

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

Paid for by Mendocino Redwood Company, LLC

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INDICIA
INFO
GOES
HERE

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.



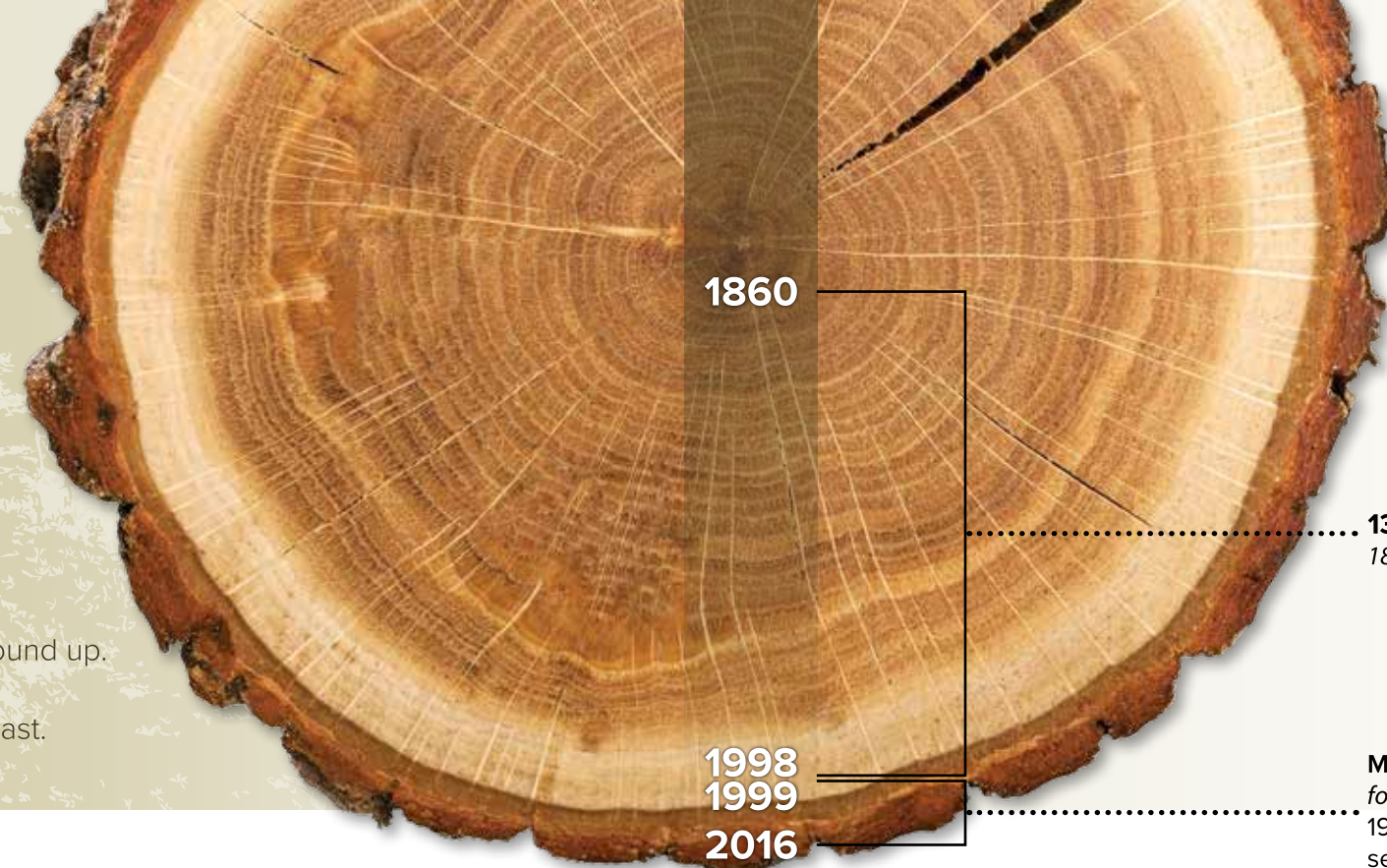
Remember the old days of Mendocino timber?

Here's what's happening today.

In Mendocino County, logging has both a proud and precarious history.

It's a story of true Western heroes building our communities from the ground up.

As well as a cautionary tale about forest practices that simply could not last.



1860

138 Years of Industrial Logging
1860 to 1998

1998
1999
2016

MENDOCINO REDWOOD COMPANY
founded 1998
1999 to present day – conifer forest balance,
selected harvest, land and waterway restoration.

Visit any of our woodland operations and you'll see that we've learned from the past. We've created conditions where an additional 14 million redwood and Douglas fir trees can thrive.

Implemented Forest Stewardship Council® standards for forest management, including tanoak removal. All while defining, identifying and protecting old growth stands.



It's the kind of progress we believe **Measure V** will reverse. Simply because it will permanently preclude state-of-the-art forestry. While doing nothing to help our trees, benefit our communities, or increase woodland fire safety.

That's why we're asking you to take a close look at this well-intentioned, but misguided idea. And then at what's happening inside our forest lands. We think you'll discover the Mendocino forests are being restored. And more is yet to come.

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

MENDOCINO REDWOOD COMPANY