


 雄狮林业有限公司

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**- From Forest to Furniture -  
*Why Companies Go Green***

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**Shanghai, China, PRC**

# 雄狮林业有限公司

## Introduction

雄狮林业有限公司 (Fletcher Challenge Forests) 是以新西兰为基地的，在纽约，澳大利亚和新西兰上市的林业公司。其林业业务范围包括：育苗，种植，林木管理，实木产品的生产和经销。公司的原木和板材产品主要出口到亚太，北美等地区。



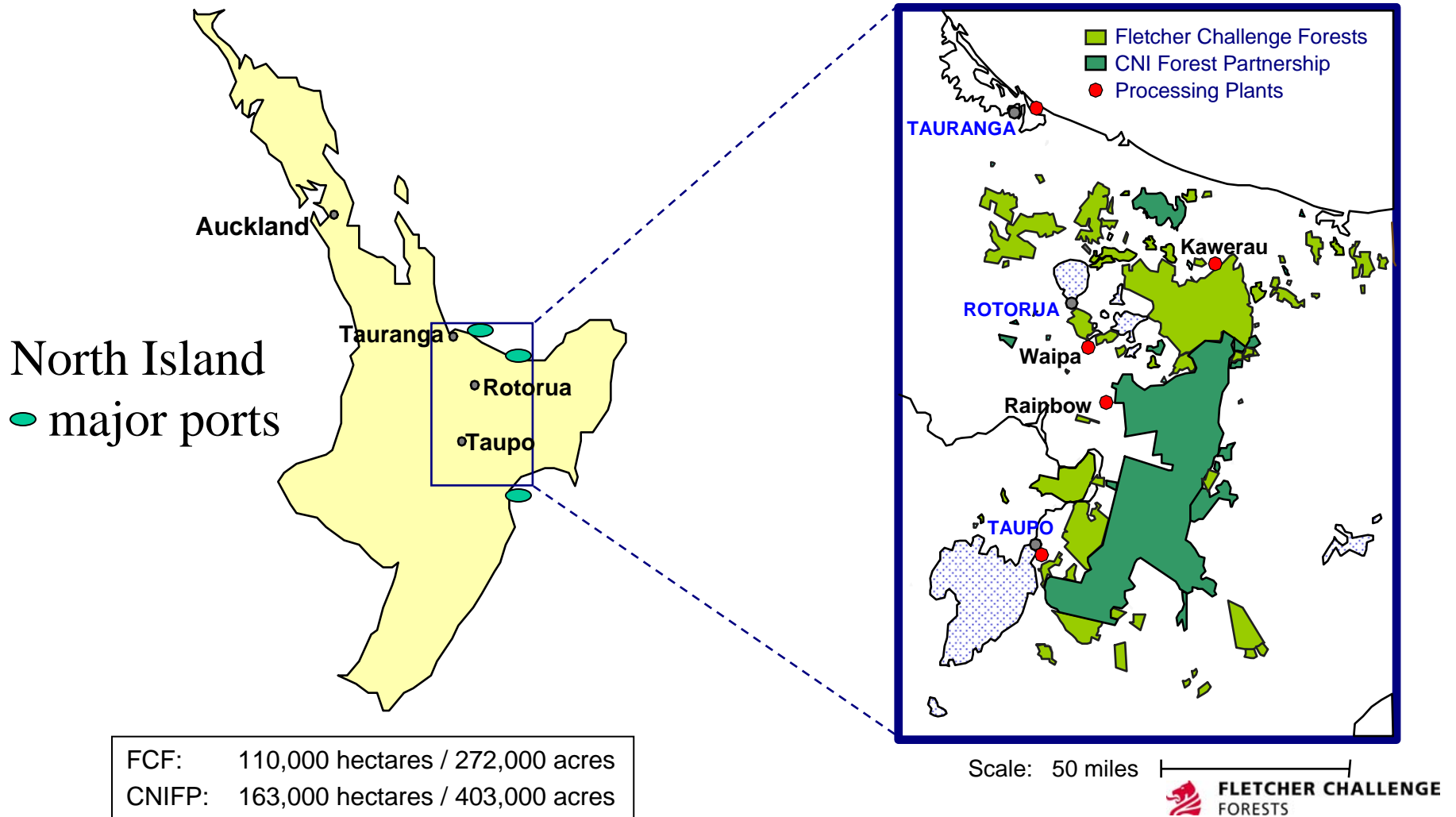
# 雄狮林业有限公司

## Introduction (cont'd)

雄狮林业公司现有雇员二千五百人，拥有及管理着三十万公顷辐射松人工速生林，年砍伐量约为六百万立方米，林地处于新西兰的中北岛。该林地被国际森林管理委员会认证为“精心管理的永续性人工林”并获颁发环保证书。此外，公司在新西兰境内还拥有年总生产能力为一百二十万立方米的十家锯木厂及木制品生产厂



## Location of our plantation forest in New Zealand





## Introducing Radiata Pine (辐射松)

- Extremely versatile medium density softwood
- Suitable for a range of structural and decorative end uses
- Best performing softwood measured across a wide range of workability and finishing properties
- Beginning to penetrate higher value segments in Asian and US markets
- Substituting for Ponderosa pine, Hemlock and Douglas fir
- Large, quality sawlog can be grown in around 25 years

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## In summary:

- FCF has achieved FSC certification of our forests<sup>(1)</sup>
- FCF has achieved chain-of-custody certification for a significant proportion of our processed product sales<sup>(2)</sup>



These two key factors allow us to position ourselves as an industry leader – FCF is the first large scale operation in New Zealand to seek and attain FSC certification



(1) SCS-FM/COC-00027P

