



Questions and Answers About Sustainability

1. What is the forest products industry's approach to sustainability?

AF&PA members believe sustainability is about more than just environmental performance. We believe we must strive to ensure our natural resources will be plentiful and available for future generations, and that we must preserve and grow the economic contributions of the industry, which in turn allows us to create a sustainable future. We believe we can protect the environment while meeting economic and social commitments, and that we must accomplish all of these goals to be truly sustainable.

2. The forest products industry often says sustainability is its nature. What does it mean by that?

The forest products industry is built on a foundation of sustainability. As an industry that exclusively relies on renewable resources, it must ensure the long-term sustainability of those resources – or risk putting itself out of business. In addition to taking steps to ensure the long-term sustainability of our forests, the industry is also making great strides in reducing its overall environmental footprint, through manufacturing innovations and energy conservation.

3. What steps does the forest products industry take to ensure the long term sustainability of the forests?

By participating in sustainable forest management programs, such as the Sustainable Forestry Initiative® (SFI) Program, among others, the industry ensures the forests are well-managed, and the people who work in the forests are well-trained. Sustainable forest management program participation is mandatory for AF&PA members who own forestland or source directly from the forests. The forest products industry is responsible for more than 4 million new trees being planted each day.

4. How have AF&PA members improved their environmental performance?

The industry is proactive in reducing its environmental footprint. Between 1975 and 2006, AF&PA's pulp and paper members' facilities have reduced the volume of discharged water per ton of production by 53 percent. The emission of key air pollutants is down 62 percent, and waste generation is down 21 percent since 1995.

5. What are AF&PA members doing to conserve energy?

Since 1972 member pulp and paper mills have decreased their use of fossil fuels and purchased energy per ton of product by 56%. Members also utilize co-generation – that is using the same fuel to produce electricity for the manufacturing facility itself and heat for the manufacturing process. The same fuel is used twice, resulting in an overall reduction in energy used to manufacture products. In 2005, 98% of the electricity

generated at member pulp and paper mills, and 96% of the electricity generated at member wood products facilities, was co-generated.

6. Do AF&PA members use alternative energy sources?

AF&PA members also are leading the way in the use of carbon-neutral biomass. 82% of all industrial biomass energy generated is generated by the forest products industry. The use of biomass energy avoids the consumption of more than 200 million barrels of oil each year.

7. How do AF&PA members reduce greenhouse gas emissions?

In addition to growing and sustainably managing forests that absorb and sequester carbon, the industry is taking many proactive steps to reduce its own greenhouse gas emissions. AF&PA members are participating in the Department of Energy's Climate VISION program. In 2006, AF&PA members met and exceeded their goal of reducing their greenhouse gas intensity by 12 percent by 2012—six years ahead of schedule—and will continue to reduce greenhouse gas emissions.

8. What about the industry's products?

Because managed forests absorb the greenhouse gas CO₂, and wood and paper products produced from those forests continue to store that CO₂ for the life of the product, forest products contribute greatly to efforts to reduce greenhouse gases in the atmosphere. The US EPA estimates that each year U.S. forest products store the equivalent of 100 million tons of carbon dioxide. Additionally, paper recycling – a huge environmental and industry success story – reuses a renewable resource that sequesters carbon and helps reduce greenhouse gas emissions. Greenhouse gas reductions result from avoided methane emissions--by keeping paper out of landfills where it would decay, releasing the gas into the atmosphere--and by reducing the energy required to produce a number of paper products. In addition, recovering paper extends the fiber supply. As a building material, wood requires less energy to produce, transport, construct, and maintain than available alternatives.

9. What is the recycling success story?

The U.S. forest products industry invented the modern concept of recycling – even inventing the chasing arrow symbol used today all over the world. Through the industry's dedication and the commitment of the American public, we have exceeded all of our recovery goals and today more paper is recovered for recycling than is thrown away. In 2007, 56% of paper consumed in the U.S. was recovered for reuse. And a new goal of 60% has been established for 2012, which will mean an additional four million tons of paper kept out of landfill.

10. Why is a vibrant forest products industry important?

A vibrant forest products industry is important, not only for the sheer economic impact of the industry – six percent of manufacturing GDP, more than one million direct employees, \$54 billion payroll, and billions more paid in federal and state taxes – but a healthy industry is also vital for a healthy environment. The forest products industry ensures there is value placed on sustainably managing our forests. Absent that value, we would see a wholesale sell-off of forestland, or the conversion of great swathes of forest to other uses, such as development.

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