

Forestry for the Future

Derek Nighbor

Maritime Lumber Bureau – 84th Annual General Meeting

Saint John, NB

June 8, 2023

FPAC Members



Getting More Proactive About Fire

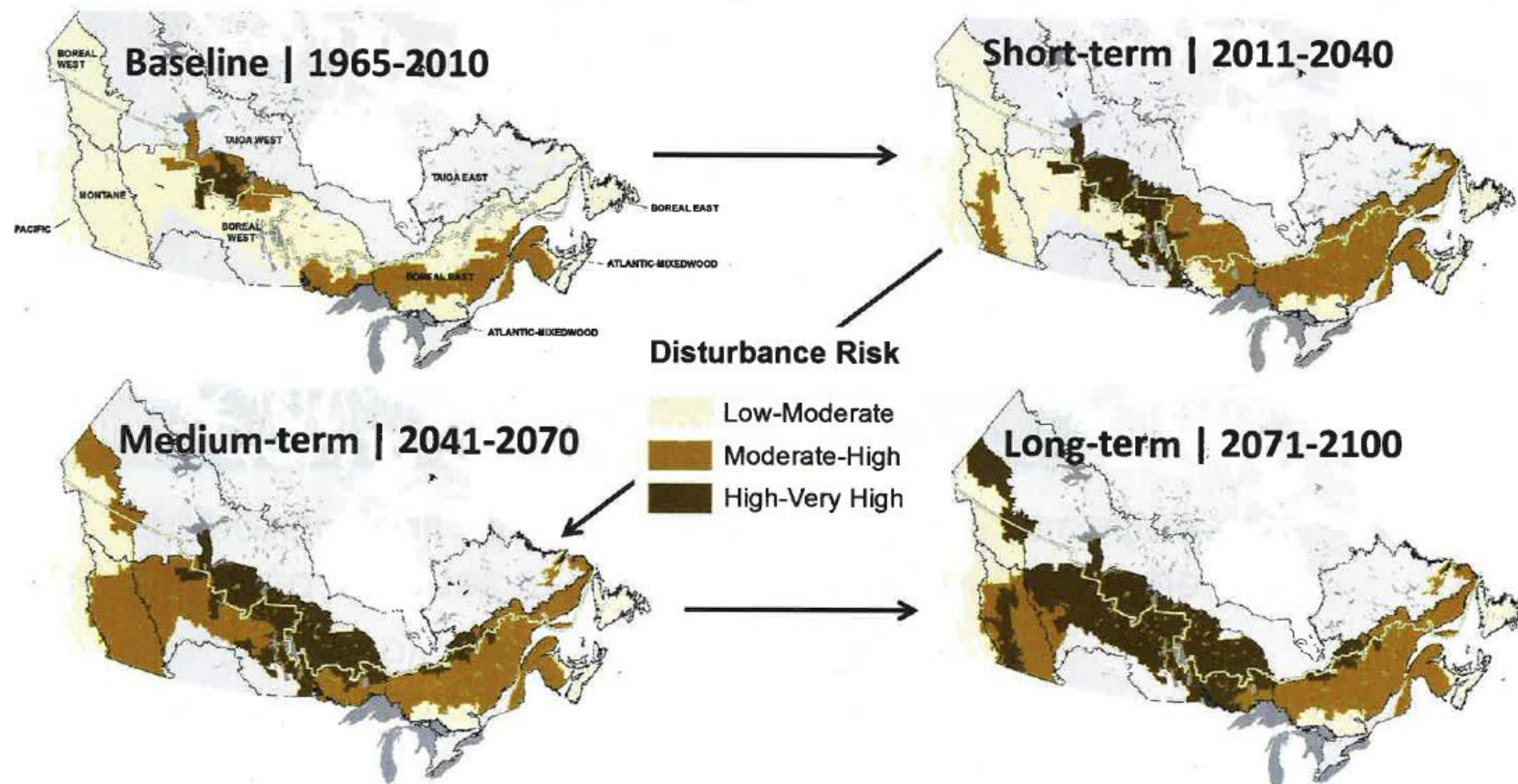


362 million hectares of forest area

Over 700,000 hectares are harvested annually

Over 3.8 million hectares burned in the last few weeks (239/414 fires are currently 'out of control')

