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Overview

Intro:

- **Chris McDonell** BSCF UofT 1990, RPF 1992
 - Ontario Min of Natural Resources 1987-1997
 - Tembec 1997-2017; RYAM 2017 – present
- **Rayonier Advanced Materials**
 - Products
 - Geography
 - Certification Context
- **Forest Certification**
 - What is it and what's involved?
- **Example of Impact of Certification**

Rayonier Advanced Materials



- **Global leader** in high purity cellulose products, including cellulose specialties (CS)
 - Only producer with **five CS manufacturing lines** in US, Canada and Europe
- **Diversified** product offerings with **integrated** forest products, paper pulp, paperboard and newsprint businesses

RYAM Locations

Increases geographical diversity and mitigates currency risk



Rayonier Advanced Materials

- ★ Headquarters
- ◆ High Purity Cellulose Plant
- ◆ Fiber Facility
- ◀ Marketing & Research Center
- + Sales Office

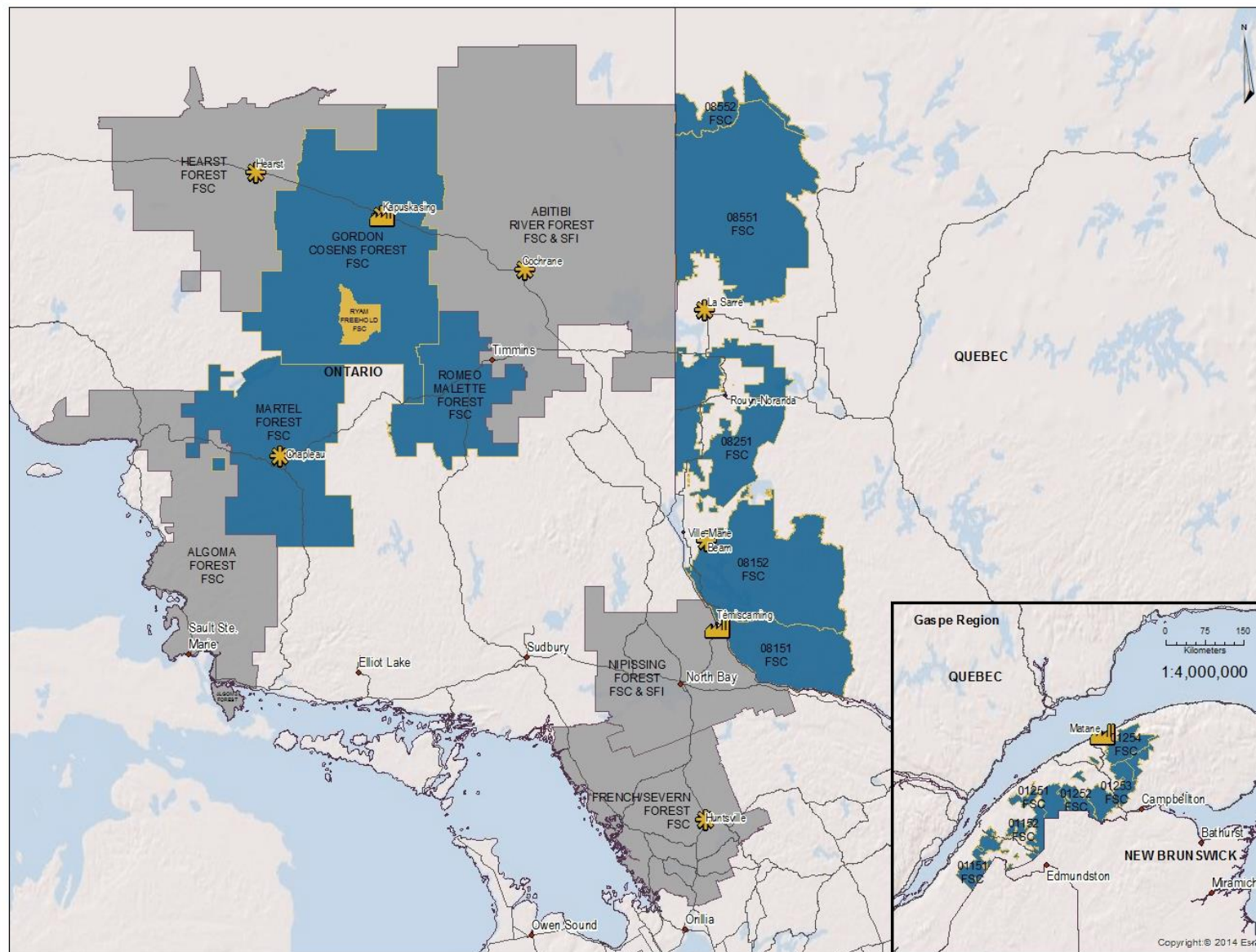
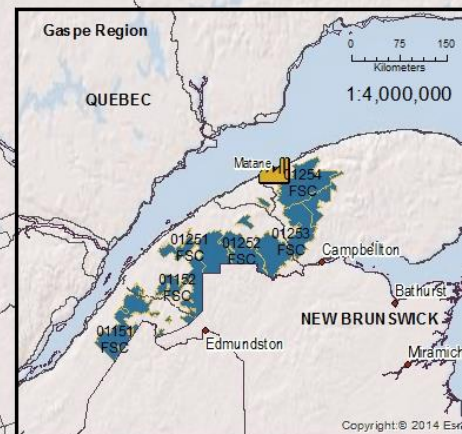
Tembec

