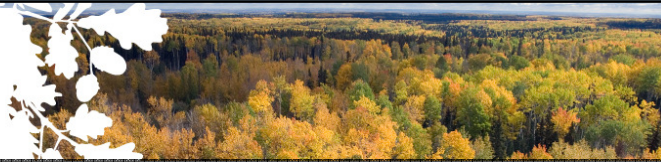




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SFM Certification Update High Level Public Advisory Committee

John Dunford, *RPF*

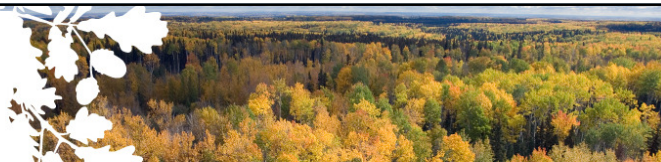
- ❖ *Manager, Forestry & Sustainability -Tolko Industries*
- ❖ *Chair – CSA SFM User Group*
- ❖ *Chair – PEFC Canada*

December 8, 2009



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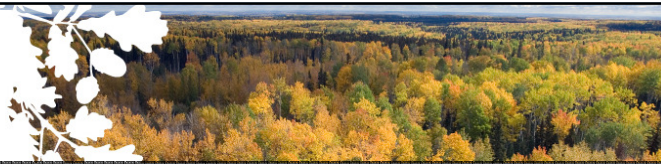
Presentation Outline

- A) Various Roles in CSA SFM certification
- B) The CSA SFM Standard & 2009 Revision (Z809-08)
- C) Certification Statistics (global, national, provincial)
- D) Market Access Issues
- E) Q & A



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A) Roles in CSA SFM Certification



1. CSA and SCC (Standards Council of Canada)

- **SCC** - accredits the certification bodies in Canada and creates the “rules” (such as mandatory periodic reviews of standards, auditor requirements, etc)
- **CSA** - Develops Canadian national standards (3000+) including SFM Z809. Manages the technical committee process which writes the standard.

SFM Technical Committee



Aboriginal Peoples, Governments, & Regulatory Authorities

Innu Nation
 Canadian Forest Service
 Environment Canada
 Ontario
 British Columbia
 Quebec
 Alberta
 New Brunswick

Academic & Professionals

Université Laval
 Dalhousie University
 University of Alberta
 University of British Columbia
 Abusow International Ltd
 There's More To Forests Inc.

Environment & General Interest

SFM Public Advisory Group
 NatureServe Canada
 Wildlife Habitat Canada
 Consumers Interest Alliance
 United Steelworkers of Canada
 Grande Prairie Environmental Advisory Committee

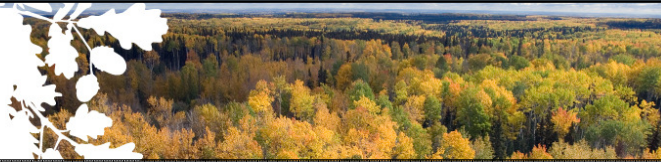
Producer Interest

Abitibi-Consolidated Inc.
 Canadian Forest Products Ltd.
 Cornerbrook Pulp & Paper
 Weyerhaeuser
 Canadian Federation of Woodlot Owners



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Roles in CSA SFM Certification



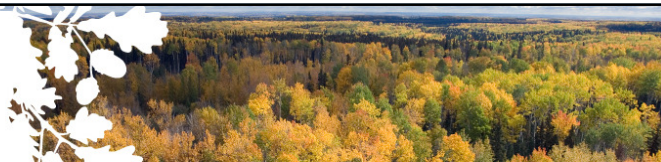
2. PEFC International

- Umbrella organization that evaluates and endorses National SFM standards (>30 countries endorsed including Canada (CSA))
- Owns & maintains the PEFC Chain of custody (CoC) standard & PEFC product labels
 - CSA has adopted the PEFC CoC for the Z809 standard



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Roles in CSA SFM Certification



