

Society of Wood Science and Technology

Forest Certification – What it Really Means

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June 24, 2009

Background: Weyerhaeuser's role and commitment to forest certification



Background: SFI

AF&PA developed the first version of SFI as a code of conduct for members

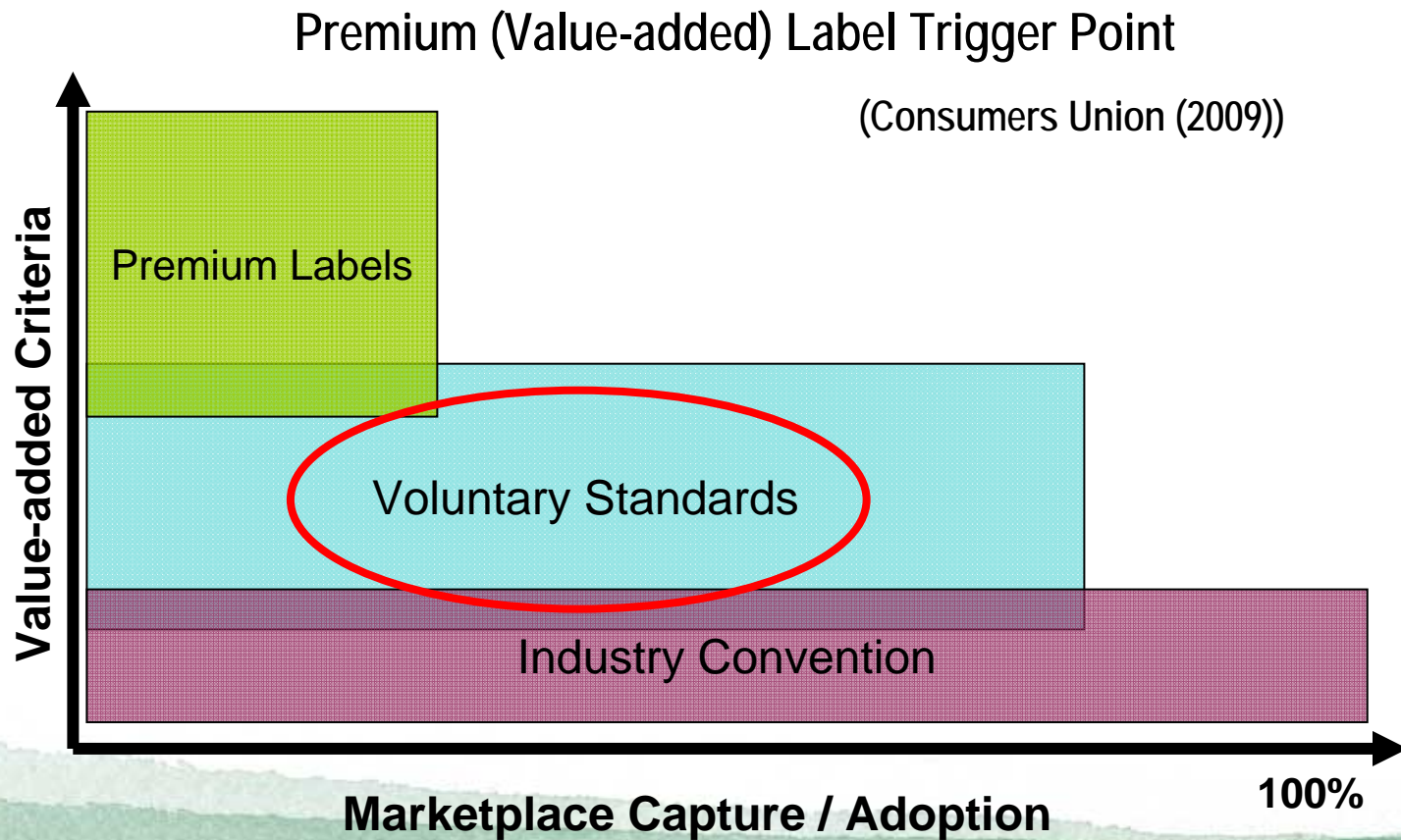
- Global era of reform in Best Management Practices
- Extend BMPs across the U.S.
- Covered landowners and manufacturers



