



The BEST choice for our forests.

An Introduction to FSC Certification

The Forest Stewardship Council (FSC) is your guarantee that the wood and paper products you purchase come from healthy forests and healthy communities. FSC is an international certification system for forests and forest products supported by WWF Canada, Greenpeace, and the David Suzuki Foundation. www.fscCanada.org

OUR Forests. YOUR Choice. BUY FSC.

Our forests provide clean water, purify the air, maintain biodiversity, provide habitat for species, and play a central role in reducing the impacts of climate change. When managed responsibly, forests are also a source of renewable and recyclable products such as lumber, furniture, and paper. Canada's forests are also vital for the livelihood of Aboriginal and other forest dependent communities.

Your choice makes a difference. Choose products with the FSC logo and know that your product comes from a healthy forest and supports healthy communities.

Buy FSC and keep our forests for all, forever.

Did you know....

Canada has 30% of the world's Boreal forest and is the largest exporter of forest products. (NRCAN)

20% of Canada's harvested forests are FSC-certified. This is an area more than half the size of Alberta.

Canada is a world leader in FSC certification with 30% of the world's FSC-certified forests.

Why Choose FSC?

- ◆ Banks, insurance companies, retailers, publishers, and governments recognize FSC in procurement policies as the **BEST** choice for healthy forests and healthy communities.
- ◆ Building projects earn **LEED®** Credits by purchasing FSC-certified wood products.
- ◆ FSC-certified forests **PROTECT** waterways and wildlife habitat, conserve regions of high biodiversity, and minimize the impact of harvesting.
- ◆ FSC **PROHIBITS** the conversion of natural forests for plantations, mining, oil exploration or agriculture.
- ◆ **100%** of the fibre in FSC-certified products comes from independently verified sources.
- ◆ Independent auditors **MONITOR** forestry practices annually on-the-ground.
- ◆ FSC protects the rights of **ABORIGINAL PEOPLES**.
- ◆ FSC is the fastest **GROWING** forest certification systems in the world.
- ◆ Thousands of FSC-certified products available worldwide
- ◆ FSC is the only forest certification system with **SUPPORT** from major Aboriginal, environmental and social groups.

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Certifying Healthy Forests

Forest Management (FM) certification

1. Compliance with laws and FSC Principles
2. Tenure and use rights and responsibilities
3. Indigenous peoples' rights
4. Community relations and worker's rights
5. Benefits from the forest
6. Environmental impact
7. Management Plan
8. Monitoring and assessment
9. Maintenance of high conservation value forests
10. Plantations



Healthy Forests & Healthy Communities

- ◆ Waterways are protected.
- ◆ Wildlife habitat and species are protected.
- ◆ High conservation value forests are preserved.
- ◆ Soil is protected.
- ◆ Forest management practices are independently audited.
- ◆ Genetically modified trees are not used.
- ◆ Forest communities are involved in forest management.
- ◆ The rights of Aboriginal Peoples are respected.

FSC. It's easy...

BUY FSC products.
www.fsccanada.org/products.htm

JOIN FSC through certification or membership.
www.fsccanada.org/getinvolved.htm

SPECIFY FSC products in purchasing policies and tenders. www.fsccanada.org/whyfsc.htm

Supply Chain Tracking

FSC Chain of Custody (CoC) certification

Connects consumers to healthy forests by tracking products from forest to shelf.

All companies that process, transform, manufacture, convert or distribute forest products must be FSC CoC certified in order to put the FSC label on products.

To become certified, companies are verified by independently audited to meet FSC's rigorous standards.

Product Label



Products made from 100% FSC-certified fibre.



Products made from FSC-certified fibre and/or recycled fibre mixed with controlled fibre.



Products made from 100% recycled fibre. This represents the addition of both pre and post-consumer recycled fibre.

