

Forest products
and practices

The **Canadian**
Difference



Forest Products
Association of Canada

Home to **abundant** and **growing** forests



Canada is a world leader in forest conservation, protection and sustainable use. Our forests are publicly owned and strictly regulated to protect the environment. Canada's forest strategy is based on prudent harvesting and the regeneration of all harvested areas. We also maintain one of the world's largest undisturbed forests in the world, most of which will never be harvested.

A Unique Forest Management Process

Almost all of Canada (94%) is publicly owned. Harvesting levels are set annually by government chief foresters, and are based on the sustainable growth rate of the forests. Under the Canadian constitution, the country's 10 provinces and 3 territories have responsibility for forest management. And because of public ownership, government agencies and forest companies are required to seek the views of a variety of forest users, including Aboriginal groups, local communities, and environmental interests in order to incorporate recreational, social, wildlife and economic values into forest management planning.

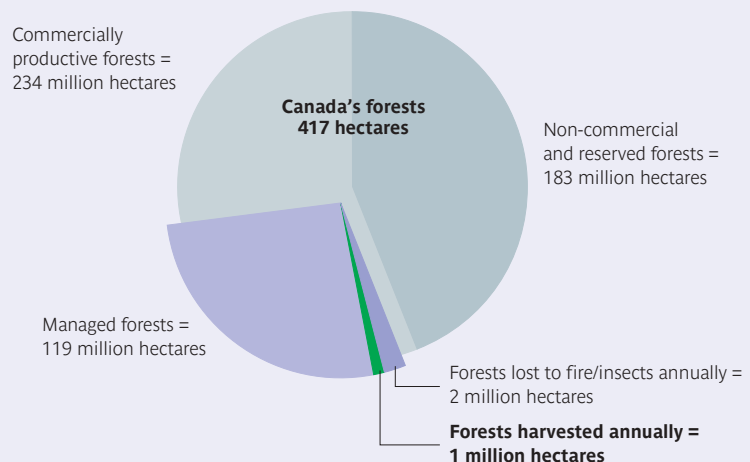
A Canadian Community Approach Becomes An International Model

In 1992, the Canadian Forest Service launched an innovative approach to sustainable forestry planning called the "model forests". This initiative brings together industries, environmental groups, Aboriginal people, local groups and government to develop a common, practical approach to sustainable development and forest management at a community level. Today, Canada has 11 such research forests, which are located in every major region of the country and cover 9.4 million hectares (23.5 million acres). Canada's research forests have become an internationally recognized success story and are being implemented in five other countries, including Chile, Japan, Mexico, Russia and the United States.

Conserving Biodiversity within Canada's Forests

Canada was the first developed nation at the 1992 Earth Summit to sign the Convention on Biological Diversity, which is intended to conserve ecosystem, species and genetic diversity. Following Canada's ratification of the Convention, federal, provincial and territorial governments conducted broad-based consultations with industry, the scientific community, conservation groups, academia and Aboriginal groups, which paved the way for the Canadian Biodiversity Strategy, released in 1995.

Canada harvests less than 1% of its managed forests annually



Why Canadian companies are certification leaders

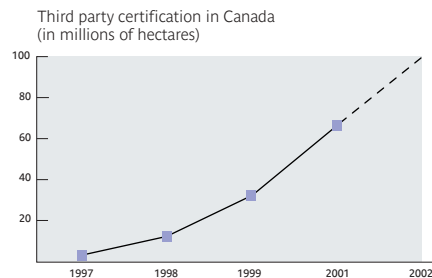
Canada's forest management practices are among the best in the world, and a key factor in that achievement is the expanded role of public participation. Canada's tradition of public dialogue is also behind the forest industry's commitment to certification.

Since 1999, every FPAC member-company with forest operations has committed itself to seek independent, third-party certification of their forest management activities. By voluntarily submitting their forest management practices to third-party audits, Canadian companies want to provide independent evidence of their good practices to buyers and consumers, as well as demonstrate their willingness to be publicly accountable.

