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Honduran Mahogany Experience

by

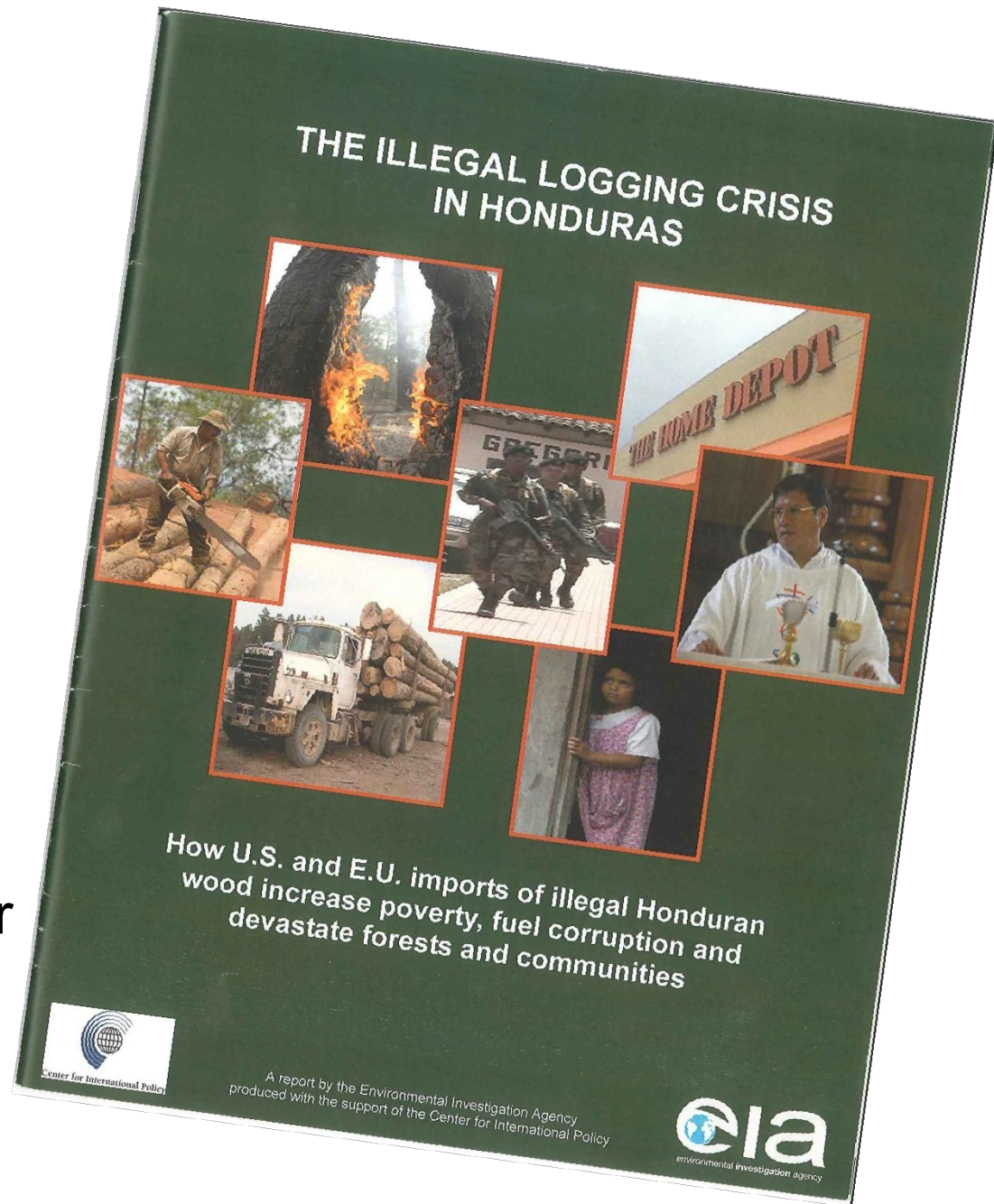
Roger Jones



RICHARD FRINIER
COLLECTION
for CENTURY

The book...

- Received booklet in 2005
- Published by
 - Center for International Policy
 - Environmental Investigation Agency
- Our vendor named as major exporter
- Century named as user of illegal harvest
- The product was 0.6% of our annual sales



Immediately

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- Visit to vendor
- Clearly we could not risk our reputation and our brand
- Examined records
 - Could not see anything wrong
 - That may or may not mean something
- **Encouraged** vendor to contact Rainforest Alliance for third party certification

Vendor and RA go to work

- Contacts RA
- Better understanding of RA SmartWood
- For the vendor to be certified the original source has to be certified
- Vendor and RA contact indigenous co-ops
- Vendor works with RA and Honduran government

Vendo

r



Behind the scene

- RA worked with Government on what was a sustainable level of harvest
- Vendor applies pressure on Government
- Political challenges to government policies



Vendor





Culmination

Vendor

- Meeting with Honduran Ministers, RA, Vendor and Century Executives
- Changed structure of COHDEFOR
- Changes in harvest levels
- Certification of Co-ops
- Continue on certifying vendor



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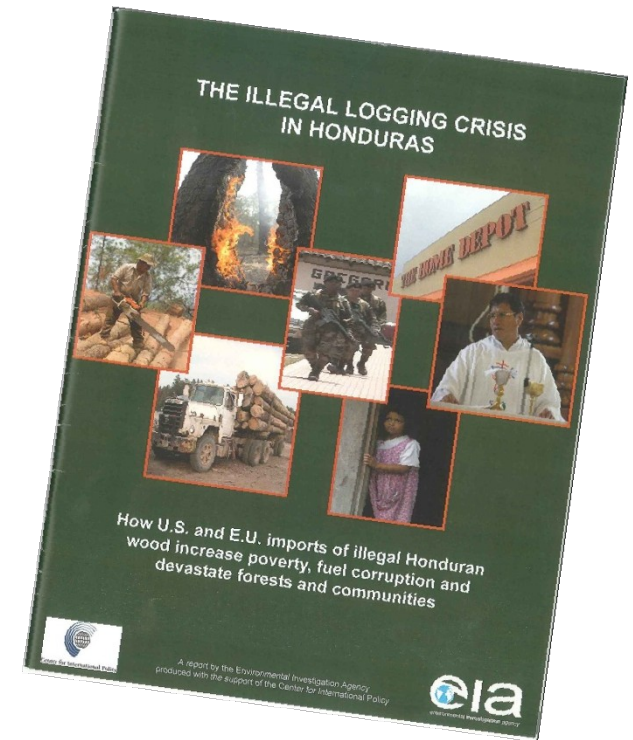
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Lessons

Vendor

- The book worked
- Risk management
- Importance of culture
- Importance of 3rd party
- Patience



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