



Before it's too late. wwf.org





100%

From well-managed forests

www.fsc.org Cert no.SGS-COC-2356

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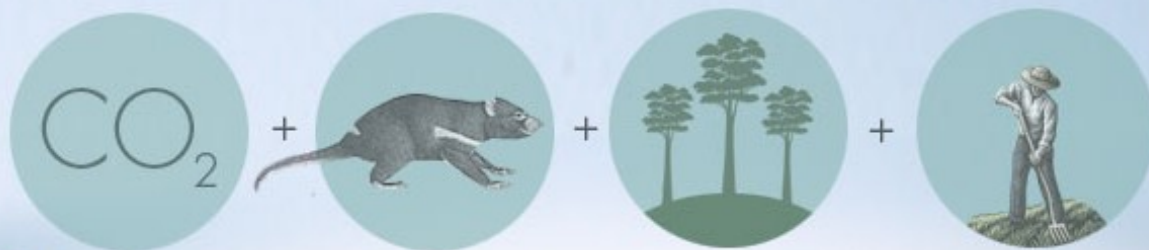


WHY BUY



Ordinary Carbon Credits

WHEN YOU CAN BUY



Forest Alive Carbon Credits



A large, full-canopied green tree stands on a grassy hill. The sky is a clear, bright blue. The image is framed by a light gray border with a subtle pattern of darker gray circles.

SAVE A TREE—
GO DIGITAL.

Greenwash



Quiz

1. The amount of wood we use each day is about
 - a) One toothpick
 - b) One popsicle stick
 - c) One baseball bat
 - d) One '2 by 4'
 - e) One tree
2. The biggest user of wood is
 - a) United States
 - b) China
 - c) Russia
 - d) Brazil
3. The biggest source of wood is
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4. From 1950 to 2000, the forests in the US...
 - a) Decreased by 1/3
 - b) Decreased by 13%
 - c) Stayed the same
 - d) Increased by 13%
 - e) Increased by 1/3
5. Globally, deforestation...
 1. Is increasing
 2. Is decreasing
 3. Is staying the same
 4. Isn't happening



