

Forest Stewardship Council (FSC) Certification



Frequently Asked Questions and Case Studies

Q Why is FSC the best forest certification program?

FSC is the only system that ensures:

- Adequate protections for Endangered and High Conservation Value Forests.
- Natural and biodiverse forests will not be converted to plantations.
- Social concerns including the rights of indigenous communities have been integrated and resolved.
- Significant reductions in clear-cut size and chemical use.
- That these core differences and FSC's many other forest management criteria are upheld globally.

Asking for the "virgin fiber" portion of recycled paper to be made with the highest percentage of FSC pulp possible will result in improved forest protections and management practices.

Q What are the different FSC designations?

There are three aspects to FSC certification:

- 1) Certification for the actual forests.
- 2) Chain-of-Custody certification for tracking inventory from the forest through to the end purchaser.
- 3) Product labeling.

Q What portion of the overall virgin fiber has to be FSC to make the paper FSC certified?

To be FSC certified, a paper must have 10% FSC-certified fiber, but the remaining virgin fiber must meet the Controlled Wood Standard. The Controlled Wood Standard ensures that the non-certified portions of these products do not come from 'controversial sources' including: sources that could be illegal; come from forests being converted to plantations; or from High

Conservation Value Forests. This is accomplished by using stakeholder input, risk assessments and sampling techniques. The company's assessments are then audited and certified by certification bodies.

Q What about recycled paper?

There is an FSC chain-of-custody certification for 100% postconsumer recycled paper and FSC certified papers that are mixed (containing both recycled and virgin fiber).

Q What claim can you put in your books?

In order to use the FSC logo as an "environmental claim" on paper, the product must have flowed through the FSC chain-of-custody from the FSC-certified forest, to a paper manufacturer, merchant, and finally printer who each have FSC chain-of-custody certification.

Q How do supply-chain companies get certified?

To get FSC-certified, supply-chain companies must contact an independent certifier. See <http://www.fscus.org/certifiers>. The Smartwood website has a detailed explanation for both forest management and chain-of-custody certification. <http://www.rainforest-alliance.org/programs/forestry/smartwood/certification/index.html>

For printers and brokers, the chain-of-custody certification process usually takes several weeks from the time of a signed Service Agreement. Costs for certification will depend largely on the costs of auditor travel to the location, and the number of sites the auditor will need to visit. On average, a single-site printing facility will cost about \$3000 to \$4000 annually. The cost for brokers is less, but an application and budget will be needed to get an estimate.

Case Studies

Certification lasts 5 years, and annual audits are done to confirm that processes are still being followed, and to account for any changes. For mills, the process is similar, but takes longer and is more rigorous and expensive. Publishers, buying paper directly, may also become FSC-certified.

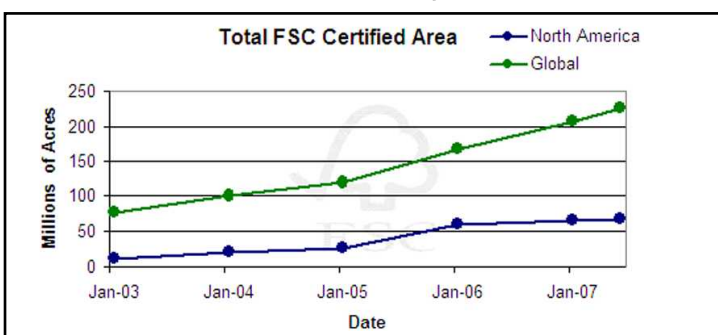
Q Is fiber sourced from small U.S. land owners FSC-certified?

The FSC Family Forests Alliance is a new national collaboration to support responsible forestry on private lands, promoting responsible forest stewardship through FSC standards. Most of the certified land in the U.S. is in large public and private ownerships. However, only about 4 million of the 250 million acres of family forestland in the U.S. are enrolled in a certification program.

This means that North American mills, sourcing trees from small private forestlands now will have a way to verify FSC certification of those forests and use their fiber to make FSC-certified paper. The mills themselves have to become certified as well. For more info, go to:
<http://www.dovetailinc.org/familyforestsalliance.html>

Q Is FSC fiber and paper readily available?

In the past two years, FSC certification has grown at about 25 percent per year both in the U.S. and globally. As of 2007, there are 88 million acres certified in N. America and global certified acreage is 208 million acres. For paper production, most FSC fiber has been used by large corporations and especially catalog companies. For large book publishers, there is availability through leading paper merchants and direct from manufacturers with chain-of-custody certification. For smaller publishers, availability is only limited by the number of printers who have certification. RR Donnelley is the largest certified U.S. book printer. Both Delta Solutions and McNaughton & Gunn are certified as well. There are several others in the process of becoming FSC certified. Some Canadian printers are also FSC certified—Friesens being the first.



Tembec

Tembec manages approximately 32 million acres of forestlands and is a wood product, pulp, and paper mill with operations in Canada, France, and Louisiana. The majority of Tembec's forestlands are tenures on public lands in Canada. The goal that was set in 2001 is to have all 32 million acres FSC certified. For the book market, they currently make two suitable products: Spruce Falls (a high bulk recycled and FSC certified groundwood sheet) and Kalima—a recycled/FSC certified paperboard).

Domtar

Domtar is another Canadian wood/paper producer that is in the process of certifying all 20 million acres of forestlands to the FSC criteria. Domtar makes a wide range of papers including their Earthchoice line—which has a range of papers that are suitable for the book market. The company has also participated with NGO's, government, and First Nations in the Boreal Leadership Council and in the development of the Boreal Conservation Framework in an effort to preserve the unique attributes of Canada's frontier forests.

McNaughton & Gunn

For years McNaughton & Gunn has had a strong environmental focus. As a result, the company has implemented a number of initiatives in the areas of recycling, reuse and pollution prevention.

The decision to become FSC certified was a natural progression and one that was client driven. More and more publishers are looking for environmentally friendly ways to do business including working with "green" printers.

Partnering with vendors, Millcraft of Michigan and Domtar, Chain-of-Custody Certification was achieved in a relatively short amount of time with a nominal amount of effort. Essentially, inventory controls and tracking procedures have been established to ensure that specified papers have come from well-managed forests.

SmartWood, a sustainable forestry program of the Rainforest Alliance, performed the initial audit, serves as the governing body for logo use on-product and off-product and will perform annual audits in the future.

To announce the certification, tree seedlings were distributed to current clients as well as the entire McNaughton & Gunn team. The trees serve as a visual reminder of McNaughton & Gunn's commitment to sound forest stewardship.