

Service Models: Forest Management Associations as Market Intermediaries –

11.5.2026

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What is MTK?

- **MTK is an advocacy organisation of farmers, forest owners and rural entrepreneurs (~260.000 members) founded in 1917**
- **No public financing**
- **We improve economic and social well-being of our Members.**
- **Long term experience on developing markets**
- **We promote sustainable and economical usage of rural resources**
- **MTK operates in Finland and Brussels**

Forest management associations (FMA/MHY)

- MTK's Local associations for forest owners
- In Finland 600000 private forest owners, majority of forests owned by our members
- Over 40 FMA:s in Finland, providing all forest related services for forest owners
- Totally 1000 experts and 1500 entrepreneurs
- Services also available to non members, but members have some benefits



Services for forest owners



Timber trade

Competitive bidding in timber sales
Timber sales with assignment



Silviculture

Forest regeneration
Seedlings and planting
Young stand management



Nature and biodiversity services

Metso and Helmi-projects
Application for environmental subsidies
PEFC certification of forests



Forest ownership services

Forest valuation
Legal services
Forest property brokerage (via Metsätilat.fi)



OmaMetsä.fi

Online service for forest asset management

Why intermediation is needed?

- **Fragmented forest ownership (600,000 owners). 30 ha on average, unit size normally 2ha**
- **Information asymmetry and knowledge (prices, quality, sustainability, new markets)**
- **Small-scale supply vs. large-scale demand (like in timber markets)**
- **Increasing regulatory & sustainability requirements**



Intermediation beyond timber: new service models

From wood to ecosystem services, small and large actions for biodiversity:

- Biodiversity & nature management services
- Restoration & conservation brokering
- Nature credits pilots
- Digital marketplaces (e.g. Luontoarvot.fi)
- Bridge between small forest owners and large buyers



Forest Management Associations (MHYs)

A National Service Chain for Market Intermediation



Forest Owners

Needs, values, sites



Local FMAs (MHYs)

- ▶ Identify needs
- ▶ Deliver services
- ▶ Act under mandate



FMA Chain (MHYP)

- ▶ Common service models
- ▶ Digital tools & data
- ▶ Contracts & quality rules



- ▶ Nature credits buyers
- ▶ Service providers
- ▶ New ecosystem markets

Local services, nationally scaled:

*Forest-owner-based organisations turn fragmented supply into **market-ready services**.*

Same service logic across the country | Local delivery, national markets | Trusted intermediary, not regulator



FMA as market intermediaries on Nature Credits– the core idea

- **Aggregator** – combining small forest holdings into market-relevant supply
- **Advisor & broker** – acting on behalf of the forest owner, but services also for buyers
- **Trust anchor** – credibility, data, long-term stewardship
- **“FMAs sit between forest owners and markets – reducing risk for both.”**

Only FMA has the possibility to make market workable

Why this model matters for Europe?

- Strengthens small forest owners' market access
- Supports sustainable forest management and balancing different forest uses
- Reduces need for heavy regulation
- Enables new green markets
- Markets need intermediaries in fragmented forestry
- Forest owner-based organisations are uniquely suited
- The model is scalable beyond Finland

Summary: Forest Management Associations as a National Service Chain

Forest Management Associations (FMAs / MHYs) form a nationwide service chain, where:

- locally rooted associations operate under common service models
- services are developed, digitalised and scaled together through a chain company
- forest owners receive equal, reliable and high-quality services across the country

Why the chain model works

- Consistency: same service logic, contracts and quality criteria nationwide
- Scalability: local delivery, national markets and buyers
- Trust: forest-owner-owned organisations acting under power of attorney
- Efficiency: shared digital systems, joint procurement and service development