USFWS



Innovative and successful as a voluntary standard



SFI Certified Land in North America

100 million acres/
41 million ha

60 million acres/
24 million ha

-  SFI Certified Land
-  More than 25% Productive Forest

In Canada, provincial governments allocate the rights to manage and harvest public land. These rights come in a variety of forest licences. In some instances, a specific area has a dedicated allowable annual cut that may be harvested under the licence. These are known as area based tenures. There are also volume based tenure arrangements where more than one organization are given rights to manage and/or harvest on a given landbase. In such instances the certified reported is calculated based on the organization's percent cut allocation. For example, if the total volume based area is 1 million hectares with an annual allowable cut of 2 million cubic meters and the organization reporting a cert has 25% of the AAC (500,000m³) then the organization should claim 25% of the area or 250,000 hectares.

The SFI 2005-2009 Standard covers both forest management and procured wood requirements. Only forests that have been certified against all of the SFI 2005-2009 objectives are counted as certified forests in this map, the area the wood is procured from is not counted as certified land.

SUPPORT RESPONSIBLE FORESTRY.



SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.™

Background: FSC

WWF with others developed FSC as alternative to boycotts of tropical wood

- Needed to address serious problems compounded by weak governance
- Innovation in use of markets to reward good actors
- Originally common criteria for proprietary certifiers