Holistic concerned with complete systems

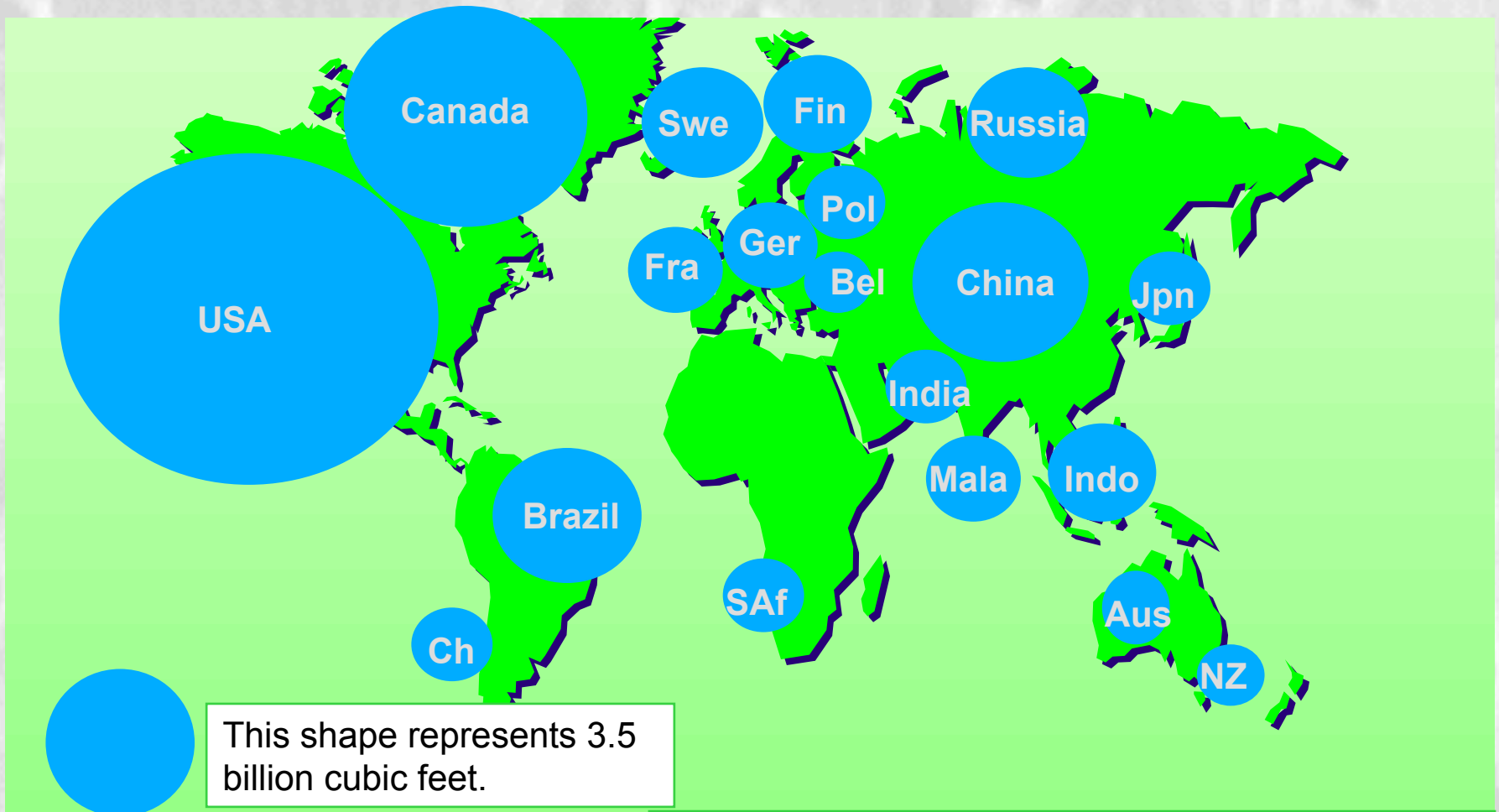




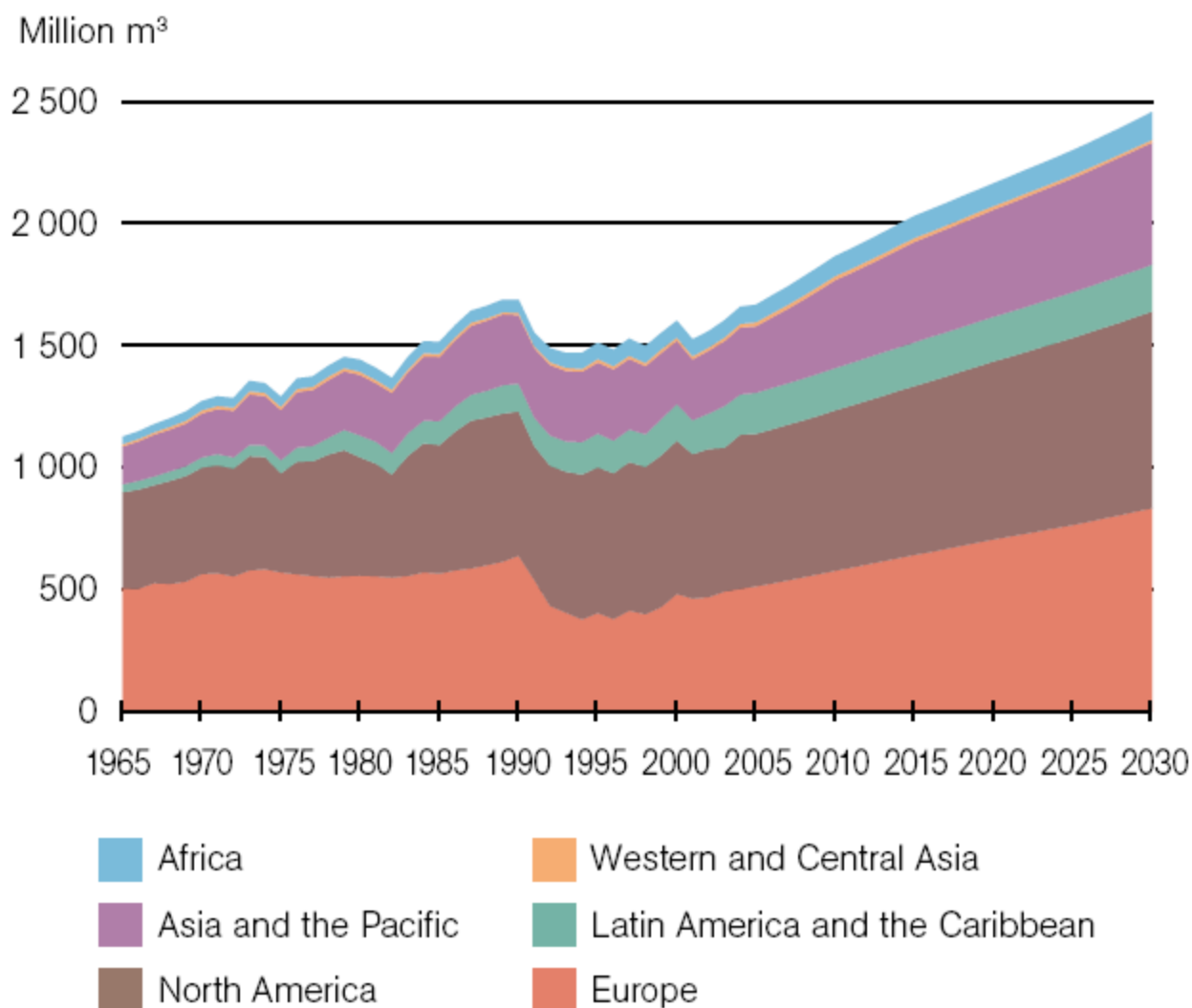
WAVONA BIG TREE

Green =
Recyclable,
Natural,
Renewable
or
Sustainable?

