

Malloy is Now FSC and SFI Certified

Malloy is pleased to announce that we have received dual Chain of Custody (CoC) certification with the Forest Stewardship Council (FSC) and the Sustainable Forestry Initiative (SFI).

Over the past year, many members of the book industry supply chain have obtained CoC certification with either FSC or SFI (more often with FSC), though most have not obtained certification with both. We want to share with you why Malloy sought certification from both organizations, and what we have learned about their respective contributions to environmentally responsible forestry.

What are FSC and SFI?

Both SFI and FSC were created to ensure that our practices for harvesting wood are sustainable and do not harm the natural resources contained in our forests. In this context the definition of sustainability is to permanently and consistently re-grow at least as much wood as we harvest. Some of the resources we seek to protect in our forests are endangered species—both animals and plants—high

conservation value forests, bodies of water, soil quality, and sites of cultural significance.

The goals of the FSC and SFI programs are similar, and their standards contain many common elements. Each program spells out objectives for the protection of endangered species, wildlife, soil quality and water quality.

Both systems were developed by diverse groups of stakeholders, and adherence to their respective standards is certified by accredited independent third party auditors. However, SFI and FSC have different origins and they emphasize different aspects of forest management.

The following information is drawn from the AAP Handbook on Book Paper and the Environment, published by the

Association of American Publishers in February 2008:

FSC: The Forest Stewardship Council is an international network. It was founded in 1993 by environmental groups concerned with tropical deforestation and unsustainable logging practices glo-

We Make Certification Easy

By being FSC and SFI certified, Malloy is an authority on the rules that must be met in order to comply with the certification. If you want your book to be certified, here is what we need to know from you:

We need to know . . .

- . . . that you want to produce a book that is certified.
- . . . that you want FSC or SFI certification, you can't have both in one book.
- . . . based on your choice, what paper you choose for your book.
- . . . approximately where the FSC or SFI logo is to be positioned on the title page, copyright page, or inside back cover.
- . . . your choice of logo format, horizontal or vertical.

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bally. FSC has developed one set of principles and criteria to address legal issues, indigenous rights, labor rights, and environmental impacts surrounding forest management for forests throughout the world. These principles and criteria guide the creation of specific national and regional standards that are developed through a collaborative, multi-stakeholder process. There are currently nine regional standards for forests in the United States and four for Canada. FSC places a strong emphasis on seeking public input on the management of forest operations, particularly from indigenous communities. FSC also maintains a global risk registry, enabling wood buyers to identify areas where there are high risks of destructive and illegal logging and social conflict.

SFI: The Sustainable Forestry Initiative was originally created in 1994 by the American Forest and Paper Association, though it is now directed by a fully independent non-profit organization which is governed by a multi-stakeholder board of directors, two thirds of whom are from outside interest groups such as environmental and conservation groups. The SFI standard is the collaborative product of professional foresters, conservationists, scientists, and others. It comprises a single set of principles, criteria, and performance measures which apply to forest management throughout the U.S. and Canada. Though the SFI standard applies only in North America, it is endorsed by the international Programme for the Endorsement of Forest Certification (PEFC). SFI places a strong emphasis on continual improvement of the science of sustainable forest management, and it requires all its

adherents to both advance that science and communicate their findings.

Two Programs, One Goal!

We have heard a fair amount of discussion in recent months concerning which program, SFI or FSC, is better for the environment. In our view, this is a counter-productive argument. The benefit to the environment is not gained from choosing one CoC regimen over the other. The value is derived from managing forests in a manner that will perpetually maintain forest volume and protect forest species, and both programs help accomplish those objectives.

Though these organizations have different origins and their standards are not identically aligned, they serve the same objective equally well. In mid-February, when Malloy was being audited for our FSC and SFI chain of custody certificates, we had a chance to put the question of which of the two programs is superior to the lead auditor from Bureau Veritas, Craig Howard. In Mr. Howard's opinion, "The results they achieve on the ground are indistinguishable in terms of sustainability and protecting resources; both programs have led to noticeable improvements in forest management."

Where the two programs differ most is in the process used to develop the standards. While FSC places an emphasis on public input, SFI emphasizes science-based continuous improvement. It can't be said that either emphasis wins out over the other. On the one hand, greater public input is desirable, though it can sometimes politicize the process of developing standards, with the danger that science will take a backseat to the wishes of vocal groups of

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stakeholders. On the other hand, continuous improvement based on sound science is advantageous, though gaining consensus on what is “sound science” can also be a political process.

To illustrate our belief that it’s counter-productive to advocate for one program over the other, we can look at a frequently sighted difference between FSC and SFI, which is the standard they apply to forest clear-cuts. SFI applies one standard throughout North America which calls for a maximum average size clear-cut of 120 acres. FSC eschews a uniform standard in favor of separate standards for each region, based on what is deemed to be appropriate for that region. In most FSC regions, the maximum allowed clear-cut is 40 acres, or only a third the size allowed by SFI. However, FSC has no maximum clear-cut size in the National Boreal Region of Canada; a revelation that came as a bit of a surprise to us. Craig Howard was able to shed some light on why FSC treats the Canadian boreal region so differently:

“When we were harvesting in the boreal region in a patchwork of small clear-cuts connected by roads, it was enabling moose to migrate into areas inhabited by Woodland Caribou. Not only were the two species competing for the same food sources, but wolves were following the moose, and the wolves found the caribou to be easier prey. Woodland Caribou are considered a threatened species. Though the main threat to the caribou is human conversion of forests to farms and residential areas, introducing the caribou to new predators was only making the problem worse. Today, we include harvests of a small number of larger clear-cuts, as well as smaller harvest blocks. This practice mimics natural disturbances, such as those historically caused by insect infestations, blow-downs and fires. Larger harvest areas, implemented over a 20 year time horizon, will minimize the need to build roads and hopefully reduce the ability of the wolves to follow the caribou. It’s important to acknowledge that this is based on our best understanding of the current ecological science. We fully expect to get better and better at harvesting timber, and creating the wealth that comes from timber products, in a manner that has increasingly subtle impacts on the environment. New

knowledge always influences new policy and improved practices. It’s all part of the continuum we work with on an ongoing basis.”

