

a land of hope

Protecting Canada's Boreal Forest

Each year, the logging industry cuts down over 670,000 hectares of forest in Quebec, Ontario and Alberta combined – an area of forest larger than Prince Edward Island. Pulp and sawmills have an insatiable appetite for boreal trees, turning them into two by fours, toilet paper and other consumer products.

Outside of Canada, Greenpeace works in Russia, Asia, Europe and the Amazon, defending the earth's last tracts of ancient forest from destructive logging companies. With 80 per cent of the world's ancient forests already destroyed or degraded, we have one last chance to protect what remains. Canada's 10,000 year old Boreal forest is an unparalleled conservation opportunity. But there isn't much time left to act. Already 30 per cent of the forest is within one kilometre of a logging road.

The situation isn't hopeless. There is still time. A lot can be done to help protect

Canada's Boreal forest and it starts with consumers.

While it is difficult to imagine a world without paper and wood products, there is no reason why toilet paper, hand towels and writing paper need to be made out of 100 per cent old-growth trees.

However, companies will continue to manufacture these products unless we demand something different, something more sustainable that will ensure the lasting health and protection of Canada's Boreal forest.

When you buy pulp and paper products, make sure they have a high recycled content – 100 per cent post consumer recycled is best. And look for the FSC (Forest Stewardship Council) logo on wood and paper products. FSC is the only guarantee of sustainably managed forests. If you cannot find FSC products, then ask your retailer to stock them.

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or regret?