Regional standards followed

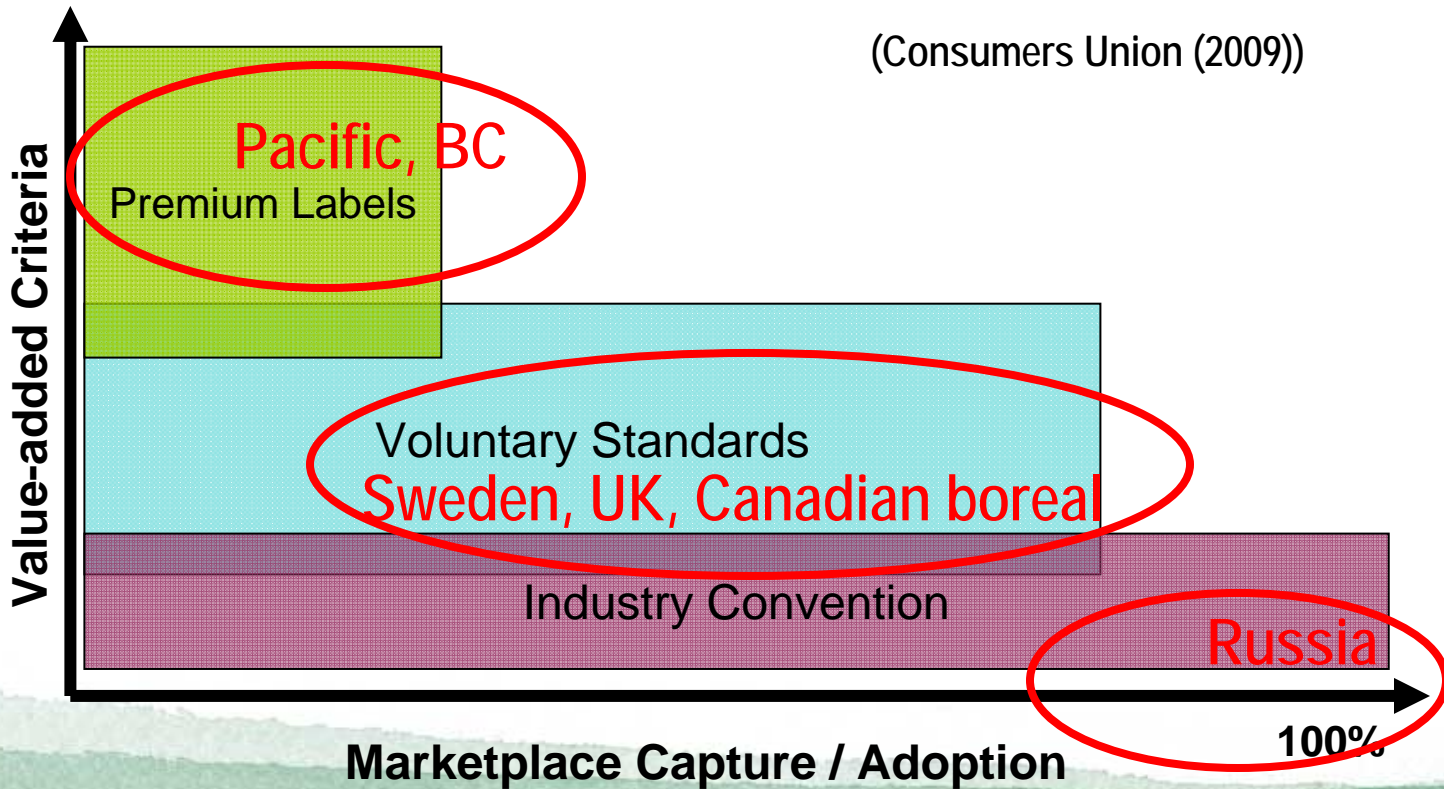


Greenpeace

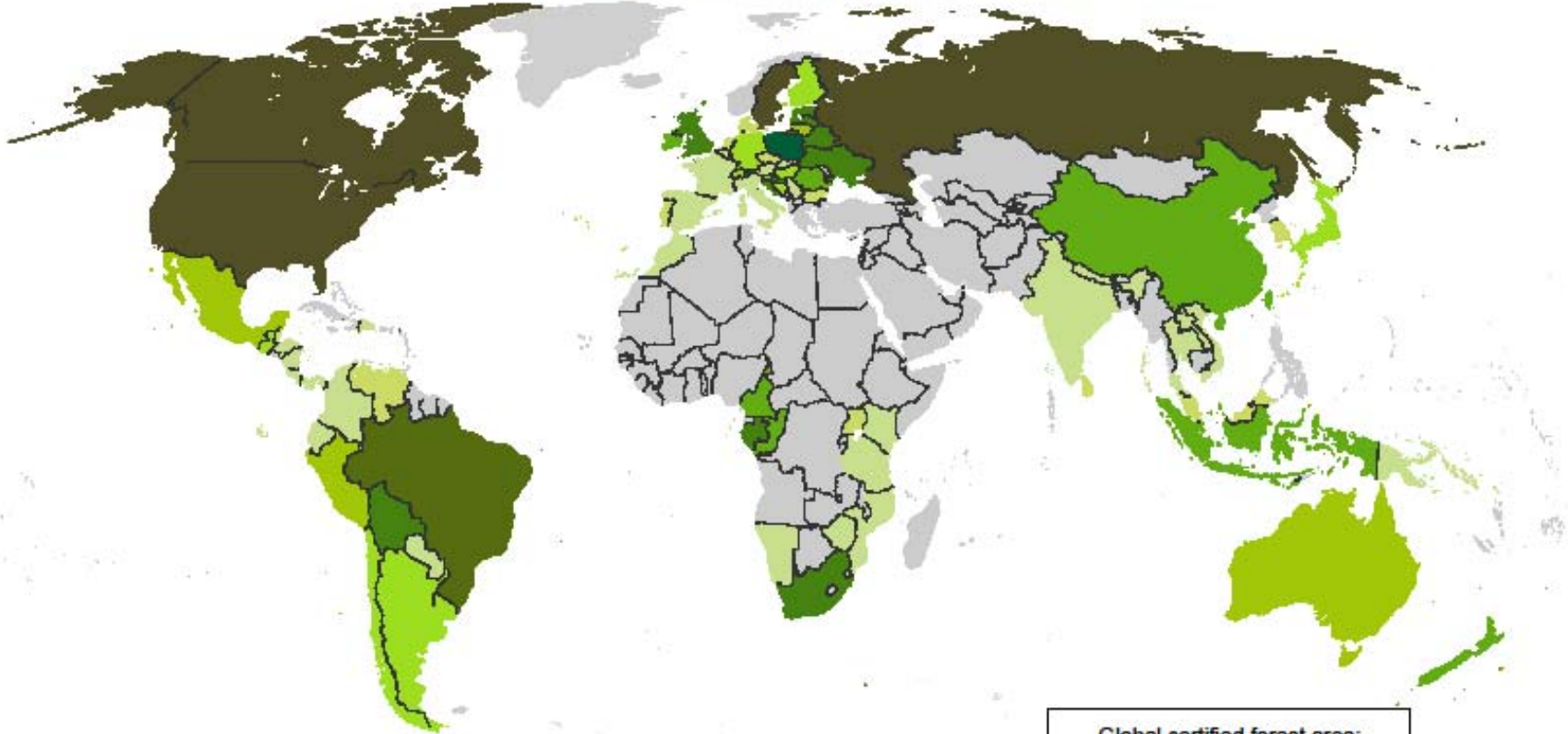
Successful in occupying different niches

