



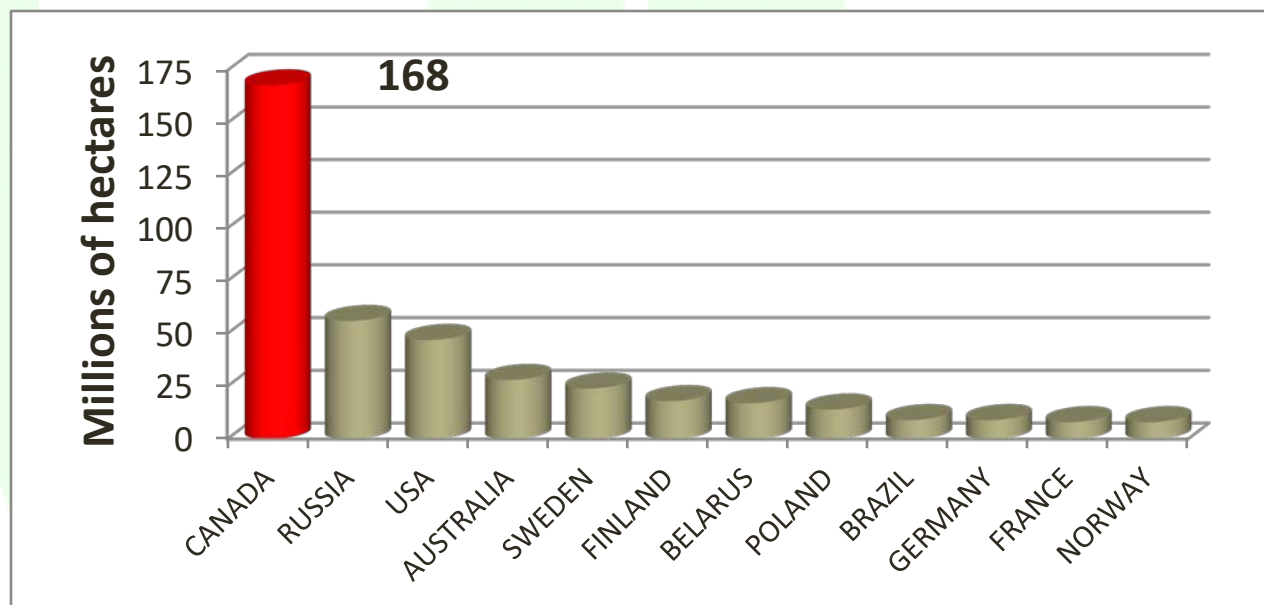
# FACT SHEET

## 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). Over 40% of the world's third-party certified forest is right here in Canada ([www.certificationcanada.org](http://www.certificationcanada.org))

### CANADIAN CERTIFICATION In Global Context



Source: [www.certificationcanada.org](http://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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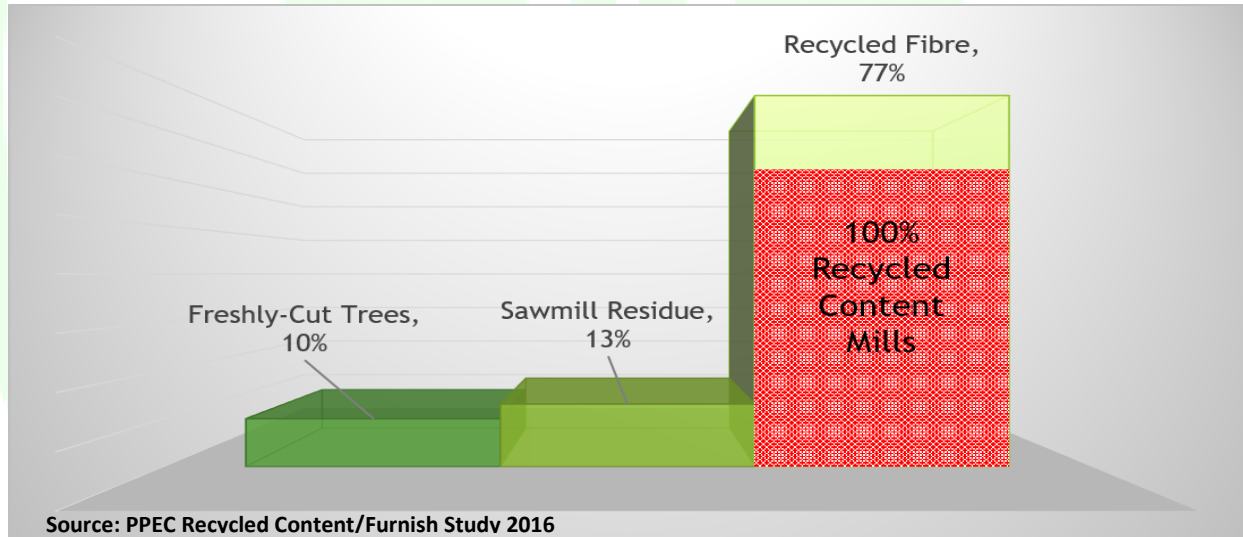
than half of one percent” in perspective, consider that forest fires burned over five times more, and insects and beetles munched their way through an incredible 28 times more! <sup>1</sup>

By law, all forests harvested on crown land (over 90% of Canada’s forest land is publicly-owned) must be successfully regenerated. About 60% is currently regenerated through tree planting and direct seeding, while the remainder is regenerated naturally.

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 77 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.

<sup>1</sup> In [The State of Canada’s Forests, Annual Report 2016](#), Natural Resources Canada says 0.72 million hectares of Canada’s total forestlands (less than half of 1%) was harvested for pulp, paper and lumber uses. Some 3.9 million hectares was burned by forest fires and 20.3 million hectares defoliated by insects and beetles.