- ★ Headquarters
- ◆ SPF Lumber Facility
- High Purity Cellulose Facility
- ▲ Other Pulp Facility
- Other Manufacturing Facility
- + Sales Office
- ▼ Sales and Research



RYAM Forest Tenure Canada

-  RYAM Pulp & Paper Mills
-  RYAM Sawmills
-  Highways
-  Province Boundaries
-  Sustainable Forest License
-  Shared Tenure Agreement
-  RYAM Private Land



Integrated and Complementary Businesses

Products
End Markets

High Purity Cellulose

Dissolving
Wood Pulp

Acetate
Ethers
Specialties
Viscose

Fluff Pulp



Forest Products

Dimensional Lumber
Framing Materials
Wood Chips
Fuel (Chips, Sawdust,
Shavings & Bark)



Packaging & Newsprint

Packaging
Multiply Coated Board
Newsprint
Book Paper



High-Yield Pulp

Mechanical
Hardwood Pulp
(Maple & Aspen)



Origins of Forest Certification

- FSC – Founded in Oaxaca Mexico – 1993
- PEFC – Founded in Europe - 1999
- SFI – Sustainable Forestry Initiative (US, CAN)
- CSA – Canadian Standards Association (CSA)



- RYAM is one of the largest FSC certified companies in the world with over 8 million hectares (27 million acres) of forest certified in Canada.



Certification of Forests and Forest Products

Assurance

- Is a forest well-managed?
- Is a product “sustainably” produced?
- Where does the fibre come from?
- A fair wage, Indigenous rights protected, climate-friendly, protection of lands and wildlife....?
- Brand names seeking to examine their supply chains to avoid reputational risk and support their claims
- Consumers increasingly want more information and make responsible choices
- Local citizens, Indigenous communities, stakeholder groups expect more than ‘following the law’
- Company wish to differentiate, to communicate to the market

The Influence of Brands



Paper, wood, packaging, textiles (rayon)

Principles

- Making claims:
 - **First party** – “I’m green”.
 - **Second party** – “I’m a green producer that is a member of an association with a green standard”.
 - **Third party** – “I am certified to a standard, developed by an separate organization, which is audited by a separate entity (certifier)”.
- Labels, logos, etc can accompany each type,

