



THE STEWARDSHIP Messenger

newsletter of Stewardship Partners

Helping Landowners Preserve the Environment

Winter 2006/Spring 2007

Salmon-Safe Launches Marketing Campaign

Perhaps you saw the splashy ads covering the sides of a number of Seattle Metro buses. Maybe you heard our underwriting spots on public radio or spotted the distinctive fishy trademark at a farmers market or in the produce section of your grocery store.

No doubt about it. Salmon-Safe has become a visible and talked-about “seal of approval” for shoppers in greater Seattle. The Salmon-Safe logo is visible evidence to consumers that food is farmed in a way that protects water quality and habitat for fish and wildlife, particularly the iconic Northwest salmon.

The marketing buzz over Salmon-Safe is due in large part to a multifaceted campaign launched this fall by Stewardship Partners. Seattle-based PCC Natural Markets participated as our main retail partner, promoting Salmon-Safe products in their stores. Highly visible bus-side ads, designed by Livengood/Nowack of Portland, reinforced the PCC sales effort. A second series of bus ads announced the certification of Wilcox Farms for their egg production in Roy, Washington.

Other marketing vehicles included underwriting on local public radio stations KUOW-FM and KEXP-FM, which reached an audience of over 500,000 listeners. Our summer intern, Seth Ballhorn, helped build a table-top display that we set up at farmers markets, fairs and festivals. We continue to get media coverage of our 30 Salmon-Safe farms. The *Seattle Post-Intelligencer* ran a major feature story on November 25 and there were also articles in the *Tacoma News Tribune* and the *Olympian*.

Salmon-Safe was founded in Oregon in the late 1990s. It's now one of the region's leading labeling programs to



Seattle Metro bus sign promotes Salmon-Safe farms

promote environmental farming practices. To qualify, producers must follow guidelines that include controlling erosion, protecting and restoring stream banks, minimizing chemical use, conserving water and promoting habitat diversity. Independent contractors, Mike Broili, Jude Hobbs and Mike Maki measure compliance with the guidelines.

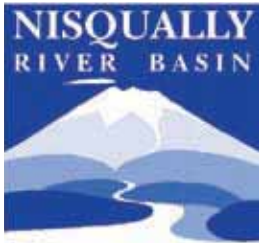
In 2004, Stewardship Partners began its partnership with the Oregon-based program to bring Salmon-Safe to Washington. Starting with a handful of farms in the Snoqualmie Valley, the program has grown in just two years to include 30 producers from around the state in a variety of farm sectors. Salmon-Safe products include vegetables, fruit, dairy, eggs, and meat. They're found at participating grocery stores, farmers markets and through direct farm sales.

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Stewardship Partners helps private landowners restore and preserve the natural landscapes of Washington State.



Stewardship Partners Assists Nisqually in Implementing Stewardship Plan



The Nisqually River winds its way from the glaciers of Mt. Rainier through working forests and farmland, small towns, and growing cities, out to the Nisqually Wildlife Refuge on Puget Sound. To protect this nearly pristine watershed for future generations,

Stewardship Partners has facilitated development of the Nisqually Stewardship Plan, a 50-year vision for achieving sustainability in the watershed by establishing programs that support environmental, economic, and community goals. Created by the watershed's stakeholders, the plan represents a bottom-up, community-driven approach. The plan is far-reaching and includes programs to preserve working farms and forestland, promote Low Impact Development and "green" building, protect critical habitat, and conserve the aesthetic characteristic of the watershed that draws thousands of visitors each year.

Now that the plan is complete, Stewardship Partners is playing a continuing role in its implementation. For example, we are taking the lead in promoting environmental certification and labeling programs that provide marketing opportunities for businesses to distinguish their products or services as environmentally friendly.

Stewardship Partners has successfully brought the Salmon-Safe program to the Nisqually with the certification of Wilcox Farms, a major producer of eggs and dairy products marketed throughout the West Coast. Several Nisqually organizations are collaborating to promote this certification and assist the operation in improving their practices and restoring their stream banks. We are building on this success to engage additional landowners, organizations, and agencies in utilizing the Salmon-Safe program to encourage conservation and restoration practices of farms in the Nisqually watershed.

To promote sustainable forest management in the Nisqually, Stewardship Partners has offered a cost-share program to offset the fees for private forest landowners to join the Northwest Certified Forestry (NCF) program. This program provides technical assistance for forest landowners to achieve ecological management goals and

join NCF's group certification program under the Forest Stewardship Council (FSC) label, the world's leading sustainable forest certification organization.

