

CONVERSATIONS  
WITH OUR MENDOCINO  
COUNTY NEIGHBORS:  
#2 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.



How to see both the forest and the trees.



Start with eyes wide open.

In Mendocino County there are really two wood-producing forests: The one we'd all like to imagine. And the one that's actually here.

Which, after more than a century of industrial management, seriously needs sustainable management.

That's why we're using state-of-the-art techniques to remove tanoak and restore the conifer balance; upgrading waterways, eliminating fish barriers, strengthening roadways and stream crossings.

The result:

14 million additional redwood and Douglas fir trees thriving on our lands.

Old growth stands defined, identified and protected.

The return of the Coho salmon to Greenwood Creek — first time in modern history.

300+ local and family wage jobs.

That's part of the reason we're concerned about **Measure V**.

Simply because it will end our ability to use internationally approved forest management science. Slowing our progress — potentially reversing it entirely.

See if you agree:

Take a close look at Measure V and let us know what you think.

Like the forest that sustains us all, it's most clearly seen with your eyes wide open.

Join the conversation at [mrc.com/contact-us](https://mrc.com/contact-us).  
And ask about our free Forest Practices & Progress tours.

MENDOCINO REDWOOD COMPANY