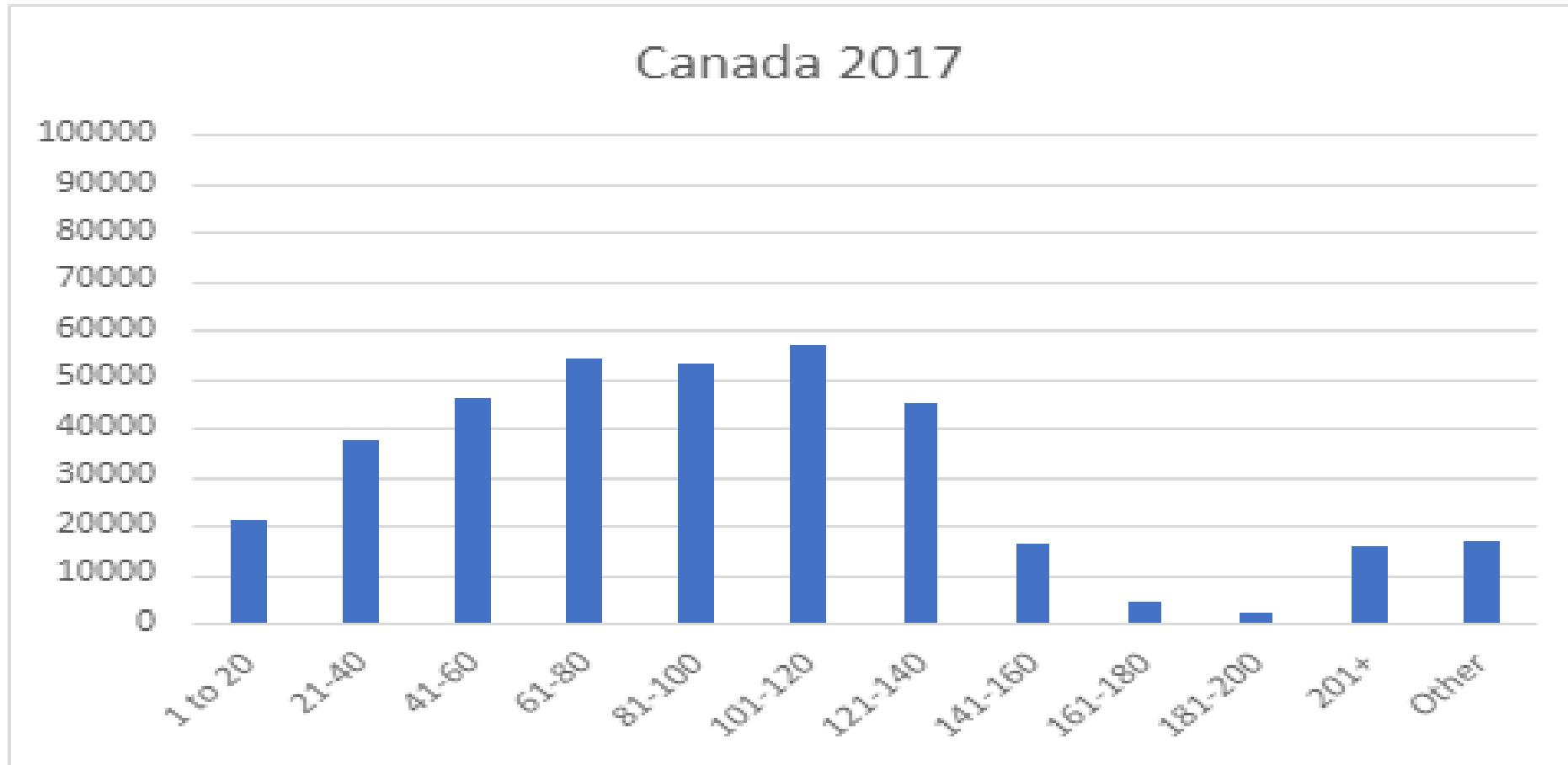
Cumulative disturbances of fire, pests, and drought are projected to place vast areas of Canada's forests at high to very high risk