Premium (Value-added) Label Trigger Point

(Consumers Union (2009))



FSC certified forest globally January 2009



Global certified forest area:
 106.799.910 ha (= 3,9%)
 7% ↑

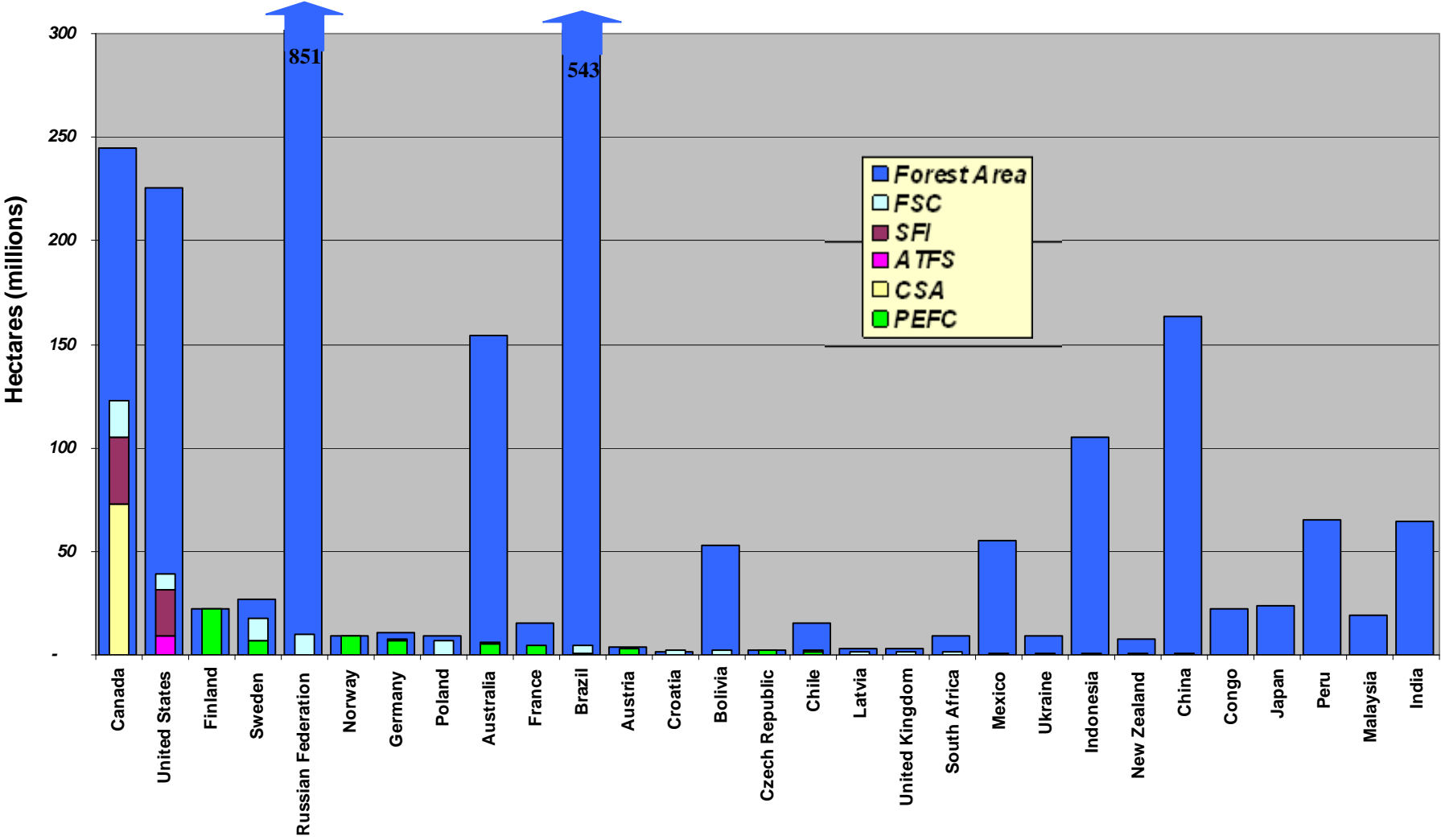
