

# Status and Need for More Privately-Held Land to be Certified

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Session Moderator



GAA Environmental Workshop – June 17-19, 2008

# 11 Time Stanley Cup Champions

35-36

36-37

42-43

49-50

51-52

53-54

54-55



96-97

97-98

2001-02

2007-08





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# CORNERSTONES

- **EFFICIENT USAGE**
- **RECOVERY VS RECYCLING**
- **FOREST CERTIFICATION**
- **CARBON FOOTPRINT**



# HEARST INITIATIVES

- **UNSOLD COPY REDUCTION (5% PER ANNUM)**
- **BASIS WEIGHT REDUCTION**
- **PLEASE RECYCLE LOGO**
- **ReMix PROGRAM – PARTNER NY LAUNCH**
- **> 98% COC 2008**
- **> 80% CERTIFIED FIBER 2008**
- **MAINE CERTIFICATION PROGRAM**
- **LANDOWNER MTGS eg PLUM CREEK**
- **MPA INVOLVEMENT**
- **EPAT EARLY ADOPTER**
- **ENGO MEETINGS**
- **METAFORE/FPAC TASK FORCE**
- **CARBON FOOTPRINT**
  - **SUPPLY CHAIN**
  - **NAT MAGS (UK)**
  - **POSSIBLE CORPORATE**



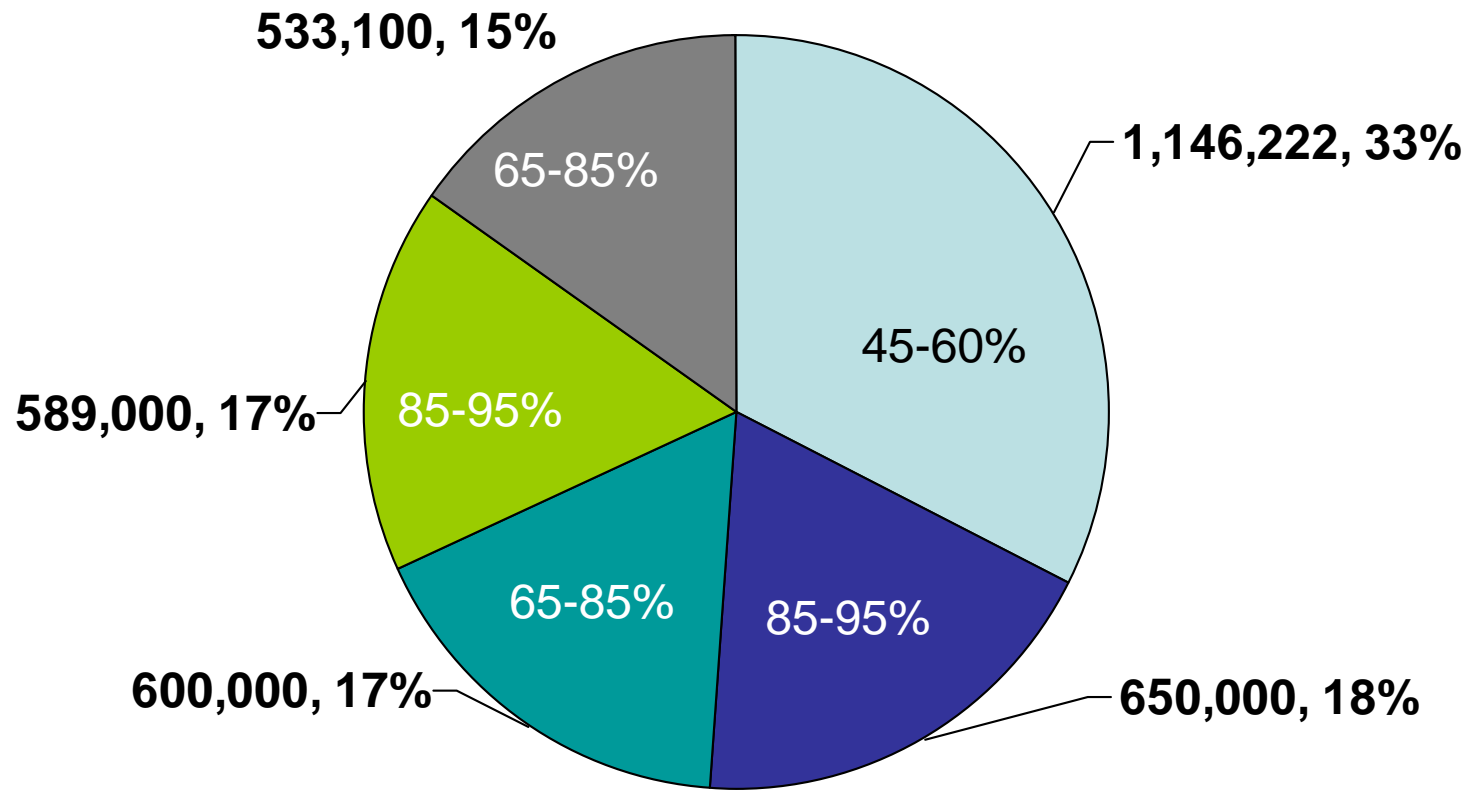
## Magazine & Catalog Apparent Consumption by Grade 2008

