

# West Coast Green

September 30, 2006



Saving the forest with FSC

Presented by:  
Terry Campbell



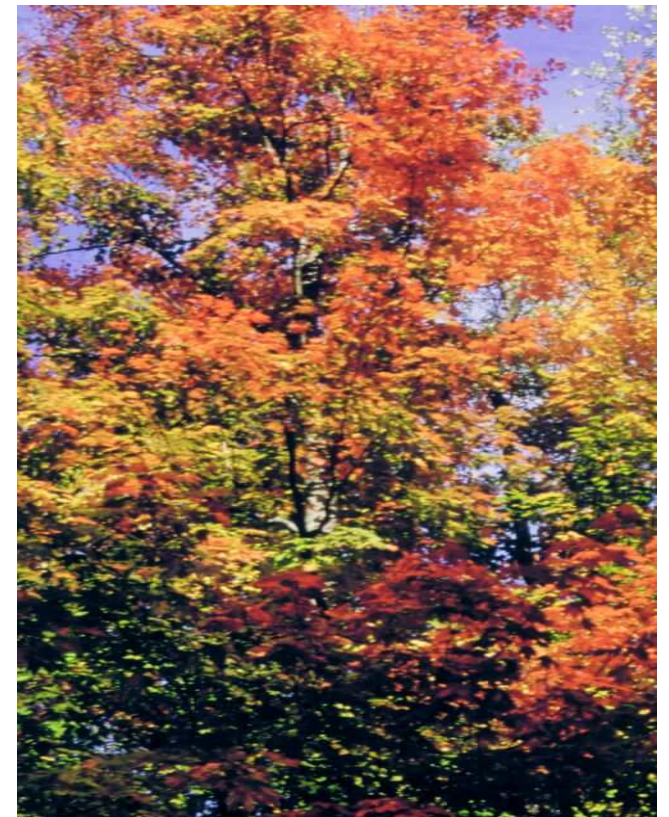


Forest Products Solutions



## *Overview*

- 1) FSC's Chain-of-Custody (COC)**
- 2) Growth of FSC in the Market**
- 3) Green Buildings role**



# Forest Management (FM)



# Chain-of-Custody (COC)

# FSC's COC Rules

- Third party auditing
- Annual audits include:
  - Tracking of Input/Output of FSC products
  - On-site visits
  - Verification of a Documented Control System
- Strict labeling rules for FSC logo use
- Percentage-based claims to Controlled Wood

