

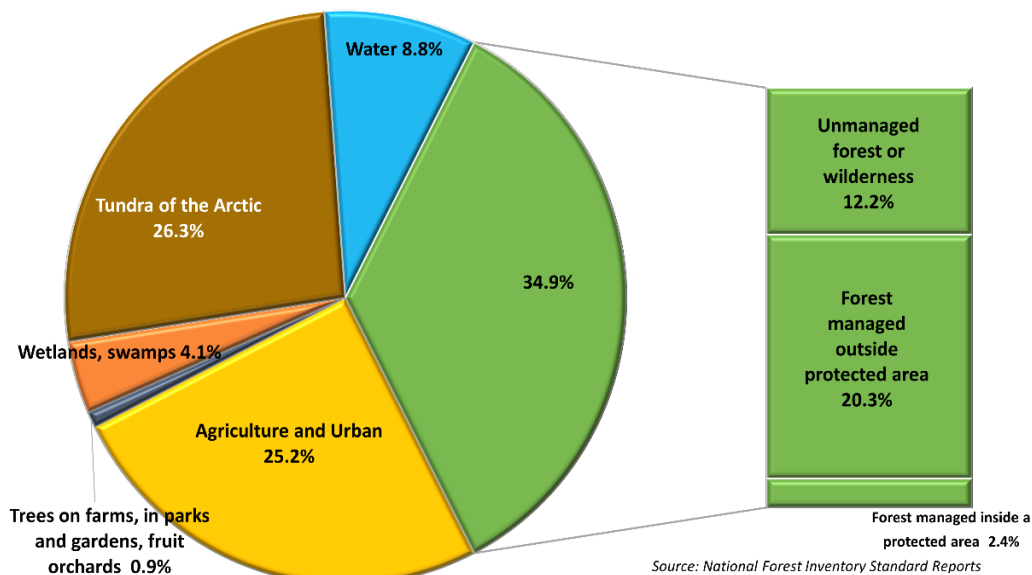


Paper packaging comes from a renewable resource

Unlike most other packaging materials, paper packaging is originally made from a **renewable** resource — trees. Trees help reduce greenhouse gases in the atmosphere by acting as a giant set of lungs: inhaling the carbon dioxide that people, animals and decomposing matter produce; and exhaling oxygen which sustains all living organisms (including us). And in Canada 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 just under 23% of Canada's total land area.

And of that 23% that is commercial forest, less than half of one per cent (0.2%) 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 71%), or sawdust and woodchips left over from logging operations, the timber being used to build such things as homes and hospitals. Just over 10% of the average package is harvested directly from freshly-cut trees.²



And those forests are certified by third parties as being sustainably managed.³

¹ [The State of Canada's Forests](#), Annual Report of federal government department National Resources Canada 2018

² PPEC Recycled Content Furnish Survey (2018)

³ Canadian Standards Association (CSA); Sustainable Forestry Initiative (SFI), Programme for the Endorsement of Forestry Certification (PEFC); Forest Stewardship Council (FSC). Almost 40% of the world's third-party certified forest is right here in Canada (www.certificationcanada.org)