

# Forest Stewardship Council®

UNITED STATES



# Close your eyes and imagine a thriving forest.

As a child, perhaps you played in a forest near your home. Maybe you've hiked through a forest dripping with moss, or traveled to a land of giant trees in search of adventure. Most of us have rich memories of forests. We've experienced the perfume of a conifer or hardwood forest, and the calm that comes from sitting with a friend by a babbling brook.

## Forests are vital to life

Without forests, life on earth would cease to exist. Forests regulate our climate, clean the air we breathe and are the source of much of our drinking water. Around the world, they support 1.6 billion people and provide habitat for 70 percent of the terrestrial wildlife and plants. Forests also offer a renewable supply of resources that are essential to our quality of life. Unfortunately, many of the forests we remember no longer exist. 30 million acres of forest are lost each year; 36 football fields every minute. The southeastern US alone is projected to lose 31 million acres of forest by 2040. Deforestation is responsible for nearly 20 percent of all greenhouse gas emissions—more than the entire transportation sector.

## FSC® protects forest ecosystems

The Forest Stewardship Council was created in 1993 to halt deforestation and safeguard forest ecosystems using the power of the marketplace. A nonprofit organization, FSC sets voluntary standards by which forests are independently certified to help customers identify and purchase products from responsibly managed forests. Over the past 20 years, demand for FSC-certified products has grown dramatically. Today more than 400 million acres of forest are FSC certified, approximately 10 percent of the world's working forests. In the US and Canada, more than 170 million acres are FSC certified. These ecosystems are protected from deforestation and maintained as healthy working forests.

# A system built on integrity

Organic. Natural. Recycled. Green. The market is filled with claims about the environmental and social impacts of products we use every day. Even if you do research, it can be hard to really know the impacts of your purchases.

The Forest Stewardship Council can help. Products with the FSC logo directly support responsible forest management and help protect forests for future generations. Whether you are looking for furniture, lumber, wood, paper, tissue or even the packaging of other products you use, you can find FSC-certified options across many categories.

People trying to make responsible purchases put their trust in the brands they choose. At FSC we understand this, which is why we have created the world's most comprehensive and rigorous certification system.

And while there are many factors that make FSC unique, our integrity is built on a democratic foundation. As an open membership organization, FSC is guided by a diverse set of organizations.

Greenpeace, World Wildlife Fund, Sierra Club, National Wildlife Federation. These are just a few members in our environmental chamber. Our economic chamber is comprised of businesses large and small. And our social chamber includes labor unions, indigenous

peoples and community development associations.

Each chamber shares equal authority in the FSC system, forming the key to our integrity and credibility.

While our governance makes FSC unique, it is only the starting point. FSC's world-leading standards for responsible forest management also set us apart:

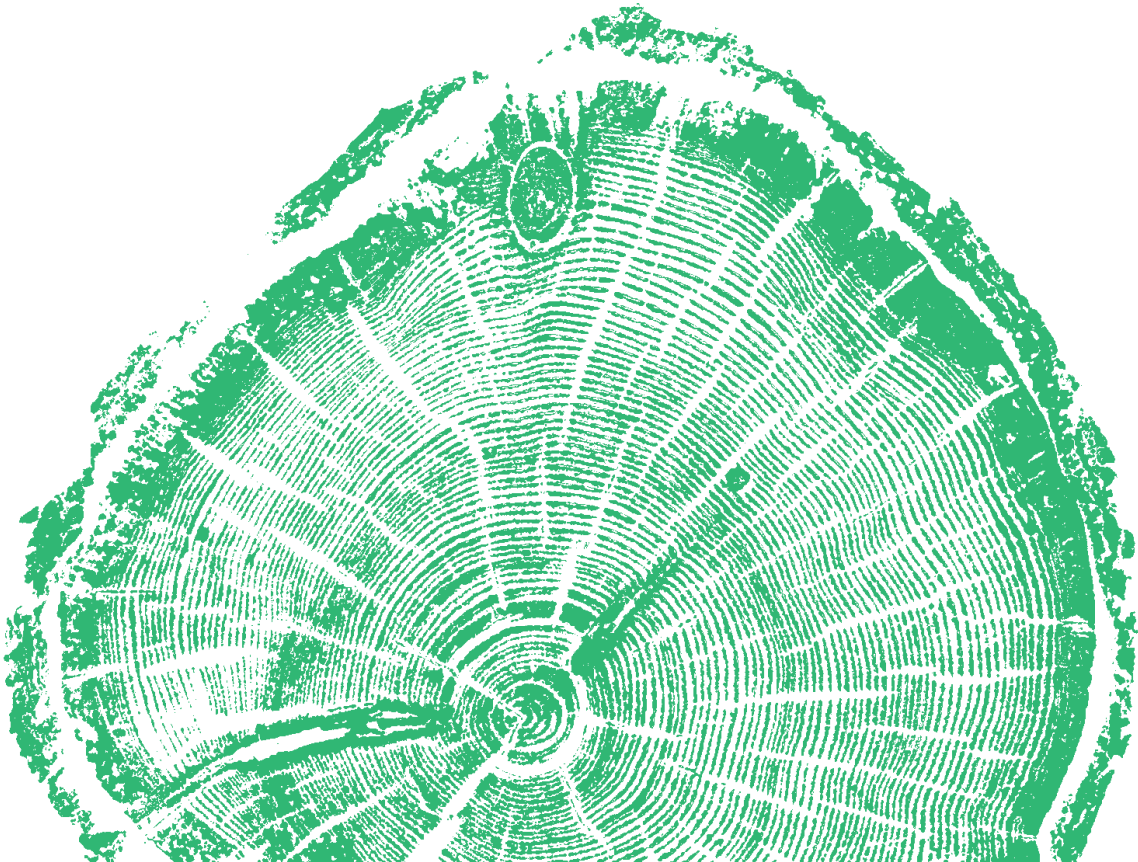
- FSC prohibits deforestation, including conversion of natural forests to plantations.
- FSC protects rare old growth and other High Conservation Values.
- FSC protects Rare, Threatened and Endangered species.
- FSC limits clearcut sizes in order to protect forest ecosystems.
- FSC restricts the use of highly hazardous pesticides.
- FSC protects the rights of indigenous peoples.
- FSC requires stakeholder consultation on both public and private lands.

These differences—and many others—set FSC apart from other forest certifications.



**Forests are iconic places,  
supporting economies, ecosystems,  
cultures and whole ways of life.  
FSC offers a simple solution with a  
profound impact.**

If you purchase products from well-managed forests, you send a direct message into the marketplace: "I want to protect forests."





# Future generations will thank you.

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