

Addressing The Other 90%

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Milwaukee, Wisconsin

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Sappi Fine Paper North America



An introduction to Sappi Fine Paper North America

A primary producer of coated fine papers and market kraft pulp

Integrated mills located in Skowhegan, ME and Cloquet, MN

Investing \$170 million in our mill in Cloquet – to produce dissolving pulp (for textiles)

Members of both FSC and SFI



FSC has taken a market driven approach to driving change

“FSC was created in 1993 to help **consumers and businesses** identify products from well managed forests.

With more companies improving their environmental performance, **demand for FSC-products** is growing rapidly.

As a result, FSC is using this **market power** to continually improve the way forests are managed.”

SFI has focused their efforts on landowners

“SFI Implementation Committees promote the SFI forest standard as a means to broaden the practice of responsible forestry and achieve **on-the-ground progress**.

Program participants work with local organizations and individuals, to improve forest management on both certified and uncertified **lands**.

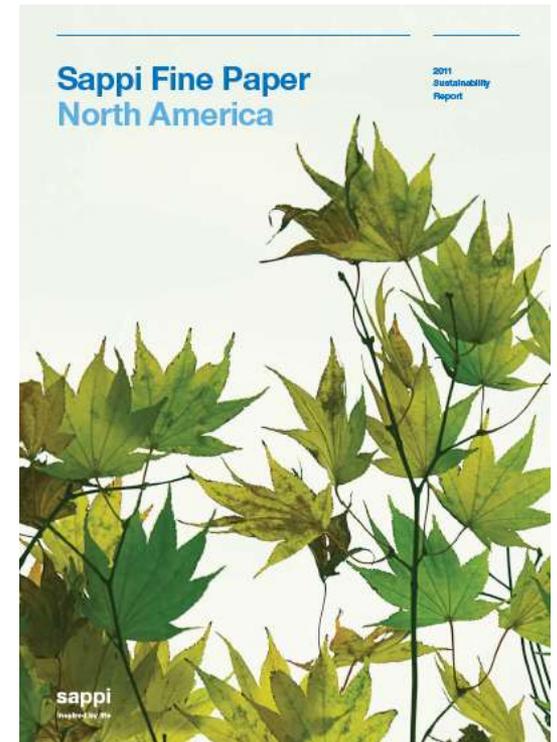
The committees work with local conservation groups, government agencies, forestry and professional associations, **landowner groups** and many others in **landowner outreach** and community involvement activities.”

strong

We are [^] proponents of inclusive procurement policies

“SFPNA supports an inclusive policy and does not express a preference for one forest management program over another.

With less than 10 percent of the world’s forests certified, we strive to expand certified forests, especially in those regions that provide fiber to our mills.”



We encourage transparency regarding fiber sourcing

Includes 4.8% recycled fiber

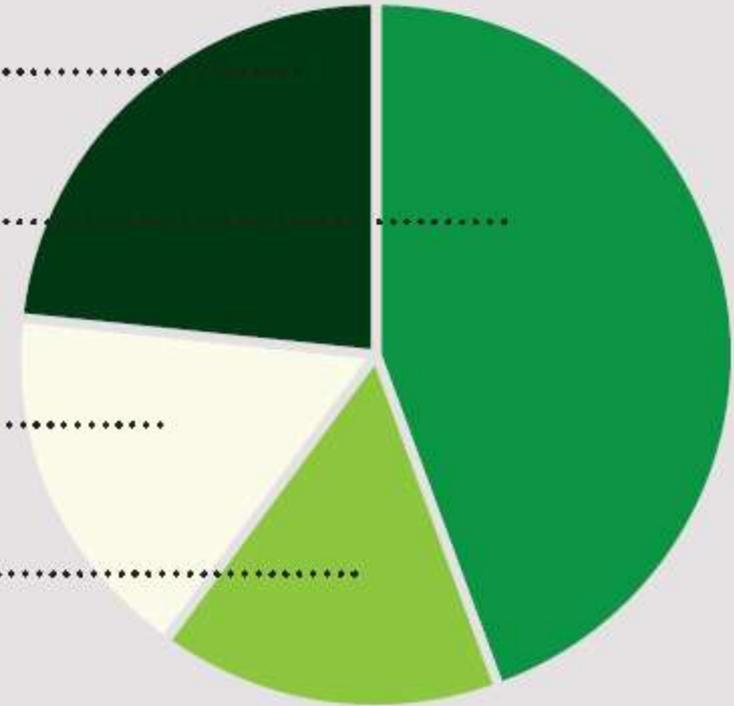
Combined total of 32.4% SFI certified forest content