# Third party auditing

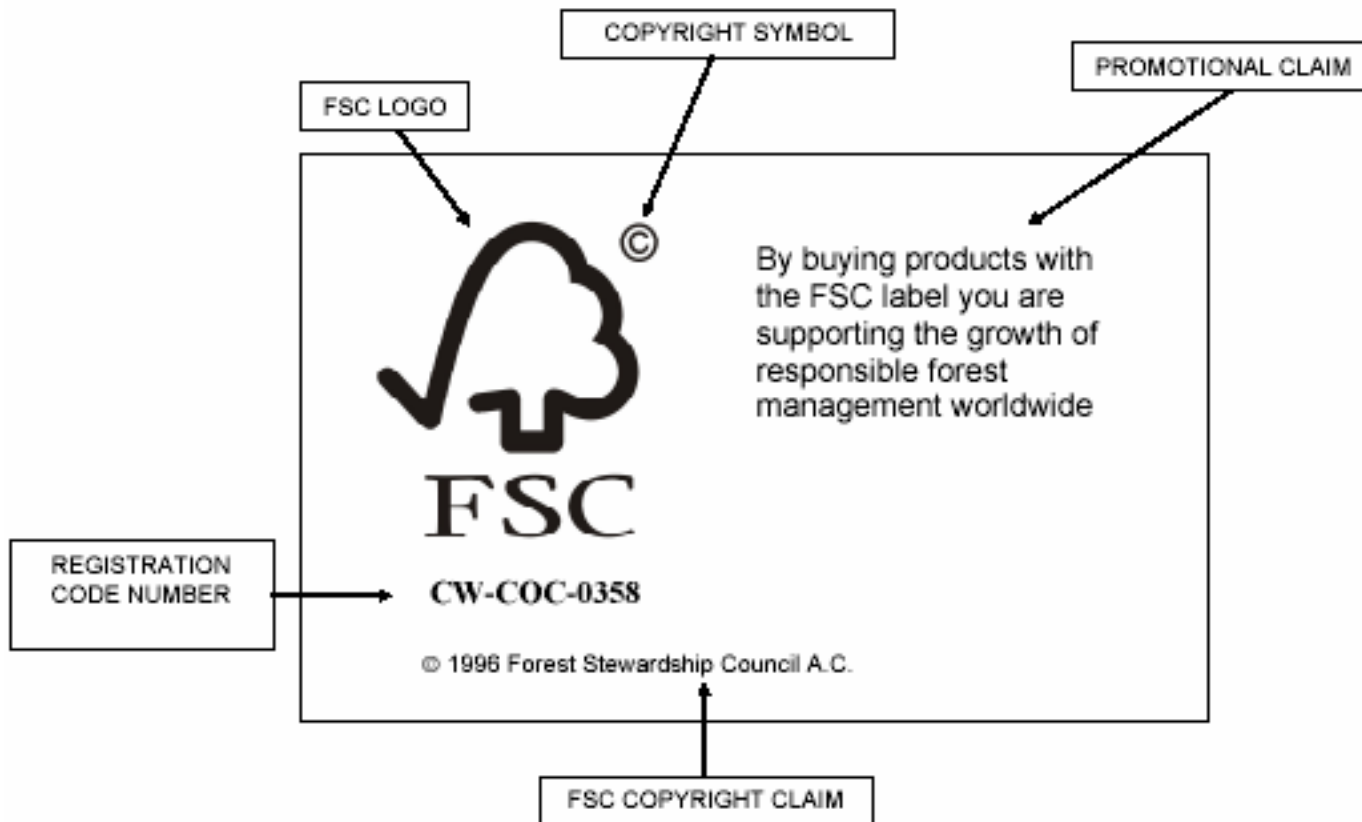


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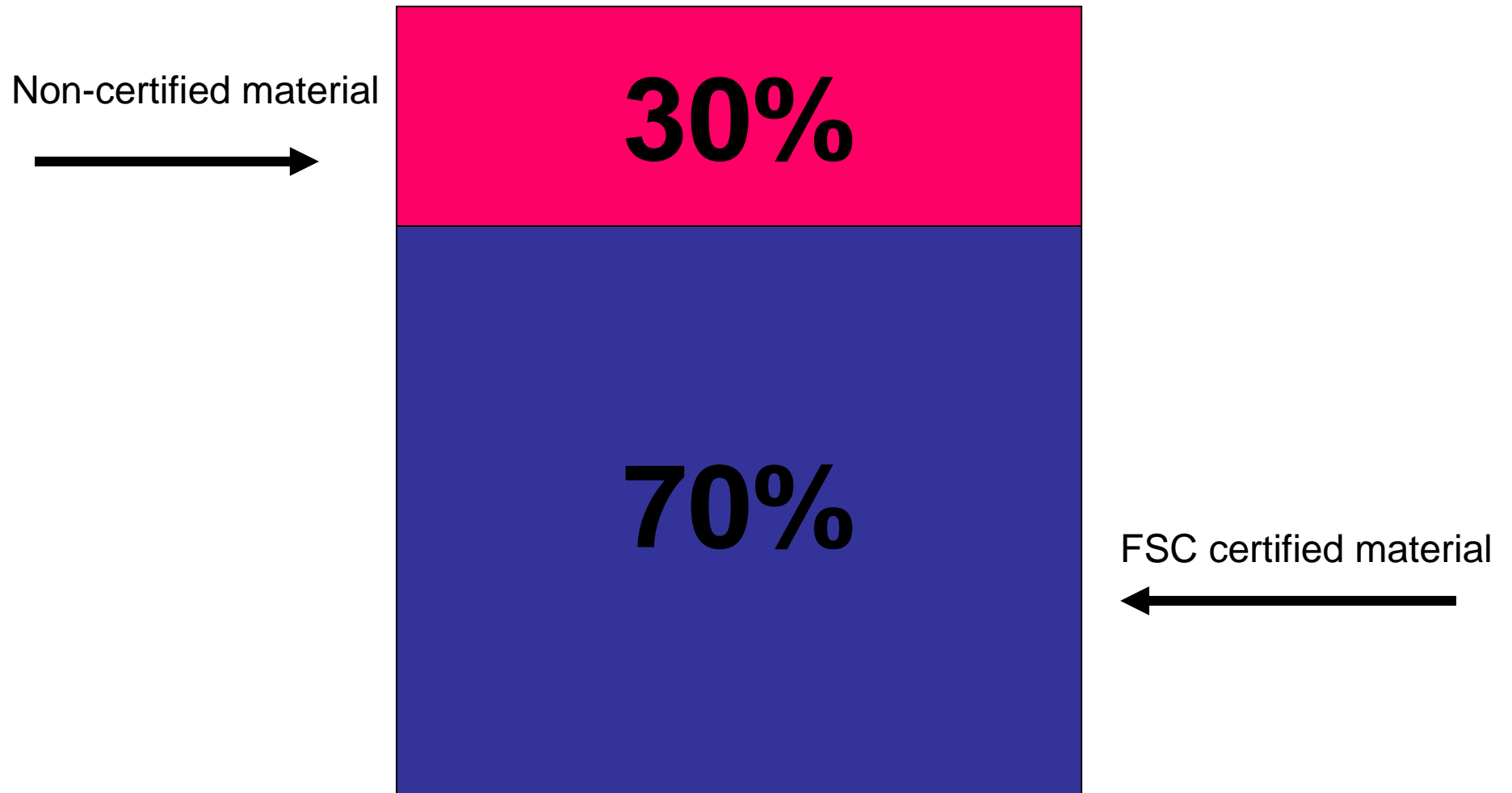


# Strict labeling rules for FSC logo use



# Percentage Based Claims (PBC)

(based on volume or weight)



# Buy responsibly... Buy FSC\*



100%

Products with a 100% FSC label come from forests certified as meeting the environmental and social standards of the Forest Stewardship Council (FSC).



Recycled

Post-consumer reclaimed material includes wood and/or wood fiber that has been reclaimed from a product after that product has been used for its intended end-use purpose by individuals or businesses.



Mixed Sources



Products with a Mixed Sources label support the development of responsible forest management worldwide. The wood comes from FSC certified well managed forests, company controlled sources and/or post-consumer reclaimed material.

Controlled wood is not FSC certified, but is controlled by the company to exclude:

- a. Wood from forest areas where traditional or civil rights are violated;
- b. Wood from forests where high conservation values are threatened;
- c. Wood from genetically modified (GM) trees;
- d. Illegally harvested wood;
- e. Wood from natural forests which have been harvested for the purpose of converting the land to plantations or other non-forest use.

The recycling symbol identifies post-consumer reclaimed content in these products.

There are five variations of the FSC "Mixed Sources" label for more information please refer to [www.fsc.org](http://www.fsc.org)



Support responsible management  
of the world's forests.

BECAUSE  
FORESTS  
MATTER

# New Chain-of-Custody (COC) Rules & Labels

[www.fsc-info.org](http://www.fsc-info.org)

\* The Forest Stewardship Council (FSC) is an independent, not for profit, global membership based organisation established in 1993 by environmentalists, social interest groups, responsible retailers & leading forest companies to develop standards, a certification system & credible label for products from responsibly managed forests. For more information about FSC, go to: [www.fsc.org](http://www.fsc.org) FSC Trademark, 1996 Forest Stewardship Council A.C.

