

A Greenward Shift in Publishing

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FALL 2005

In the News

Reader's Willing to Pay More for Books on Recycled Paper

Consumers may be willing to absorb the extra costs some publishers have experienced in making a switch to recycled paper. In a new national opinion survey completed by the Opinion Research Corporation, 80 percent of consumers who had purchased a book in the past six months, said they would be willing to pay more for a book printed on recycled paper. According to the survey, the following percentage of consumers said they are willing to pay:

- \$1 more per book: 42%
- 75¢ more per book: 4%
- 50¢ more per book: 14%
- 25¢ more per book: 19%

The survey was conducted by telephone by Opinion Research Corp., an independent survey company. It also gathered similar data with respect to magazine purchasers. It was co-sponsored by BookTech Magazine, the Green Press Initiative, and Co-op America. Survey calls were made Nov. 18-21 to a random sample of 1,033 adults-515 men and 518 women, 18 years of age and older, living in private households in the United States. Results are accurate within a 2-percent to 3-percent variance. For more information, including a demographic breakdown of survey respondents and an analysis of regional results, look for the January/February 2006 issue of Book Business (formerly BookTech Magazine) in your mailboxes in early 2006, or visit it online at www.BookBusinessMag.com.

Abitibi Logging Practices Impacting Indigenous Communities in Canada

Paper choices impact people not just forests and biodiversity. Abitibi is a major mill that provides paper for the U.S. book market - approximately 1/4 of the book paper consumed in the U.S. annually. Unfortunately, Abitibi is sourcing fiber from the traditional tribal lands of the Grassy Narrows Nation-lands that were defined in the Royal Proclamation of 1763, but are



YOUTH BLOCKADE IN GRASSY NARROWS TERRITORY

U.S. Publishers
Committed to

Environmental Innovation:

95
and counting



*The mission of the
Green Press Initiative
is to work with
publishers,
industry stakeholders,
and authors to
create paper-use
transformations
that will conserve
natural resources
and preserve
endangered forests.*



In the News

unrecognized by the Ontario government today. Many members of the Grassy Narrows community are still largely dependent on a subsistence way of life that includes trapping, hunting, gathering berries and medicines. According to tribal member Joe Fobister, 50% of their traditional lands have already been clear-cut and replanted with only limited tree species that are chemically managed. Those Abitibi customers wishing to see more socially responsible logging practices should:

- Encourage Abitibi to work with the Grassy Narrows nation through a consensus process to determine a workable solution that is agreed upon by both parties
- Work with new paper sources if Abitibi is not responsive



Bowater Makes Landmark Environmental Agreement for Southeast Forests

To feed increasing global demand for paper products, paper companies in the Southeast region are clearing native hardwood forests and replacing them with pine plantations on a massive scale and routinely applying chemicals in a widespread fashion. In the southern Cumberland Plateau between 1981 and 2000, fourteen percent of the native forest acreage was converted to single-species pine plantations. Bowater, as the largest paper company operating on the Cumberland Plateau, has historically been among the most aggressive companies carrying out these practices. By signing a Memorandum of Understanding with the Dogwood Alliance and the Natural Resources Defense Council, Bowater is now establishing a new course for the company that rejects these destructive trends and practices by committing to: end the conversion of natural forests to plantations, limit the use of clearcutting and chemical use, take steps to protect ecologically significant forests, use the FSC Southeast standard for hardwood management, and to increase its use of recycled fiber in lieu of virgin fiber. This agreement represents a critical stepping stone for future conservation efforts in this region and setting the stage for a much larger shift toward more sustainable practices within the paper industry in the South. Dogwood Alliance and its allies will be reviewing Bowater's progress in implementing these changes.

Declaration for Book Industry Social Responsibility in Review Stage

Treaties and declarations can be an important step in the process of wide-scale change. The nuclear non-proliferation treaty has significantly curbed increases in nuclear arms...the Montreal Protocol has resulted in ozone layer protections and the Kyoto Protocol is going a long way toward addressing global warming issues. While the Declaration for Social Responsibility in the Book Industry is much smaller in scope, it can help to catalyze social change which can be a model for other publishing sectors. The declaration establishes goals for industry improvement including increasing the sector's

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use of recycled fiber from 5% (now) to a 30% average industry-use rate by 2010. Accomplishing this goal would conserve 524 million pounds of greenhouse gases, 2.1 billion gallons of water, 264 million pounds of solid waste, and 4.9 million trees each year. If interested in providing feedback to the declaration visit the "What's New" section of the GPI homepage, download the document and send any suggestions to info@greenpressinitiative.org by December 31st.

