



FOR IMMEDIATE RELEASE
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**Massachusetts Forestland Owner, Cinda Jones,
Receives 2007 BASF Outstanding Achievements in Sustainable Forestry Award**

Washington, D.C. – The American Tree Farm System® (ATFS), a program of the American Forest Foundation (AFF), along with BASF Corp., named Cinda Jones of Cows Land and Lumber Company located in North Amherst, Mass. as the winner of the BASF Outstanding Achievements in Sustainable Forestry Award for 2007. Jones received her award during the National Tree Farmer Convention held in Madison, Wis. in October 2007.

The BASF award recognizes individuals' achievement in spreading the practice of sustainable forestry in their communities. Jones, a ninth generation family forestland owner, has taken to new heights the sustainable management of the Cows Tree Farm her family began in 1741. Three centuries later, Jones is committed to being a strong national advocate for producing sustainable wood, providing recreational opportunities, clean water, and wildlife habitat.

Jones and her family work tirelessly to demonstrate the positive benefits of sustainable forestry to landowners, their community, and public officials. The results are evident as Jones and the Cows Tree Farms are known nationally for improving the publics' understanding of working forests and the value of sustainable management.

A devastating fire destroyed the family sawmill and Jones turned this misfortune into a learning opportunity for her community. The rebuilt sawmill features interpretive panels and an observation deck that help people understand the benefits managed forests have for wood, water, wildlife, and recreation.

Jones and Cows were founding partners with the Massachusetts Division of Fish and Wildlife, the Ruffed Grouse Society, and the Wildlife Management Institute in a program that focuses on habitat management efforts to benefit the American woodcock and other declining wildlife populations through maintenance of field and shrubland habitats, and the creation of young forests in the state.

Cows also helped initiate one of the first salamander crossing projects in the country in cooperation with the Hitchcock Center for the Environment in Amherst, Mass. Thousands of visitors come every year to the Cows forestland to witness the burrowing salamanders emerge from the ground and cross the busy road to mate in vernal pools half a mile away.

“Cinda’s legacy defines sustainable forestry. For generations, families have nurtured their land today for the benefit of their children and grandchildren for tomorrow,” said Bob Simpson, Senior Vice President, AFF. “Her passion for sustainable forest management has reached beyond measurement in Massachusetts and across the country. She continues to dedicate her time, energy, and knowledge to sustaining the land her ancestors settled.”

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The American Tree Farm System® (ATFS) is a national program that promotes the sustainable management of forests through education and outreach to private forest landowners. Founded in 1941, the ATFS 27.5 million acres of privately owned forestland and has 87,000 family forest owners who are committed to excellence in forest stewardship. Tree Farmers manage their forestlands for wood, water, wildlife and recreation with assistance from 4,400 volunteer foresters. ATFS is a program of the American Forest Foundation, a nonprofit organization that works for healthy forests, quality environmental education, and informed decision-making about our communities and our world.

The BASF Outstanding Achievements in Sustainable Forestry Award is a cooperative award between the American Tree Farm System® and BASF Corp. The award honors an individual who has achieved significant results in their community by effectively reaching out to forest landowners and/or the general public to demonstrate the benefits of sustainable forestry. This year's winner, Cinda Jones, was selected by five independent judges to receive the award and the \$5,000 cash award from BASF.

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