Print and Paper The Facts

Recycled fiber and wood fiber from well managed forests are both essential to sustain the paper life cycle

While it's true that collecting used paper and recycling it into new products is good for the environment, there are many other factors in the life cycle of paper which influence its environmental footprint. The wood fibers in paper can be recycled five to seven times before they get too weak and break down. That's why we need fresh fiber harvested from responsibly managed forests, too. In the U.S. and Canada the majority of this fresh fiber comes from sawmill chips which are a by-product of lumber production.

Without fresh wood fiber, recycled fiber would quickly run out and most paper production would cease within months.[1] In addition to replenishing the supply of recycled fiber, the North American paper industry's perpetual use of trees harvested from responsibly managed forests has a host of economic, social and environmental benefits. For example, it discourages the selloff of land for development, encourages sustainable forestry practices and supports hundreds of thousands of jobs in North America.

"Recycled fiber breaks down with each use so without continually adding fresh fiber we would not be able to maintain our use of different paper products." The mix of fresh and recycled fibers used to make paper products is determined by the demands of the people who are using the product. People use paper for many different reasons, such as cleaning and drying, storing other goods and communicating. As such, different types of fibers are blended together depending on the distinct strength, brightness and absorbency needs for different grades of paper. For example, newsprint requires 77% fresh fiber at current recycling levels and 64% fresh fiber at maximum recycling.[2]

At least 15% of paper products are permanently removed from the fiber cycle, such as one-time use products (ex: tissues, sanitary products, medical supplies) and books or files that are stored for long periods of time.[3]

To make the global fiber cycle work, a continual input of 35% to 65% of fresh wood fiber is needed depending on the grade of the paper manufactured."[4]

"The world's entire pulp paper and packaging production is now about 55% recycled fiber.[5]

"Over 90% of recovered paper in the world is used in grades other than printing and writing grades, such as newsprint, tissue, container boards, and other packaging or board products. Approximately 6% of the global recovered paper supply is used in printing and writing grades, and this percentage is forecasted to increase only slightly by 2025. Most of the forecasted increase is in container boards, carton boards and tissue paper." [6]

Most paper in North America is made from sawmill residues and recovered paper. Only 36% of the U.S. timber harvest is used each year in manufacturing paper and paperboard.[7] In Canada 13% of the timber harvest is used while the rest comes from a blend of sawmill residues (59%) and recycled paper (28%).[8]

Private forests provide more than 90% of the wood and paper products in the U.S.[9] When landowners receive income for products grown on their land, they are encouraged 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.[10]

Continued use of paper and other wood products may be key to maintaining our forested landscape. This realization is reflected in today's third-party forest certification systems that aim to offer a market-based system for supporting the sustainable growth, harvesting, and consumption of forest products.[11]

"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

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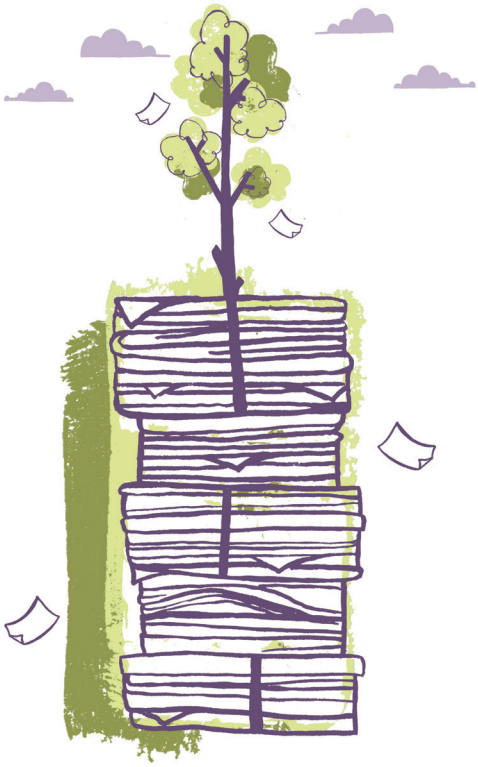
management should therefore seek to maintain forest quality and not degrade either the timber resource or the range of associated goods and services (non-timber forest products, environmental services, biodiversity, spiritual values, recreational uses, etc.)."[12]

"When sustainably managed, forests can assist both the mitigation of, and adaptation to, climate change by maintaining and increasing forest and tree cover and therefore the terrestrial carbon pool."[13]

"Healthy forests absorb more carbon than unhealthy forests. Sustainable forest management practices (including fire and disease prevention, better growing conditions, healthier trees and more efficient stand rotation) produce trees that further reduce greenhouse gas emissions."[14]

"Changing forest ownership patterns and the divestiture of large tracts of forest land by traditional forest management companies in particular, are important trends to consider when analyzing the loss of forest lands. Studies have shown that managing forests for timber production can enhance biodiversity and other ecosystem services in certain settings (Gustafson et al. 2007; Miller et al. 2009). Moreover, where profitable, timber management and the revenues it generates can serve as a hedge against the conversion of forest land to other uses such as real estate development, although the extent to which it can actually do so in the face of rapid increases in land values close to urban areas will vary. The same issue faces nonindustrial private forest landowners who must balance concerns such as their need for current income and desire to maximize their long-term investments for themselves and their children with their desire to be good stewards of the forests under their care (Stein et al. 2009).[15]

The U.S. mailing industry (including paper, printing, paper and print suppliers, graphic design, and mail handling and distribution) support 7.5 million jobs (about 6% of all U.S. jobs) and $1.4 trillion in sales revenue, more than 4.6% of U.S. Total Output. [16]



"The U.S. paper and forest products industry accounts for approximately 4% of the total U.S. manufacturing GDP, manufactures approximately $200 billion in products annually, and employs over 900,000 men and women. The industry meets a payroll of approximately $50 billion annually and is among the top 10 manufacturing sector employers in 47 states."[17]

"Commercial agriculture is the most prevalent deforestation driver, accounting for 40% of global deforestation. The other important land use is local/subsistence agriculture, which is related to 33% of deforestation. Other drivers are of less importance, with mining accounting for 7%, infrastructure for 10% and urban expansion for 10% of the total."[18]

1 Forest Products Association of Canada, 2012
2 Greenblue, 2011
3 Sappi Fine Paper North America, 2013
4 Metafore (now Greenblue), 2006
5 Sappi Fine Paper North America, 2013
6 Sappi, eQ Insights Volume 2, 2011
7 Dovetail Partners, 2014
8 Forest Products Association of Canada, 2012
9 US Department of Agriculture, 2014
10 World Business Council for Sustainable Development and NCASI, 2011
11 Dovetail Partners, 2014
12 World Wildlife Fund, 2010
13 UN Food and Agriculture Organization, 2014
14 Greenblue, 2011
15 U.S. Forest Service, 2011
16 EMA Foundation, 2015
17 American Forest & Paper Association, 2015
18 Hosonuma et al, 2012