FSC® Fiber 23.6%

**Controlled Wood/
Certified Fiber Sourcing** 44.8%

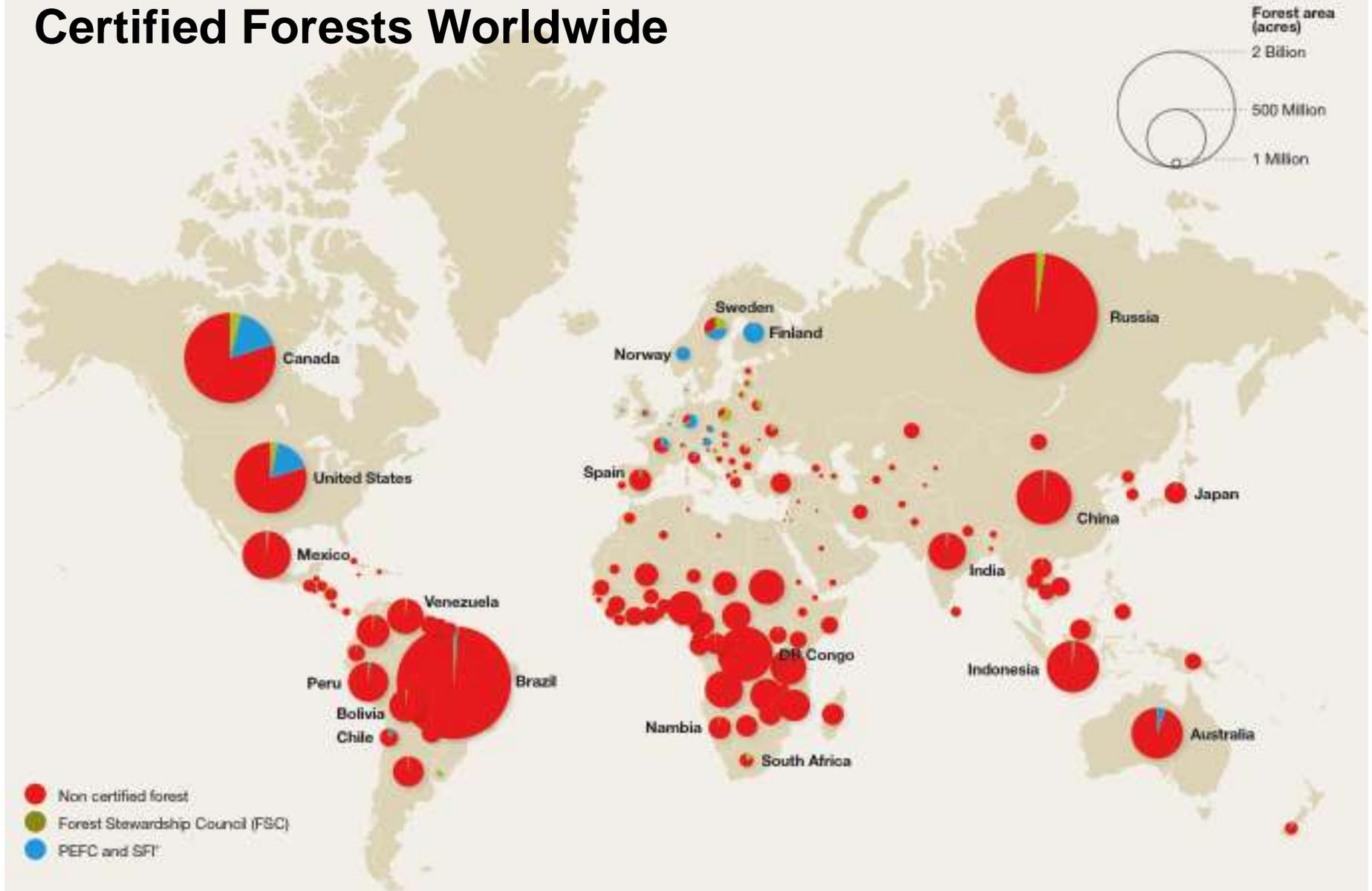
Dual Certified 16.9%

SFI®/PEFC 15.5%



2011 Fiber Certifications

Certified Forests Worldwide

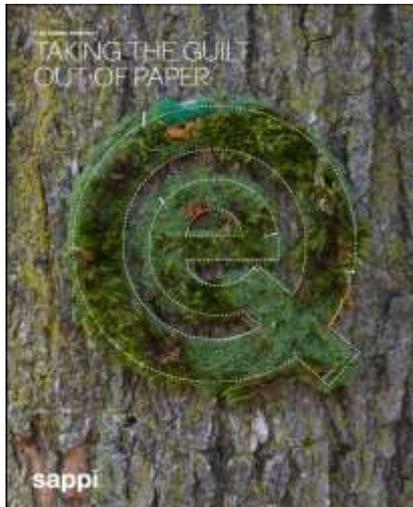


Examples of Sappi's label usage on print collateral

Both pieces are printed on the same paper: McCoy



- With our own pieces we alternate between the programs
- Paper is stocked maintaining CoC for BOTH programs
- Note: FSC does not allow labeling for more than one forestry program on the same piece even though the paper may actually contain more SFI certified forest content



or



Our foresters are actively involved in assisting landowners

www.sappimeforestry.com



sappi

Sappi Fine Paper North America Sustainable Forestry Program
Working Together For Maine's Forests

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Who are we?

Sappi Fine Paper North America's (SFPNA) Sustainable Forestry Program is a team of highly trained forest professionals, including licensed foresters, dedicated to assisting woodlot owners in the State of Maine develop and manage their woodlots for the future.

What do we do?

Our SFPNA Sustainable Forestry Program's team of foresters, wildlife biologist and other professionals are here to help you, the landowner, reach your objectives for your woodlot. Our program offers a variety of services that can help you:

- Develop a forest management plan
- Determine the value of your woodlot and conduct timber harvests that plan for the future while maximizing your return
- Assist with wildlife management and aesthetics



Uncertified land being managed primarily for wildlife management



