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Quarterly Newsletter from *Source Verified GoodWood* – December 2022

The Quarter Round

Quarterly Highlight >>>

New Members Join GoodWood

GoodWood is a good idea; so good that the U.S. Forest Service provided funding to support our effort to expand markets and add value to New Mexico wood products sourced from efforts to restore and protect our forests.

However, the success of this project depends on the leaders from New Mexico's forest industry putting their names on what they believe in. Thank you to our members for doing just that!

Turn to page 2 to find out about our new members the array of products they offer!

Visit our website to view all members and products: [Meet the Producers](#)

Photo Courtesy of Mammoth Mill and Construction



We Must Put Our Name on What We Believe In

The Source Verified GoodWood program gives its members a chance to put their name on something they believe in. We are a collaborative membership community of open-minded leaders who are committed to the stewardship of our forests, communities, and local economies

GoodWood membership is open to anyone who shares this commitment! Unlike other certification programs that are complicated, lengthy, and expensive, we are a source-verified branding initiative that is accessible and affordable and the only program that verifies wood from Forest Service Lands.

Our community promotes partnerships between ethically-minded wood products companies, builders, and consumers to foster a spirit of collaboration and cooperation. As a verified member, you gain visibility for supporting our forests and communities. As a customer purchasing GoodWood products, you support healthier forests and mindful businesses. Together, we create a committed community helping to find harmony between forests and commerce. To become a member or find out more about Source Verified GoodWood visit our website: www.goodwoodverified.com.

A note from Rachel

Season's Greetings! Back in the day, as you transitioned from fall to winter you may gaze



the winter.

Many of us still enjoy that sense of satisfaction and security that comes from the art of preservation and preparation. I am feeling that way as a look at what the Source Verified GoodWood team and members accomplished this year!

GoodWood is now part of Build Green NM, we have more members producing local New Mexico wood products, and more New Mexicans buying local – my cup runneth over! *Rachel*

with satisfaction at your harvest preserved in jars in the pantry, chile ristras drying to a deep red, and a woodshed stacked with enough firewood to keep you warm through

"The law of harvest is to reap more than you sow. Sow an act, and you reap a habit. Sow a habit and you reap a character. Sow a character and you reap a destiny" -James Allen

Announcing New Members>>>

Mammoth Mill & Construction, Eagle Nest, NM

Custom Designed Log and Timber Homes. Mammoth Mill & Construction produces log home kits, timber beams, lumber, and custom-made furniture using wood from forest restoration treatments.

Products and Services Provided By Mammoth Mill and Construction

- Log Home Kits
- Logs
- Wood
- Lumber

Find out more at: www.mammothmill.com or contact: Timber@MammothMill.com, 575-377-6966 Option #2



Don Swanner Tree Service LLC, Nogal, NM

Don Swanner Tree Service harvests wood from Mescalero Apache Tribal lands in New Mexico with wood sold to several mills for further processing. The projects are approved and administered through the New Mexico Forest & Watershed Health Act program. It requires exceptionally skilled professionals such as Don Swanner Tree Service LLC to perform forest restoration!

swannerdon62@gmail.com



Benefits of Membership >>>

Rachel Bean, Forest Stewardship Guild – Santa Fe, NM

When Rachel Wood first launched the GoodWood initiative, she imagined an improved wood products market in the Southwest which provided financial advantages to suppliers, niche sales opportunities for sellers, and an option to purchase sustainable and local products for buyers. As GoodWood team member David Brecker would say, a win-win-win.

Over the past three+ years, Rachel has been tirelessly at work to make this dream a reality. By developing the program, partnering with Build Green New Mexico, recruiting new members, and exploring future funding options for the initiative, the GoodWood team is ensuring that wood suppliers and sellers will have access to a growing suite of benefits. These perks include expanded and targeted marketing, sustainable source verification documents and branding, a space on the GoodWood website, and access to the flourishing community of GoodWood members, including opportunities for public interfacing and peer networking as well as advertisement to potential buyers at conferences and conventions.

The strength of GoodWood lies in its membership. In addition to its founding and recent members, GoodWood is continuing to build a robust community through the verification and addition of new members. Project partner Naomi Engelman kicked off her involvement in SVGW by visiting nine potential GoodWood members at their mills and woodyards across New Mexico. As the local woods products market changes with a volatile housing market, lumber grading laws, sourcing challenges, labor shortages, and national and international competition, GoodWood strives to bring stability and a new consumer base to these existing and potential members.

While membership may not be the solution for everyone, the doors are open, and Rachel and her team are ready to offer the GoodWood promise to forest workers and suppliers from Grants to Cliff and Alamogordo to Santa Clara. Contact us today to ask about becoming a GoodWood member.



GoodWood is Eligible for Credit Under Build Green New Mexico >>>

Marie Rodriguez, Promise PCES, LLC – Cuba, NM

New Mexico-based Source Verified GoodWood™ (*GoodWood®*) is now eligible for credit under Build Green New Mexico. Nearly a year of collaboration with Steve Hale, Build Green New Mexico (BGNM), Miles Conway, Santa Fe Area Home Builders Association (SFAHBA), and the GoodWood team focused on this innovative effort to get locally sourced and responsibly harvested wood products recognized by New Mexico's premier green building industry.

GoodWood is a forest source verification program verifying that wood from federal, state, tribal, or private lands is legally and responsibly harvested for the purpose restoring and protecting New Mexico's forests. Only GoodWood tracks the custody of New Mexico's wood products from the source forest through processing and retail sales.

