



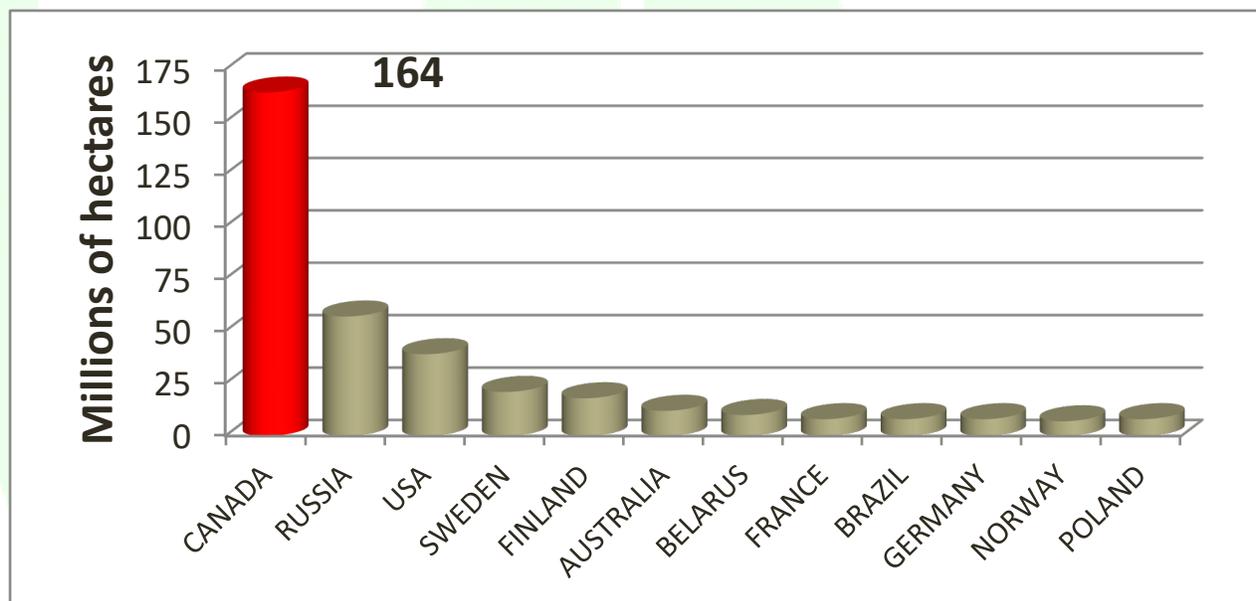
FACT SHEET

The Truth about Trees

First of all, trees are made from a **renewable resource**. What does that mean? It means they are not made from oil or natural gas or other non-renewable fossil fuels. Like other paper-based materials, paper packaging originally comes from growing trees.

Trees are good, and our forests are in good shape. In fact, **Canada leads the world in third-party sustainable forest management certification**. Over 160 million hectares of Canadian forest is certified to one or more of three globally recognized certification standards: Canadian Standards Association (CSA); Sustainable Forestry Initiative (SFI) or Forest Stewardship Council (FSC). Almost 40% of the world's third-party certified forest is right here in Canada (www.certificationcanada.org)

**CANADIAN CERTIFICATION
In Global Context 2018**



Source: www.certificationcanada.org

And according to the federal government department responsible for Canada's forests, Natural Resources Canada, a minuscule amount of Canada's extensive forest lands is **actually harvested every year, less than half of one per cent**, and that's for all tree uses (lumber, pulp, paper, tissue, packaging). To put that "less



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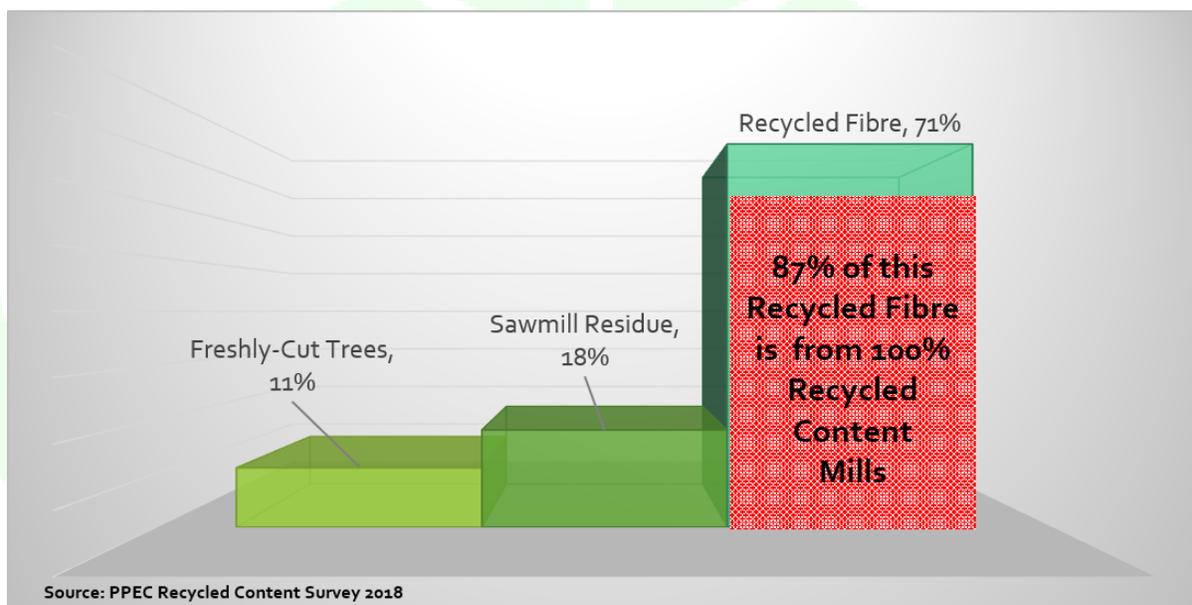
than half of one percent” in perspective, consider that forest fires burned almost twice as much, and insects and beetles munched their way through an incredible 20 times more! ¹

By law, all forests harvested on crown land (over 90% of Canada’s forest land is publicly-owned) must be successfully regenerated.

Not that we use of lot of trees to make paper packaging in the first place. It may come as somewhat of a surprise to learn that the **average recycled content of paper packaging shipped domestically is an impressive 71 per cent.** That means that most of it is made from old boxes and cartons collected from supermarkets, factories, houses and apartments across Canada, that are then recycled for re-use.

The balance of Canadian paper packaging, on average, comes from what are called **wood residues** (wood chips, shavings and sawdust left over from lumber operations) with **only 11% coming directly from trees** (roundwood pulp). The paper packaging industry celebrates its connection with the tree, a renewable resource, because longer and stronger virgin fibres are needed to replenish the shorter, thinner and weaker fibres that gradually wear out as a result of their repeated recycling. The industry needs trees to keep the whole recycling loop going.

Most Canadian boxes are 100% recycled paper and board



Click [here](#) for more information on virgin and recycled fibre and the paper recycling flow chart from mills to converters to publishers and brandowners, to industrial and residential consumers and back again.

¹ In [The State of Canada’s Forests, Annual Report 2018](#), Natural Resources Canada says 0.76 million hectares of Canada’s total forestlands (less than half of 1%) was harvested for pulp, paper and lumber uses. Some 1.4 million hectares was burned by forest fires and 15.5 million hectares defoliated by insects and beetles.