The St. Croix Valley Blowdown

Two separate wind events in July of 2011

It is roughly estimated that a total of 600,000–700,000 cords worth \$12 million–\$14 million was lost.

Salvage logging operations started shortly after the government shutdown in July 2011 and have continued ever since.

Approximately 40 percent to 50 percent of damaged timber has been salvaged to date. (Aug 2012)

The sale of this damaged timber will continue as long as there is blowdown to appraise and loggers to purchase it....

... and a paper mill to buy it from loggers.

**Don't let blowdown
debris become
fuel for a fire.**



**You're
entering
storm-
damaged
country.**

mndnr.gov



“The salvage of blowdown timber is critical to reduce insect problems, encourage regeneration, and reduce fuel loads for wildfire potential.”

<http://www.dnr.state.mn.us/forestry/blowdown/index.html>

Uncertified land

Looking left



Looking right



Sappi's activities: forest management & certification

Landowner assistance

Established a landmark FSC group certification for US paper mill

Partnered with Verso, Time Inc, Hearst Enterprises, National Geographic, and others to drive higher levels of SFI certified land in Maine (1.5 million acres)

Founding member of GreenBlue's Forest Products Working Group – multi-stakeholder collaboration focused on driving higher levels of certified land





Thank you to the Maine SIC and Pat Sirois for your support of Sappi's Green Community Day (August 11, 2012)



- launch video -

<http://www.youtube.com/user/SappiEQ>

“Taking the guilt out of paper”

Thank You

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