of respondents in Midwest.

Focus groups – obstacles to policy changes emerged

- Don't like pesticides
- Willing to take action as consumers
 - Clean boots after hikes
 - Willing to spend money for certified products
- Homeowners & public agencies are highly credible – FS, each other

Focused on Northeast in December 2007

- More likely to use firewood outdoors than indoors
- Cut their own, pick up in woods, 40% buy
- At least annually, big bunch at one time
- Find dealer by word of mouth

Only 1 in 5 is aware of laws governing use/movement of firewood

Nearly half of firewood users move firewood, most less than 50 miles, but some as far as 200+ miles

Heavy users (campers, conservationists etc) move most, younger move more than older, older more likely to have seen message, more education means less firewood movement, small town folks move more than city folks,

Given short paragraph on firewood movement, ¾ said they wouldn't move firewood, 90% somewhat or very willing to buy locally

Most successful messages: public enjoyment, clean water

Least compelling: economy, still 40%

Info comes from state parks, article in local paper, catalog notices, radio ads; least convincing, websites, celebrity endorsements.

Ian MacFarlane – Northeastern Area Association of State Foresters Executive Manager: NAASF Firewood initiative & recommendations

Represent 20 state forestry agencies & DC

1/3 of attendees at Forum from state forestry agencies

Forest Health Committee trying to expand to look at issues across the area – big issue is invasive species. Focused from a single species perspective, but it's more than any one bug or disease.

What to do about firewood from a regional/national perspective?

- NAASF is part of National Association of State Foresters
- NAASF deals with mostest & nastiest invasives
- Firewood transport issues – firewood is a grassroots issue; cultural issues – God-given right to have fires & firewood
- Work directly with state Departments of Agriculture, with NA SPF, APHIS, USDA, NRCS

Also work with landowners

Resolution passed by NASF focusing on firewood – brought forward by NAASF – requesting Federal agencies give a consistent approach to the firewood issue, and a national education campaign

National Plant Board passed similar resolution

NAASF working with Continental Dialogue; Ian serves on several work groups

Organizing communications efforts with NA, pushing with Major League Baseball & Louisville Slugger

Several states have been developing Best Management Practices for invasive management.

Regulation: looking for consistency & clarity from APHIS or other to provide a solid framework for states to work with

State foresters are working on developing state assessment & cooperative planning process under new Farm Bill. Invasives a top issue in this process.

Q: Why push for federal or national regulation rather than state level? Better to stay on the state level.

A: Each state does things differently; when the issue is interstate, consistency from federal government is important. State foresters don't have regulatory authority or enforcement authority.

Q: Has there been a ranking of threats including pathogens?

A: Noel Schneeberger says yes, risk maps are on our website, recently published book of risk maps.

Paul Chaloux – APHIS, Acting National Coordinator, EAB Program: APHIS's approach to firewood

Components;

- Outreach
- FW BMP
- Regulatory activities
- Research – “more research is always needed”
- Funding & Coordination considerations – five locomotives have to pull together to move the train

Outreach – critical component, will drive all the others

- Aggressive national campaign with branding – not MI, MA, MT whatever issue – certification of firewood (consumer awareness)
- Coalitions with states, FS, NPS, NGOs, others, to coordinate message & goals
- Commercial establishments:
 - Heat treated wood burns better
 - Reduces warehousing headaches at retail & distribution centers
 - Preservation of esthetics in parks & campgrounds
 - Other?
- Outreach to commercial establishments:
 - Initiatives to provide safe firewood – partner with event organizers, parks etc
 - Engage small local businesses
 - Provide certification & branding incentives – USDA Choice Firewood, Smokey Bear approved – national effort & recognition by consumers
 - Market & promote with brokers and national chains

Regulatory Activities

- Current situation has multiple pests, and multiple approaches: air drying, heat treating, definitions of what common terms mean
- Compliance agreements, blitzes/checkpoints work
- Enforcement of quarantine boundaries – state & federal quarantines don’t match in some cases
- Monitor use of certificate/brand once established