Forest Certification

- Independent, third party
- Setting standards for responsible forest management which are then used to evaluate forests
- Fibre from certified forests is tracked all the way to the store through a Chain of Custody system.
- Certified wood, paper and other forest products are then sold with a label by certified companies in the marketplace.
- Products sold with the label helps businesses and consumers to make informed choices about the forest products they buy

Adapted from: www.ca.fsc.org

Hierarchy of Certification



Standards Organization

- Develops Principles & Criteria
- Develops Policies and Standards
- Manages Trademark Use
- Accredits & Audits Certifiers

Certifying Body

- Develops audit protocol
- Reporting to Standards organization(s)
- Review trademark use
- Certifies and audits (annually)



Certificate Holder

- Maintains & improves CoC system & practices
- Reporting to certifier
- Responsible use of trademark



Assessment of Forest Management

- Forest Management Plans
 - Long term, sustainable forestry, public involvement
- High Conservation Value Forests
 - Identify and protect areas, values through special management
- Agreements with First Nation Communities
 - Harmonize forestry with culture, wildlife management and environmental protection; business agreements, employment
- Species at Risk
 - In Ontario and Quebec we have developed woodland caribou conservation plans jointly with ENGOs, First Nations, communities proactively and have acceptance from government
- Forest Operations and Silviculture to renew forests

FSC Forest Management Standard

Principle 1: Compliance with Laws

Principle 2: Workers Rights and Employment Conditions

Principle 3: Indigenous Peoples' Rights

Principle 4: Community Relations

Principle 5: Benefits from the Forest

Principle 6: Environmental Values and Impacts

Principle 7: Management Planning

Principle 8: Monitoring and Assessment

Principle 9: High Conservation Values

Principle 10: Implementation of Management Activities

Adapted from www.fsc.org

SFI Principles

1. Sustainable Forestry
2. Forest Productivity and Health
3. Protection of Water Resources
4. Protection of Biological Diversity
5. Aesthetics and Recreation
6. Protection of Special Sites
7. Legal Compliance
8. Research
9. Training and Education
10. Community Involvement and Social Responsibility