As a follow-up to these voluntary third-party certification programs, Stewardship Partners is working with the Nisqually River Council to develop and promote a watershed branding label "Sustainable Nisqually" as a means to build consumer-to-producer connections, promote the continuation of natural resource-based industries, encourage sustainable business practices, and promote the Nisqually Watershed to consumers, tourists, and others throughout the region.

To address the development occurring throughout the watershed, Stewardship Partners has hired a consultant to function as the Nisqually Sustainable Building Coordinator and introduce the Nisqually Low Impact Development Guidelines to builders throughout the watershed. This has resulted in a list of builders and developers, initial collaboration with municipal and county planning and building departments, and identification of potential pilot projects for implementing the Low Impact Development Guidelines. See article on "Low Impact Development in the Nisqually Watershed".



Jim Wilcox, CEO of Wilcox Farms helps restore salmon habitat

Low Impact Development in the Nisqually Watershed



On the list of items that contribute to water quality in our rivers and in Puget Sound, few are as important, or as misunderstood, as stormwater management.

Stewardship Partners is taking big steps toward minimizing the negative effects of storm water runoff as part of our Nisqually Sustainable Building Program. In addition to promoting Green Building and Architectural Design Guidelines, one of the main goals of the program is to demonstrate Low Impact Development techniques for commercial and residential building.

Low Impact Development (LID) covers a range of environmentally responsible building methods aimed at preserving the values of a watershed's natural ecology

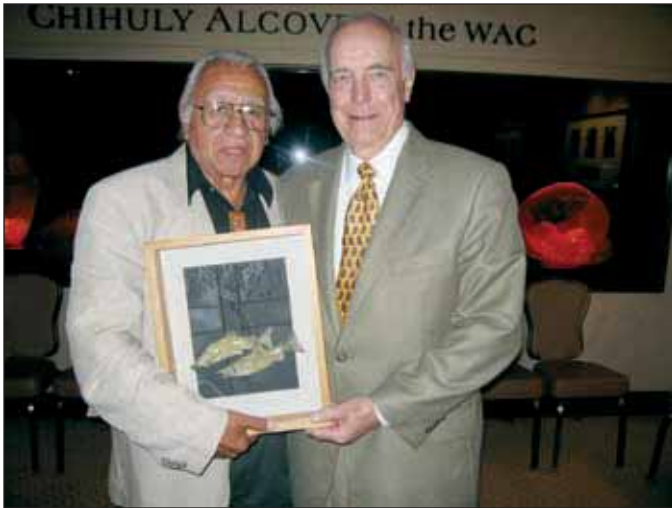
and habitat. It specifies roads, sidewalks and landscape grading that promote natural drainage while minimizing the flow of stormwater into fish-bearing streams. It keeps rivers and streams intact by strengthening stream banks with native plants and trees. LID enhances other environmental building practices such as the use of low toxic chemicals and energy efficiency.

The good news is that LID techniques are friendly to the environment and are less costly to developers than standard construction methods. We believe LID should be the norm for developers, architects and builders, especially in areas where stormwater management is an important concern.

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New Stewardship Plan for Nisqually Basin Released; Nisqually Leader Billy Frank Wins Evans Award



Billy Frank Jr. receives award from Governor Dan Evans

Billy Frank Jr.'s hard-fought efforts to preserve salmon runs on the Nisqually River have earned the Nisqually Tribal Elder a spot among a handful of the Pacific Northwest's most revered environmental leaders. That role was enhanced this summer when Frank was named first recipient of the Daniel J. Evans Nisqually Stewardship Award.

Frank has been chairman of the Northwest Indian Fisheries Commission for 22 years and has played a central role in securing fishing rights for Native American groups.

Evans presented the award to Frank in a June 19 ceremony hosted by Stewardship Partners at the Washington Athletic Club. The former governor considers preservation efforts in the Nisqually Basin, stretching from Mount Rainier to Puget Sound, one of the signal environmental achievements of his three terms in office.

The award event also marked the release of the Nisqually Watershed Stewardship Plan, a three-year effort by numerous community and government representatives committed to preserving the health of the Nisqually watershed.

The stewardship plan was drafted by the Nisqually River Foundation, a non-profit organization supported by Stewardship Partners. The Nisqually plan has been endorsed as a model of how representatives of groups as diverse as agriculture, forestry, residential development and tourism can collaborate effectively on difficult environmental issues.

