



**Plum Creek**

*Growing Value from Exceptional Resources*

# Forest Management Past, Present, Future

From an Industrial Perspective

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# The Past



- ▶ A very generalized perspective
  - It was all forest land
  - Forest prescriptions were very general
  - Alternative uses were minimal
  - Lands value underperformed

# The Present



- ▶ Very detailed assessment of asset class
  - All lands put through screen
  - Forest prescriptions very detailed
    - Each prescription must return cost of capital
  - Alternative values sought out
  - Lands are more fully valued

# The Future



- ▶ More intense management of the resources
- ▶ Social pressures and issues will be the wild card