Research: behind the scenes

- Biology of firewood-borne pests
- Analysis of movement and pathways – national firewood survey, accurate risk assessments, proper targeting of resources
- Treatment options: effectiveness of current procedures; develop new, affordable procedures (requiring kiln-drying for a guy who does 250 cords a year might be prohibitive)
- Survey & diagnostic protocols

Parting thoughts:

- Articulate a comprehensive firewood strategy
- Realize how components intersect & interact – blitz/checkpoint is also outreach opportunity
- Coordination/participation of all involved required

- Define leadership roles

Q: Robin Osborne: one audience we might be missing – K-12 education programs

A: Youth programs in general, making ourselves available, good opportunity to outreach.

Q: Also consider master gardener/extension – people call their master gardener friends or extension before they call state or federal agencies.

Edith Makra – Morton Arboretum, Community Trees advocate: The Illinois Experience – advance preparation, role of firewood in spread of EAB in Illinois & firewood policy

Not necessarily a model for firewood issues, but how she and her team on EAB worked together

Readiness Planning Team: many diverse conservation groups/agencies at the table, drawn together in an effort to get ready for EAB coming to Illinois; creating networks, IDing needs and resources; tabletop exercises; who calls whom; how to respond to media queries; priorities in reaction such as FW & waste wood control;

- Studied other states to see how they might have handled quarantines
- IDed firewood dealers
- Already gone through a lot of this with ALB
- Worked with county agencies to control FW
- Used APHIS/FS materials for outreach/education
- Developed email contact lists
- Nearly 600k brochures
- EAB matches to go to campgrounds
- Great intentions for moving firewood issues forward, but it kind of sank while they dealt with other issues that had higher priority

Plan components

- Administrative Readiness
- Technical Readiness
- Education and Communication
- Assess Resources and Fill Gaps
- Prevent Infestation
- Quickly Identify Infestation and Contain
- Ongoing Planning

Team Work

- Gov's management & science panel – 4 key state agencies, extension, Morton Arboretum
- Teams:
- Control
- Survey
- Municipal

- Communication
- Reforestation
- Wood Use – one of longest running teams, now has WERC grant to continue

Discussed such things as pesticide use – ad hoc team dealing with one issue

Finds of infestation to quarantine area is disproportionate – went with aggressive quarantine area around entire Chicago metro area trying to get ahead of it, keeping such matters as location of landfills relative to infestations.

First find in urban/rural interface area, traced to summer home in Michigan – firewood-related.

Started with quarantine areas around initial finds, but looked at overlay of where yard waste was going, where it was coming from, decided high risk for whole region; half a town was quarantined, other half not, so expanded quarantine made it much more convenient

Outreach & education

- www.IllinoisEAB.com
- Brochures/pamphlets/newsletters
- Tracking list of vendors with compliance agreements

Policy

- Ceded to most immediate needs
 - Communication
 - Implementation
 - Municipal concerns
 - Chemical controls
 - Demands for information
- Early finds didn't implicate FW
 - Chicago metro area
 - Landscape waste analysis
 - DNR weakened – no Forest Health, understaffed
- Strong political support, both local & national, Senator Durbin actively involved
- Got bill passed requesting authority to develop policy
- Registry of certified dealers etc
- Required development of regulation of FW importing
- Emergency Administrative Rule banning firewood from regulated areas from entering campgrounds (not allowed to leave regulated areas anyway...)
- Municipal outreach/regulation – developing local rules
- Illinois Department of Agriculture – poster distributed by weights & measures staffs, posters at gas stations selling FW, developing PSAs

State reports/panel discussion: Edith Makra, Morton Arboretum (IL); Bruce Williamson, NYDEC (NY); Walt Blosser, Ag (PA); Andrea Diss-Torrance, DNR (WI)

Bruce Williamson: FW Regulation in NY and our “Don’t Move Firewood” Outreach Efforts

