



# A Natural Partnership



## Supporting Our National Forests

America's National Forests face no shortage of challenges. Drought, severe wildfires, insects, disease, and climate change are reducing our forests' ability to provide fresh water, clean air, high-quality wildlife habitat, resources for communities, and unparalleled recreation opportunities. Fortunately for the wildlife that call forests home and the millions of people who rely on them for water, natural resources, and a lifetime of memories, America's National Forests have some pretty incredible friends too.

Since 2009, Plow & Hearth's dedicated support of our National Forests has earned it a place high on this list. Through its multi-year partnership with the National Forest Foundation (NFF), Plow & Hearth has truly made a real and measureable difference in the health and vitality of America's National Forests. By focusing on reforestation, Plow & Hearth has been able to improve water quality, restore critical habitat, enhance scenic beauty and recreational opportunities, and instill hope in generations to come. Together, Plow & Hearth and the NFF have nurtured an amazing 1,804,000 trees for our National Forests throughout the country.

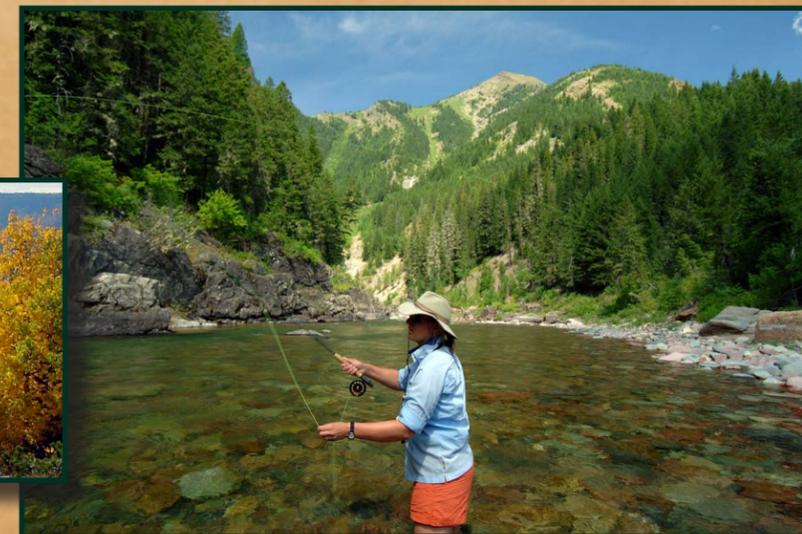
Imagine, almost two million life-giving trees are now reaching for the sun on public lands stretching from Florida to California, each providing new habitat for wild species, cleaning water for communities, and storing carbon for the future. That's the difference a friend can make.

Thanks to a multi-year partnership with the National Forest Foundation, Plow & Hearth has planted nearly two million trees. In the process, the company has engaged thousands of customers in learning about and giving back to nature.

## Making a Difference in the Midwest

In the Midwest, the diminutive Kirtland's warbler has nearly 300,000 new Jack pine trees to call home. The warbler has rebounded from critically low population levels thanks to the concerted efforts to restore these trees to the forests in Michigan and Wisconsin where the birds live. Also in the Midwest, black bears, timber wolves, and countless other forest denizens will have freshly restored white pine forests to roam once again. Nearly wiped out by the white pine blister rust, this majestic tree is poised to tower over the Superior National Forest thanks to the nearly 300,000 white pine trees that will be planted in 2013 through the generosity of Plow & Hearth. Our shared results in the Midwest include:

