



CANADIAN WOOD

THE SUSTAINABLE ALTERNATIVE





SOURCING SUSTAINABLE WOOD PRODUCTS

Savvy consumers in India are increasingly demanding that companies demonstrate a commitment to conserve the environment when producing products. The insatiable demand for wood products in India means producers are searching for sustainable suppliers of wood that can demonstrate their environmental credentials. One way that companies are proving their sustainable approach is through the sourcing of wood products from certified suppliers.

Canada is the international leader in forest certification with British Columbia contributing more than any other province. British Columbia (B.C.), Canada is your trusted source for certified wood products sourced from sustainably managed forests. As the Government of British Columbia owns 94% of the forests available for harvesting in B.C. they make sure that forests are harvested sustainably. The government allows less than 1% of the forest to be harvested each year, and this is carefully monitored and enforced. They also ensure that over 100 million trees are planted each year to replace the trees that are cut down. In this way B.C. ensures that there will be trees for generations to come.

Producers in B.C. are certified under Forest Stewardship Council (FSC), or Program for the Endorsement of Forest Certification (PEFC) systems managed by independent organisations.

Independent studies have confirmed Canada has some of the most rigorous forest laws in the world and is a leader in practicing legal and sustainable forest management.

Some of the B.C. species available in India are **Western hemlock, Douglas fir, Yellow cedar, Western red cedar and Spruce-pine-fir (SPF)**

About 200 million seedlings are planted every year in B.C. as part of sustainable forest management practices.



Promoting Sustainable
Forest Management

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SAVING TROPICAL FORESTS

The reality is that India must rely on wood imported from other countries to satisfy the demand for wood products by Indian consumers. There simply aren't sufficient forests available for harvesting in India to service the demand. Indian customers want to preserve their tropical forests. Additionally, Indian customers are concerned that sourcing imported tropical hardwood logs may be harming the environment as unsustainable logging is known to take place in some regions and it is difficult for the local governments to stop unauthorised logging of forests.

By sourcing from sustainably managed forests in Canada, India can save tropical forests.



TRANSPORTATION IMPACTS

Although B.C. is located far from India, and products must be shipped around the world, they can still be sourced from B.C. without negatively impacting the environment.

Trees, and the wood products that come from them, store carbon dioxide (CO₂e) from the air in their cells. By taking carbon dioxide out of the atmosphere trees can help reduce climate change impacts known as "global warming".

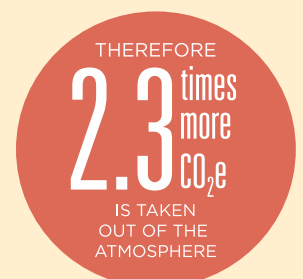
An independent study into the impact of shipping products from B.C. to India concluded that the CO₂e stored in wood products far outweighs the extra CO₂e generated by manufacturing and shipping wood products to be used in India.

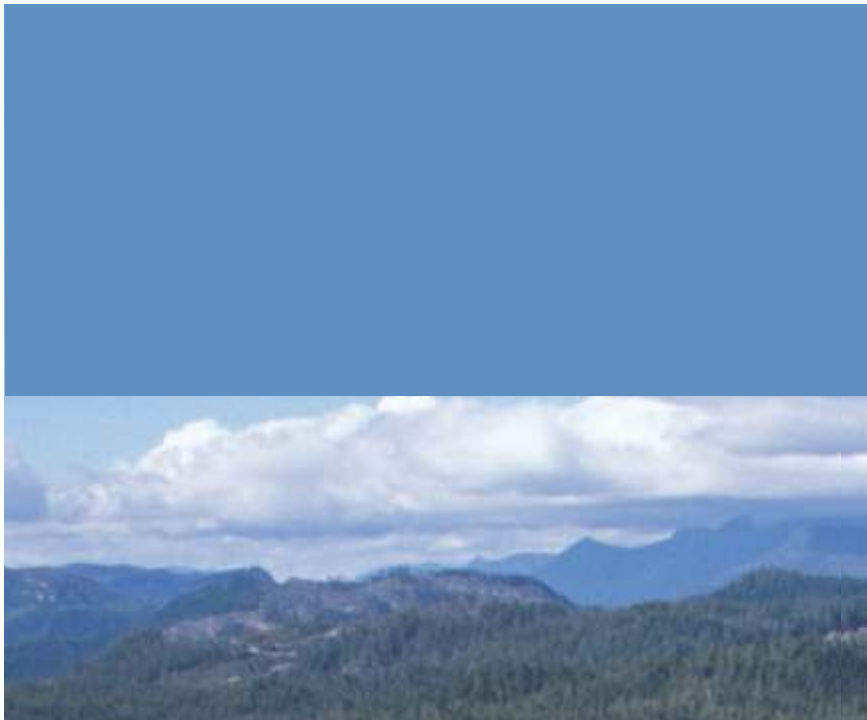
One container of lumber holds about 1,610 cubic feet of wood. It creates on average 14,835 Kg of CO₂e for one container of lumber to be manufactured and shipped from Vancouver to Ludhiana, Delhi, or Bangalore. However, one container full of lumber from B.C. stores on average 32,333 Kg of CO₂e equivalent.

Therefore, 2.3 times more CO₂e is taken out of the atmosphere and stored in wood products shipped from B.C. to India than the CO₂e generated through the production and transportation of the products.

This is a very positive environmental impact which is even better if you consider the CO₂e also stored in the wood that will not need to be harvested within India or in unsustainable tropical forests.

For every container of lumber sent to India from B.C. we are taking 17,498 Kg of CO₂e out of the environment for the life of the products.





**FOR MORE INFORMATION ON THE BENEFITS OF
SOURCING SUSTAINABLE, CERTIFIED CANADIAN WOOD**

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