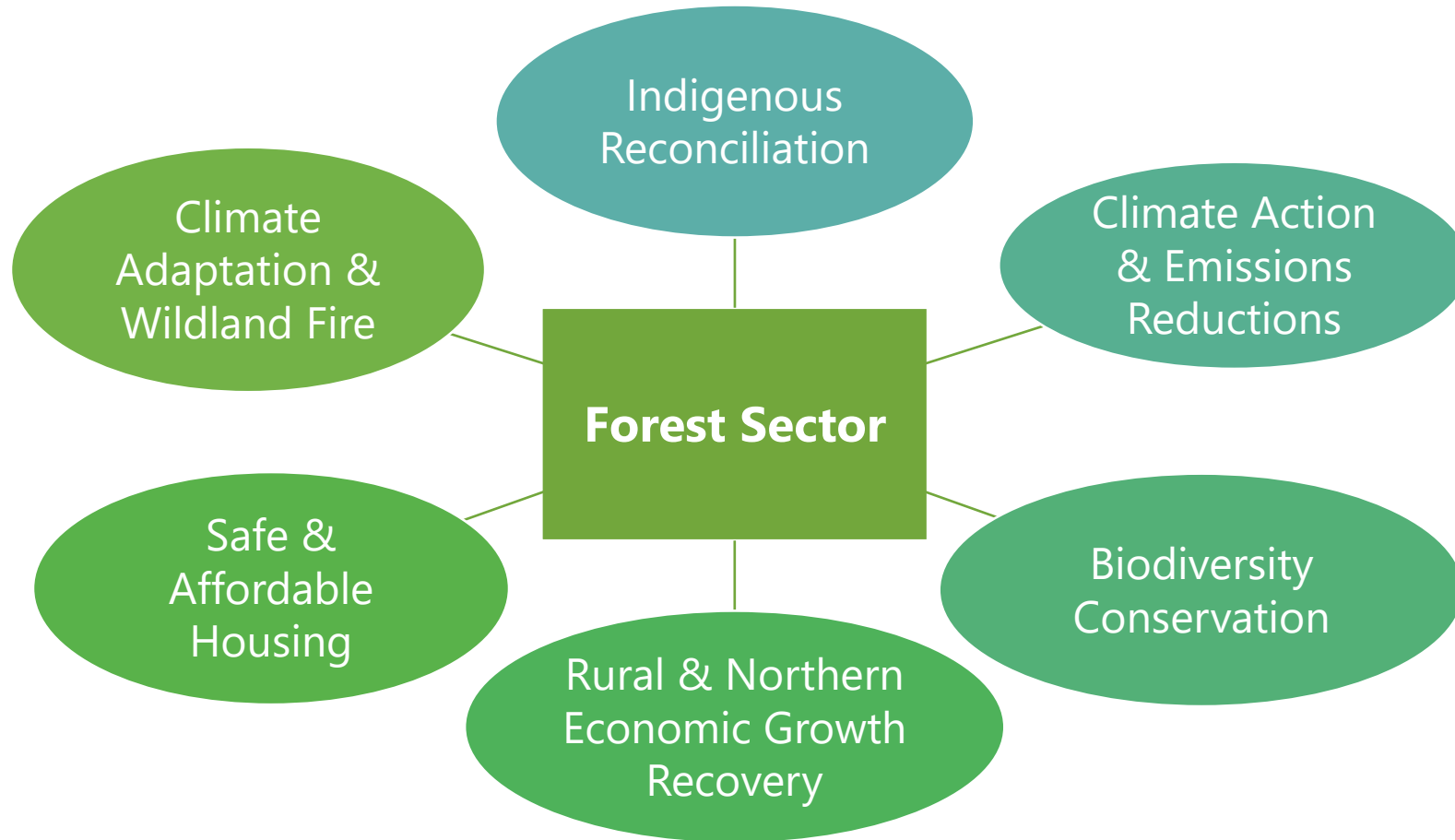
Even when viewed separately, disturbance increases are significant; in combination they overlap and cover nearly all of the managed forest



