

FOREST ETHICS



SHARPEN YOUR PENCILS AND SAVE THE SIERRA

With pencils in hand, our children learn about the importance of forests—how they provide us with oxygen, provide habitat for countless species of plants and animals, and help shield us from the impacts of global warming by absorbing the greenhouse gases that we emit.

But as students take notes and complete assignments, do they know where their pencils come from? Are they sourced from a Sierra Pacific Industries (SPI) clearcut or tree plantation, which destroy California's Sierra Nevada forests? Check out the following report card to see which pencil companies fail to protect the Sierra, and which ones ace the test.



Report Card: Pencils that Make the Grade, and Pencils that Flunk the Test.

	COMPANY	GRADE	NOTES
At the head of the class on forest protection	ForestChoice	A	ForestChoice offers pencils certified by the Forest Stewardship Council (FSC). FSC companies adhere to rigorous commitments to environmentally friendly logging practices, resulting in the best standards in California. Visit them at forestchoice.com .
	Greenline Paper Company	A	Greenline Paper Company's Eco-Writer pencil is made from 90% post-consumer recycled paper. They also offer one line of pencils made from recycled old money and one from recycled blue jeans! Visit them at greenlinepaper.com .
Show potential, but need to hit the books	Green Apple	C	Green Apple's Recycled #2 pencil is made from 100% pre-consumer waste materials, which are the byproduct of manufacturing another product. While certainly sensible, it is not very "green" if these pencils are still made by clearcutting our Sierra Nevada forests.
	Paper Mate	C	Paper Mate's Earthwrite pencil is made from 100% pre-consumer waste, but many of their pencils are the products of clearcutting Sierra Nevada forests. We're pleased that they use some FSC-certified lumber, but we're sure they could do better.
Class Clowns of the Pencil Industry	Dixon/Ticonderoga	F	Dixon/Ticonderoga offers no pencils with post-consumer recycled or FSC content. Their pencil production is contributing to the destruction of Sierra Nevada forests. Previous Dixon/Ticonderoga pencils were made with FSC content, and our forests desperately need this company to go FSC once again.
	USA Gold	F	USA Gold buys most of its lumber from destructive companies such as SPI and sells no pencils with FSC-certified lumber. Their pencil production is contributing to the destruction of the Sierra Nevada forests.

do you love the sierra?

YEAH!

i love you

EWWW!!

GROSS!!

1+1=2

HISTORY LESSON: Our Sierra Nevada, beloved and under threat.



John Muir

140 years ago, John Muir explored the iconic forests and mountains of the Sierra Nevada, and after falling in love with the land and vowing to protect it, he pioneered what became the modern environmental movement.

The Sierra Nevada is home to the world's tallest trees. It provides California with over 60% of its drinking supply. Mountain lions, wolverines, and spotted owls make the Sierra their home.

And yet these forests are under threat. Since 1995, logging giant Sierra Pacific Industries (SPI) has recklessly clearcut

hundreds of thousands of acres of mature, diverse forests and converted them into sterile tree plantations, with plans to log at least a million acres within the next 50 years—that's like clearcutting Yosemite National Park. Their practices compromise the quantity and quality of our state's drinking water, and contribute more to global warming than wildfires.

One of the tree species actively logged by SPI is Incense Cedar, a popular tree for pencil production.

The pencils you buy can determine the fate of the Sierra forests and help to ensure they are not only a lesson in history, but a treasured resource for generations to come.



EBBETT'S PASS FOREST WATCH

The Sierra

YOUR HOMEWORK:

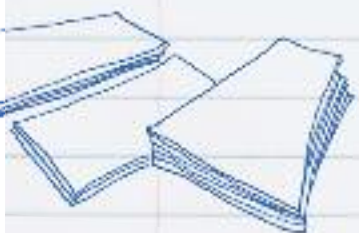


Buy pencils from ForestChoice or Greenline Paper Company.

Urge major wood pencil suppliers to stop contributing to the plantation conversion and clearcutting of California's forests and to give a preference for FSC-certified suppliers.



EXTRA CREDIT



What type of Paper should you pair with your Pencils?

FSC-certified paper, of course. The easiest way to guarantee that paper is eco-friendly is to buy FSC-certified paper or paper that is made of 100% post-consumer recycled content. If a paper product is neither FSC-certified nor made of 100% post-consumer recycled content, chances are its manufacture contributes to the destruction of Endangered Forests.

POP QUIZ

Why are mature forests better for water quality than clearcuts?

Mature forests absorb and retain water like a sponge. This means that rainfall on a mature forest slowly percolates through the fallen branches, leaves and soils and filters out into rivers and streams. It is a naturally sustainable system. Clearcuts, however, encourage runoff, not retention. Because there is open and exposed ground on a clearcut, rainfall encourages the soil to slide off. This means clear and clean rivers and streams become clogged with silt and sediment, threatening freshwater habitats.

CALL
Forest Ethics!!
(915) 863-4563
Save the Sierra.org

To learn more about the fight to save California's Sierra,
and to download this report, visit www.savethesierra.org.