# **Rainforest Alliance--**

## *The Global Impacts of SmartWood Certification\**

Examined 129 FSC certified operations in 21 countries

Areas that need improvement:

### **Social**

- Worker Safety (56%)
- Worker training (64%)
- Communication and conflict resolution with stakeholders (75%)



# **Rainforest Alliance--**

## *The Global Impacts of SmartWood Certification\**

Areas that need improvement:

### **Environmental**

- Improved aquatic and riparian areas (63%)
- Better monitoring of sensitive and High Conservation Value Forests (HCVFs) 62%
- Identifying threatened and endangered species (62%)



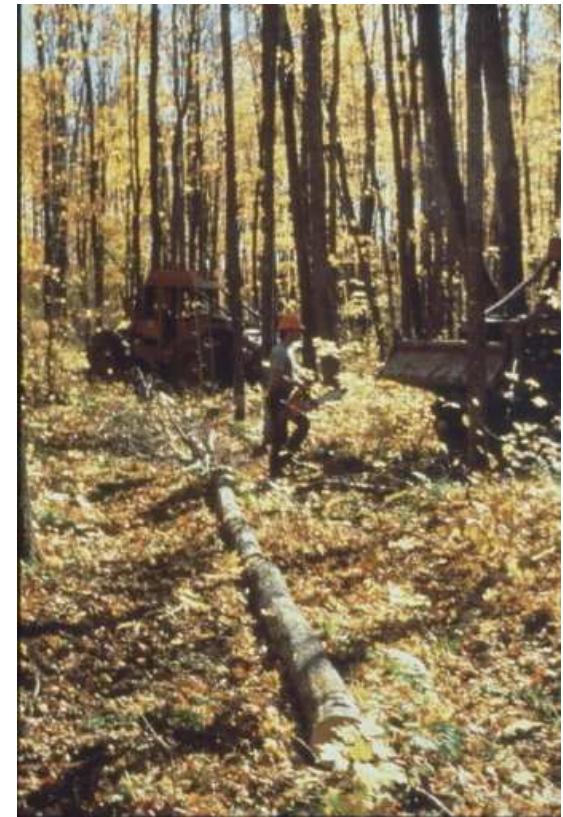
# Rainforest Alliance--

## *The Global Impacts of SmartWood Certification\**

Areas that need improvement:

### Forest Management

- Improved road and skid trails (60%)
- Improved regeneration and reforestation (55%)
- Improved use of chemicals (48%)