(2) SCS-COC-00198;SCS-COC-00199;SCS-COC-00200)

## What is the FSC - COC?

- International NGO; wide stakeholder representation
- Goal to promote sustainable forest management -
  - environmentally responsible
  - socially beneficial
  - economically viable
- Developed credible standards for assessing forest management and identifying acceptable sources of wood products



FSC Trademark © 1996 Forest Stewardship Council A.C.

## Why Seek FSC Environmental Certification?

- Key customers and markets are now demanding eco-labelled wood products (including The Home Depot, Lowes)
- FSC certification sets down an international standard for assessing forest management, and includes assessment of economic, social and environmental criteria





## Why Seek FSC Environmental Certification? (cont'd)

- Greater product environmental credibility
- To position ourselves as a leader in the New Zealand and global forest industry
- Good global citizen - 44% of worlds wood supply is environmentally “unsustainable”



## **Certification Processes**

- **Forest**

- Independent Audit in June 2000 - Scientific Certification Systems
- Rigorous process - looking at systems and operations
- public and stakeholder consultation
- annual audit

- **Forest Chain of Custody**

- Independent Audit in November 2000 - Scientific Certification Systems
- Investigation into systems for log tracking

- **Processing Chain of Custody**

- Audits in December 2000 and ongoing
- control systems, tracking, record keeping, labelling etc