From our own observations at Malloy, it appears that FSC offers some advantages for use in Canadian forests. In Canada, 93% of the forest area is owned by the provinces or federal government. There are First Nations settlements throughout these lands, and FSC’s process of community involvement provides safeguards for protecting the interests of these communities.

The Canadian government also developed its own set of forestry standards through the Canadian Standards Association (CSA). Like FSC, CSA established a strong process for community involvement. CSA and SFI have mutual recognition of their standards, and CSA is also endorsed by PEFC. Therefore, products carrying an SFI label can be made from wood harvested in Canadian forests certified by CSA.

Unlike Canada, 56% of forest land in the U.S. is privately owned, accounting for 92% of the wood harvested in this country. The majority of that land is owned by individuals and families, with an average lot size of only 29 acres. The fact that most wood is harvested on private land in the U.S. means that disputes between logging companies and indigenous people are very rare in this country. SFI offers some advantages in the U.S. The roots of SFI are in the U.S., so they place more emphasis on making it possible for small forest owners to cost effectively adopt SFI standards, resulting in more private forests in the U.S. being certified by SFI than by FSC. Also, SFI’s emphasis on science-based continual improvement is helpful in advancing efforts toward sustainability.

Though we do not profess to be experts on forestry, we believe that both FSC and SFI serve the same compelling interests, and paper bearing the stamp of either program is made with wood that has been harvested responsibly.

“Both/And” is Better Than “Either/Or”

There were actually several reasons we chose to earn CoC certification from both FSC and SFI. As stated above, we don’t perceive a significant differ-

ence between the two programs in terms of sustainability and protecting resources. Secondly, dual certification enables us to offer our customers a broader selection of certified paper than if we were to simply conform to one program or the other. Finally, we believe that the wood sourcing practices of the mill that makes the paper are at least as important as the CoC logo carried on the paper's label.

To illustrate these last two points, we will share the pertinent facts about our major supplier of paper, Glatfelter.

We purchase about 80 percent of our paper from Glatfelter; most of that paper is made at their mill in Chillicothe, Ohio. The wood used in Chillicothe comes entirely from the U.S., predominantly from the states of Ohio, West Virginia, and Kentucky. Most

of the wood is grown in small, privately owned forests, and Glatfelter employs professional foresters to work with land owners to develop sustainable forest management plans specific to each land-holding.

Glatfelter does not accept illegally harvested wood or wood taken contrary to the claims of indigenous people. They don't harvest wood from endangered forests, rainforests, or natural forests that are being converted to plantations, and they don't use genetically modified organisms.

One of the sheets we buy from Glatfelter is FSC certified, and that is Natures. All the other sheets

we buy from them are SFI certified. It is our knowledge of Glatfelter's wood sourcing practices, on top of their SFI and FSC certification, that gives Malloy confidence and pride in offering their products to our customers.

Conclusion

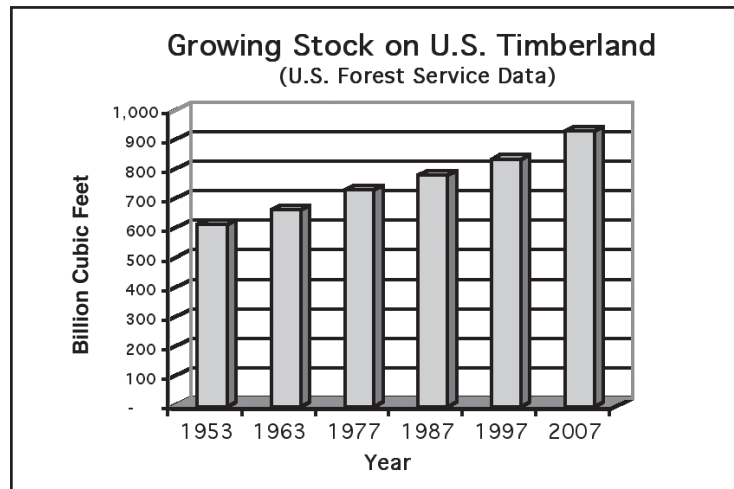
An important environmental benefit of paper is that it is made from a renewable resource. Over the past 50 years, we in the United States have been able to utilize that resource in a sustainable manner. As

the graph on this page shows, the amount of growing stock (live wood) contained in the forests from which we harvest trees in the U.S. has increased by 50% in the past 50 years. But, as they say, "Past performance is no guarantee of future results." Therefore, to ensure

that we pass along

this wonderful resource to future generations, we need to adhere to effective and verifiable practices for managing our forests. The FSC and SFI programs help provide that assurance, and for that reason, Malloy is proud to have obtained the ability to display the SFI and FSC logos in the products we produce.

For more information about the labels carried by each of the sheets we offer and about how you can display these labels in your books, please contact your Malloy Sales or Customer Service Representative. ■



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