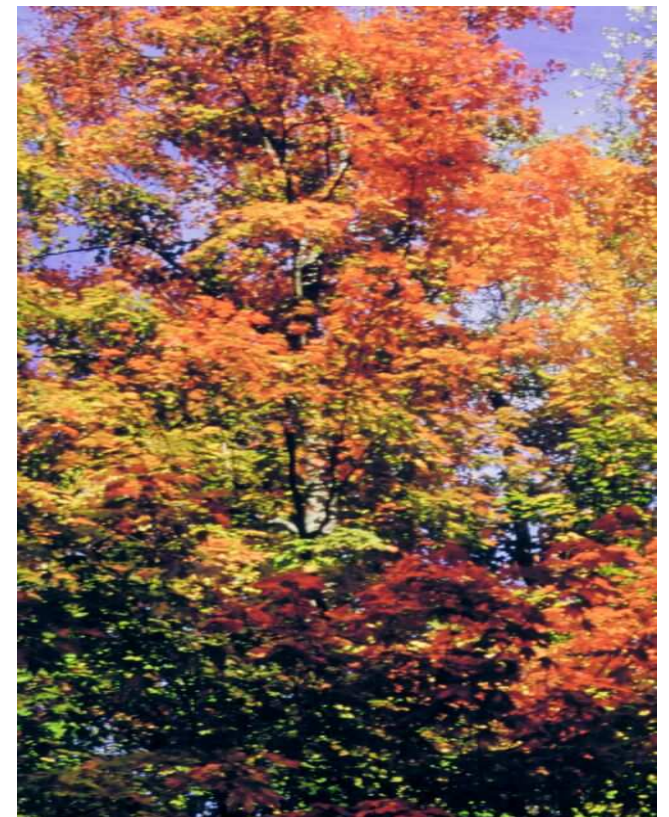


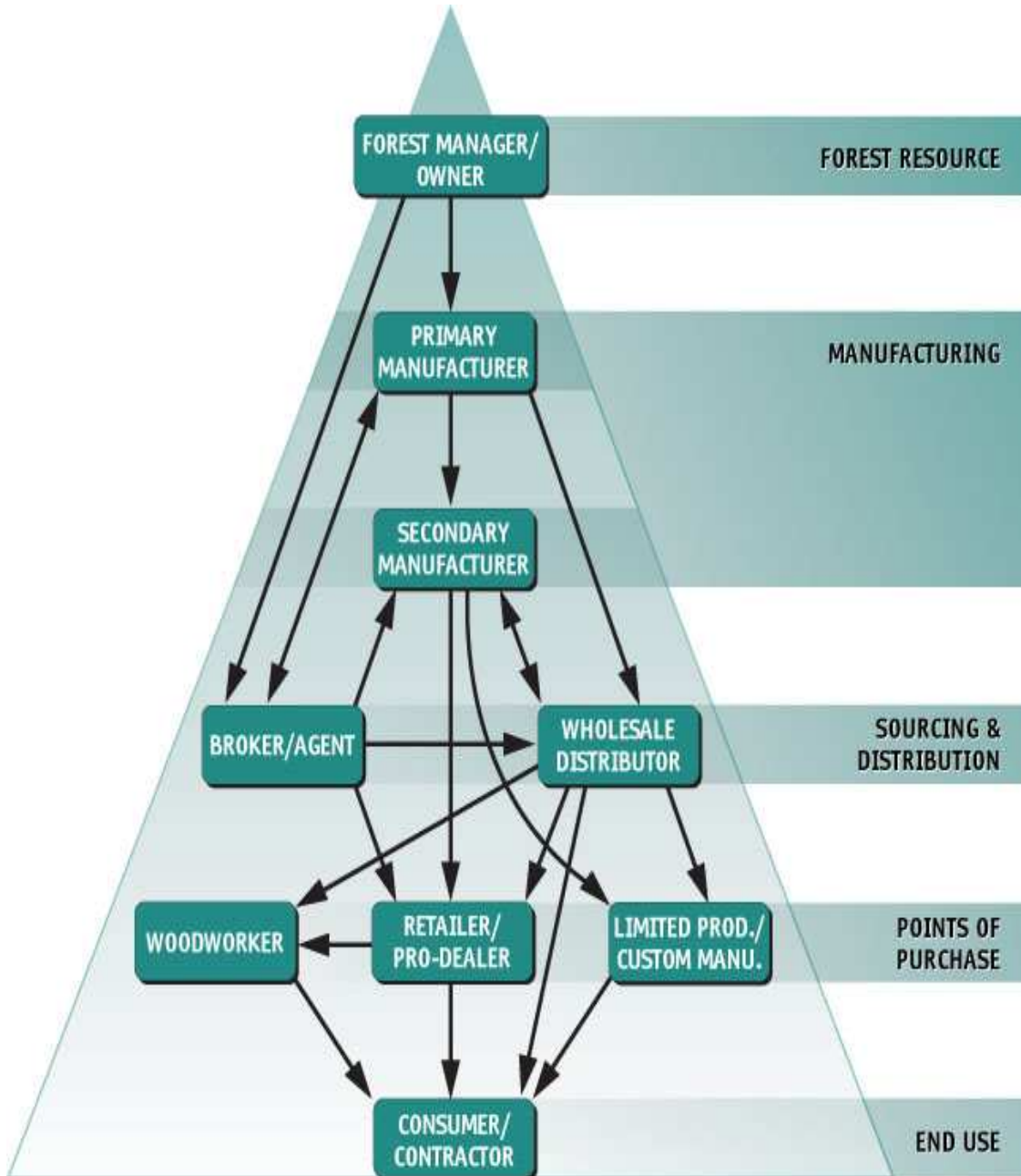
Forest Products Solutions



## *Overview*

- 1) FSC's Chain-of-Custody (COC)**
- 2) Growth of FSC in the Market**
- 3) The Future Potential**





**Potlatch**

**Tembec**  
FOREST PRODUCTS GROUP

NORTHWEST CERTIFIED FORESTRY

**ROSEBURG**  
FOREST PRODUCTS

The Collins Companies

columbia  
FOREST PRODUCTS

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**Normal product flow**

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MEADCLARK  
LUMBER COMPANY, INC.  
1000 10TH AVE SE SUITE 1000 • TACOMA, WA 98402

EARTH SOURCE  
Forest products

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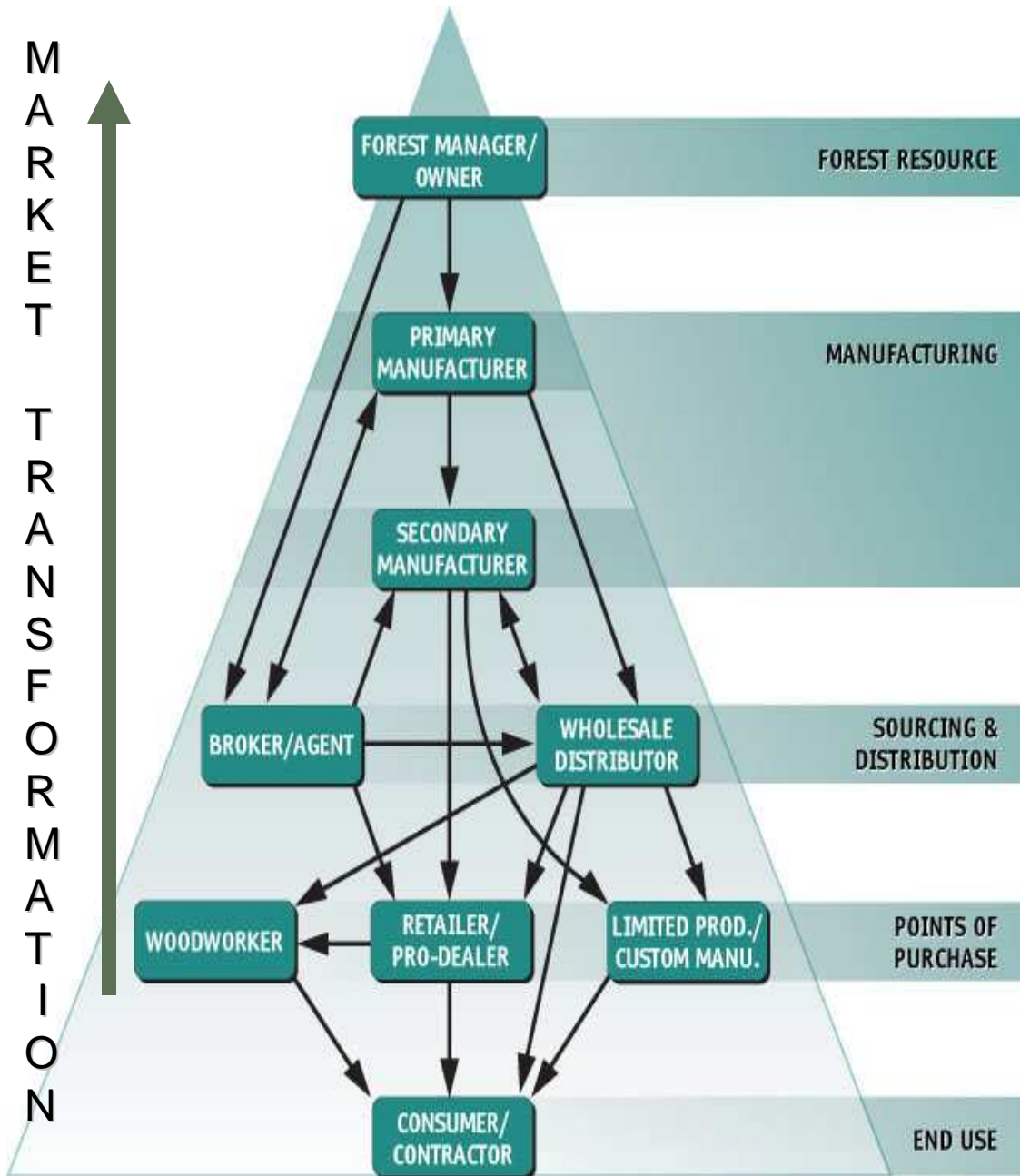
**Exotic Hardwoods & Veneers**

CERTIFIED  
FOREST PRODUCTS  
For Building Tomorrow

EcoTimber  
Since 1992

**Fairfax Lumber & Hardware Co.**

MARKET TRANSFORMATION



Potlatch



ROSEBURG FOREST PRODUCTS



The Collins Companies



Exotic Hardwoods & Veneers



Fairfax Lumber & Hardware Co.