Build Green New Mexico inspects and rates buildings in four categories: *Energy*, *Water*, *Indoor Air Quality*, and *Sustainability* and awards four levels of certification: *Code-plus*, *Silver*, *Gold*, and *Emerald*.

The use of GoodWood products will offer additional, non-mandatory practices that could contribute to certification at the *Gold* or *Emerald* level. Homes certified as *Gold* or *Emerald* may be eligible to receive the transferrable New Mexico Sustainable Building Tax Credit SBTC, which benefits New Mexicans by incentivizing builders to build energy-efficient homes. This program, administered by New Mexico Energy, Minerals, and Natural Resources Division (NMEMNRD), is one of the very few such programs in the nation. Daren Zigich of NMEMNRD was generous with his knowledge and expertise during this collaboration, answering all our questions and providing detailed information about the SBTC.

We also received input from some of our members through questionnaires and field trips to ensure there was an adequate supply of diverse products to support this effort. We hope that being a part of BGNM will lead to more members and more products available in the future!

John Galvan (F-L) and Terry Conley (F-R) host Rachel Wood (R-L) and Steve Hale (R-R) at Walatowa Timber Industries lumber yard.



GoodWood is Local Wood >>>

Maria Golden, Dovetail Partners – Minneapolis, MN

In Dovetail Partners report, [Buy Local Initiatives to Support Forests & Forest Products and Services](#), 22 buy-local initiative programs were investigated offering a look at some of the best nation-wide practices in launching buy-local initiatives to support forest and forest product sustainability.

If consumers know where wood and other forest products originate, consumers can choose “buy local” products grown and processed in their area. Buying local creates jobs, tax revenues, lowers environmental impacts, and otherwise benefits local communities and economies. Local sourcing of forest products helps to restore and care for local forests. Buy local initiatives also raise awareness about the importance of protecting and improving forest health and increasing the sense of connection to and responsibility for their local forested lands.

“Local sourcing of forest products helps to restore and care for local forests”

Three models of buy-local initiatives were identified in the project. One model is a publicly-supported buy-local initiative with membership. An example of such a model is [Source Verified GoodWood](#). Our New Mexico based program aims to protect forests from wildfires, insects, and diseases through restorative, sustainable forest harvest by fostering a market for responsibly sourced wood products. In turn, this benefits the people, forests, and economic well-being of the Southwest. By using its brand (left) to empower consumer’s purchasing power, the program supports sustainable forests practices and healthy watersheds. Only members can display the brand and members benefit from program marketing and outreach.



Consumers can look for the Source Verified GoodWood logo on display at businesses, on products, or visit the [Meet the Producers](#) page of the website to find out about all our producers and the amazing array of local wood products available.

Is a “Native Lumber Law” Right for New Mexico? >>>

Marie Rodriguez, Promise PCES, LLC – Cuba, NM

I think so and I will tell you why. A “Native Lumber Law” has to do with grading *local* lumber and building *local* homes. In New Mexico, load-bearing lumber, beams, and timbers must be grade stamped by an *approved* grading agency. There are seven approved grading agencies in the U.S.; one that serves New Mexico. Only lumber graded by certified graders under the direct control of this agency can be used in load-bearing applications according to our residential building codes. As you can imagine, lumber grading services are expensive, too expensive for rural small sawmills. Small lumber yards in our state that receive regularly scheduled grading services incur significant costs. They absorb these costs for specialty, premium products (vigas, beams, and timbers) but it is difficult to absorb those costs for lumber and charge prices that are competitive with large producers – out of state producers I might add! This results in our high quality, locally produced lumber being sold for a lower price and used as a lower quality “yard lumber”.

Other states have faced this dilemma including New Hampshire, Tennessee, and Wisconsin. In response, these states have passed native lumber laws. These laws require the states to work with local universities or colleges to develop standards, training, and certification programs to allow *local* lumber, certified by *locally* trained and certified inspectors, to be used in *local* residential construction.



Our beautiful New Mexico forests are over-stocked with trees that are young trees. These trees can be thinned from the crowded forests and turned into lumber used in New Mexican homes. Removing these trees reduces the potential for out-of-control wildfires and reduces competition between trees for sunlight, water, and nutrients. The remaining trees then have a chance to grow into the large and old trees that are both critical and rare on our landscapes. Increasing the value of our locally produced wood products will benefit our local wood product industry and keep more money and more jobs here, in New Mexico. Passing a “native lumber law” in New Mexico would be good for our forests, good for our businesses and good for communities. As we like to say at GoodWood, “a win-win-win!”

UPCOMING EVENTS:

- Please Save the Date for the winter 2023 “Expanding Market Opportunities for New Mexico Wood “CFRP (Collaborative Forest Restoration Program) meeting Thursday, January 19th at 10 am (MST) by Zoom. Please join us!
<https://us06web.zoom.us/j/82170161317?pwd=Y0JYS1U5V0s2TUtpQ3I4SGRad0hYQT09>
- GoodWood will be featured at the next Santa Fe Area Homebuilders Association Luncheon on February 2nd.

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Recipient/Cooperator Name: Rachel Wood

CFRP Project Director: Gennaro Falco

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Report Type: Interim

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Valles Caldera National Preserve, December 2009, Photo by Rourke McDermott



Thank you for your time!