

**Assessing Forest Landowners Knowledge, Attitudes, and  
Interest in Forest Certification  
(A survey of landowners in Shandong, China)**



**Summer 2016**

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Dear Landowner,

My name is Nana, Tian and I am a current Ph.D. student at the University of Tennessee, USA. As part of my research project, I would like your opinion on forest certification! You do not need any prior enrollment in forest certification programs in order to complete this survey. This survey will be used in academic research and findings will be useful to agencies interested in forest outreach and policy making. We appreciate your support and help!

You must be 18 years old to participate in this survey. If you have any questions about this study, please feel free to contact me at the address given bellow. If you have questions about your rights as a research participant, contact the University of Tennessee's Office of Research compliance Officer at (865)974-3466.

### **What is forest certification?**

Forest certification is a process of certifying your forests by a third party, and is used as a documentation of evidence for sustainable forest management and wood production; certification ensures the buyers of your timber that the woods are being imported from responsibly management forest. Typically, forest certification will remain in effect for five years and can be renewed.

Forest certification can promote sustainable forest management and responsible consumption, and provides an easy way to differentiate well-managed forests, and at the same time, combat illegal logging.

In order to properly certify your forestlands, the following procedure is typically involved:

- 1): Landowners must make the decision to certify their forests of their own free will;
- 2): Landowners should file a written application to the certifying organization to have their forest land certified;
- 3): The certifying organization reviews the submitted information (for example, the landowner's forest management plan) and conducts an on-site inspection of the forest to verify that the standards for forest management and timber harvesting specified by the certification organization are being met;
- 4): The certifying organization then decides whether the forest meets the standards required for the proposed forest certification;
- 5): If the forest is certified, periodic on-site inspections of the forest are conducted to verify the certification standards are being met. If the standards for certification have been violated, the forest land could lose its certification status.

## Section 1: Information about your forestland and forest management

1. The ownership of the forests is.....
  - 1) Collectively owned
  - 2) Individually owned
2. Which of the following describe your forest type? .....
  - 1) Fast-growing and high production poplar
  - 2) Chinese walnut catalpa
  - 3) White ash
  - 4) Locust tree
  - 5) Speed grows willow
  - 6) Sawtooth oak
  - 7) Sycamore
3. How many hectares of forest lands do you own?  
.....
4. How important are each of the following reasons for owning forestland?

Reasons for owning forestland	No importance	Low importance	Neutral	Some importance	High importance
To enjoy the scenery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To protect nature and biodiversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For recreation (hiking, family gatherings, fishing, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For timber production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For land investment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Part of my farm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. How did you acquire the majority of your forestland? .....
  - 1) Purchased it

- 2) Inherited it
  - 3) Traded for it
  - 4) Rented it (Go to Question 6)
6. How much are you paying for renting it ...../hectare/year?
7. How many years has your forestland been owned by you or your family?  
.....
8. When was your most recent harvest (*circle only one*)?
- 1) within the last year
  - 2) 1 – 5 years ago
  - 3) 5+ to 10 years ago
  - 4) more than 10 years ago
  - 5) have not harvested
9. Do you intend to harvest trees on your forestland in the next 10 years? .....
- 1) Yes
  - 2) No
  - 3) Unsure
10. Do you have a management plan for your forests? .....
- 1) Yes
  - 2) No
11. Do you receive management advice from any of these sources? (*Check all that applies*): .....
- 1) a government source
  - 2) extension foresters or university employees
  - 3) private consultants, forest industries, or loggers
  - 4) non-profit organizations
  - 5) neighbors or friends
  - 6) Other
12. What is your future plan for your forestland? .....
- 1) Continue to self-manage it
  - 2) Sell it
  - 3) Rent it to someone else
  - 4) Pass it on through the family
  - 5) Other

## Section 2: Knowledge of forest certification

13. Before receiving this survey, which of the following most accurately describes your familiarity with forest certification? *(Check only one)*.

- 1) Not familiar at all
- 2) Slightly familiar
- 3) Moderately familiar
- 4) Very familiar
- 5) Extremely familiar

14. Below are possible **benefits** associated with forest certification. Indicate how much you agree with the importance of these benefits to you as a forest landowner *(please check one for each item)*:

Possible Benefits	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Increased timber growth and health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expanded markets for harvested forest products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price premium for harvested forest products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public recognition for practicing good forestry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmentally-friendly timber harvesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better management practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Below are possible **drawbacks** that can be associated with forest certification. Indicate how much you agree with the importance of these possible drawbacks to you as a forest landowner *(please check one for each item)*.