Canada – Overall Forests Age Class

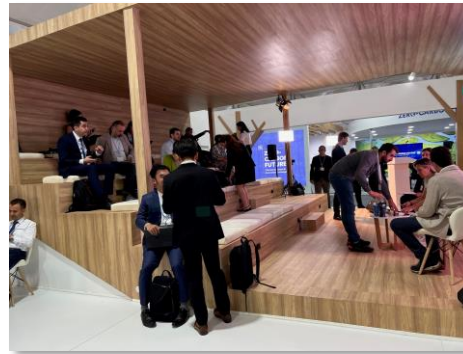


Convergence of Critical Priorities



COP27 Global Climate Meetings

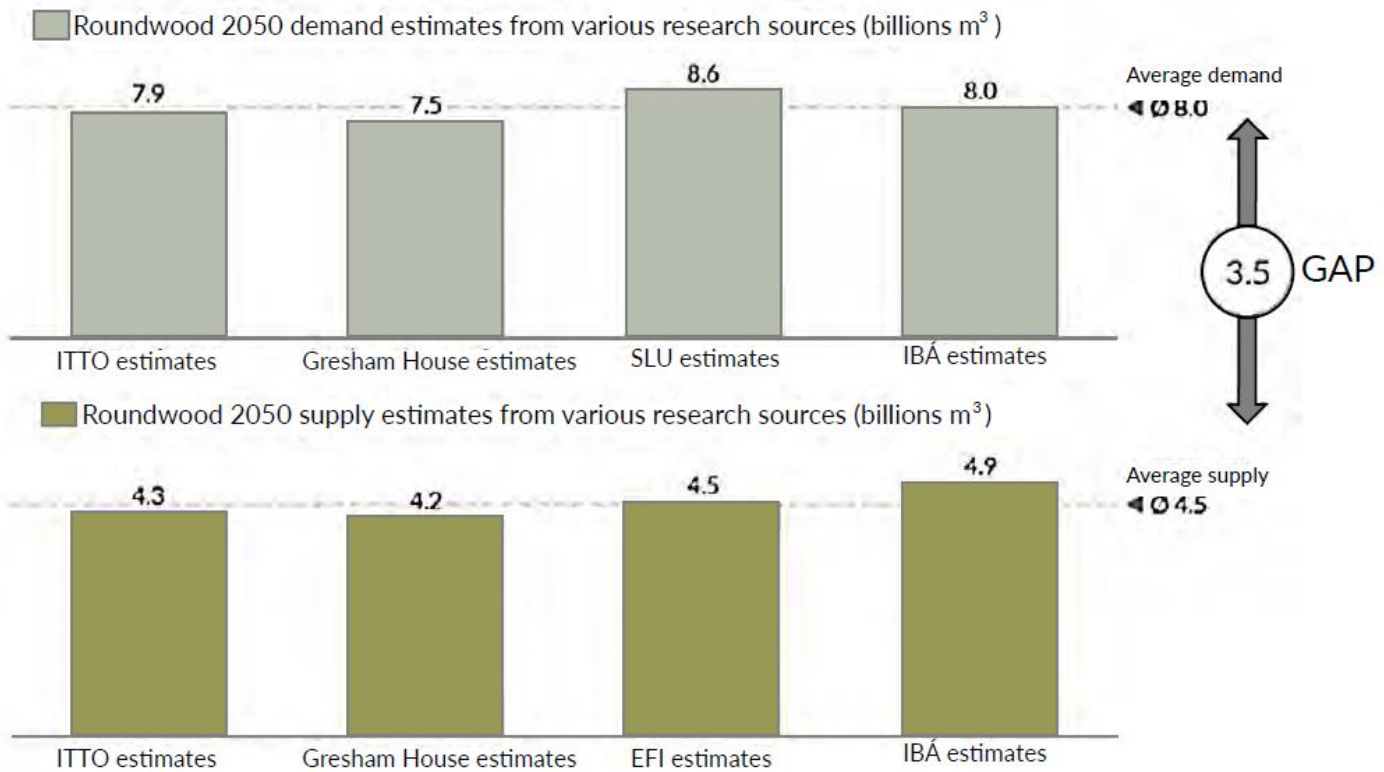
Wood Was Everywhere



Global Roundwood Supply – Demand Gap by 2050



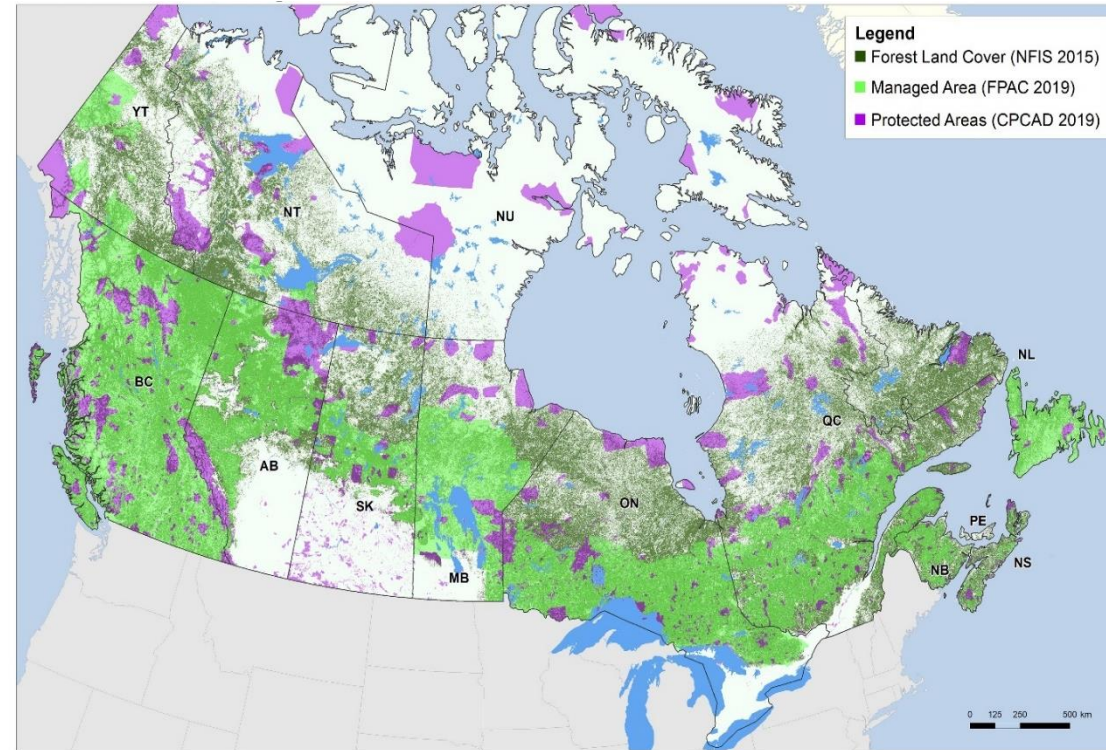
Fig 06. 2050 roundwood demand-supply gap (Dalberg, 2022).



