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about Canadian pulp,  
paper, and wood

## Canada: a reliable source of legal forest products

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 is a responsible source of wood, pulp and paper products that meet the highest environmental credentials. 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 these principles is an easy and effective way to choose responsible wood, pulp and paper products.

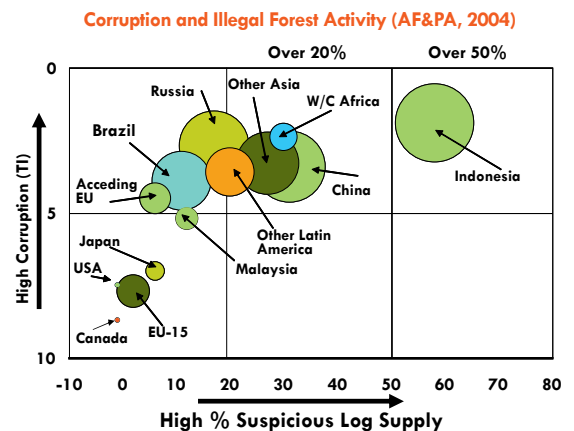
### strong governance means legal products

Canada is a source of quality wood, paper and pulp products from legal and sustainable sources, thanks to strict laws and regulations, efficient enforcement and compliance, and more third-party certified lands than any country on Earth. An independent international study in 2004 found Canada has virtually no illegal logging.

## illegal logging: a growing concern

Illegal logging is a principal cause of deforestation abroad, directly contributing to climate change and the loss of habitat and biodiversity. The extent of the problem and potential impact on world trade poses a threat to the legitimate forest products industry, and represents an economic disincentive to sustainable forest management.

Actions such as the amended Lacey Act in the United States and the European Union's action plan for Forest Law Enforcement, Governance and Trade indicate there is growing concern about the legality of imported forest products. These kinds of processes will help buyers navigate their way through complex global markets – tracking fibre from its origin in the forest through supply chains and manufacturing to the end product. Canada is part of international efforts to oppose illegal logging and trade in illegal forest products.



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## Canada: world-class practices, legal products

Canada has world-class forest practices and skilled resource professionals – forest activities are planned and monitored in an open and transparent manner. Canada has well-structured public forest management planning processes and policies, comprehensive forest laws and tough enforcement. This ensures forest products are from legal and sustainable sources.

Private and public procurement policies are increasingly requesting proof that wood and manufactured wood products do not originate from illegally logged trees. Third-party forest certification delivers this assurance.

Canada is a world leader in forest certification, with three internationally respected and independent programs. Forest certification tells environmentally savvy consumers the fibre in a product comes from forests managed to meet widely accepted environmental and social standards. It is proof that companies are meeting all relevant laws and avoiding fibre from illegal or controversial sources.

Canada's forest sector often goes beyond the country's strict forest laws to ensure the integrity of the supply chain. Members of the Forest Products Association of Canada (FPAC) are committed to tracing fibre supplies back to the forest area of origin, and members of the Quebec Wood Export Bureau must sign a Code of Conduct that includes a policy on wood origin and legality. In 2006, FPAC members were among 93 signatories from around the world to sign a commitment to look for ways to tackle illegal logging and trade in illegal forest products.

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 the 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.

The Canadian forest products industry adheres to the following five principles, which are increasingly important to responsible buyers of forest products:

1. Harvest legally.
2. Regenerate harvested lands promptly.
3. Reduce waste, support recovery and recycling.
4. Reduce greenhouse gases and help fight climate change.
5. Welcome independent scrutiny of forest management practices.



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