

# DOWN TO EARTH

A practical look at environmental issues and trends



In this issue:

WHERE DOES **YOUR** PAPER COME FROM?

We all know paper is made from trees,  
and trees come from forests. But let's be  
more specific. **Which forests?** If your  
paper comes from the right forests, you  
can be part of a sustainable solution that  
benefits people and nature alike.

If you care about the environment and want future generations to have the same opportunities that we have, you support sustainability. You want products that are made in a way that can be sustained indefinitely without doing harm. You want paper that comes from a company that ensures forestlands are managed responsibly. Better yet, you want paper that is third-party certified.

But not all paper is certified sustainable. In fact, less than 10% of the world's forests are third-party certified. That seemingly puts a lot of demand on a relatively small resource. Fortunately, if we broaden our understanding of the paper industry as a whole and paper certification in particular, we'll find that it isn't that hard to buy paper we can feel good about.

**Here's what you can do:**

## CONSIDER ALL CREDIBLE CERTIFICATIONS

Certification in the forestry and paper industry is a growing trend, and credible certification comes from several organizations in North America, including the Sustainable Forestry Initiative® (SFI®), the Forest Stewardship Council (FSC®), the American Tree Farm System® (ATFS), and the Programme for the Endorsement of Forest Certification (PEFC®). These third-party experts set standards and work with an accredited organization to verify a paper company's performance, much as a financial audit verifies a company's financial performance. Their chain-of-custody certification indicates that every phase, from planting and harvesting to transportation and production to sale, has been carried out in a sustainable fashion.



In the U.S., only 12.5% of forests are certified. SFI-certified forests make up most of that number (45%), followed by ATFS (30%), FSC (12.5%), and SFI/FSC dual-certified (12.5%).

### DOWN TO EARTH INSIGHT

Don't get hung up on one certification system. Multiple routes to certification have led to improved standards and more options for obtaining certified products. This availability keeps costs down. All third-party certifications are helping to ensure that more and more forests are being properly managed for the future.

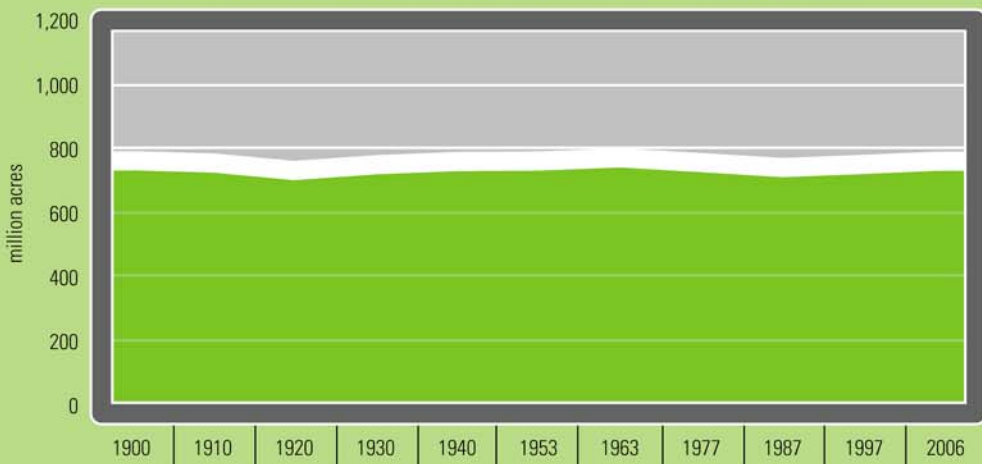
# LOOK BEYOND CERTIFICATION

Although certification is important, it is but one way to measure the behavior of paper companies and their commitment to environmental issues. After all, protection of the forests is necessary for the continued production of pulp and wood products.