Forest Products Association of Canada
 Suite 410-99 Bank Street, Ottawa, Ontario K1P 6B9
 (613) 563-1441 | @FPAC_APFC

Less than 25% of Canada's forests available for harvest (over 100-150 years)

- Canadian forests are:
 - 11% protected
 - 41% unmanaged
 - **48% managed**
- Within the managed forests:
 - **>50%** is subject to specific **conservation** measures



Bélangier et al. 2020. Calculating the Extent of Conservation Lands within Canada's Managed Forests

Forests



- Increasing Resilience of Forests
- Improved Utilization – More Wood Waste Used
- SFM as a tool to address worsening pests/fires



Mills & Facilities

- Fuel Switching
- Producing Green Electricity
- Further Decarbonization
- BECCS And CCUS

Reusable
Recyclable
Biodegradable
Compostable



Net Zero Carbon by 2050



Products



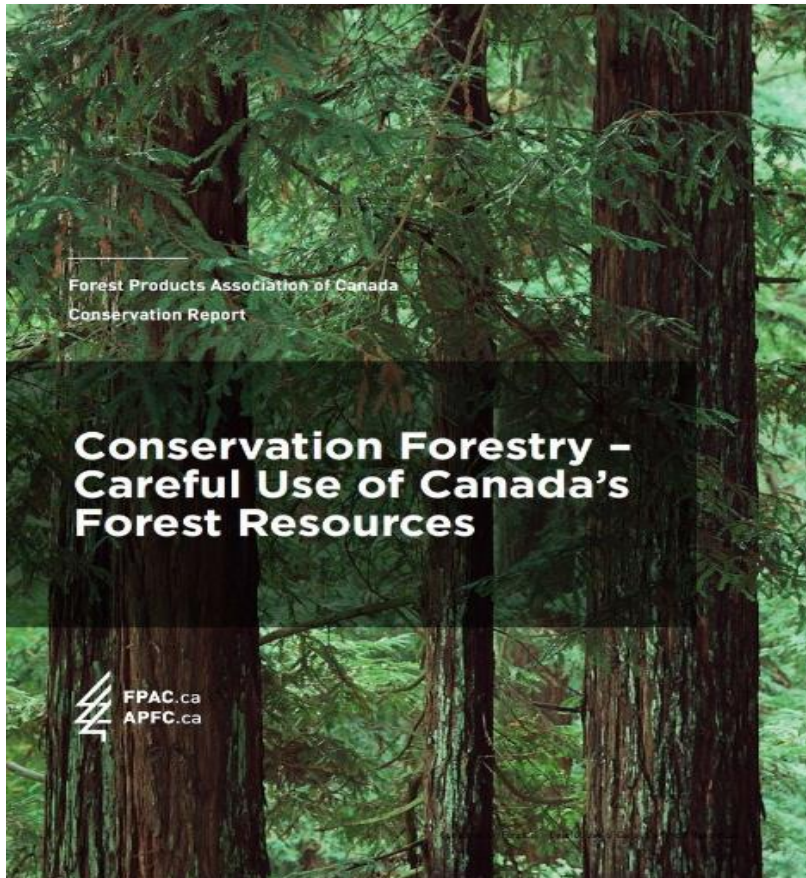
- Low Carbon Building Solutions
- Biomaterials
- Bioenergy & Biomass
- Carbon Storage, Substitution Benefits, Circularity



Transportation

- Modal Shifts, Platooning, EV
- Need For Resilient Infrastructure

FPAC Conservation Report



Conservation Forestry – Careful Use of Canada's Forest Resources

<https://www.fpac.ca/reports/conservation-forestry-careful-use-of-canadas-forest-resources>

Securing Policy Sensibility in Ottawa

- **Investment Tax Credits**
- **Clean Fuel Regulation**
- **Emissions Reductions & Climate Adaptation**
- **Pulp & Paper Mills:**
 - P&P Effluent Regulatory Modernization
 - Lime Kiln Decarbonization
- **Conservation of biodiversity**
 - Land conservation (30% target by 2030)
 - Species at Risk
 - Migratory Birds

The Caribou Case Study



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Federal Government Approach

- **Boreal Caribou listed as 'Threatened' under SARA in 2003.**
- **Recovery Strategy published in 2012, based on 2011 Scientific Assessment (using 2008 data).**
- **Recovery Strategy sets a '65% undisturbed habitat' threshold to support caribou recovery.**
- **Despite limitations with this data, this threshold has been incorporated into Range Planning Guidance.**

Concerns with Federal Approach

- **Only considers one factor (disturbance).**
- **Limited data; little consideration for regional dynamics.**
- **Ignores populations doing well in highly disturbed landscapes.**
- **Ignores populations doing poorly in relatively undisturbed areas.**
- **Assumes 'causation' – restoration/less disturbance will result in healthier populations.**

Forestry as a Solution

- **Nutrition project with NCASI to map and understand caribou nutritional needs.**
- **Caribou Program at Foothills Research Institute in Hinton, Alberta: including how to design better cut blocks for caribou.**
- **Northwestern Ontario Multi-Species Caribou Project: including improved population estimates with Fecal-DNA methodology.**