Hectare FSC-certified forest



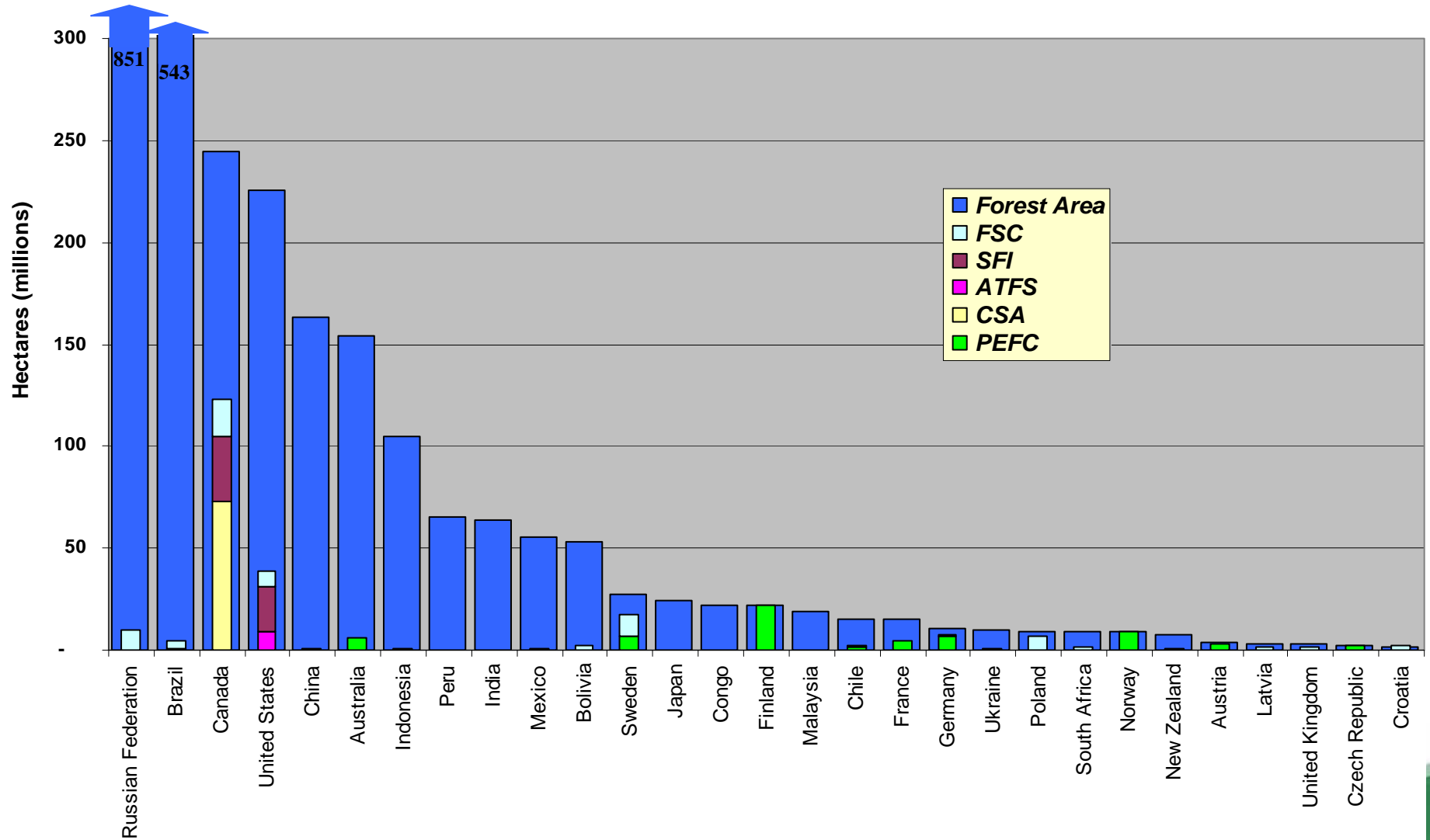
EXPLANATION
 Country name
 Hectare certified forest (= % of total forest cover)
 % increase or decrease since June 2008