Build It Green  
Smart Solutions From The Ground Up



LEED  
LEADERSHIP IN ENERGY & ENVIRONMENTAL DESIGN

# End-users transforming the market

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Nationwide purchasing policy

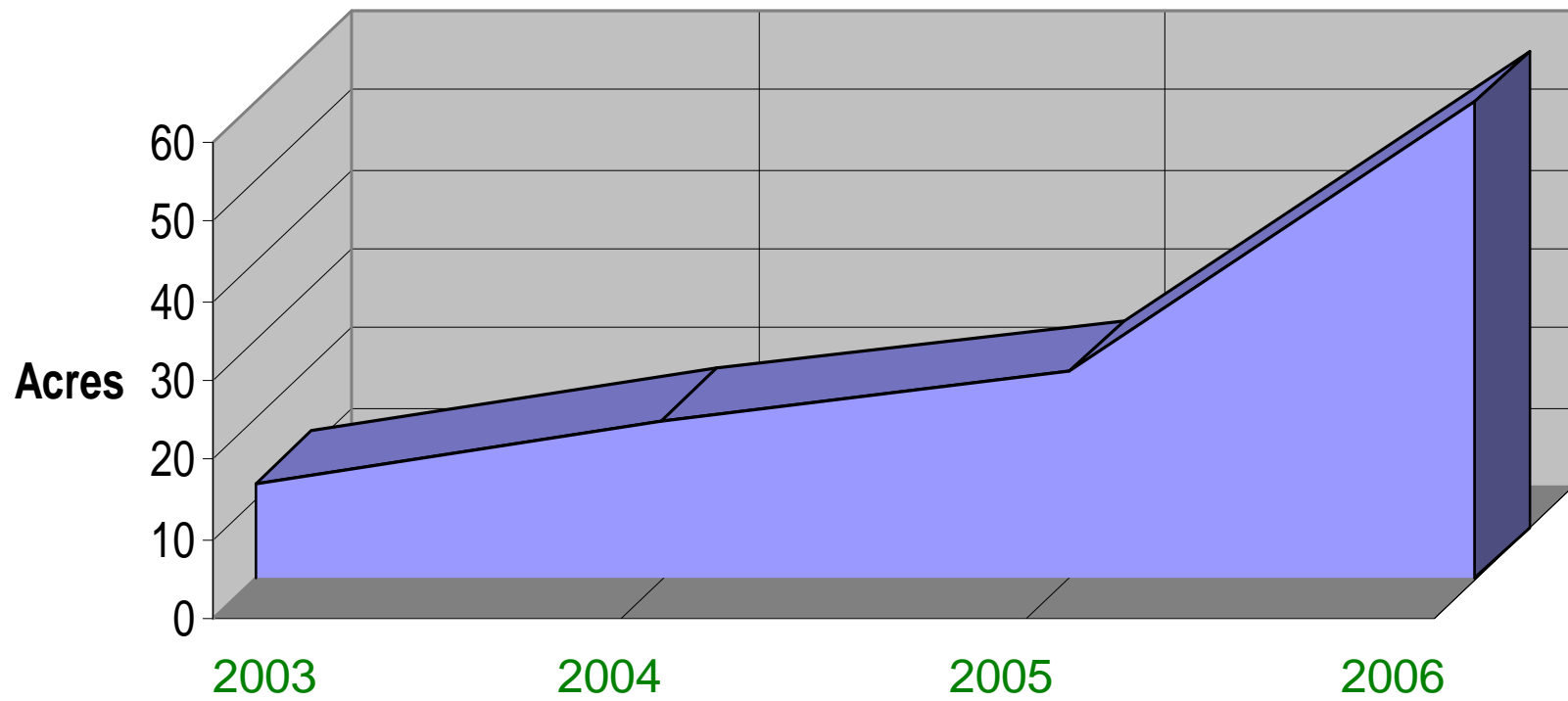


Third Creek Elementary in Statesville, NC (LEED)

