It Takes A Forest to ....

Wood Solutions Fair
November 22, 2018

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Forests Ontario
@Keen_for_trees
Cache Lake — Algonquin National Park of Ontario.

"On Grand Trunk Railway."
Our Forests

Forest:
Canada – 42%
World – 9%
Our Forests

CERTIFICATION IN THE GLOBAL CONTEXT

<table>
<thead>
<tr>
<th>Country</th>
<th>Millions of Hectares Certified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>161*</td>
</tr>
<tr>
<td>USA</td>
<td>41</td>
</tr>
<tr>
<td>Russia</td>
<td>38</td>
</tr>
<tr>
<td>Sweden</td>
<td>21</td>
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<tr>
<td>Finland</td>
<td>21</td>
</tr>
<tr>
<td>Belarus</td>
<td>13</td>
</tr>
<tr>
<td>Poland</td>
<td>12</td>
</tr>
<tr>
<td>Australia</td>
<td>11</td>
</tr>
<tr>
<td>Norway</td>
<td>10</td>
</tr>
<tr>
<td>Brazil</td>
<td>9</td>
</tr>
<tr>
<td>Germany</td>
<td>8</td>
</tr>
</tbody>
</table>

* Double counting of areas certified to more than one standard has been removed from this figure.

Sources: www.certificationcanada.org as of Dec 31/14 | www.fsc.org as of Nov28/14 | www.pefc.org as of Nov10/14
Our Forests – why the best?

- Abundance (public) of regulatory framework in place to address good forestry practices
- Maintaining natural forest ecosystems
- Ensuring forests are regenerated
- Public Consultation
- All values are considered
Our Forests
Our Forests
Our Forests – why the best?

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Our Forests

- Ontario – 265.8M acres
- 178M acres of forest (66%)
Challenges

...it's not the logging... it's the waiting that kills our industry...
Challenges

2017 Ontario Budget

- Health, 40%
- Education, 26%
- Other, 27%
- Adult Social Support, 8%
- Environment, 0.3%
Figure 2. Excerpt from ‘Policy Networks and Paradigm Change in Ontario Forest Policy 1988-2014’, PhD thesis, Anne Koven.
Challenges

Future Work Force
Emerging Opportunities

Energy from wood waste can replace fossil fuels

Carbon is stored in wood products

Sustainable forest management ensures long-term forest health

Forests absorb carbon as they grow
Emerging Opportunities

Slide by Michael Green, TedTalk
Emerging Opportunities

“Sustainably managed forests contribute to mitigating climate change”
Intergovernmental Panel Climate Change (IPCC 2007)
Emerging Opportunities

“Sustainably managed forests contribute to mitigating climate change”
Intergovernmental Panel Climate Change (IPCC 2007)

“Sustainably managed forests are key to our future”

4th World Congress of Biosphere Reserves, Lima, 2016
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1. People care about people
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Ontario's forestry sector created almost $13 billion in revenue in 2013
1. People care about people

Forestry supports almost 180,000 jobs across Ontario
Engage

- Survey
- +50 presentations
- +50 supporters
- Installation of billboards
- Development of collateral
- Extensive use of social media, website
Wood builds 30,000 Ontario homes each year.

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Forestry supports 180,000 jobs across Ontario.

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Sustainable forestry helps wildlife thrive.

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Healthy forests keep water clean.

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Wood products help fight climate change.

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Ambassadors

- Provide resources and tools to share message on social media, at presentations, etc.
- Create online portal for supporters to source resources and tools
Using sustainably managed forest products supports a healthy environment and healthy society.
Join the Campaign

• Follow us #ItTakesAForest
• Promote the values of using wood products to your customers

Become a ITAF supporter!
Questions?