Boreal Day of Action - November 3rd

On November 3rd, many conservation organizations coordinated public actions to generate awareness for the threats facing the Boreal forest-considered to be North America's Amazon. The Boreal is home to 500 indigenous communities and a nesting ground for approximately 50% of N. American birds. It also plays a significant role in regulating greenhouse gases. Publishers and printers: ask suppliers who may be sourcing from the Boreal to actively commit to the goals established in the Boreal Forest Conservation Framework [more at http://www.borealcanada.ca/framework_summary_e.cfm]. Pressure and encouragement from the marketplace reinforces the need for mills to participate in the effort to conserve 50% of the Boreal and to utilize best-practices on the remaining use-areas.

AAP's Paper Working Group Exploring Environmental Issues In Depth

The AAP and its membership are making a concerted effort to learn more about the impacts and solutions related to paper production and consumption. A working group of publishers and AAP staff has been meeting monthly, taking mill tours, and inviting speakers in. The Green Press Initiative presented case studies, new research, consumer data, and information on availability and cost to the committee. See the powerpoint presentation online at: <http://www.greenpressinitiative.org/documents/AAP%20Prez%209-05.ppt>

New Brightness Levels for Commodity Grade Papers

Major news in uncoated freesheet paper is the rapid decision by major producers and distributors to increase the brightness levels on the lower-end commodity products. For over 25 years, the accepted standard brightness level of commodity freesheet has been 84 bright. International Paper's move to 92 bright in late July was followed quickly by other major paper mills and distributors. Many insiders see the recently announced price increase as an opportunity to ask for a higher price for an improved product, while at the same time allowing for rapid sales of the existing inventories of lower brightness (and lower cost) paper. Others feel that uncoated freesheet manufacturers are making an attempt to further differentiate their product from groundwood products which were being produced more affordably and at an 83 brightness. Several studies report that high bright papers actually reduce readability and it can be speculated that higher bright papers will require a greater use of chemicals and bleaching agents.

Industry News from Mills, Merchants and Printers

Alberta Pacific

Alberta-Pacific Forest Industries Inc. (Al-Pac), a private company in northeastern Alberta, has been certified by the Forest Stewardship Council (FSC) accredited certifier, SmartWood. The certification of 5.5 million hectares (13.6 million acres) of Alberta-Pacific's forest management area in northeastern Alberta represents the largest FSC-certified forest in the world and should significantly improve fiber availability issues related to FSC fiber in North America.

Cascades

Cascades was awarded the first FSC recycled certification in Canada for its 100% PCW recycled paper, made at the Saint-Jerome mill.

New Leaf Paper

Ecobook 60 has been replaced with Ecobook 50; this sheet is 100% recycled, 50% pcw, comes in warm white or natural, and is available in a broad range of basis weights and ppi's. Currently Sheridan, Edwards Brothers, IBT, Odyssey, Maple-Vail (currently still stocked with Ecobook 60 but transitioning over to Ecobook 50), Transcontinental, Friesens, Quebecor Fairfield, and others. Ask your printers about it or contact Deb Bruner at deb@newleafpaper.com

Tembec

Tembec was awarded FSC certification for nearly 3 million acres. This is the first public forest in Quebec to be awarded FSC.

Recognizing Publishing Leaders

Recycled Pulp Mill and Manufacturer Open Their Doors



Staff from the Green Press Initiative recently toured the Great Lakes Pulp and Fiber mill in Menominee Michigan--one of two state-of-the-art market pulp mills owned by American Fiber Resources International. At full capacity, both mills can produce over 360,000 metric tons per year of high quality recycled pulp with characteristics that equal or exceed that of hardwood virgin fiber. Their advanced technology enables the mills to produce the highest quality recycled pulp from a wide range of recovered material-including lower grades that

MILL REPRESENTATIVES NEXT TO A MOUNTAIN OF FINISHED RECYCLED PULP BALES

other mills are unable to process. Pulp produced from the mills are used directly by various paper mills making multiple grades of book paper for the U.S. market. On the same trip P.H. Glatfelter, a leading manufacturer of book papers, also welcomed GPI and others to tour their Neenah mill...which produces a majority of their recycled book papers.

Recognizing Publishing Leaders



One of the newest participating publishers to commit to environmental improvements is **Nature Study Guide Publishers**. Publisher Bridget Watts started getting quotes for 30% PCW recycled in July and printed her first books on it for only a 1% premium. www.naturestudy.com

Participating publishers **Continuum, Hampton Roads, The Book Publishing Co., Inner Ocean Publishing, New World Library and The World Bank** consistently print eco savings statements in their books. Since June, with just 17 titles on PCW recycled paper, they collectively saved 1065 trees and many other natural resources. Every little bit helps.

