

FOREST ETHICS



Five million acres of endangered caribou habitat protected

On October 16, 2007, ForestEthics achieved a victory we've been working toward for five years—one that we believe will help save the endangered mountain caribou, which numbers less than 1,900. The government of British Columbia and ForestEthics announced a deal to protect over 5 million acres from logging and road building. The agreement includes protection of 95% of the high-suitability caribou habitat identified by the government's caribou science team; new commitments to sustainable management; and regulations for snowmobiling, heli-skiing and cat-skiing. The agreement was covered by over 60 news outlets across the U.S. and Canada, including [the Globe & Mail, Canada's national newspaper](#).

Reforming the catalog industry

ForestEthics' campaign to reform the paper practices of the catalog industry has had a remarkable number of successes in the past three months. **LL Bean**, having been warned that we were considering them for our next public campaign, announced that they are increasing to 20% post-consumer recycled paper for their catalogs and giving preference to fiber certified under Forest Stewardship Council (FSC) standards when feasible. **J. Crew**, which was also publicly named as a potential target, has committed to increasing to 30% post-consumer recycled paper certified by the Forest Stewardship Council. And our cooperative relationship with **Patagonia** resulted in the company's commitment to 45% post-consumer fiber for their catalogs, with the rest of the fiber coming from FSC mixed sources. They also committed to complete elimination of Endangered Forest sources.



ForestEthics launches Sears campaign

While other major catalog companies have been making progress, the largest catalog company in the world—Sears—has refused to budge. The company that made catalogs famous now prints over 425 million of them a year, including the Lands' End catalog, with virtually no environmental paper standards. Following the success of our "Victoria's Dirty Secret" campaign, our campaign to expose the "destructive side of Sears" launched on

September 25. To find out more, visit catalogutdown.org.

Sparking major shifts in the office supply industry

This year, we prepared a "[report card](#)" on the paper practices of the five major players—Staples, Office Depot, OfficeMax, Corporate Express and FedEx/Kinko's—and gave each company a chance to improve their grades before the report came out. The strategy proved highly successful.

Corporate Express adopted an entirely new policy that publicly commits to eliminating fiber from Endangered Forests and includes a shift of their catalogs to 30% post-consumer recycled content. **Staples** announced plans to shift a majority of its paper to FSC-certified sources by 2010. **FedEx Kinko's** agreed to work with its paper supplier to phase out papers from West Fraser's British Columbia mills that source from mountain caribou habitat. And the report, released in early September, was [covered by Dow Jones MarketWatch](#).

Green Grades

A Report Card on the Paper Practices
of the Office Supply Sector



Campaign to save the Boreal Forest gains ground

The size of 13 Californias, Canada's Boreal Forest stretches from the Atlantic to the Alaskan border. It plays a crucial role in absorbing carbon emissions, cleaning our air and water, and providing habitat for threatened species. ForestEthics campaign to protect this global treasure won a victory in September as the [government of Ontario announced a new paper procurement policy](#) that commits to a target of 30% Forest Stewardship Council (FSC) certified paper by 2008 and 50% post-consumer

recycled paper by 2012. More importantly, the government committed to working with logging companies to permanently protect areas identified through FSC certification as critical, with a focus on caribou habitat.