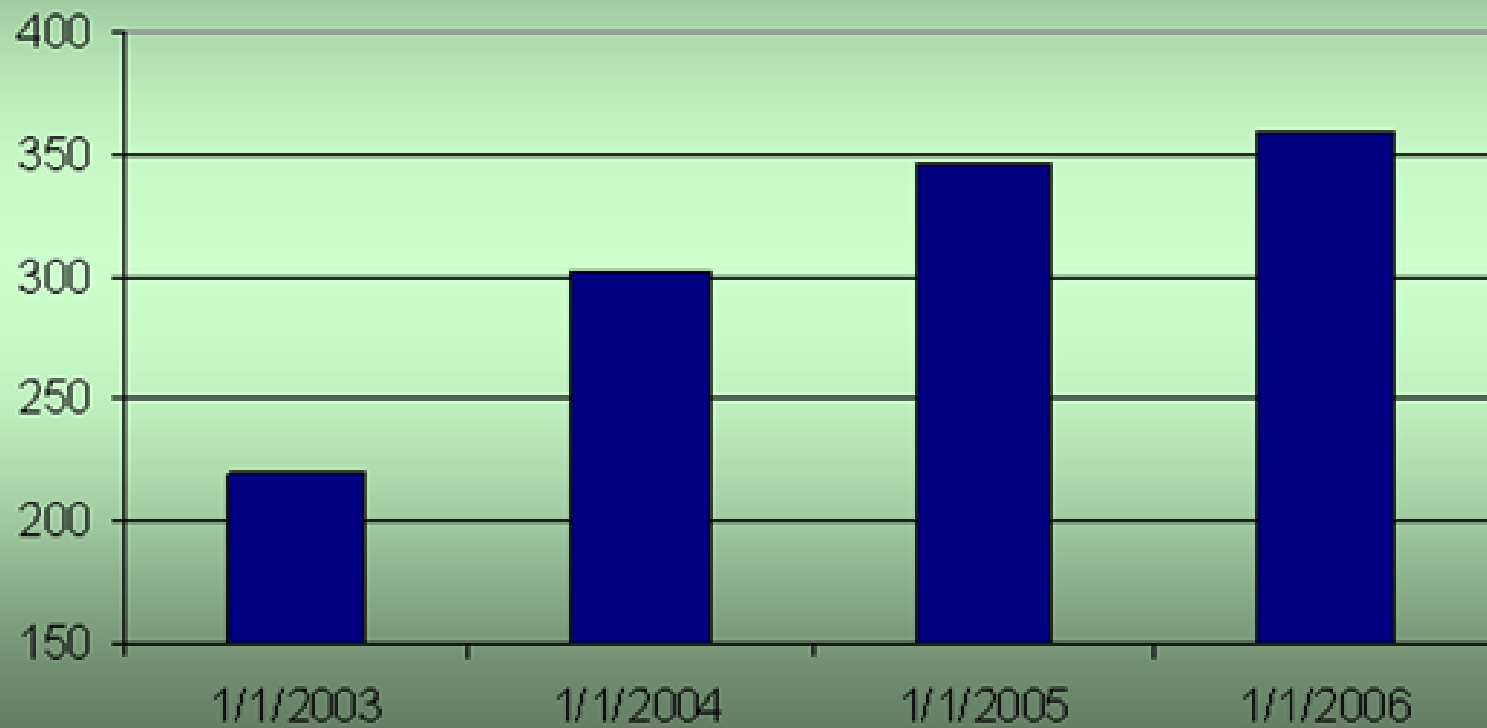
Christopherson Homes in Northern California