	2008 Magazine		2008 Catalog		2008 Total	
Coated No. 1	1	0%	2	0%	3	0%
Coated No. 2	174	5%	31	1%	205	3%
Coated No. 3	660	20%	432	14%	1,092	17%
Coated No. 4	568	17%	1,045	35%	1,613	26%
Coated No. 5	1,462	45%	999	33%	2,461	39%
SCA	400	12%	480	16%	880	14%
Total	3,265	100%	2,989	100%	6,254	100%

65% of the paper consumed for magazine/catalog is coated mechanical #4/#5



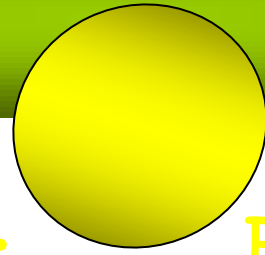
# Coated Mechanical Capacity Available to US Customers-Certification Levels



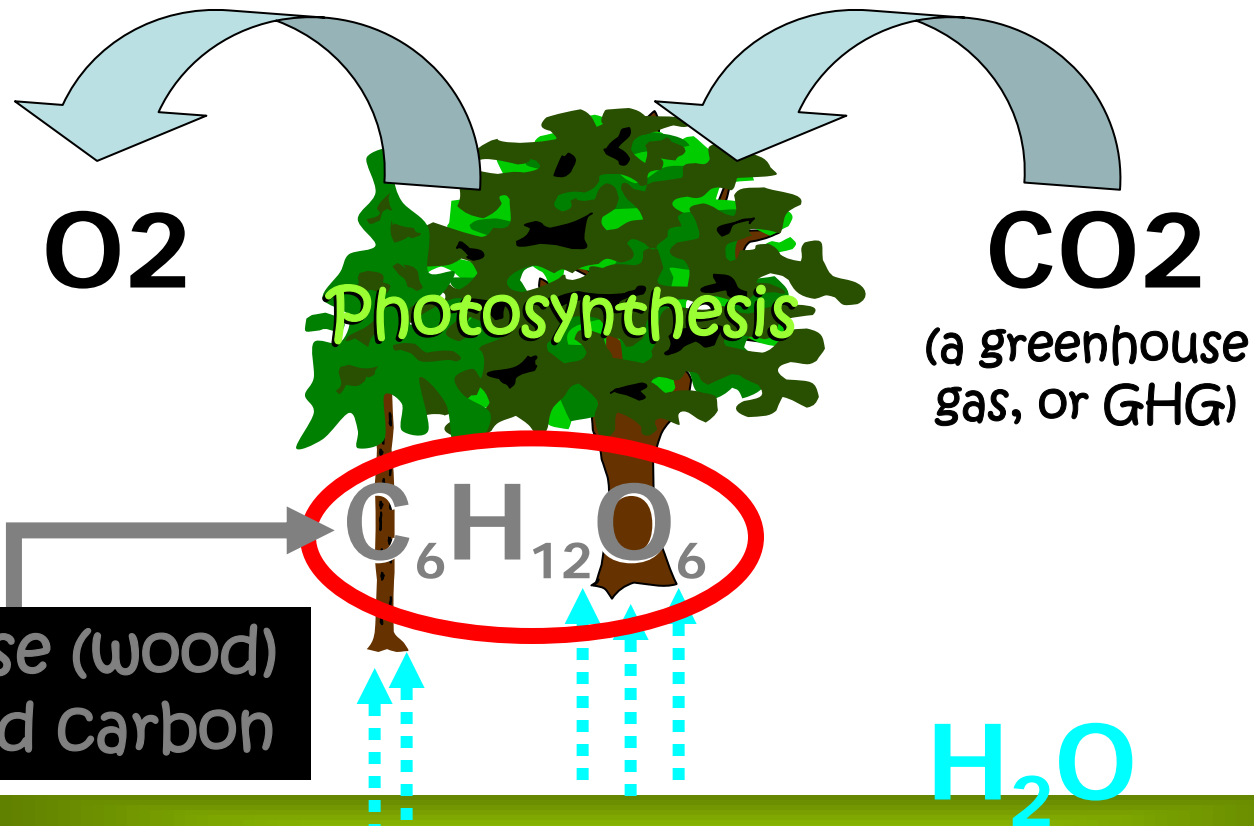
■ Maine ■ W. Europe ■ Canada ■ Wisconsin ■ Minnesota



# A Managed forest?



Energy source





# Desired outcomes for the session

1. Profile alternative approaches to increase the amount of certified fiber here in the US - particularly those mills that produce coated ground wood grades of paper.
2. Identify how grass roots organizations can form groups that lead to more efficient certification through group standards.
3. Review the role that industry, state government, and the certifying agencies can play with increasing the availability of certified fiber
4. Review how Maine is progressing toward increasing the amount of certified fiber available from the non-industrial private landowner.



# Panel

Tom Doak

Executive Director, SWOAM

Kathryn Fernholz

Secretariat, Family Forests Alliance & Executive  
Director, Dovetail Partners

Sandy Brawders

Executive Director to Conserve Northeast Forestlands

Kathy Abusow

President and CEO, SFI, Inc.

Alec Giffen

Director, Maine Forest Service