Promoting Certification Internationally

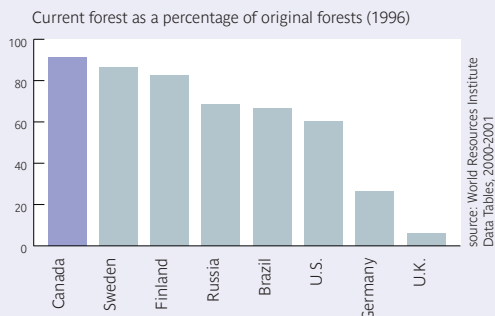
To be useful to buyers and consumers, certification must remain a credible tool for communicating sustainable practices. That's why Canada's forest industry actively supports the international "mutual recognition" initiatives being coordinated by the International Forest Industry Roundtable (IFIR) and the Pan European Forest Certification Council (PEFCC). The goal of mutual recognition is to develop rigorous criteria and indicators for certification claims, and establish a high threshold for recognizing credible certification standards. The process will make certification more user-friendly by providing an equivalency process between standards, and providing a critical mass of certified products to the market.

Canada has the largest area of certified forests in the world.

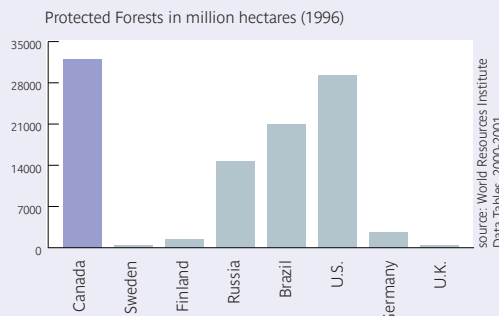


By August 2001, Canadian companies had achieved independent, third-party certification on over 67 million hectares (165 million acres) of forests.

Canada has more area of original forest cover than any other country



Canada has the largest area of protected forests in the world





Partners in sustainable forest management

Given the public ownership of Canada's forests, native, community and environmental groups contribute significantly to the country's public discussion on forestry. Canada's forest industry has developed a growing reputation for its innovative approach to dialogue, negotiations and achieving consensus in forest management with all stakeholders.

Protecting Species At Risk

Since 1998, Canada's forest industry has been working with conservation groups, such as the Sierra Club of Canada, the Wildlife Federation, and the Canadian Nature Federation to develop a cooperative framework for federal legislation on species at risk. In 2000, their joint report was submitted to the Federal Government to help shape the forth-coming law.

New Quebec Forest Act

In June 2001, the Government of Quebec amended the province's Forest Act to include stronger policies on public participation and greater harmonization of forest uses and forest protection. Originally implemented in 1986, the new Act concludes a five-year review process during which Quebecers from a wide range of interests submitted over 500 briefs to the government during public hearings and parliamentary committee meetings.

Ontario's Lands for Life Achievement

In 1999, the Government of Ontario announced 378 new protected areas, totaling 2.4 million hectares (6 million acres) in the commercial forest zone of the province. It was the largest single expansion of protected areas in Canadian history. The Ontario Forest Accord was negotiated by government with forest companies and conservation groups including WWF Canada.

B.C. Coast Forest Conservation Initiative – A World First

In March 2001, forest companies, environmental groups, communities, contractors and other local interests reached agreement on recommendations that will protect the environmental, social and economic values on over 4.8 million hectares (12 million acres) of British Columbia's Central Coast, an area called the Great Bear Rainforest by environmental groups. The CFCI Joint Solutions Project was a voluntary initiative by companies and environmental groups committed to promoting new approaches to conservation and economic issues on the North and Central Coast of B.C. Among the recommendations accepted by the B.C. government was the creation of a 200,000 acre protection area for the Kermode bear, a rare white subspecies of the black bear.

Sharing Biodiversity Research

In 1996, FPAC established a national Biodiversity Program where member companies, government, academic and public institutions share their learning and on-the-ground wildlife research results on-line. The goal of the industry-funded program is to help integrate biodiversity conservation into forest management planning across Canada. Canadian forest companies are also partners in the Sustainable Forest Management Network with government and 23 Canadian universities. Over 100 researchers and 150 graduate students are currently involved in sustainable forest research.

