

**Sustainable forestry** describes the process of managing forests in a way that will keep them healthy and usable for society for generations to come. Beyond its environmental significance, sustainable forestry is a strategy that enhances stakeholder trust, fosters innovation, and mitigates operational and reputational risks.

It may seem counterintuitive, but increased demand for paper and pulp products—specifically those that are sustainably sourced—actually helps protect these areas from deforestation by keeping them as **“working forests.”**

### What are “Working Forests?”

Areas of land carefully managed to produce a continuous, renewable supply of wood while maintaining the forest’s natural environmental benefits. When trees are harvested, new ones are planted to ensure the forest regenerates. These lands are also protected from being permanently cleared for agriculture or development.

### Forestry in the U.S.



**1/3** of the land in the United States is forested



Over **1 billion** trees are planted each year



Only **2%** of working forests are harvested each year

### Pulp & Paper Industry Impact on Forestry

- The **pulp and paper industry** accounts for **13–15%** of global wood use and **33–40%** of industrial wood trade.
- The **U.S.** is the **second-largest** paper producer and consumer worldwide.
- **Illegal logging**—harvesting, transporting, or trading timber illegally—is a major issue tied to **deforestation**.
- **Agriculture** is the leading driver of deforestation, not pulp and paper.
- This problem mainly occurs in **countries lacking strong laws or enforcement**.
- In regions like the **U.S., Canada, and the EU**, strong legal frameworks make illegal logging far less common.
- Wood from these areas is generally **sustainably sourced**, though **certifications** offer additional assurance.

## SUSTAINABLE FORESTRY CERTIFICATION TYPES

### Forest Management Certification

- Awarded to **land managers** and apply directly to forest land
- Strictest standard, with only 11% of the world’s forests being certified

### Wood Procurement Certification

- Awarded to **suppliers and/or manufacturers**
- Aim to lower risks of unlawful procurement, especially when the fiber comes from uncertified forests

### Chain of Custody (CoC) Certification

- Awarded to **suppliers and/or manufacturers** with the objective of tracking fiber procurement information through the supply chain

The **Sustainable Forestry Initiative® (SFI®)** and the **Forest Stewardship Council® (FSC®)** are two of the primary organizations that work to promote sustainable forestry practices through certification. While both organizations have similar goals, there are important differences to understand.

Both schemes have forest management, wood procurement, and chain of custody certifications within them.



### Sustainable Forestry Initiative® (SFI)

- SFI® was established by the American Forests & Paper Association (AF&PA) in 1994
- **Scope:** Certifies forests in the U.S. and Canada
- **Main Priorities:** Promotes sustainable forestry in the U.S. and Canada while also finding a balance between environmental, social, & economic considerations

### Forestry Stewardship Council® (FSC)

- FSC® is an **independent, non-profit** organization that was developed by the World Wildlife Fund and other NGOs in 1993
- **Scope:** Operates on a **global** scale
- **Main Priorities:** Address issues of deforestation, unsustainable logging practices, declining forest ecosystems, & injustices towards indigenous communities
- Tends to have stricter guidelines than SFI®

## How We Think About Sustainable Forestry at Atlantic

Paper from the U.S., Canada, or the E.U. is generally grown and harvested sustainably, so while certifications are encouraged, we don't always require them due to the high cost and complexity of obtaining them. However, when sourcing paper from regions outside these areas—**where forestry laws are weaker—we strongly recommend certifications like FSC® to ensure responsible practices.**

Atlantic's own converting facilities hold SFI® and/or FSC® Chain of Custody certifications, allowing us to help customers maintain traceability and meet certification goals.

