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Document details

Title

Markets for forest environmental services: reality and potential.

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Journal

Unasyuva (English ed.) 2004 Vol. 55 No. 219 pp. 53-58

Additional Title Information

Special issue: Trade and sustainable forest management.

ISSN

0041-6436

Record Number

20053189838

This paper discusses the importance of market mechanisms and regulations to increase demand for services generated by sustainable forest management. Topics covered include: (1) concepts related to forest environmental services; (2) transaction costs as a hindrance to market formation; (3) carbon offsets as a globally traded service; (4) restricted markets for biodiversity services; (5) growing markets for services associated with nature-based tourism; (6) good demand prospects for watershed services; (7) increasing demand for bundled environmental services; and (8) the need for verification of the expansion of markets for forest environmental services.

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About this document

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Publication type**Journal article****Publisher****Food and Agriculture**

**Organization of the
United Nations (FAO)**

Year of publication:

2004

**Location of
publication:**

Rome

**Country of
publication**

Italy

**Language of
publication**

English

**Subject Category
(CABICODE)**

**EE112 - Forestry
Economics, (New
March 2000)**

**EE115 - Natural
Resource Economics,
(New March 2000)**

**EE700 - Marketing
and Distribution**

**KK100 - Forests and
Forest Trees (Biology
and Ecology)**

**KK110 - Silviculture
and Forest
Management**

**PP720 - Biological
Resources (Plant)**

**UU700 - Tourism and
Travel**

ZZ331 - Plant Ecology

Descriptor

biodiversity

carbon sequestration

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