Based on numbers from Accreditation Services Internation (ASI)
 January 2009

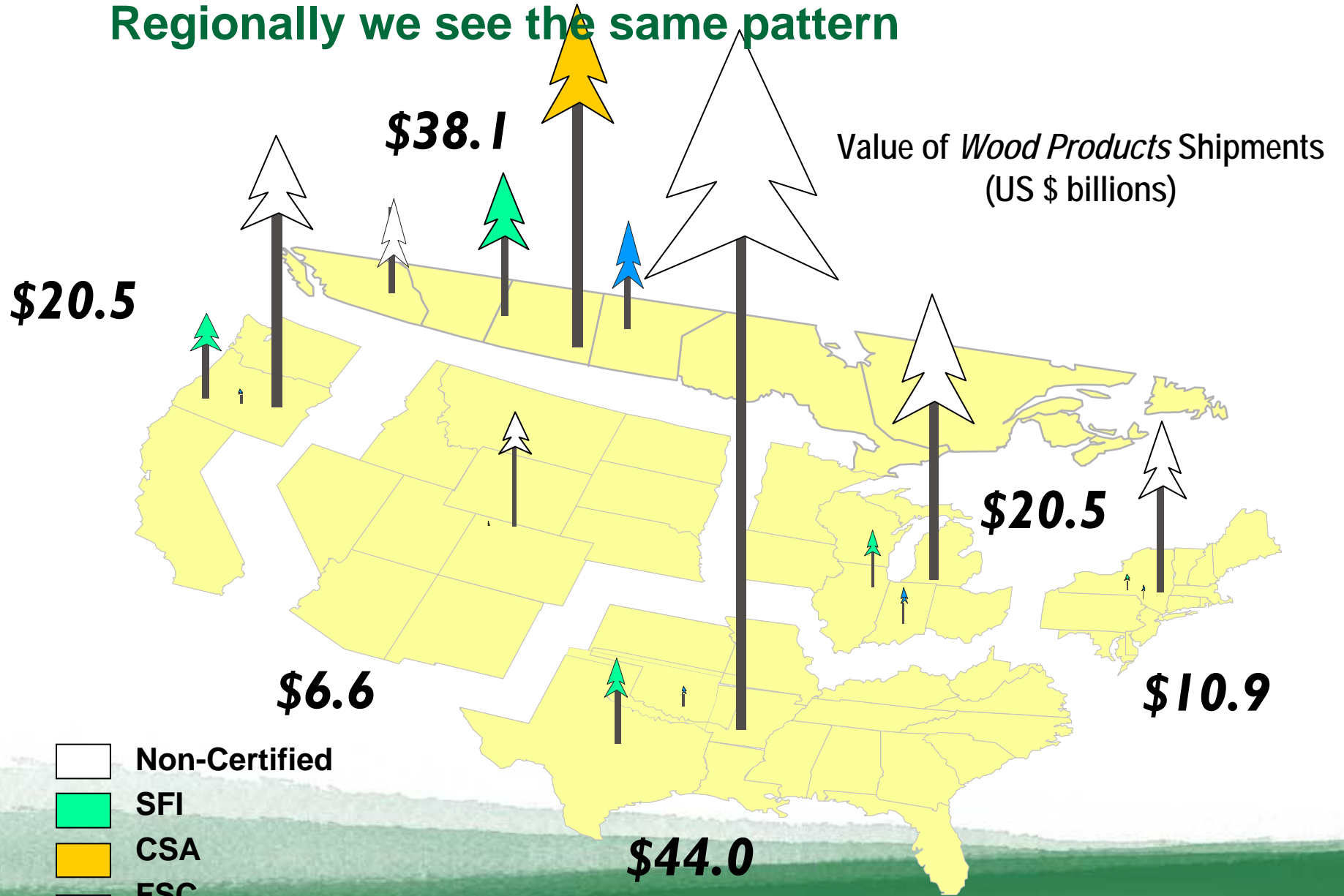
Current situation: certification choice depends on geography