Alien Invaders article, bookmarks, posters produced by outreach team pulling together a wide range of agencies who control state campgrounds

2007 Survey in State Campgrounds in the Catskill and Adirondack preserves:

- Adirondack campers twice as likely to bring firewood from home as Catskill campers – Catskill campers don’t have firewood at home, more urban
- Firewood message now automatically goes to new reservations for New York campgrounds, email to those who had made reservations before message installed
- Availability at campgrounds scattered – some had none, some had easy access to firewood at the camp
- ¾ aware of message, 80% positive response

Campground activities – kids made masks

Trying to stay ahead by

- Establishing definitions –
 - Firewood: shall mean any kindling, logs, chunkwood, boards, timbers or other wood, of any tree species, cut and split etc.
 - Source: geographic location the firewood producer declares as the source of the firewood – within a 50-mile radius
- Prohibiting imports – all types & species, not specific to campgrounds, but state-wide, unless treated to New York standard (APHIS standard 71C for 75 minutes)
- Restricting intrastate movement – source must be IDed, must be treated to move more than 50 miles from source
- New York-approved treated firewood – onus is on the producers for this & sourced firewood, similar standards as imported for treatment/sourcing/standards
- New York-sourced firewood
- Self-issued certificate of source – if you don’t have treatment, source, you can apply for SICS from state

Hard to develop anything other than “Swiss Cheese” when applying regulations

Trying to develop regulation as a way to ramp up outreach – main emphasis of regulations is to develop outreach

Ensures local supplies

What about log-length firewood? Bought from logger, cut up. Recognized hole in regulation

Enforcement:

- Authorities?
- Resources?
- Penalties?
- Confiscation? What to do with it when seized?

Consistency across states important – all need to work together.

Walt Blosser: Pennsylvania Department of Agriculture, State Plant Regulatory Official

Regulating authority in Pennsylvania

Surrounded by invasives in past, now more than a bullseye on a target, actually hit.

Firewood quarantine: no one can bring firewood into PA unless kiln-dried or certified by USDA.

No real handle on who the dealers are

Writing the state policy resulted in state/national forest/other campgrounds writing their own policies

Movement in Pennsylvania unrestricted, except in western part of state where the bug is.

Andrea Diss-Torrance, Invasive specialist in Wisconsin

“I can’t bring my own firewood into a state campground?” = teachable moment

Tasked to get a grip on the firewood issue

Haven’t gone import ban route yet

EAB has given new life and vigor to deal with the issue.

2 goals:

- Change behavior of people who move FW
- Develop a safer FW industry

Intersection of goals is where state lands lie – only place the state is able to regulate

As the state regulates, local and private campgrounds are following suit

Firewood must be from within 50 mile radius, or treated to one of several state standards.
Making a safer firewood industry

Also use Reserve America for campground reservations, like New York does, and distribute information through them

Firewood Alerts – sent out with registrations for ATVs etc, hunting regulations etc.

Postcards to out-of-state landowners & hunters

Departments of Agriculture and Natural Resources have done joint PSAs in Chicago area

Website – make sure people find them easily by linking from other places

Information 800 line

Panel Discussion:

Q: Liked definitions, issue of sliding toward wood chips, biomass etc. Issue in New York?

A: No. Chips aren't an issue at this time. Maryland has a chip/mulch standard, but chip material doesn't seem to be a big vector – don't see it as a threat. New Mexico does, but not New York.

Q: Concern is the phrase “treated wood” – deck material is sold as treated wood, may cause confusion between firewood treated for insects and pressure-treated deck lumber. What about that?

A: May not be the right phrase, maybe heat-treated. Didn't want to call it kiln-dried, as that's more a negotiated definition between the treater and the buyer. Is there a correlation between heating and bug-free – no. Between heating/time and bug-free – yes.

Not painted, pressure-treated, varnished etc. “Treated wood” in New York is the branding they're trying to establish.

Q: Mackinaw Bridge staff defines firewood as under 4 feet. If someone is going to be a certified seller of firewood in Wisconsin, how do they do that?

