

## **Mitsubishi International Corporation Receives Forest Stewardship Council Certification from the Rainforest Alliance**

Mitsubishi International Corporation (MIC) has earned Forest Stewardship Council (FSC) Chain-of-Custody certification from the Rainforest Alliance's SmartWood program. This certification reflects a growing trend in the paper and printing industry of companies making more environmentally and socially responsible supply chain decisions and an important component of Mitsubishi Corporation's (MC) effort to develop sustainable businesses around the world.

The FSC is the global standard-setter in responsible forest management. Chain-of-Custody certification guarantees that wood that comes from certified, responsibly managed forestlands is tracked throughout the supply chain, from the forest to the consumer. Conscientious consumers can look for the FSC logo on wood products to know they are supporting forest management that protects biodiversity and supports local communities.

MIC will purchase FSC-certified paper from Japanese suppliers such as Hokuetsu Paper Mills, Mitsubishi Paper, Daio Paper Corporation and Mitsubishi Hitecer (Germany) and will sell to U.S. printer and paper merchants as well as Japanese clients doing business in the U.S. MIC will buy FSC products from Japan via Mitsubishi Shoji Packaging, the exporting company in Japan.

"The paper industry and U.S. consumers are increasingly aware of conservation and social justice issues and are prepared to support sustainability with their purchases," says MIC General Merchandise Department Manager, Mr. Tetsuya Furuichi. "Selling FSC-certified products gives Mitsubishi International Corporation an edge in the market."

Mitsubishi Corporation's FSC story in the Americas is growing. Alberta Pacific Forest Industries (Al-Pac), 70% owned by MC, is the largest FSC-certified forest in the world. MC also owns 50% of Forestal Tierra Chilena in Chile, which is 100% FSC certified.

About 40 percent of all commercially traded timber globally is used to produce paper, according to the FSC. And paper consumption is expected to grow by about 50 percent in the next few years. The US is the biggest market for paper products globally, producing 90 million tons of paper and consuming 100 million tons of paper each year, according to the FSC.

FSC certification helps forestry operations meet a set of environmental, social and economic criteria covering compliance with laws and international treaties, land-use and indigenous peoples' rights, community relations, biodiversity conservation and maintenance of high conservation value forests, among other things.

The area of FSC-certified forestlands has nearly doubled in the past three years. This growth has opened up a burgeoning supply of certified wood products including lumber, paper, furniture and decking from responsibly managed forests. Increasing consumer interest in FSC-certified products boosts economic incentives for forest operators to manage their lands responsibly.

The Rainforest Alliance works to conserve biodiversity and promote sustainable livelihoods by transforming land-use practices, business practices and consumer behavior and is the world's leading certifier of forestlands to the FSC standards. The Rainforest Alliance works with businesses in making more responsible choices by using market forces to protect our natural resources and support workers and local communities. For more information, visit [www.rainforest-alliance.org](http://www.rainforest-alliance.org).

