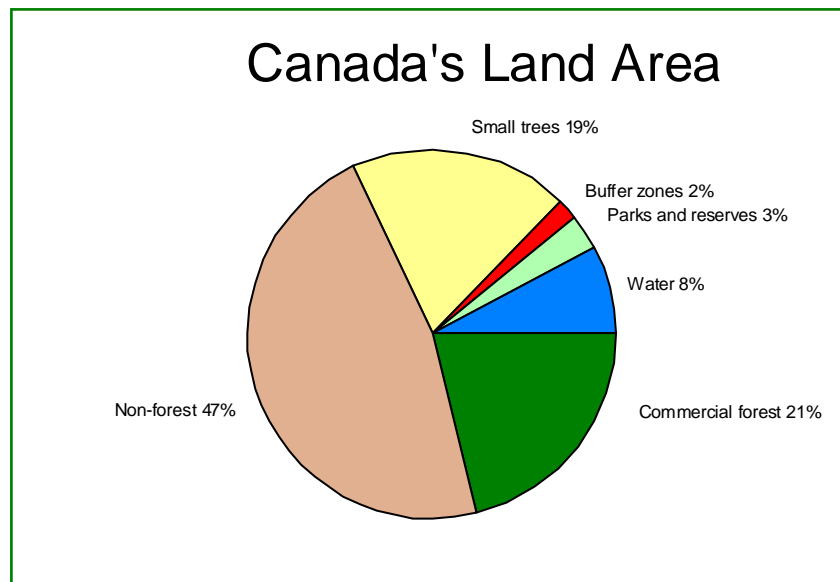




Paper packaging comes from a renewable resource

Unlike most other packaging materials, paper packaging is originally made from a **renewable** resource — trees. And those trees are in good shape. See Factsheet – **The Truth about Trees**.

It may come as a surprise to many, but the commercial forest represents only 21% of Canada's total land area (by far the greatest part is what is called "non-forest land" — primarily used for the growing of agricultural crops).



And of that 21% that is commercial forest, less than half of one per cent (0.05%) is actually harvested for lumber and pulp and paper products.¹ Packaging represents a tiny fraction of this because most paper packaging made in Canada is recycled content (average 77%), or sawdust and woodchips left over from logging operations. Just over 10% of the average package is harvested directly from freshly-cut trees.²

And those forests are almost all certified by third parties as being sustainably managed.³ About 72% is currently regenerated through tree planting and direct seeding, while the remainder is regenerated naturally.¹

¹ *The State of Canada's Forests*, Annual Report of federal government department National Resources Canada 2010

² PPEC Recycled Content Furnish Survey (2008/2010)

³ Canadian Standards Association (CSA); Sustainable Forestry Initiative (SFI), Programme for the Endorsement of Forestry Certification (PEFC); Forest Stewardship Council (FSC). Some 42% of the world's third-party certified forest is right here in Canada (www.certificationcanada.org)