A: Compliance agreement-equivalent papers, wrapped, clearly marked, producer on the state list. Local park managers often keep lists of local suppliers that are close enough to be within minimum distance for movement.

New York, 5-foot firewood can still kill all the trees in the campground you're going to. They didn't want to go with compliance agreement paperwork; sourcing/treating claims are on the producer to use legitimately.

Q: Coming from Michigan, the only way to get their attention is to hit them in the pocketbook. Plans to brand/market firewood?

A: New York – Using it as a teachable moment. They've been promoting the Don't Move Firewood concept for a year now, and are working on developing a logo to market, will

encourage people to look for the brand, and to be aware of the problem. Criminal/civil penalties have a high of \$350 (\$250/100 respectively) and maybe 10 days in jail.

Wisconsin – Violations – penalties are limited. You get your firewood confiscated or you're turned away. If someone brought some in, citations from state would be weakest, would probably pull in APHIS. Trying to walk the line between mild annoyance and making them modify their behavior. Now only gypsy moth is really regulated, EAB will bring higher penalties.

Break out on Firewood Policies & BMPs, moderated by Ian MacFarlane

Certification practices:

- Who's the lead agency? National vs local
- Branding
- Driver's license vs passport concept – states have their own standards for licenses, but are reciprocal with other states; passport is a federal document
- Basic standards
- Cost to administer or comply with?
- Voluntary?
- Achievable and enticing
- Legal authority on non-regulatory scale

Consistent state policies or national policy?

- KISS national – keep it simple stupid
- Prefers national, but doesn't see it happening quickly
- Time frame to develop/implement 18-24 months probably to get a formal federal standard; a year for "discovery" part before that. Passport model, with voluntary entry into the process;
- Something along lines of "organic" standards – USDA promulgates, states monitor
- Time may be right to move on the issue because of the wide ranging support from many different groups
- Big picture – stop moving pests around. Why can't states develop their own standard while the feds are working through the process?
- State by state, they can more quickly put together BMPs and mitigate some risk; Federal efforts would help homogenize the BMPs and ease enforcement
- Sometimes helpful to have national step in to keep states from having to be bad to each other – they're neighbors and have to live together
- Why regulate where there's no pest of concern? Issue about putting national regulation in force in places where it won't apply
- Regulating pathway vs known pests – how do we get beyond this at fed level
- Economic incentives for developing consistency

Need to include small, private operations

Heat treat or buy local (with source ID self certification)

Break out on Consistent messaging, moderated by Jim Barresi, New Jersey State Forester

New Jersey State Forester James Barresi led the messaging breakout session. He focused on three topics: messaging, sharing products over geographical boundaries and information clearance.

The group decided the strategic objective of such a public awareness effort should be to slow the spread of invasive species.

Glenn Rosenholm presented the group a list of compiled and previously-approved firewood messages, facts and quotes that could be incorporated into firewood-related communications as members see fit. The group reviewed and accepted the material.

Chuck Reger mentioned that <http://na.fs.fed.us/firewood/> is being set up to share firewood communications products throughout the forest health communities. He said the materials currently on display at the site are non-modifiable, though they will eventually be modifiable. Posting these materials on the Web will help to share resources with the community at large.

Dan Rourke said the NA "Don't Move Firewood" poster has been well received and provides a credible message.

James Barresi said messaging should be focused on public awareness, provide answers to questions and be tailored to different audiences for clear communications.

The group discussed how a variety of means and products can be used to convey the firewood message. Some of these included:

- Internet
- Posters
- Magnets
- Stick-on tattoos
- Children's masks
- Podcasts
- Bumper stickers
- PSAs
- Key chains
- Fact sheets
- DVDs
- News releases
- Images of bugs, etc.

The group also discussed how partnerships with corporations, NGOs and universities can help to spread the word about the issue and share products across geographical boundaries.

On the topic of information clearance – resource sharing, links and quality standards for information and materials should all be considered when clearing information for release to the public.