Low Impact Development *continued from page 3*

Stewardship Partners has contracted with David Hymel, a Nisqually community leader, to head up the Nisqually Sustainable Building Program. David is working with Pierce and Thurston counties and the Nisqually Tribe, to create a system for identifying new construction permit applications in sensitive watershed areas to provide developers with information on LID methods. Several potential pilot projects have already been identified, including a 27-unit housing development in Eatonville.

Stewardship Partners is also sponsoring LID training events to showcase proven design and building techniques. In one demonstration project, we teamed up with WSU faculty members Curtis Hinman and Erica Guttman to build and plant a 450-square-foot "rain garden," a

vegetation patch that collects runoff and allows the water to infiltrate into the ground.

We are working with the Nisqually River Council on final edits to the Low Impact Development and Architectural Guidelines for the Nisqually Watershed. We're pleased that contractors, builders, engineers and planners have contributed to this effort and invite you to review and comment on the guidelines. They're online at www.nisquallyriver.org/guidelines.html.

This program is funded by the Sequoia Foundation and Pierce County Community Salmon Fund. For more information, contact David Hymel at dh@stewardshippartners.org.

Salmon-Safe Launches Marketing Campaign

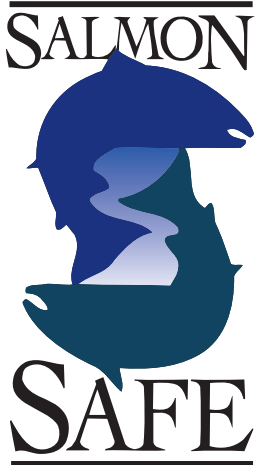
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THE STEWARDSHIP Messenger

STEWARDSHIP PARTNERS



Helping Landowners Preserve the Environment



The program is supporting landowners in integrating fish-friendly practices into their farm operations and is resulting in on-the-ground restoration projects and improved conservation practices.

Among the participants: Full Circle Farm in Carnation, one of the nation's largest Community Supported Agriculture (CSA) operators; Wilcox Farms, a major supplier of eggs and dairy throughout the Northwest,

Snoqualmie River Ranch in Duvall, a regional producer and distributor of specialty herbs; Bellewood Acres, in Lynden, producers of Honeycrisp and Jonagold apples; Bainbridge Island Vineyard and Winery; and several

producers in the Snoqualmie, Skagit, and Hood Canal watersheds. A complete list is available on the Stewardship Partners website (www.stewardshippartners.org)

In 2007, we expect a significant increase in the number of farms and the types of food available as well as promotions with additional grocers, farmers markets and restaurants. Starting in the spring, over a dozen wines from the Walla Walla and Columbia region will be carrying the Salmon-Safe logo.

Salmon recovery and the health of our waterways, particularly, Puget Sound, are the most pressing environmental concerns facing our region. Together with the agricultural community, the Salmon-Safe program is encouraging farming practices that protect water quality and habitat by building on the consumer trend toward local, sustainable food.

Peter Dykstra Joins Stewardship Partners Board



Peter Dykstra

Peter Dykstra, a lawyer and policy analyst on a wide range of conservation-related issues, has joined the Stewardship Partners Board of Directors.

Peter currently leads the government affairs and conservation transactions work for The Trust for Public Land (TPL) in Washington State, where he has worked on real estate transactions involving parks,

trails, farms, forests, rivers and watersheds.

Prior to joining TPL, he was the managing director of Washington Water Trust. He has done public and private legal work focusing on such issues as water quantity and quality, land use, endangered species and agriculture.

He is board chairman of Washington Rivers Conservancy, a director of Washington Environmental Council and

an adjunct faculty member in both Seattle University's civil and environmental engineering department and the University of Washington's department of urban design and planning.

Peter holds undergraduate and law degrees, and an MPA in environmental policy and non-profit management from Indiana University.

Newsletter Contributors

STEWARDSHIP PARTNERS



Helping Landowners Preserve the Environment

Chris Bayley, *Chair*; David Burger, *Executive Director*; Gene Carlson, *Board Member*; David Hymel, *Sustainable Building Program Manager*; Larry Nussbaum, *Program Director*



Snoqualmie Flood Tour



View of Snoqualmie Valley in November 2006

The view from 1,500 feet over the Snoqualmie Valley in early November was shocking. The Snoqualmie River, swollen by record rainfall, had topped its banks and disappeared. A fertile agricultural valley had turned, almost overnight, into a shallow, inland lake of silty floodwater.