Adapted from www.sfiprogram.org

Types of Certification

Forest Management



Forest



Purchase



Harvest



Converting



Manufacturing

Controlled Wood
Fiber Sourcing

Chain of Custody

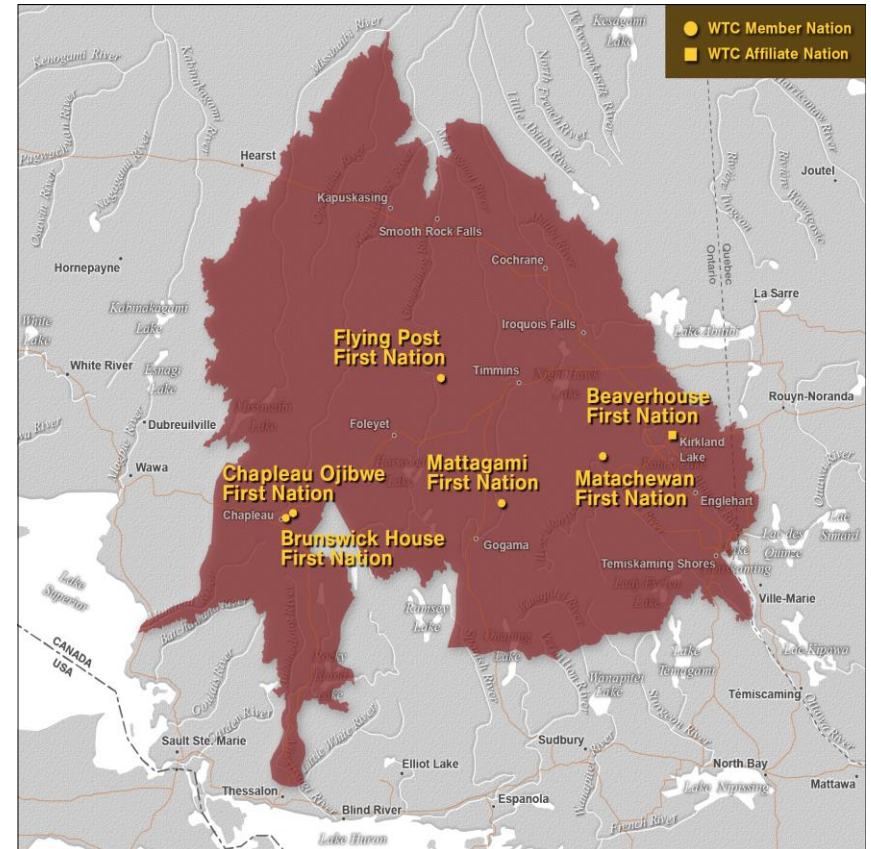
Environmental and Forest Certification



La marque de la
gestion forestière
responsable

Certification – Making a Difference

Indigenous Peoples Rights



Northeastern Ontario Indigenous Relations

- RYAM works directly with 12 First Nations (FN) and the Metis Nation in northeastern Ontario
- Partnership Agreements support community involvement in forestry plans, business development, employment and community projects



RYAM is an annual sponsor, partner and participant at the Missanabie Cree FN Annual Gathering in August supporting engagement between industry and community members.



2019 Activities

- Utility building -CCFN Racine Lake
- Ontario Indigenous Youth camp
- Missanbie Cree FN gathering
- Firewood, lumber



First Nation Partners



RYAM, Taykwa Tagamou and Island Falls Forestry renew partnership Agreement. 20 years of engagement will be celebrated in 2019.



Ryam building materials provided to Chapleau Cree FN for community recreation and housing.



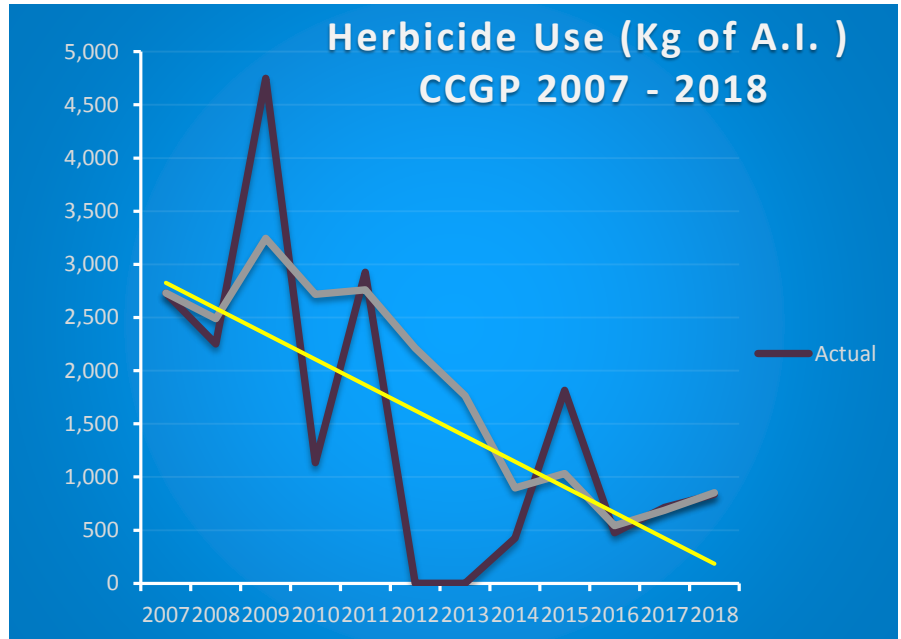
Wahkohtowin develops white birch syrup operation in cooperation with RYAM forest management group



First Nation youth employed each summer in natural resource management. A partnership with MNRF, Outland Reforestation, Northern college, mining and forest industry.