And only 10% of forests globally are certified



Regionally we see the same pattern



- Non-Certified
- SFI
- CSA
- FSC

What does this mean in the marketplace?

Environmental claims are regulated

- Under U.S. and Canadian consumer protection laws

Must be able to substantiate all claims when made

- Including comparisons

General claims deceptive

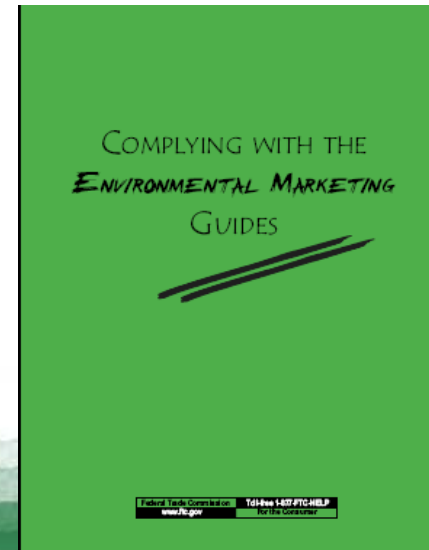
- Avoid “green,” “earth friendly,” etc. without specifics

The “Six Sins of Greenwashing™”

A Study of Environmental Claims in North American Consumer Markets



A “Green Paper” by
TerraChoice Environmental Marketing Inc.
(November 2007)



terrachoice
environmental marketing

Hefly[®]
DEGRADABLE[®]
Tall Kitchen Garbage Bags

15 LEAKPROOF BAGS & TIES
2 FT. X 2 FT. 5 1/4 IN. / 1.01 ML
*ACTIVATED BY EXPOSURE TO THE ELEMENTS

FITS UP TO
13
GALLON
CONTAINER

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To protect indoor air quality without raising costs, use PureBond decorative hardwood plywood, exclusively from Columbia Forest Products. Since it's 100% naturally free, indoor air quality benefits immediately. In fact, PureBond plywood panels are compliant with the U.S. Green Building Council's LEED[®] standards, which means PureBond panels are smarter for your customers, and every other site too.

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Save \$2.40
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Avg. lumens 1540
Avg. life 750 hours

4 Bulbs

* See Back for Details.

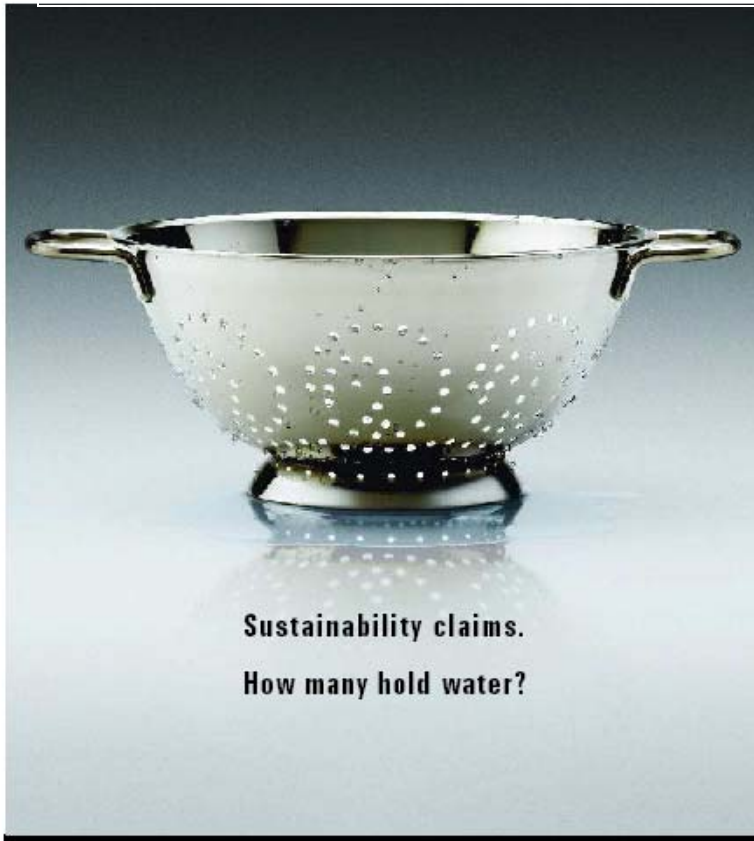
ANIMAL CARE[™]
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We care about the welfare of our chickens.