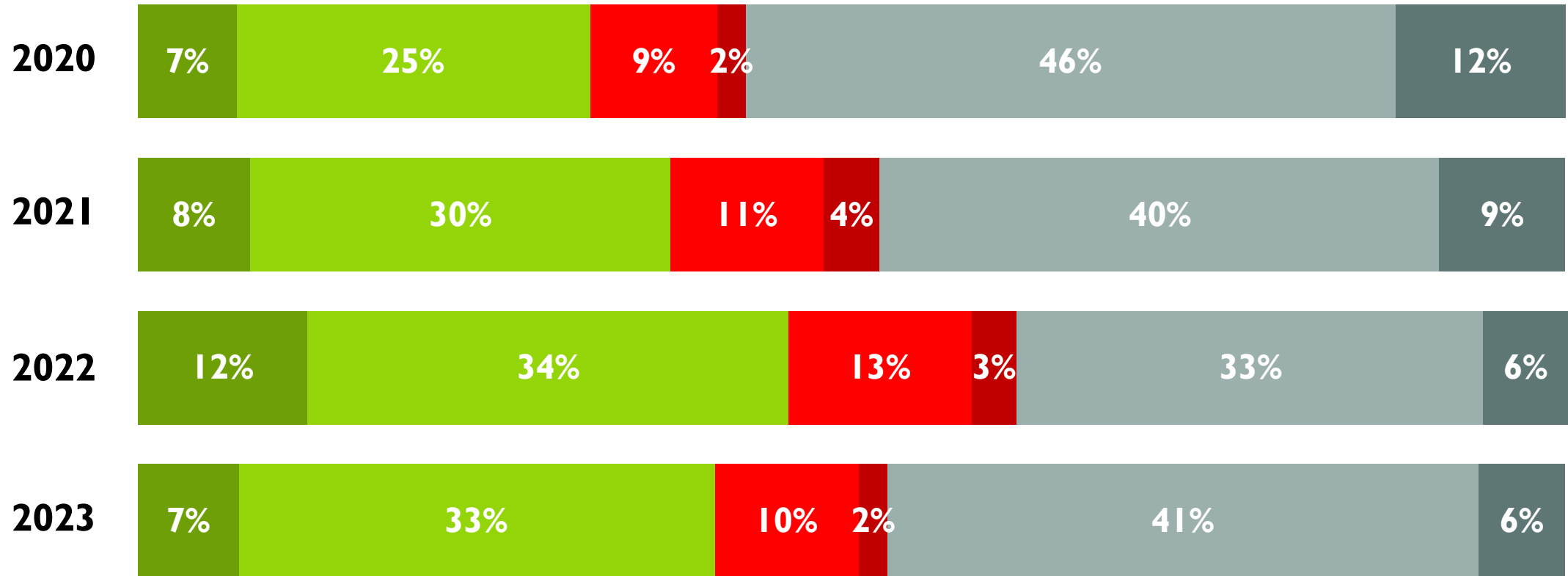
Fecal DNA

- **Recently used in various provinces (Alberta and Ontario)**
- **Brightsand study in Ontario:**
 - **Previous minimum population estimates = 224**
 - **DNA study minimum population estimates = 600+**
- **FPAC \$700K funding agreement with Ontario government for Churchill range secured; Lakehead University helping; to be completed Spring 2026.**

