

Companies commit to eliminate dodgy wood products

Proctor & Gamble and Domtar have joined the WWF's sustainable forests network

Andrew Charlesworth, [BusinessGreen](#) 14 Apr 2008

Global consumer goods giant [Proctor & Gamble](#) has joined the [North American Forest & Trade Network \(NAFTN\)](#), a scheme run by the [World Wildlife Fund \(WWF\)](#), signaling its commitment to buy wood products only from sustainable managed sources.

Canadian paper, pulp and wood company [Domtar](#) has also signed up to NAFTN to pursue Forest Stewardship Council certification for its Canadian forests.

"Companies that seriously commit to responsible wood sourcing can have significant positive impacts on forest conservation," said Kerry Cesareo, Manager of NAFTN at the WWF. "[P&G and Domtar] ... set an example for other companies to follow."

P&G has agreed to phase out all use of wood from unknown, illegal or controversial sources, and to phase in purchasing of wood from designated sources: recycled; known, licensed and complying with policy; verified legal; and credibly certified or in-progress towards certification.

Procter & Gamble will initially work with the NAFTN on its Family Care business, which manufactures products such as Bounty paper towels and Charmin toilet tissue. It plans to expand the focus into other lines of business later.

As well as seeking Forest Stewardship Council certification for its managed forests, Domtar will identify important areas for protection on its lands and promote FSC-certified environmentally responsible papers, such as the company's EarthChoice brand.

NAFTN is the North American arm of the WWF's Global Forest & Trade Network, an initiative to eliminate illegal logging and improve the management of threatened forests. By facilitating trade links between companies committed to supporting responsible forestry, the Network creates market conditions that help conserve forests while providing economic and social benefits for the businesses and people

that depend on them.

The Global Forest & Trade Network has more than 350 members worldwide generating annual products sales of more than \$45.2bn per year from over 67 million acres of forests in progress to certification.

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