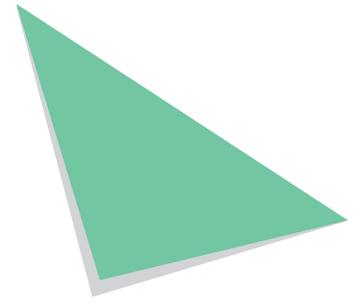


# Two Sides Facts



## THE MYTH: MAKING PAPER DESTROYS FORESTS.

## THE FACT: PAPER PRODUCTION SUPPORTS SUSTAINABLE FOREST MANAGEMENT.

*The U.S. paper industry promotes sustainable forestry and depends on sustainable forest growth to provide a reliable supply of wood fiber. Paper manufacturers do this by encouraging forest sustainability through their purchase and use of certified wood fiber and by promoting sustainable forest management policies and practices at home and around the globe. And by providing a dependable market for responsibly grown fiber, the U.S. paper industry encourages landowners to continue managing their forestland instead of selling it for development or other non-forest uses.*

- “The income landowners receive for products grown on their land (including wood for papermaking) encourages them to maintain, renew and manage this valuable resource sustainably. This is an especially important consideration in places facing economic pressures to convert forestland to non-forest uses.”<sup>1</sup>
- “In the United States, we grow more trees than we harvest. The country continues to benefit from a large and diverse forest inventory distributed across about one-third of total land area. The amount of U.S. forestland has remained essentially the same for the last 100 years at about 750 million acres, even though the U.S. population tripled during the same period.”<sup>2</sup>
- “Over the last 50 years, the volume of trees growing on U.S. forestland increased 49%.”<sup>3</sup>
- “While total forestland area in the U.S. has been relatively stable over the last century, a net loss of 20 million acres (2.7%) is projected between 2000 and 2050. Most of that loss will be caused by [urban] development.”<sup>4</sup>
- “Over half of the raw material used to make paper in the U.S. comes from recovered paper and the wood waste (such as wood chips and sawdust) left behind from lumber manufacturing.”<sup>5</sup>
- “Steady demand for residential and other development continues to fragment forest ecosystems both in urban areas and in more natural environments that are targets for vacation and retirement home development.”<sup>6</sup>
- “Sustainable forest management is commonly viewed as one of the most important contributions that the forestry sector can make to sustainable development.”<sup>7</sup> [The future of a thriving print and paper industry, and all its economic spin-offs, also depends on well-managed and healthy forests].
- “Responsibly managed forests are necessary for the maintenance of biodiversity and ecosystems services, both on individual sites and within the wider landscape. Forest management, including intensive commercial management, can be a critical and cost-effective conservation tool within larger-scale conservation strategies. Well-managed commercial or community forests can for example provide vital buffers for and links between protected areas. Forest management should therefore seek to maintain forest quality and not degrade either the timber resource or the range of associated goods and services (non-timber forest products, environmental services, biodiversity, spiritual values, recreational uses, etc.).”<sup>8</sup>



Print and Paper  
have a great  
environmental  
story to tell



[www.twosides.info](http://www.twosides.info)

# Two Sides Facts



- “The gross statistics on forest area mask substantial fragmentation and outright losses in U.S. forest land at the regional level, particularly in areas adjacent to growing urban areas or where recreational development is prominent. Fragmentation and loss is further compounded by the sale of forest lands to firms and individuals whose primary focus is not active forest management for timber production, forest conservation, or other purposes. With the loss of an active management focus and the revenue streams that often accompany it, the survival of these forests and their associated ecosystem services is in question.”<sup>9</sup>
- “As part of its Better Practices, Better Planet 2020 initiative, the U.S. paper and forest products industry is encouraging forest sustainability by seeking further increases in the amount of fiber procured from certified forest lands or through certified fiber sourcing programs in the U.S. by 2020. The industry is also working with governments, industry and other stakeholders to promote policies around the globe to reduce illegal logging. Better Practices, Better Planet 2020 is the most extensive and quantifiable set of sustainability goals for any major manufacturing industry in the United States. Paper and forest products companies will be accountable for achieving these goals by transparently reporting the industry’s progress through an annual report on paper recovery and a biennial Sustainability Report published by their primary trade group, the American Forest and Paper Association (AF&PA).”<sup>10</sup> [AF&PA compiles and analyzes data from member companies that make more than 75% of the U.S.’s pulp, paper, paper-based packaging and wood building materials.]
- “All members of the American Forest and Paper Association owning forestland must conform to one or more of the major credible certification systems in the United States. These include: the seven regional forest management standards developed for the U.S. by the Forest Stewardship Council (FSC); the Sustainable Forestry Initiative® (SFI®) program; and systems endorsed by the international Program for the Endorsement of Forest Certification (PEFC). In North America, PEFC has endorsed the Canadian Standards Association program and the American Tree Farm System®.”  
  
“In addition, all AF&PA members sourcing fiber directly from the forest are required to adhere to the organization’s Sustainable Procurement Principles. These principles require support of programs that supply regionally appropriate information and services to forest landowners regarding best management practices; reforestation; afforestation (conversion of non-forested land to forests); visual quality management; management of harvest residue; conservation of critical wildlife habitat; threatened and endangered species; and Forests with Exceptional Value. Among other things, these principles encourage the use of qualified resource professionals and loggers when applying sustain-able forest management principles and encourage programs for the purchase of raw material from recognized qualified logging professionals.”<sup>11</sup>
- “Fifty-six percent of the 751 million acres of U. S .forestland (420 million acres) is privately owned. Of this private forest land, 62 percent (260 million acres) is owned by families and individuals in what we call “family forests.” America’s 10 million family forest owners are diverse and dynamic. They are pivotal for the protection and sustainable management of our forests across the landscape. The remaining private forest land is owned by corporations, conservation organizations, clubs, Native American tribes, and others. Forty-four percent of U.S. forestland is publicly owned. The Federal government administers 76% of the public forestland. State forestry, park and wildlife agencies account for most of the 21 percent of public forestland that is state-owned. The remaining 3% of the public forestland is owned by local governments, such as counties and towns.”<sup>12</sup>



1 [World Business Council for Sustainable Development and NCASI, 2007](#)

2 [USDA Forest Service, 2010](#)

3 [Society of American Foresters, 2007](#)

4 [U.S. Forest Service \(USFS\), 2007](#)

5 [TAPPI](#)

6 [ibid USDA Forest Service](#)

7 [United Nations Food and Agriculture Organization \(UN FAO\)](#)

8 [World Wildlife Fund, 2010](#)

9 [ibid USDA Forest Service](#)

10 [American Forest and Paper Association \(AF&PA\), 2013](#)

11 [ibid, AF&PA](#)

12 [U.S. Forest Service, 2009](#)