Two days after the historic flood, board members and staff of Stewardship Partners reconnoitered the valley from the air in a Beaver float plane piloted by Board Chair Chris Bayley. They looked down on pastures and riverbanks they had inspected on foot a few weeks earlier. Now, all was under water.

Floods aren't uncommon in this valley, less than an hour's drive from downtown Seattle. "If there are parts of our fields that aren't under water, we're growing crops there," Andrew Stout, owner of Full Circle Farm, told board members during a visit to the farm in October.

But the November 2006 flood, which pushed the river roughly 15 feet above its normal level, was the biggest in history. It was also an early test of Stewardship Partners' river protection projects at 10 valley farms.

The Snoqualmie River meanders along a series of lazy oxbows for 40 miles from Snoqualmie Falls to its junction with the Skykomish River near Monroe. This is prime farm land, whose margins are under heavy pressure from real estate developers. The river also supports several

significant salmon runs, including Coho, Chinook, Chum, Pink, and Steelhead.

Snoqualmie Valley farms are proving the value of maintaining active farms close to a major population base. Many are profitable organic operations that supply restaurants, grocery stores and farmers markets as well as families through Community Supported Agriculture (CSA), a subscription produce plan.

For the past four years, Stewardship Partners has worked with landowners in the valley to merge the interests of farms and fish. Under the umbrella of the Snoqualmie Stewardship Program, we have worked to support a viable and sustainable agriculture-based economy and have also undertaken major restoration projects on the river banks.



Board and donors plant native vegetation

A full-time Snoqualmie Restoration Crew, managed by Brian Reese, has planted thousands of trees and native shrubs on the banks. The vegetation, as it matures, will help hold the river in its course. It promotes clean river water by preventing erosion and provides shady pools where fish can rest on their trip upstream.

During the flight over the flooded valley, the tops of trees in the newly planted areas poked through the floodwater, indicating the location of the river bank.

Farm owners were uniformly enthusiastic about the help from Stewardship Partners in stops during the board's

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Message from the Chair

THE STEWARDSHIP Messenger



As implied in our name, Stewardship Partners would not be able to implement our stewardship work without partnerships.

Our mission is to restore and preserve the natural landscapes of Washington State. To achieve this, we are committed to meaningful collaboration with other organizations that leverage

our programs and strengthen relationships with private landowners. All of this is not easy in the conservation field, as many organizations compete for limited funding, resources and exposure.

The relevant programs and resources associated with government agencies, non-governmental organizations, and private businesses provide a myriad of services to private landowners. Crafting collaborations that incorporate the unique features of each program is essential to achieving effective results. This is one of Stewardship Partners' strengths. Through knowledge of what is out there, cooperation, and mutual support we are

Snoqualmie Flood Tour *continued from page 6*

October tour. "I'm impressed by Stewardship Partner's commitment to make sure our restoration project is a success" said Erick Haakenson of Jubilee Farm. "The plants look healthy, the crew works hard, and overall, the project is enhancing my farm."

Stewardship Partners is acting as the catalyst in bringing Snoqualmie Valley landowners together with groups that share a mutual interest in promoting a healthy working landscape where both fish and farms can thrive.

Yet one more benefit is flowing from Stewardship Partners' campaign to promote both productive agriculture and fish and wildlife habitat in the Snoqualmie Valley. "We've gradually figured out a template that can be applied in other watersheds," says Executive Director David Burger. "Bringing our experience of what works to other areas is an exciting prospect in the years ahead."

more effective at achieving goals that go beyond any one organization's vision.

This summer, Stewardship Partners was presented an award for best partnering organization from the King Conservation District. The Conservation Districts are key partners because they combine a mandate to assist private landowners and access to various funding sources and technical assistance programs. In addition to the KCD, we are building partnerships with the Mason, Jefferson, Pierce, Whatcom, and Snohomish Conservation Districts. We are also partnering with the Stilly-Sno Fisheries Enhancement Task Force, King County Department of Natural Resources and Parks, the Nisqually Tribe, Trust for Public Land, and many, many others.

Of course, none of the work would be possible without our main partners, the private landowners who work with us cooperatively on conservation projects and are the real unsung heroes.

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