



For more information please contact:

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FOREST CERTIFICATION

Why?

THE ISSUE

50% of the world's forests have been cleared, 12 M ha annually;

Canada has 10% of the world's forests, 30% of its Boreal forest;

The Canadian Boreal forest holds 20% of the world's fresh water;

2/3 of Canada's 140,000 species live in our forests;

1/4 of the world's poorest people depend on forest for their survival;

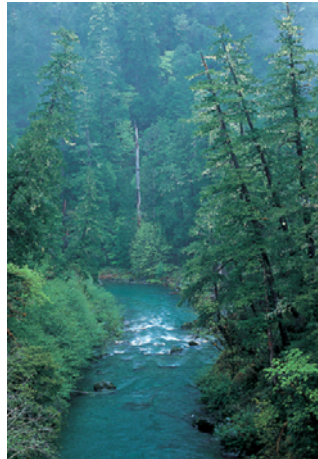
Our forest provides indirect employment to 1 million Canadians.

More competitive and global markets;

Consolidation of companies;

The forest industry generates \$81.8 billion per year;

FORESTS



THE BENEFITS

- Protection of waterways to ensure clean water supplies;
- Conservation of key wildlife habitat and species;
- Identification, and setting aside, of high conservation value forests;
- Regular monitoring and assessment of forest management practices;
- No clearing of forests to establish plantations;
- Use of genetically modified trees is not permitted;

PEOPLE



- Promotion of forest dependent cultures and communities;
- Involvement of local people in forest management decisions;
- Respect and recognition of Indigenous Peoples' rights;
- Assurance of worker safety and welfare;
- Development of opportunities for small producers and manufacturers;

ECONOMIES



- More environmentally and socially sustainable products on the market;
- Value-added quality of product and guarantee of product authenticity ('check & tree' label);
- Internationally recognized standard for forest products. Global consistency;
- Increased pressure on companies to demonstrate environmental and social responsibility.