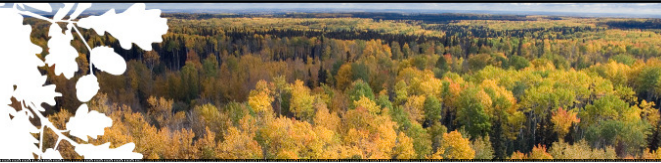
3. CSA Industry User Group

- Voluntary group of CSA certified companies in Canada
 - Dedicated to promote and defend the CSA SFM standard (within governments & in the market place)
 - Provides implementation tools for member companies and their PAG's
- Manages PEFC Canada (National Governing Body)
 - Administers PEFC CoC and label use in Canada



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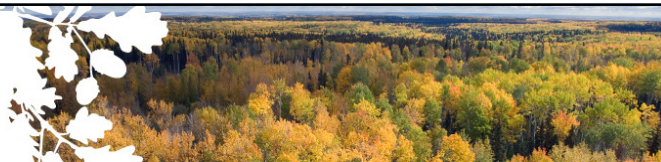


B) The CSA SFM Standard (Z809)



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The CSA SFM Standard (Z809)

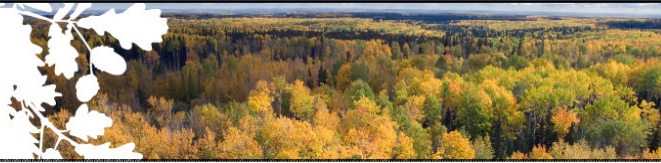
Canada's National Standard on Sustainable Forest Management

- Development work began in 1993 (based on C&I from the International Montreal Process - endorsed by the CCFM)
- First published in 1996 (Z809-96) – **world's oldest SFM standard!**
- Mandatory periodic review = remain relevant & current
- Second edition in 2002 (Z809-02)
- Third iteration in 2009 (Z809-08)



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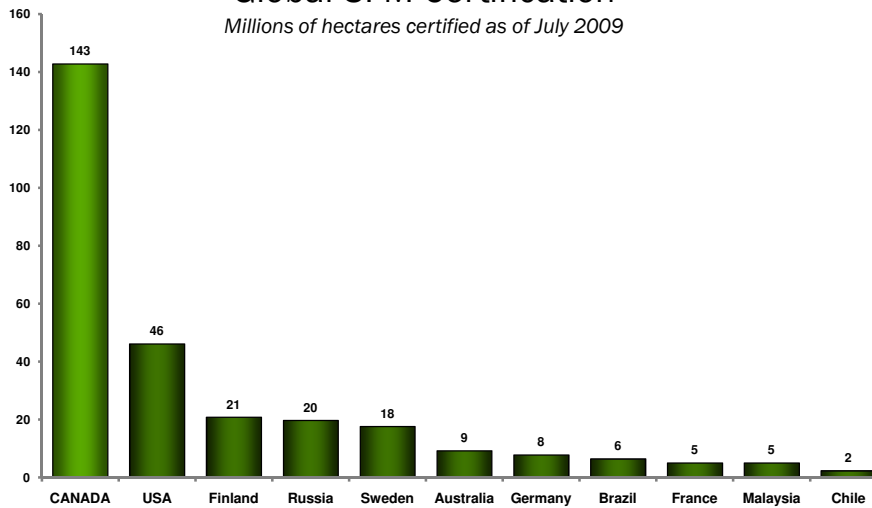
What's New for Z809-08?

- 1. Continual Improvement cycle**, including previous criticisms of the lack of consistency between companies & regions
 - Mandatory Core Indicators (35) for all SFM plans – supplemented by PAG specific developed indicators as needed.
 - Includes Climate Change elements – carbon & biomass indicators
 - Mandatory discussion topics (27) during PAG process
 - To ensure that “common” SFM concerns are publicly discussed
- 2. Strengthened Aboriginal & social requirements**
 - 1st Nations rights & title; community sustainability; worker protection