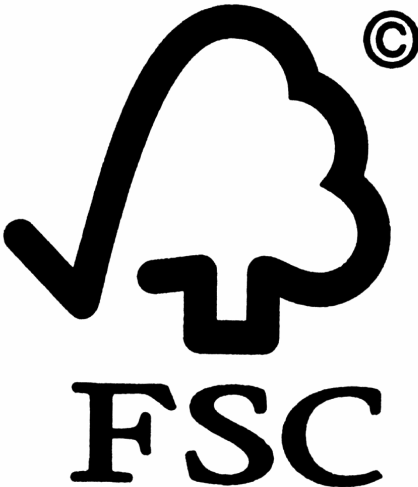
## Growth of FSC acres in North America



## Green Building Related FSC Certificate Holders



# Is FSC your green building panacea?



# Who else wants FSC products?



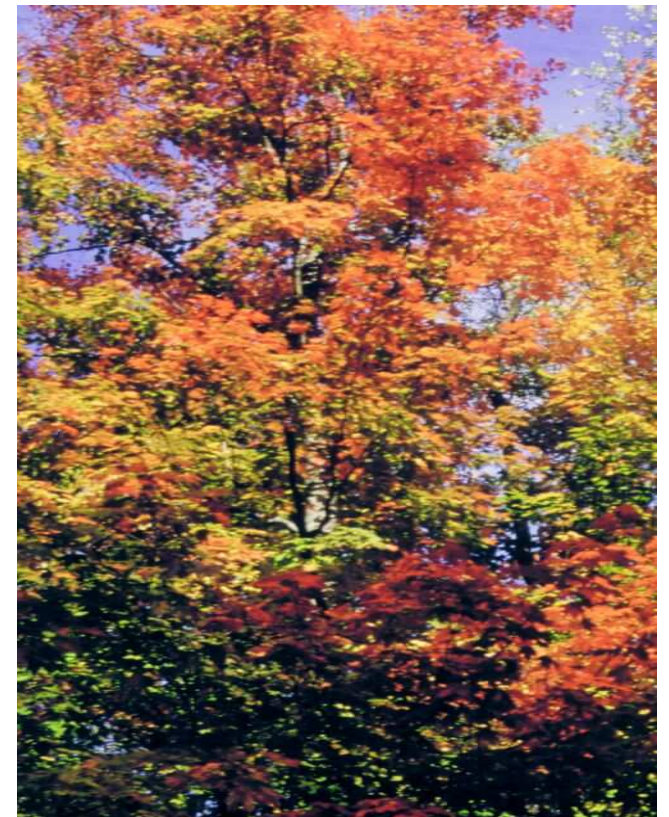


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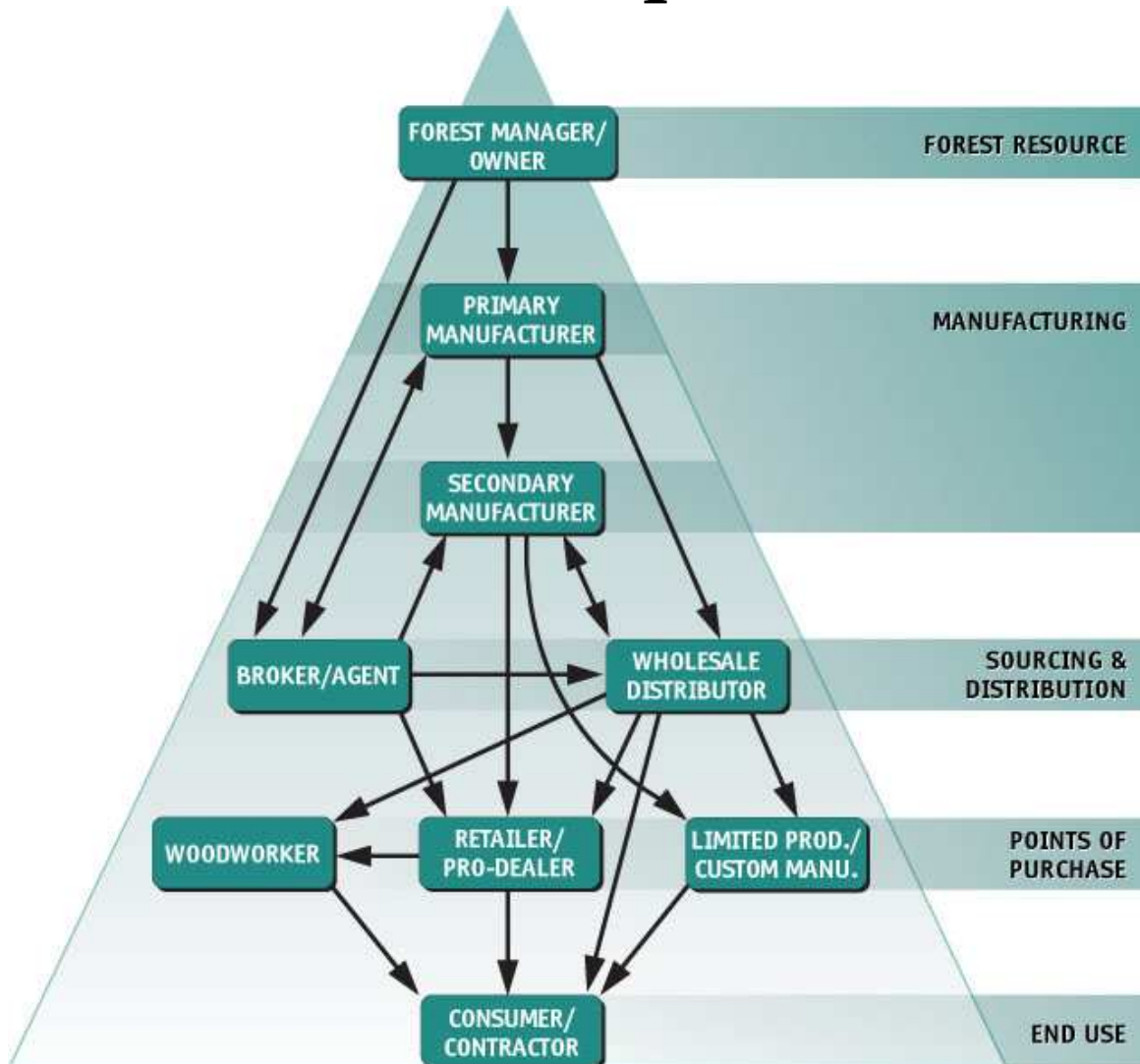


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# Why does it seem so hard to find FSC products?



