



# feel good.ca

about Canadian pulp,  
paper, and wood


## five principles of responsible sourcing

As concern about their environmental footprint grows, consumers want to know they are making informed buying choices, and living in a way that puts less pressure on the Earth.

Canada's forest sector makes sure its wood, pulp and paper products are the result of responsible forest and production practices. Harvested areas are regenerated, and Canada's tough forest regulations met. Companies welcome outside scrutiny of practices,

participate in recovery and recycling, and promote carbon neutrality across the value chain. Buyers can be confident that today's quality products from Canada won't come at the expense of tomorrow's forests.

Looking for suppliers who commit to and deliver on the following principles is an easy and effective way to choose responsible wood, pulp and paper products.



Canada's wood, pulp and  
paper products are the  
result of responsible forest  
and production practices



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**Canada has a deforestation rate of virtually zero – companies harvesting public lands must regenerate them promptly.**

## **I. harvest legally**

### **why it matters**

Illegal harvesting is a large and growing problem in many parts of the world. It contributes to deforestation, destroys habitats, and undermines the viability of legally harvested forest products. It also has a direct impact on climate change.

### **what buyers can do**

Actions in the United States and the European Union indicate there is growing concern about the legality of imported forest products, and this is helping buyers navigate their way through complex global markets.

### **what Canada offers**

Canada's strong governance delivers assurance that forest products are from legal and responsible sources. An independent international study in 2004 found Canada has virtually no illegal logging.

Canada has some of the toughest forest laws on earth, and enforces them. It is a world leader in third-party forest certification, with programs requiring that companies meet all relevant laws and avoid fibre from illegal or controversial sources. It is also part of international efforts to oppose illegal logging and trade in illegal forest products.

## **II. regenerate harvested lands promptly**

### **why it matters**

Deforestation, mostly in the tropics, currently accounts for about 20 per cent of greenhouse gas emissions worldwide.

### **what buyers can do**

Buyers should look for products that are from sustainable sources – such as products that come from jurisdictions with comprehensive forest laws and are backed by forest certification.

### **what Canada offers**

Canada has 90 per cent of its original forest cover, and a deforestation rate of virtually zero. A small amount of Canada's forestland has been converted to uses such as farming, ranching and urban development. When lands are harvested, they are returned to forest.

By law, forest product companies that harvest public lands in Canada must regenerate them promptly, using native species to ensure biodiversity and ecosystem integrity. They remain responsible until there is assurance of a new, healthy forest.



**Since 1990, Canadian pulp and paper mills have reduced their total greenhouse gas emissions by 73% through facility upgrades and innovative processes.**

**Canada has more third-party certified lands than any other country – close to 150 million hectares at the end of 2009.**

### **III. reduce waste, support recovery and recycling**

#### **why it matters**

North America's paper fibre cycle depends on fresh fibre from well-managed forests and a strong recovery network.

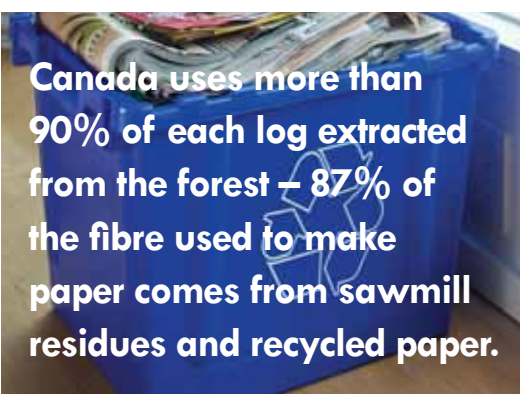
#### **what buyers can do**

One way buyers can identify the best environmental choices is through life cycle assessment. It looks at all the environmental impacts of a product – from resource extraction through to disposal – and goes beyond a single attribute. For example, recovered paper is an excellent choice for newsprint or kraft bags, while fresh fibre may offer greater environmental returns when making brighter paper grades that need more cleaning and processing.<sup>1</sup>

#### **what Canada offers**

Canada uses more than 90 per cent of each log extracted from the forest. Eighty-seven per cent of the fibre used to make paper comes from sawmill residues and recycled paper. Wood chips and residue not suitable for fibre, also known as biomass, can be used to generate clean energy. The industry has reduced its landfill wastes by nearly 40 per cent between 1996 and 2001.