Procurement Trends



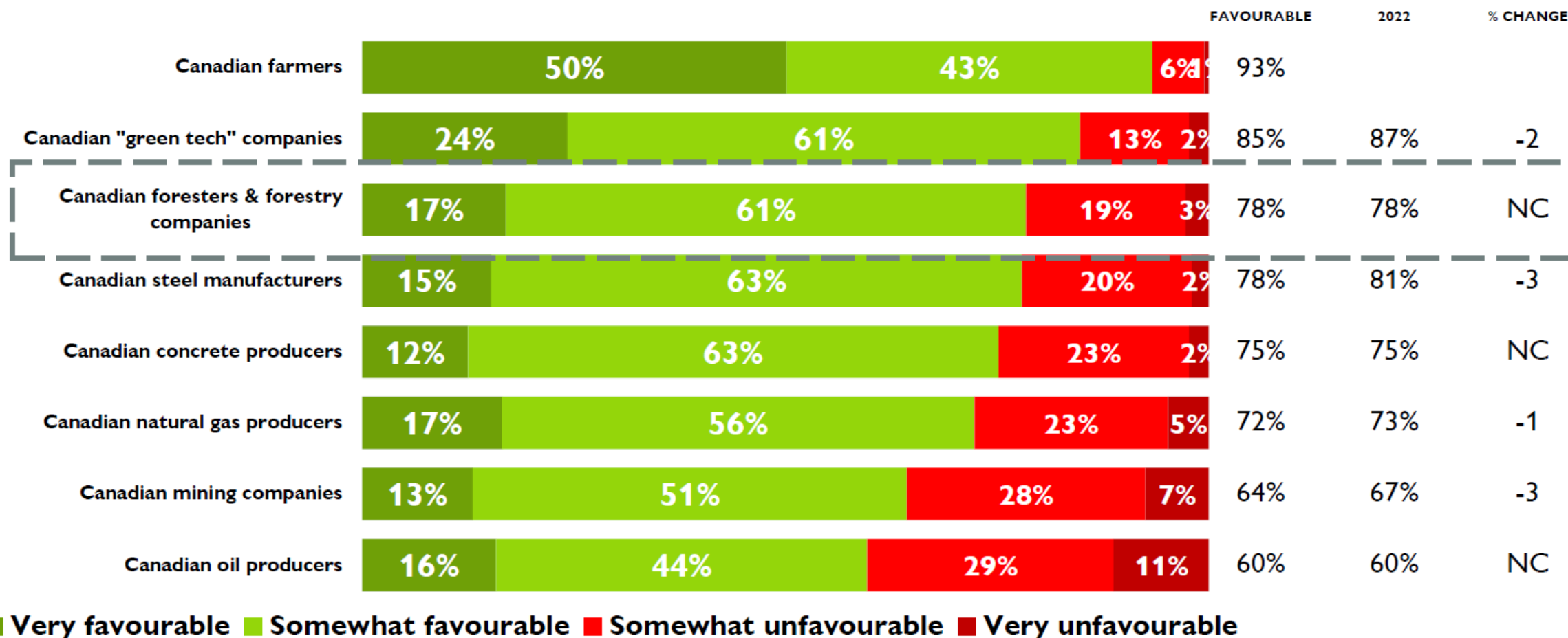
Opinion of Canada's Forest Sector



■ Very positive ■ Positive ■ Negative ■ Very negative ■ Dont know the industry enough to have an opinion ■ Dont know the industry at all

With regards to the forestry sector, please indicate if you have a positive opinion, negative opinion, don't know the sector enough to have an opinion or don't know the sector at all?

FAVOURABILITY OF ORGANIZATIONS & BUSINESSES



Below is a list of different organizations and businesses. For each one, please tell me if you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable impression:

SUSTAINABLE

79% **AGREE**

**FORESTRY IN CANADA IS CARRIED OUT
WITH MORE CONCERN FOR THE
ENVIRONMENT TODAY.**

ESSENTIAL

84% **AGREE**

**CANADA'S FOREST SECTOR WILL PLAY AN
ESSENTIAL ROLE IN HELPING OUR COUNTRY
MEET ITS CLIMATE CHANGE GOALS**

ECONOMICALLY VITAL

87% **AGREE**

**CANADA'S FOREST SECTOR IS CRITICAL TO
THE ECONOMIC SUSTAINABILITY OF OUR
COUNTRY.**

FORESTRY FOR THE FUTURE



Telling Our Story

Key Campaign Activities

Persuasion and opinion change are not something that happen overnight. Retention of information requires multi-platform saturation, memorable executions, and consistency of message to seed the underlying facts. Campaign activities include:

- Cross-Platform Digital Advertising Program
- Earned & Paid Media Relations
- Out of Home Advertising (Transit Shelters, Airports, etc.)
- Multi-Medium Flagship Content
- "Capturing Carbon" Documentary
- "Canadian Forest Can Save The World" Podcast
- Animated Video Shorts & Creative Asset Production
- TikTok & Instagram Influencer Partnerships
- Indigenous Partnerships
- Community Development & Real-Time Knowledge Building