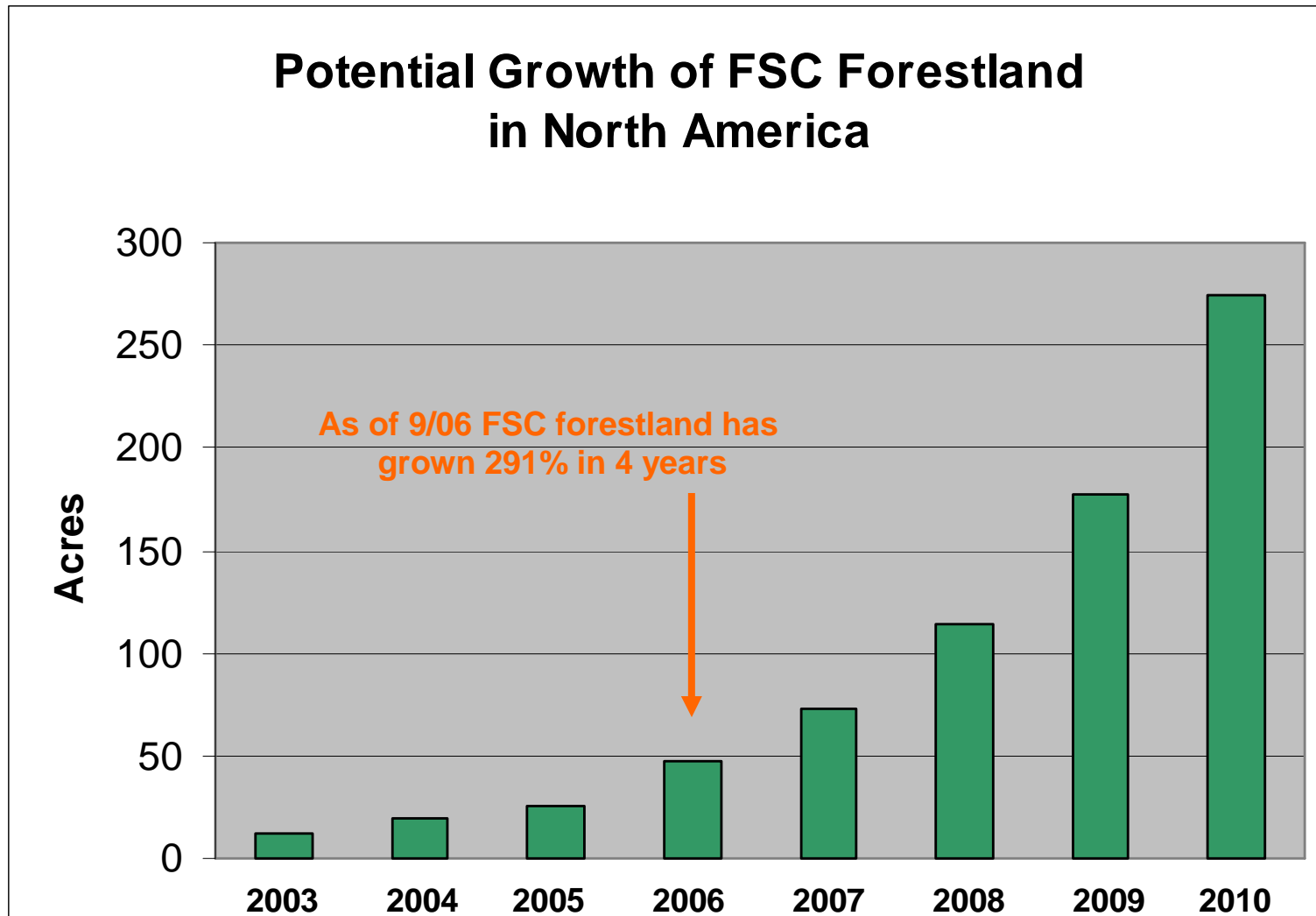
60 million acres

1.5 billion bd. ft. of FSC softwood lumber available

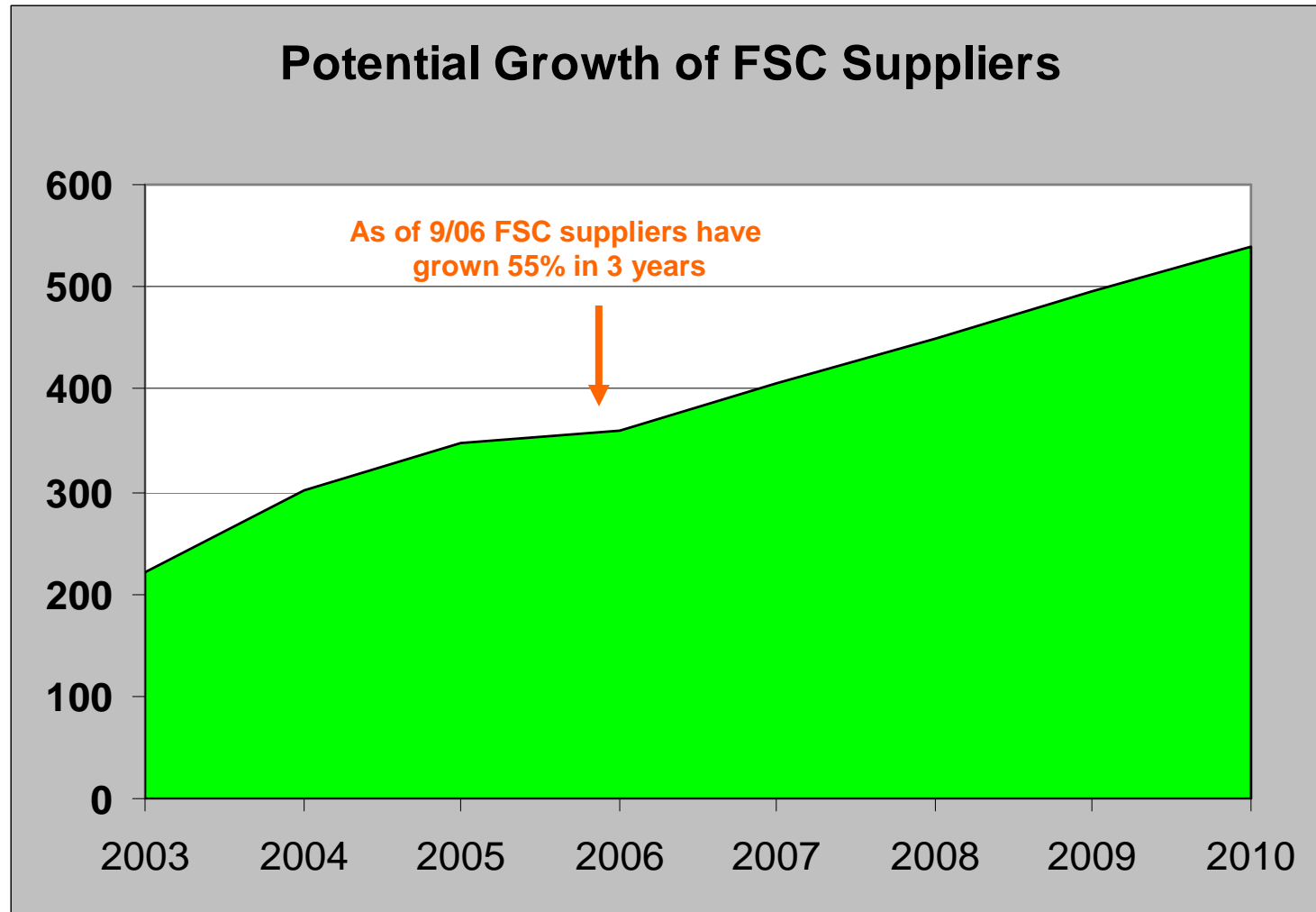
These sectors of the industry are very sensitive to their customers (1000s of companies)

We need to keep asking for the products we want!!

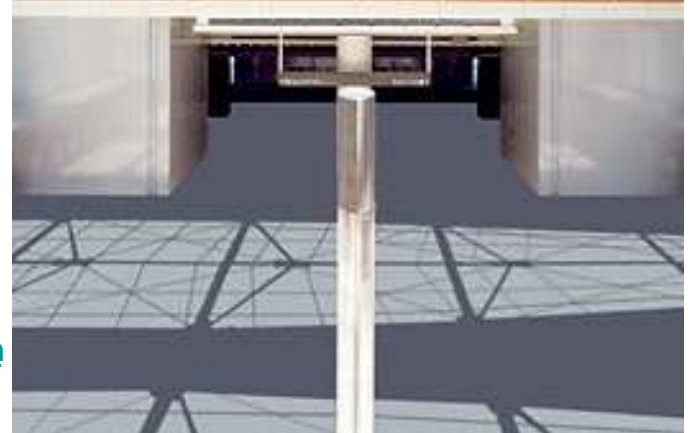
If green building continues to prefer FSC  
here is what happens....



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# Where is wood used in the building industry?

- Non-residential 12%
  - Commercial
  - Industrial
- Residential 88%
  - New Home Starts 57%
  - Renovations 31%



Source- USDA FS- Forest Products Laboratory  
US Statistics

# Quotes

- Henry Ford