1 Forest Products Association of Canada: Life Cycle Assessment: A White Paper for the Forest Products Industry



### **IV. reduce greenhouse gases and help fight climate change**

#### **why it matters**

Climate change is considered one of the primary environmental threats facing the world today. Storing carbon and reducing greenhouse gas emissions are two key ways to tackle climate change. Healthy forests absorb and store carbon in trees, soil and biomass. When trees are used for forest products, carbon remains stored in the products for decades, or even longer.

#### **what buyers can do**

Wood from responsible sources is often a better environmental choice than other major building products. It requires less energy to extract, process and transport, and wood buildings can require less energy to construct and operate over time. Using biomass instead of fossil fuels recycles carbon rather than introducing geologic carbon to the atmosphere.

#### **what Canada offers**

Canada's forest products industry is a leader in addressing climate change. In the last 20 years, companies have upgraded equipment and implemented leading-edge technology to improve their environmental performance. Canada's forest sector has pledged to pursue a goal of carbon neutrality through the supply chain by 2015 without purchasing offsets.<sup>2</sup>

Since 1990, Canadian pulp and paper mills have reduced their total greenhouse gas emissions by 73 per cent through facility upgrades and innovative processes. Canada's forest products industry meets 68 per cent of its total energy needs with renewable energy – primarily biomass – and aims to increase this to 100 per cent.

2 Forest Products Association of Canada: Carbon Neutral Pledge [www.fpac.ca/index.php/en/carbon-neutral-pledge/](http://www.fpac.ca/index.php/en/carbon-neutral-pledge/)



## V. welcome independent scrutiny of forest management practices

### why it matters

Buyers should seek independent assurance that forests are managed sustainably and regenerated promptly, appropriate environmental controls are in place, special places have been protected, and climate issues have been addressed.

### what buyers can do

Third-party forest certification is designed to send a market signal to buyers that products are derived from well-managed forests. Independent auditors review forest operations for compliance to standards that address environmental, social and economic concerns. The first rule of any certification standard is that companies must obey all applicable laws – from environmental protection to workers' rights.

### what Canada offers

In addition to its strong regulatory framework and public planning processes, Canada has more certified lands than any other country – over 151 million hectares by mid-2011. Just 10 per cent of the world's forests are certified, and 42 per cent of these certified lands are in Canada.

There are three forest certification programs used in Canada – the Canadian Standards Association (CSA), the Forest Stewardship Council (FSC) and the Sustainable Forestry Initiative (SFI). CSA and SFI are recognized

by the Programme for the Endorsement of Forest Certification (PEFC).

CSA, FSC and SFI all promote sustainable forest management by requiring that harvested areas are reforested; laws are obeyed, biological diversity is conserved; wildlife habitat, soils and water resources are maintained; and timber harvesting is sustainable. All set thresholds above and beyond regulatory requirements for forest management, and are endorsed by governments around the world. All certified operators are third-party audited for compliance with the certifying body's standard.

CSA, FSC and SFI can be complemented by chain-of-custody certification, which provides a link between certified forests and certified products.

### feel good about canadian pulp, paper, and wood.

With 10 per cent of the world's total forest cover, Canada manages its diverse lands and produces quality forest products in a way that meets the highest environmental standards.

Choosing wood products from Canada means using an environmentally sustainable product that is better for the environment than steel, plastic or concrete. Choosing pulp and paper from Canada means using products from one of the most environmentally responsible sources in the world. Canada's forest products industry is poised to continue to contribute significantly to the greening of society.

To learn more, visit [feel-good.ca](http://feel-good.ca).



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