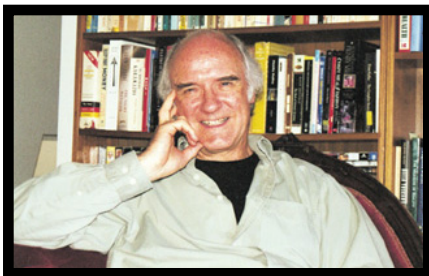


Author Katherine Hannigan, working with her publisher Green Willow imprint of HarperCollins, insisted on using 100% PCW recycled paper (New Leaf) for her best-selling book, *IdaB*. *IdaB* is an outstanding example of how the content of the book can be tied to the paper choice. Further, Katherine tied her paper choice to the environmental lessons from the book in her presentations at book stores.

More about the paper choice / story content synergy in USA Today

http://www.usatoday.com/life/books/news/2005-08-01-green-publishing_x.htm?POE=click-refer

Inside Scoop



Environmental Leader Recognized

Anthony Crouch, Director of Design and Production for the Univ. of CA Press, was inducted into the PrintMedia Hall of Fame (Sep/Oct BookTech page 19-20).

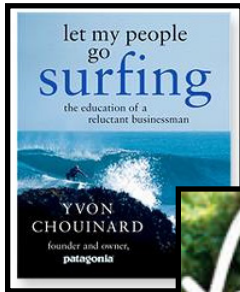
Tony has been a leader in making environmentally responsible choices for his press. He chairs the AAUP's Eco-Task Force and was an early participant in Green Press Initiative.

<http://www.bookbuilders.org/Gen-dsa/dsa02.html>

Textbooks

GPI, in a partnership with National Wildlife Federation, has begun an effort to build demand for textbook paper with PCR recycled and FSC-certified fiber. What more meaningful place to illustrate the connection between our material choices and their impact on the environment than with these publications, which reach every school attendee K-12, college and beyond.

Inside Scoop



New Patagonia Book on FSC Paper

The Penguin Group and others, R.R. Donnelly, Forest Stewardship Council and GPI collaborated to get a new FSC statement into a soon-to-be-released book by Bernard Chouinard, founder of Patagonia. The statement reads, "The pages of this book are printed on paper that is both FSC-certified and recycled (containing 35% post-consumer waste). The FSC Logo identifies forests which have been certified in accordance with the rules of the Forest Stewardship Council" Printers must also be FSC-certified to make the claim and use the logo.

Expert Advice

Dealing with Price Increases

With recent increases in fuel, some paper manufacturers are increasing prices-which ultimately ripples throughout the supply chain. This is most likely an industry-wide phenomena and not just specific to recycled paper. Publishers use different strategies to deal with cost increases. Common strategies include: leveraging the greatest volume(s) possible, using more common-format book sizes, lowering basis weight if possible, establishing price points for the paper or the project, contacting additional or new printers, merchants, or mills for price quotes.

Clear Differences Between FSC and Other Forest Certification Systems

The Forest Stewardship Council (FSC) is widely accepted by the conservation community and even many in industry as the best-practice standard for forest management and for certified forest products such as wood or paper. If the differences between FSC and the many other systems out there such as the Sustainable Forestry Initiative (SFI) or the Canadian Standards Association (CSA) were minimal, then forest certification would be a non-issue. But this isn't the case. Visit the "Tools" section of the Green Press Initiative website and view the Meridian Institute report for an in-depth analysis. The key principles which set FSC apart from the rest include:

- FSC adequately protects Endangered and High Conservation Value Forests
- FSC ensures that biodiverse forests have not been and will not be converted to plantations
- FSC adequately respects and integrates the rights of indigenous communities and First Nations
- FSC significantly reduces clear-cut size and chemical use

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. With certified acreage increasing each year, the availability of FSC pulp is significantly improving. If you ask for it, it will come.

Beware of Claims of Environmental Paper Stocks From Asian Printers.

You may not be getting a straight story. You must be prepared to dig for the truth. Basic guidelines:

- Ask where the paper comes from (mill, country) What is the certification scheme in place there?
- Ask for specific stocks you are familiar with, not just the house sheets.
- Find out which other publishers are using the printer in question.

No Shortage of Recovered Fiber

It is estimated that approximately 4 million tons of high grade office paper was landfilled or incinerated in 2003—a fact that highlights the vast amount of available supply that could be tapped as a source for meeting increases in future demand for recycled paper. At a recent EPA stakeholder's meeting in Washington D.C., a representative from a paper collection company commented that paper recovery "is a perfect system where there is enough collected to meet demand and sustained demand would result in new recovered material." With effective forecasting and steady growth in demand, supply should not be an issue—evidenced by the fact that prices for high grade recovered fiber have been dropping recently as a result of new shredded paper finding its way into the market.