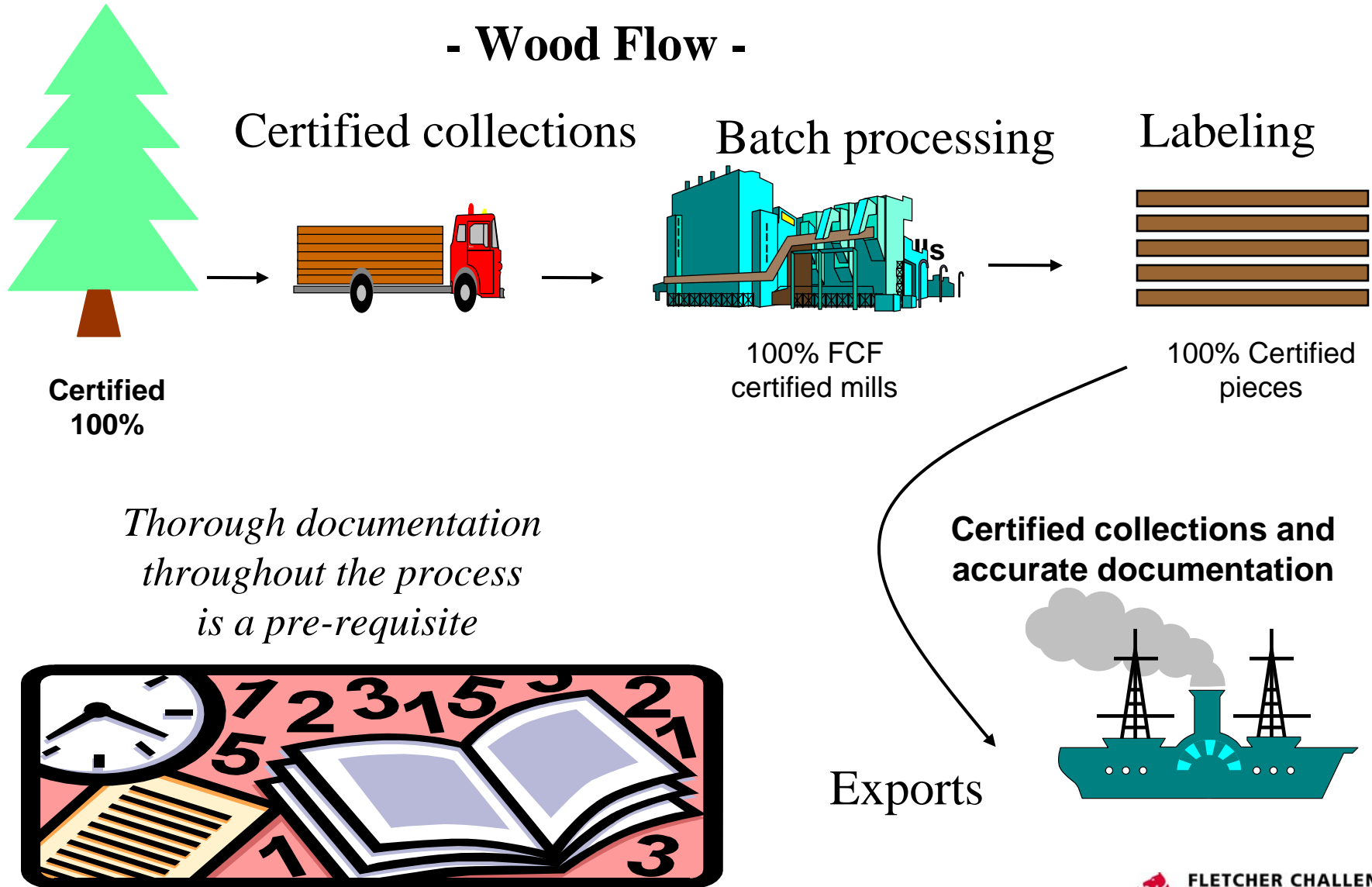
## **Business Implications**

- Consolidating existing management practices: new scientific and environmentally friendly ways of doing old things
- Restating commitments and more emphasis on some areas including research and development, wildlife management, management of native vegetation areas, biodiversity
- Changes to systems to achieve necessary level of control for chain of custody such as log and product segregation, log marking, processed product labelling, export and domestic documentation



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## - Wood Flow -





## **But it Doesn't Stop There – it's an ongoing business philosophy**

- Our USA distributors, Asian remanufacturers and customers need chain of custody certification:
- Retailers need own chain of custody for end-users
- New markets for FSC certified products emerging:
  - consistent inquiries regarding certification
  - percentage-based certification inadequate in some markets
  - 100% certification is a challenge (batch processing)
- Annual compliance audits for forest management and chain of custody certificates