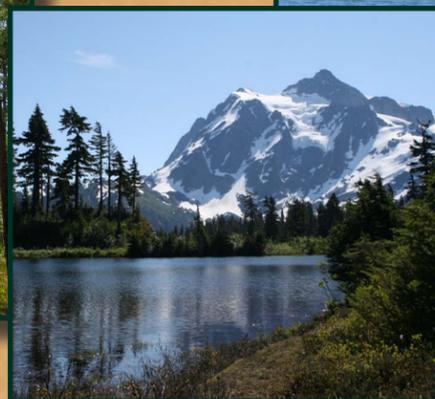
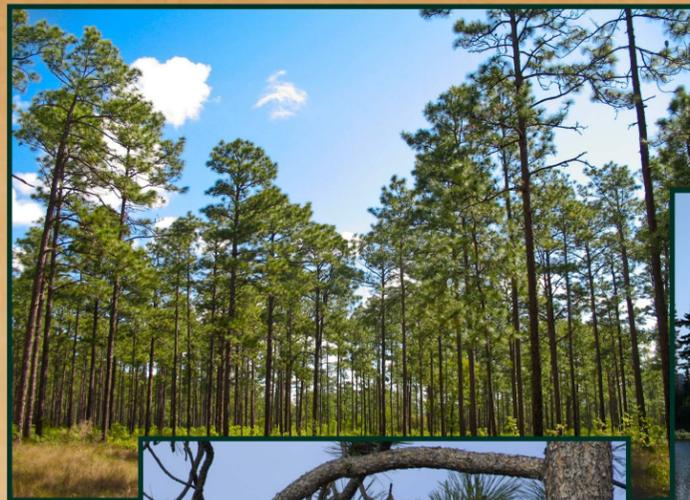
- 180,000 Jack pine trees planted on the Huron-Manistee National Forest in Michigan.
- 160,000 Jack pine trees planted on the Hiawatha National Forest in Michigan.
- 297,000 white pine trees to be planted in 2013 on the Superior National Forest in Minnesota.



## Restoring Rare Longleaf Pine Forests

In the Southeast, whispering stands of longleaf pines once covered nearly 90 million acres. These prized trees were valued as a timber supply, for aesthetic beauty, and for the open savannah-like stands that supported countless species of wildlife. Forest fragmentation, fires, conversion to agricultural land, and unsustainable logging practices have reduced the longleaf pine forests to just 3 million acres of forested islands, stretching from Virginia to Florida. Through aggressive and targeted replanting, longleaf pine forests are once again greeting visitors and providing critical habitat to black bears, gopher tortoises, bobcats, and other species in Florida and Alabama. More than 600,000 longleaf pine trees have been or will be planted by Plow & Hearth in southeastern sites, including:

- 180,000 longleaf pine trees planted on the Ocala National Forest in Florida.
- 200,000 longleaf pine trees planted on the National Forests of Alabama.
- 230,000 longleaf pine trees to be planted in 2013 on the Ocala National Forest.



## Helping Western Forests Rebound

Across the West, wildfire and insect infestations have decimated tens of millions of acres of forest land. Drought and climate change have exacerbated wildfires and have allowed insect infestations to reach epidemic proportions. Meanwhile, budget cuts and the cost of protecting important infrastructure, private property, and critical resources from fire have reduced the Forest Service's ability to replant these lands after the fires are controlled. As a result, communities and wildlands suffer degraded water supplies as excessive sediment washes into streams and rivers. Further compounding the problem, because seed sources have been killed, natural regeneration of these lands will take decades. These impacts, however, are being mitigated by Plow & Hearth's commitment to restoring National Forests across the country. Since 2009, more than 500,000 native conifers have been or will be planted in fire- or insect-ravaged forests from California to Idaho to Wyoming, including:

- 150,000 Jeffrey pine trees on the San Bernardino National Forest in California.
- 150,000 conifer trees on the Eldorado and Tahoe National Forests in California.
- 150,000 conifer trees on the Idaho Panhandle National Forest.
- 107,000 lodgepole pine trees to be planted in 2013 for Wyoming's Caribou-Targhee National Forest.

## A True Friend of the Forest

Plow & Hearth's generosity has provided the opportunity for true landscape-scale restoration of National Forests that have suffered forest degradation, severe wildfires, and insect infestations. The positive benefits of our collaboration will be experienced for generations to come.

*"Plow & Hearth's partnership with the NFF has been a great success! The NFF has been easy and professional to work with and our customers love to help restore and protect our National Forests." - Lynn Gore, VP of Marketing, Plow and Hearth*