Integrating Traditional Native Knowledge

The Waswanipi Cree Model Forest in northern Quebec is basing its forest practices on a trapline system in use for ages by Cree hunters. The forest's management strategy will be based on studies describing the area's natural ecosystems and wildlife attributes from both western science and Cree knowledge, and a careful documentation of the community's future forest requirements. Only then will the plan consider timber supply potential.

The four main certification standards used in Canada

CSA



Canadian Standards Association

Canada's National Sustainable Forest Management (SFM) Standard is based on international criteria for sustainable forest management and Canada's own national SFM criteria defined by the Canadian Council of Forest Ministers. Approved in 1996, the CSA standard has a stringent public participation requirement, and companies are required to respect national criteria for SFM at the local level as well as address any additional local values. Third party evaluations, such as the Council of European Paper Industries, have ranked the CSA amongst the best standards in the world. CSA recently launched an optional chain-of-custody and labelling program in July 2001.

FSC



Forest Stewardship Council

The Forest Stewardship Council is an international body that accredits certification organizations and endorses national or regional standards based on ten overarching forest management principles and 56 criteria. The goal of FSC is to promote environmentally responsible, socially beneficial and economically viable management of the world's forests. Founded in 1993, by a diverse group of representatives from environmental organizations, the timber trade, forestry professionals, indigenous peoples, community forestry organizations and certifiers, the FSC places a strong emphasis on social and public participation elements. FSC standards are performance-based standards, developed by stakeholder groups. Standards for most regions of Canada are under development at this time.

ISO 14001



International Organization for Standardization

The ISO 14001 standard is the most widely recognized standard for environmental management systems (EMS) in the world. Established in 1994, ISO 14001 uses a management system approach for setting measurable goals and objectives, and demonstrating environmental achievements through a cycle of planning, implementation and measurement. While not specific to forestry, ISO 14001 requires companies to have the policies and processes in place to meet or exceed all environmental regulations and to continually improve environmental performance in other areas of their operations where significant environmental aspects have been identified. In Canada, most companies using ISO 14001 for forestry are incorporating sustainable forestry criteria consistent with those set out by the Canadian Council of Forest Ministers, which are nationally and internationally recognized.

SFI



The Sustainable Forestry Initiative

The Sustainable Forestry Initiative was developed by The American Forest and Paper Association for its membership, and is now available for use by any interested party through a licensing arrangement. This standard was developed for application in the USA where the vast majority of lands are privately owned and therefore, there is somewhat less of an emphasis on public participation. The SFI program is a comprehensive systems and performance-based standard that integrates the perpetual regeneration and harvesting of trees with the protection of wildlife, soil and water quality, biodiversity, and ecologically significant sights. Over the past three years, AF&PA has strengthened the credibility of the standard by introducing a third-party certification process and an independent Sustainable Forestry Board with broad representation of interests to govern SFI. Canadian companies who export to the US are interested in this standard for the potential US market place recognition.

In 1993, the Forest Products Association of Canada (FPAC) became a founding member of the Canadian Sustainable Forestry Certification Coalition and established a website dedicated to providing information on the status of all Canadian certifications (www.sfms.com).

Why choose Canadian?



At a time when worldwide demand for forest products is increasing, supply should be met from countries with well-managed forests like Canada.

- Canada's forests are publicly owned and strictly regulated
- Only one-quarter of Canada's forests are managed for commercial use
- Forest management plans are subject to public review and government approvals
- Harvested areas are required by law to be promptly regenerated
- Canada has the largest area of protected forests in the world
- Canada has the largest area of original forest cover in the world
- Canada has the largest area of certified forests in the world



This publication was produced, published and printed in Canada on chlorine-free paper containing recycled fibre (20% postconsumer waste). It is recyclable.

Publié également en français

In Canada
Forest Products Association
of Canada
1155 Metcalfe Street, 19th floor
Montréal, Québec
Canada H3B 4T6

Tel: 514-866-6621
Fax: 514-866-3035
E-mail: communic@fpac.ca

In Europe
Forest Products of Canada
12A, Place Stéphanie 1050
Brussels, Belgium

Tel: 32-2-512 50 51
Fax: 32-2-502 54 02
E-mail: fpacanada@skynet.be