FORESTRY FOR THE FUTURE

Programs & Tactics

SUSTAINABILITY

**KEEPING OUR FORESTS
AS FORESTS FOREVER.**

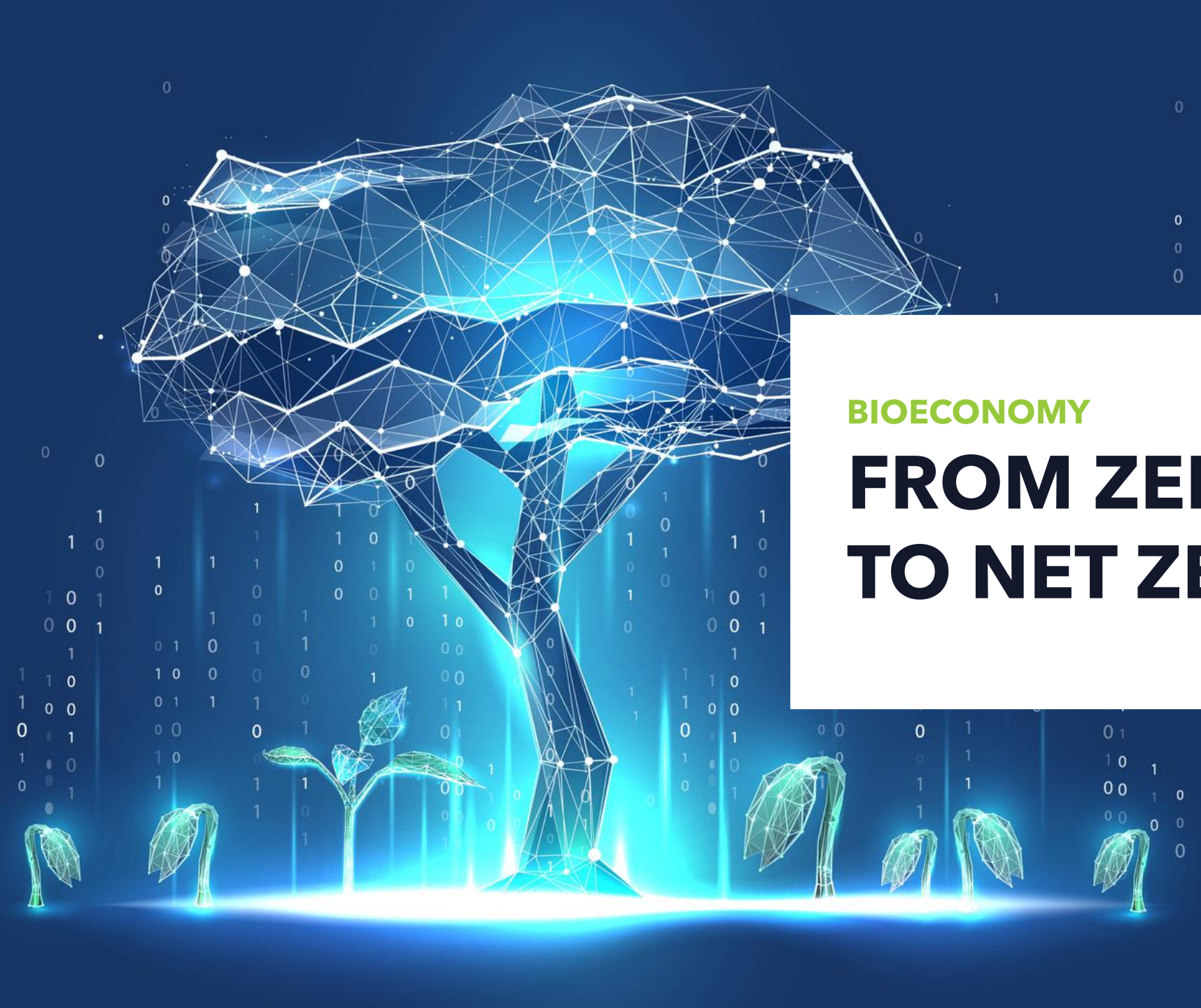


CARBON STORY

**OUR FORESTS HAVE A
CRITICAL ROLE TO PLAY
IN OUR FIGHT AGAINST
CLIMATE CHANGE.**

BIOECONOMY

**FROM ZERO WASTE
TO NET ZERO.**





CLIMATE SOLUTIONS

CANADA'S CLIMATE CHANGE EXPORT.

FORESTRY
FOR THE
FUTURE.



DOCUMENTARY

Capturing Carbon



PODCAST

Canadian Forestry Can Save The World



EXPLAINER VIDEOS

Animated Shorts

Success to Date



Large-scale, multi-channel, multi-year strategic communications program instills pride in Canada's forest sector. Promotes economic growth and environmental stewardship among younger Canadians unaware of the benefits of our forests.

OBJECTIVES

- **Distill** the complexities of the sector down to an easily understood storyline that educates and resonates with the next generation of Canadians.
- **Distribute** the story across multiple communications channels to saturate target audiences and increase public opinion of the sector.
- **Direct** and translate increased awareness and public support to create a more amenable environment to advance the sector's policy priorities.

IMPRESSIONS SERVED

81,000,000

CANADIANS REACHED

13,100,000

SITE VISITORS

2,460,000

UNIQUE ENGAGEMENTS

10,125,324

FORESTRY FOR THE FUTURE

What's Next

Forestry For The Future has proven to be effective for:

- Improving the sector's environmental reputation in an enduring way,
- Finding an effective and easily understood storyline for forestry, and
- Creating an intuitive modern communications environment that tells our story consistently and steadily over time.

Next 3-5 years will expand the sector's reach and appeal to drive policy change and the sector's place as a critical part of a growing, green economy.

Check Out Our Website

www.forestryforthefuture.ca

Tie Backs With Other MLB Sessions

- **Federal/Provincial collaboration**
 - Defining 'degradation'
 - Regional Energy and Resource Tables
- **Mass timber and low carbon building solutions**
- **More efficient and effective transportation systems**
 - Railway fuel charges
 - 'Damaged' car fees
 - Bringing more balance to the shipper/carrier relationship

Thank You

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