C) Certification Statistics

Global SFM Certification

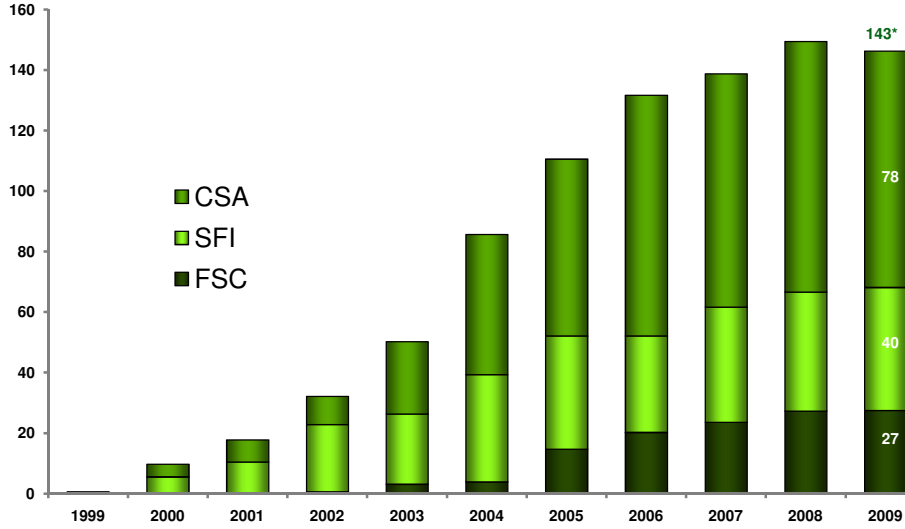
Millions of hectares certified as of July 2009



Source: Metafore's Forest Certification Resource Center, www.certifiedwood.org

SFM Certification in Canada

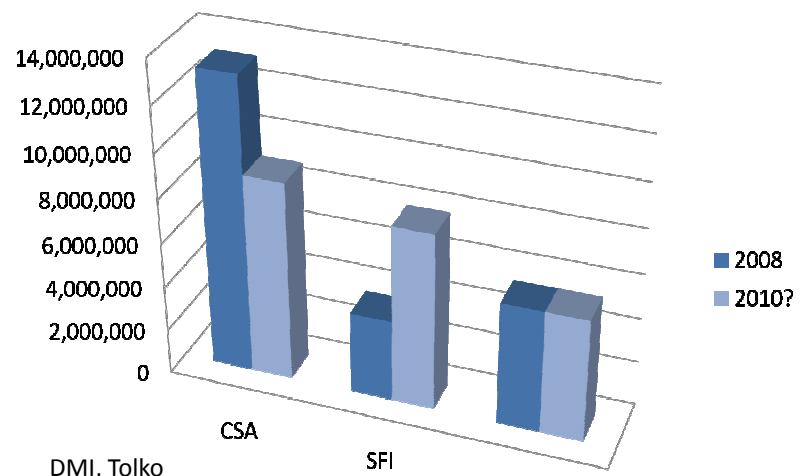
Millions of hectares certified - July 2009



* Double counting of areas certified to more than one standard has been removed from this figure.

Source: Metafore's Forest Certification Resource Center, www.certifiedwood.org

Alberta SFM Certification (ha)



- CSA**
DMI, Tolko
Canfor, Ainsworth
Millar Western*
West Fraser (Hinton)*
Weyerhaeuser*
- SFI**
Sundance
West Fraser
- FSC**
Alpac



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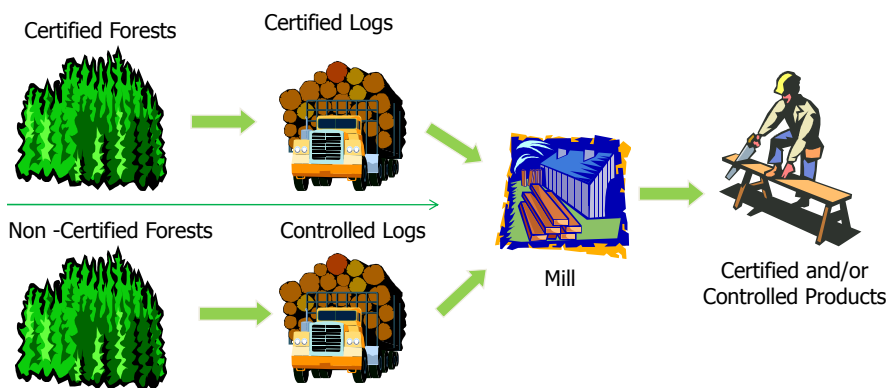
D) Market Access Issues