International Paper, for example, has been practicing sustainable forestry for more than a century, developing strong partnerships with family forest owners, state and federal agencies, and conservation groups. **Here are some facts that shed light on the paper industry's commitment to environmental stewardship and the effects it has had on our forests here in the U.S.**

- Today the U.S. has 750 million acres of forestland.
- There are 12 million more acres of forest in the U.S. today than there were 20 years ago.
- Forest inventory, the number of trees still standing after mortality and harvesting, increased by 49% between 1953 and 2006.
- Every day more than 1.7 million trees are planted in the U.S.— 4 trees per person per year.

TREND IN U.S. FORESTLAND 1900–2006



Note: Data prior to 1950 are based on historical evidence, not field sampling.  
Source: USDA Forest Service, Forest Inventory Analysis Program, 2006.

## DOWN TO EARTH INSIGHT

You know that trees make paper, but paper also makes trees. The demand for paper drives growth of the forests. That's the beauty of a renewable resource. It's important to buy from a company with a demonstrated commitment to environmental stewardship.

## CONSIDER THE ALTERNATIVE

You've seen it over and over. Pay your bills via the Internet. Help save a tree by receiving your statements online. What if we really did become a paperless society? It's not likely or even desirable. Consider this: Landowners face pressure from development and other land uses all the time. Would you rather see more trees or more shopping malls?

Managed forests help clean the air we breathe, provide habitat for a wide range of wildlife, and offer unmatched recreational opportunities for families who like to hike, fish, camp, and study nature. Managed forests do all this and provide the pulp we need for paper and packaging. Is there a better use for land?

- For every 50 tons of paper used, one acre of forestland is sustainably managed.
- An acre of young, healthy trees will produce 4,280 lbs. of oxygen and capture 5,880 lbs. of carbon dioxide from the atmosphere each year.

The icing on the cake is that **most paper fiber is reusable**. Every day the paper industry recycles enough paper to fill a 15-mile-long train.

### DOWN TO EARTH INSIGHT

Properly managed forests are an asset we can all appreciate. Combine the renewable nature of trees and the reusable nature of paper, and you have a powerful combination that ensures there will be plenty of paper—and plenty of nature—for future generations.

## FIND OUT MORE

For more information about responsible forestry and sustainable paper solutions, visit these websites:

[ippaper.com/sustainability](http://ippaper.com/sustainability)

[sfiprogram.org](http://sfiprogram.org)

[fsc.org](http://fsc.org)

[treefarmssystem.org](http://treefarmssystem.org)

[abundantforests.org](http://abundantforests.org)

[pefc.org](http://pefc.org)

IN THE NEXT ISSUES OF

**DOWN TO EARTH:**

Is recycled paper the best you can do?  
How big is your carbon footprint?

All International Paper products carry third-party certification. When you specify or purchase any of our brands, you tap into International Paper's longstanding commitment to renew, protect, and enhance our vital resources. A commitment that started more than a century ago. A commitment that's paying off. Visit [IPpaper.com/sustainability](http://IPpaper.com/sustainability) for more information.



[IPpaper.com](http://IPpaper.com)



BV-SFICOC-209908-B



Responsible Forest Management  
BV-COC-080209  
© 1996 Forest Stewardship Council A.C.

Sources:

The Abundant Forests Alliance, [abundantforests.org/renew.html](http://abundantforests.org/renew.html)  
The State of America's Forests, [safnet.org/aboutforestry/index.cfm](http://safnet.org/aboutforestry/index.cfm)  
Unified Government of Athens-Clarke County,  
[athensclarkecounty.com/documents/pdf/landscape\\_management/best\\_management\\_practices.pdf](http://athensclarkecounty.com/documents/pdf/landscape_management/best_management_practices.pdf)

© 2008 International Paper Company. All rights reserved. Sustainable Forestry Initiative and SFI are registered service marks of SFI, Inc. FSC is a registered trademark of Forest Stewardship Council, A.C. American Tree Farm System and the American Tree Farm System logo are registered trademarks of American Forest Foundation. PEFC and the PEFC logo are registered trademarks of the PEFC Council.