Advanced Materials.

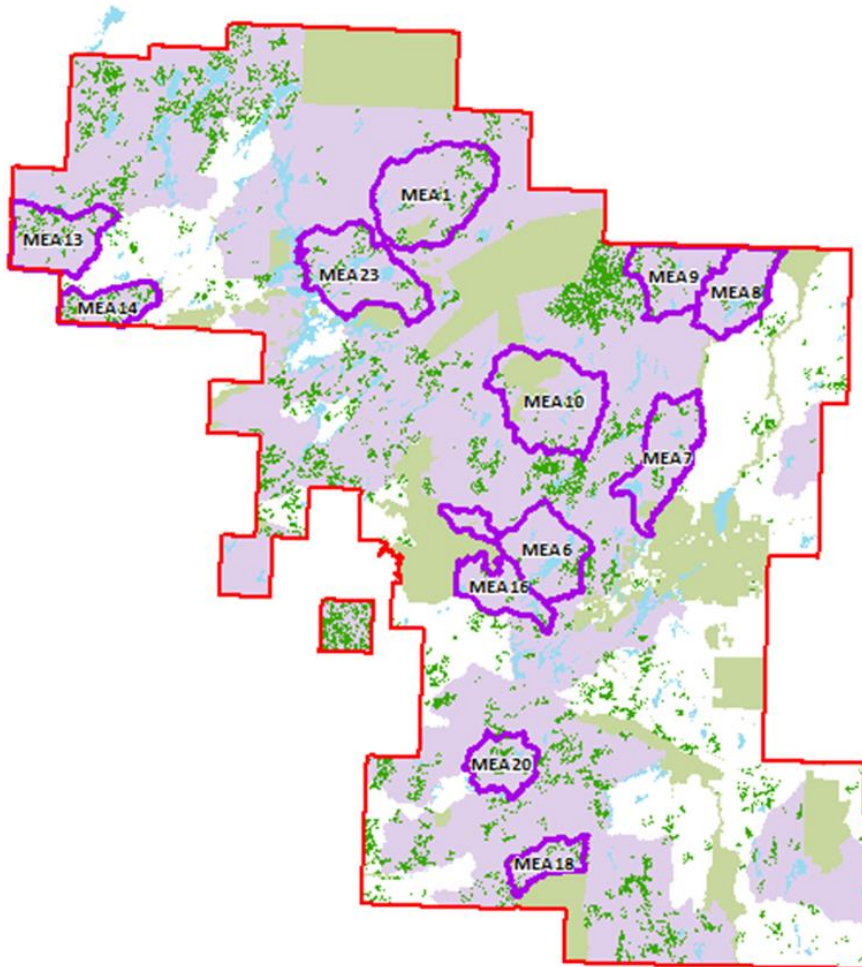
Herbicide Alternatives



NRCAN Project

- Weaving Indigenous knowledge and 21st Century technology into sustainable solutions (2 years)
- Enriching dialogue among researchers, forest managers, and Indigenous Communities to find innovative alternatives for forest renewal with less reliance on chemical herbicides.
- NRCAN proposal lead Nelson Thiffault (CFS-CWFC)

Moose Habitat Emphasis Areas



- Stratification of the forest into large core areas – CCGP focus area
- Detailed review of moose statistics, preferred operations areas, and other considerations narrowed candidate MEAs down to 22.
- These areas were brought into Patchworks and further netted down to 12 MEAs (15.5% of the landbase) to form the LTMD.
- FN reps participated in moose habitat sub-committee.

Sources

- www.ca.fsc.org
- www.sfiprogram.org
- www.pefc.org
- Comparison of FSC and SFI certification (2012)
 - *Journal of Forestry*, Volume 110, Issue 2, March 2012, Pages 79–88,
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Impacts of Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI) Forest Certification in North America
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