1. Chain of Custody

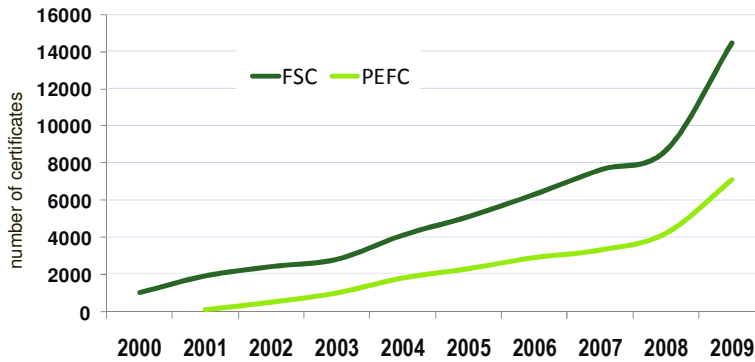
- “flavour of the week” in the market place

What is Chain of Custody?

- The process of tracking forest products from their origin, through all stages of transfer and production, to the final consumer.

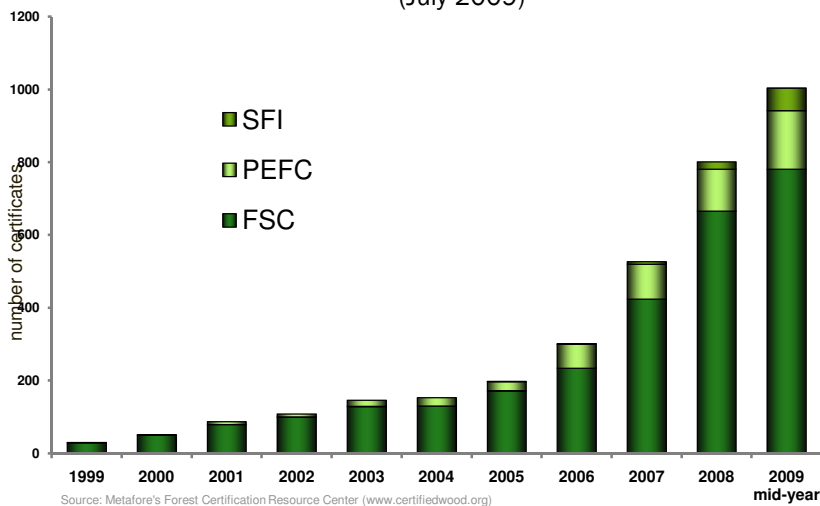


World Trends Chain of Custody Certification (July 2009)



Source: For 1994 -2007 - estimate made from Rupert Oliver, Forest Industries Intelligence
Source : For 2008 & 2009 –FSC & PEFC websites

Chain of Custody Certification – Canada (July 2009)



Source: Metalore's Forest Certification Resource Center (www.certifiedwood.org)



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Market Access Issues

2. FSC demands

- Pulp & Paper Customers
 - e.g. Kimberly Clark
- Green Building Standards
 - LEED

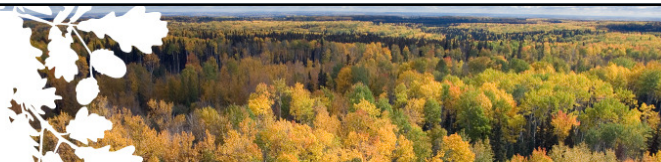


3. SFI marketing success



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Q & A ?

Tolko Industries:

www.tolko.com/sustainability

john.dunford@tolko.com

CSA User Group:

www.csasfmforests.ca

download the new CSA Z809-08 Standard:

<http://www.csagroup.org/%5Crepository%5Cgroup%5CZ809-08.pdf>