Possible Drawbacks	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Increased cost of forest management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased record-keeping and paperwork	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Periodic on-site inspections of forestry practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adherence to a forest management plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decreased diversity in types of potential timber harvesting practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Based on your understanding of forest certification, how likely are you to participate in a forest land certification program that has the following characteristics? *(Please circle one for each item).*

a) Would you participate if the certifying organization was:

	Definitely unlikely	Somewhat unlikely	Unsure	Somewhat likely	Definitely likely
a government organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a forest products industry association	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a forest landowner association	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
an educational institution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
an organization not affiliated with any particular association or group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) Would you participate if you were:

	Definitely unlikely	Somewhat unlikely	Unsure	Somewhat likely	Definitely likely
required to be involved throughout the process of certifying your forest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
required to be involved in some part of certification process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
not involved in the certification process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

c) Would you participate if you had to pay:

	Definitely unlikely	Somewhat unlikely	Unsure	Somewhat likely	Definitely likely
none of the costs to certify your forest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
some of the costs to certify your forest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
all of the costs to certify your forest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

d) Would you participate if the results of on-site inspections were:

	Definitely unlikely	Somewhat unlikely	Unsure	Somewhat likely	Definitely likely
made fully available to the public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
made available to the public only in summary form	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
not made available to the public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

e) Would you participate if a forest management plan was:

	Definitely unlikely	Somewhat unlikely	Unsure	Somewhat likely	Definitely likely
required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
encouraged but not required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
not required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

f) Would you participate if you were:

	Definitely unlikely	Somewhat unlikely	Unsure	Somewhat likely	Definitely likely
required to use a professional forester when managing your forest or harvesting timber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
not required to use a professional forester when managing your forest or harvesting timber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

g) Would you participate if you:

	Definitely unlikely	Somewhat unlikely	Unsure	Somewhat likely	Definitely likely
were required to notify the certifying organization of your intent to harvest timber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
were required to use only loggers who were trained in environmentally-friendly practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
could use any logger you choose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

h) Would you participate if you:

	Definitely unlikely	Somewhat unlikely	Unsure	Somewhat likely	Definitely likely
received a higher price for your timber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
received the same price for your timber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



i) Would you participate if forest product mills gave:

	Definitely unlikely	Somewhat unlikely	Unsure	Somewhat likely	Definitely likely
preference to buying timber from certified forests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
no preference to buying timber from certified forests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. If the cost of certifying your forests ranges between 10 yuan/hectare to 20 yuan/hectare, what is your current level of interest to have your forest certified? (*Circle only one*).....

- 1) No interest
- 2) Slight interest
- 3) Some interest
- 4) High interest
- 5) Not sure

18. By how much the price of timber will have to increase for you to certainly consider certification? ..... (%) increase from current price.

### Section 3: Information about yourself

19. Which of the following best describes the community where you live? .....

- Rural area
- Small town
- County
- Suburb of a metropolitan area
- Metropolitan area

20. Number of working individuals in your household: .....

21. Is there anyone in your household working outside? .....

- 1) Yes
- 2) No

22. What is your age?

.....

23. What is your gender? .....

- 1) Male
- 2) Female

24. What is the highest grade of school you completed? .....

- 1) Less than middle school
- 2) High school graduate
- 3) Vocational training
- 4) College graduate
- 5) Some graduate school
- 6) Graduate school

25. What is your annual income generally? .....

- 1) Less than ¥20,000
- 2) ¥20,000 - ¥50,000
- 3) ¥50,000 - ¥75,000
- 4) ¥75,000 - ¥100,000
- 5) More than ¥100,000

26. What is percentage of your household income come from forestry?

.....

27. What is your employment situation/current occupation? .....

- 1) Forester/logger/miner
- 2) Professional manager
- 3) Government employee
- 4) Retired
- 5) Farmer
- 6) Businessman
- 7) Other

Please use the space below to write your additional comments.

**Comments:**



Again, thank you for your help!