



Natural Resources  
Canada

Ressources naturelles  
Canada

CANADIAN FOREST SERVICE

# SPOTLIGHT

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## How is Natural Resources Canada supporting the Canadian Boreal Forest Agreement?

Canada has 40% of the world's certified forests, the largest area in the world. Its forest sector is a global leader in sustainable forest management and practices. This enables it to differentiate its products from those of its global competitors, providing it with a strong marketing advantage in world markets.

A 2011 survey of forest product customers and stakeholders in the United States, Asia and Europe confirmed Canada's leadership in forest sector sustainability. The survey, conducted by Harris-Decima Research and based on 110 one-on-one interviews, revealed that two-thirds of respondents (66%) believe that "Canada's environmental practices are better than average."

Promoting the environmental credentials of Canadian forest products is therefore an important element in enhancing the competitiveness of Canada's forest sector. That is because global buyers of forest products want assurances that these products are sourced from sustainably managed forests.

The Government of Canada supports efforts to communicate and leverage Canada's environmental reputation in our key export markets. These efforts are integrated with activities aimed at diversifying end markets for Canadian forest products.

Under Budget 2012, the federal government announced investments of \$105 million, over two years, to support Canada's forest sector. This funding is targeted at helping to both foster innovation and expand market opportunities for the sector.

Funding of \$4 million over two years under Expanding Markets Opportunities will help support the implementation of the Canadian Boreal Forest Agreement (CBFA), a private agreement between the Canadian forest industry, represented by the Forest Products Association of Canada and its 19 member companies, and eight non-governmental environmental organizations (see the textbox below).

Signed in May 2010, the CBFA seeks to develop a new model of collaboration among these parties to enable a stronger, more competitive forest industry as well as a better protected, more

sustainably managed boreal forest. The agreement provides the industry with a tangible example by which to highlight Canada's strong environmental record in forestry to export markets. It covers six areas:

- forest practices
- protected areas
- recovery plans for species at risk
- forest sector prosperity
- climate-friendly practices
- marketplace recognition

Investing in science is a key element of Natural Resources Canada's mandate. As a leader in forest science, the Canadian Forest Service (CFS) has tremendous scientific expertise in matters related to the sustainability of Canada's boreal forest. That is why, in support of the CBFA, the CFS will develop scientific and technical information products that will help provide the scientific basis for the implementation of this important agreement. This science will focus on the following themes:

- forest carbon (including modeling)
- ecosystem integrity
- climate change
- bioenergy
- enhanced knowledge on boreal forest characteristics (i.e., national baseline data)

In addition, the CFS will allocate additional funding annually from internal resources to enhance its overall scientific knowledge of the boreal forest. It will also develop various communication tools (e.g., websites, webinars) to further highlight the environmental credentials of Canadian forest products and help address stakeholder questions about the sustainability of these products.

The Canadian Boreal Forest Agreement (CBFA) is a private agreement between 19 forest companies, who are members of the Forest Products Association of Canada, and eight non-governmental environmental organizations.

The forest companies are Alberta-Pacific Forest Industries Inc., AV Group, Canfor Corporation, Canfor Pulp Limited Partnership, Cariboo Pulp and Paper Company, Conifex Timber Inc., Daishowa-Marubeni International Ltd., Fortress Paper Ltd., Howe Sound Pulp and Paper Corporation, Kruger Inc., LP Canada Ltd., Mercer International, Mill & Timber Products Ltd., Millar Western Forest Products Ltd., Resolute Forest Products, Tembec Inc., Tolko Industries Ltd., West Fraser Timber Co. Ltd., and Weyerhaeuser Company Limited.

The non-governmental environmental organizations are Canadian Boreal Initiative, Canadian Parks and Wilderness Society (CPAWS), Canopy, David Suzuki Foundation, ForestEthics, the Nature Conservancy of Canada, Pew Environment Group International Boreal Conservation Campaign, and the Ivey Foundation. These organizations remain independently and separately funded for their specific work to forward conservation in Canada's boreal forest through the CBFA and beyond.