Forestry in New Zealand is an expanding business about which the general public knows too little. To overcome this professional foresters must sell the principles of good forestry.

Forestry activity has to be increased. The total area of forest needs to be expanded; the existing production forests should be more intensively managed; and the protection forests need to be placed under working plan control. These things are vital to our future. They can only be achieved if all foresters go out and sell to the public the benefits that will accrue from the increase in these activities. They must point out to everyone the benefits to be gained: by increasing the area of our production forests, by increasing the productivity of our present forests, and by managing our protection forests. They must show the loss of overseas earning that will follow if our pulp and paper industries have no export surplus, and if we have to import instead of export timber. Attention must be drawn to the devastation that will follow if we continue to close our eyes to what is happening in our neglected protection forests. Professional foresters are the people who know the facts and who can speak with authority on these matters. They therefore, are the best salesmen for this job.

The Forest Service has for some time now pointed out that at least two million more acres of production forest are needed. Recent announcements on Government policy show that the present administration accepts the fact that the forest area must be increased. This is an excellent start but, remember, it is the acres of trees planted each year and every year that count. The professional foresters must sell the need for planting new forest each year, and every year they must sell the need to plant still more. They must not become complacent nor should they allow others to be complacent.

While the forest area is being expanded, the existing forests need to be more intensively managed to increase the output both by quantity and quality. Administrations can easily overlook this aspect while doing a good job on forest extension. Foresters must sell the benefits of intensively managing all of our forests. The hardest selling job will be that of managing the protection forests. These require expenditure of money in places where few will see the work that is done. The people of this country must be convinced of the benefits
they will get from this work and they should be told the consequences
that will follow if it is not done.

Foresters have got to be super salesmen. It is a tremendous job.
One that can only be done by conscious and conscientious effort by
all. It must be a co-operative effort with everyone seeking and selling
on every occasion. Foresters must present a united front, with each
and every one pressing forward with constant effort on all occasions.
Remember, selling is a continuous and continuing job because
Governments change, managements change and public opinion needs
constant reminders if the money is to be regularly available for forest
work. It is the job of the professional forester to take the initiative
and sell forestry in all its facets to all New Zealand.

Do not shirk this responsibility or in default leave it to others
who are less well informed. Professional foresters have a duty to
their country and each must do his share.