EGGS... THE GOLD STANDARD FOR PROTEIN!

Eggs... High Protein • Low Carbs!

Plenty of room for improvement



“The only way to claim watertight sustainability is to have FSC accreditation. Only [we] have FSC accreditation. Which means only we can guarantee sustainability throughout the supply chain.”

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JJI-Joists 

Our material supplied by  ECA  SterlingOSB  Setra

Alder is a pioneer species that is both planted and naturally regenerates, often prolifically reseeding forestlands that have burned or been harvested. Alder groves are home to a multitude of animal species and provide important streamside shade for salmon.

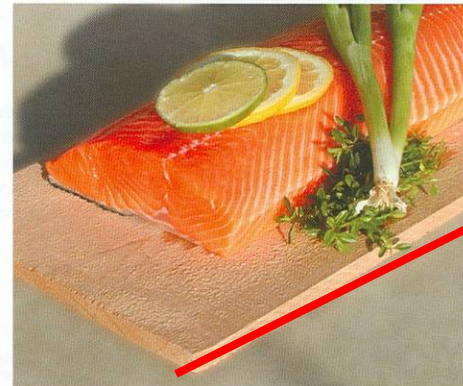
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A GIFT FROM NORTHWEST HARDWOODS

GRILLING PLANK

This grilling plank is made from premium Pacific Coast Alder and is a gift to you from Northwest Hardwoods. Cooking on alder planks was pioneered by Native Americans, and now has gained widespread popularity in the finest restaurants as well as in backyard barbecuing. We hope you will enjoy using this Northwest Hardwoods alder grilling plank.



100% organic

100% ORGANIC, UNTREATED ALDER



What are the claims about certified products that can be substantiated?

Common ground: certified products don't necessarily come from a certified forest

Mills collect and mix wood the way a grain elevator mixes grain: individual pieces can't be traced to the acre

All systems trace wood to the country or region, allocate volume to output in proportion to input



Common ground: The same basic norms for the same market niches

Appropriate role for clearcutting, other intensive forestry practices

Conservation, careful management of old growth

Goal of keeping forests as forests



Common ground: forest certification addresses . . .

Reforestation

Sustainable rates of harvest

Soil productivity

Water quality and fish habitat

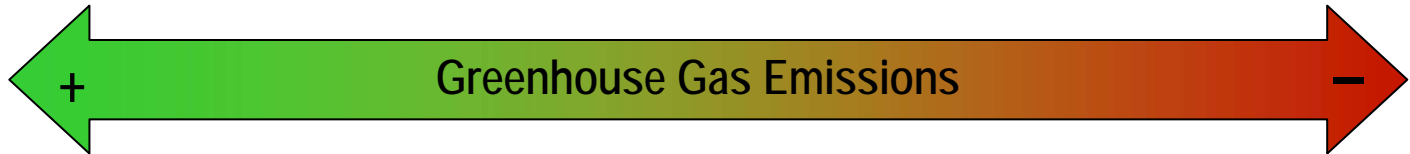
Wildlife habitat

- Threatened or endangered species and ecosystems

Cultural, historical, aesthetic values



Common ground: the value of wood products



Wood-framed house



Steel-framed house



Concrete-framed house

Weyerhaeuser releases the potential in trees to solve important problems for people and the planet