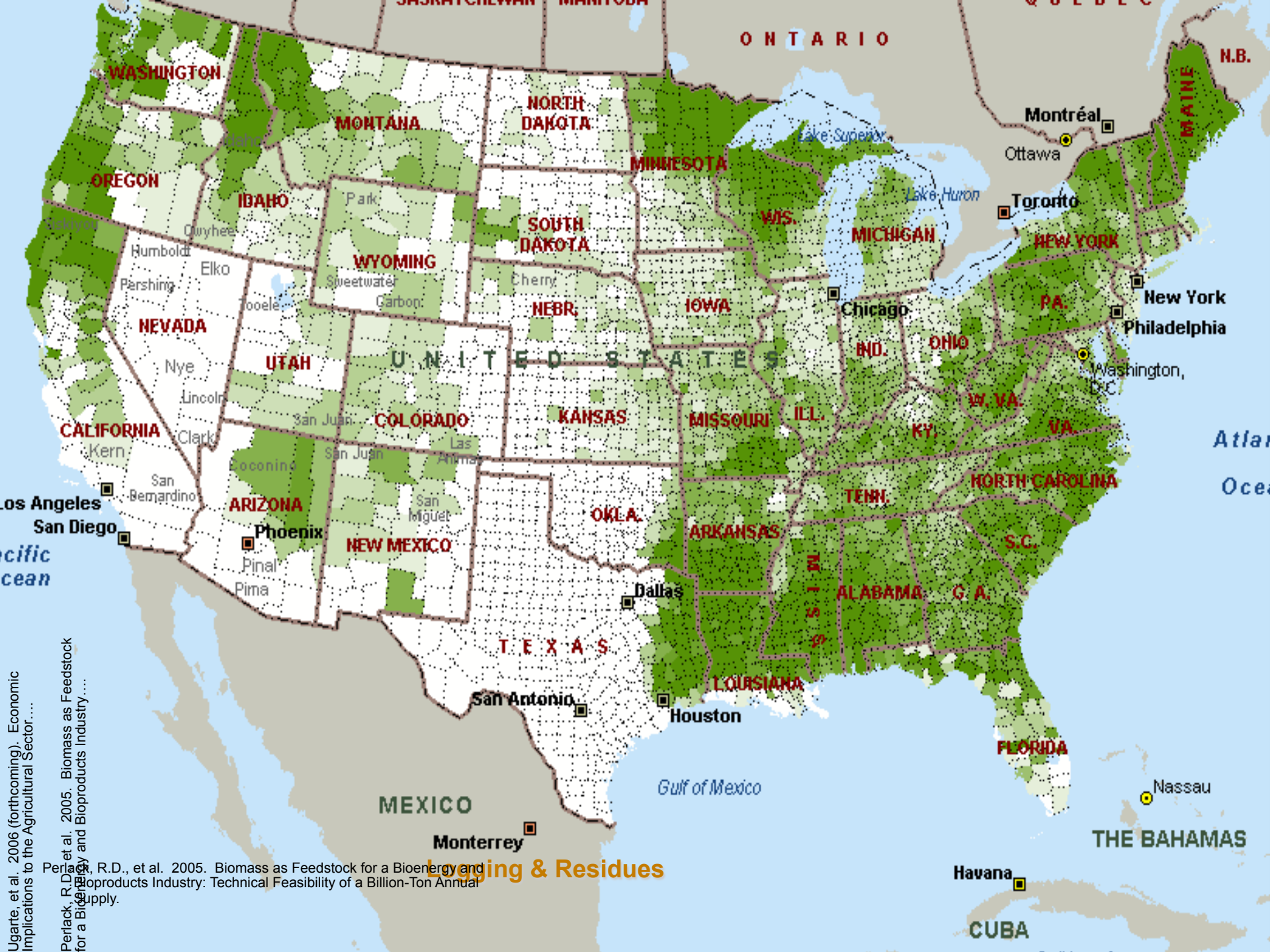
Roundwood Production 2001



Source: FAO, State of the World's Forests, 2001

FIGURE 54**Global production of industrial roundwood**

SOURCES: FAO, 2008a, 2008c. <ftp://ftp.fao.org/docrep/fao/011/i0350e/i0350e02a.pdf>



Ugarte, et al. 2006 (forthcoming). Economic Implications to the Agricultural Sector.....

Perlack, R.D., et al. 2005. Biomass as Feedstock for a Bioenergy and Bioproducts Industry: Technical Feasibility of a Billion-Ton Annual Supply.

Logging & Residues

Billions of cubic feet/ year

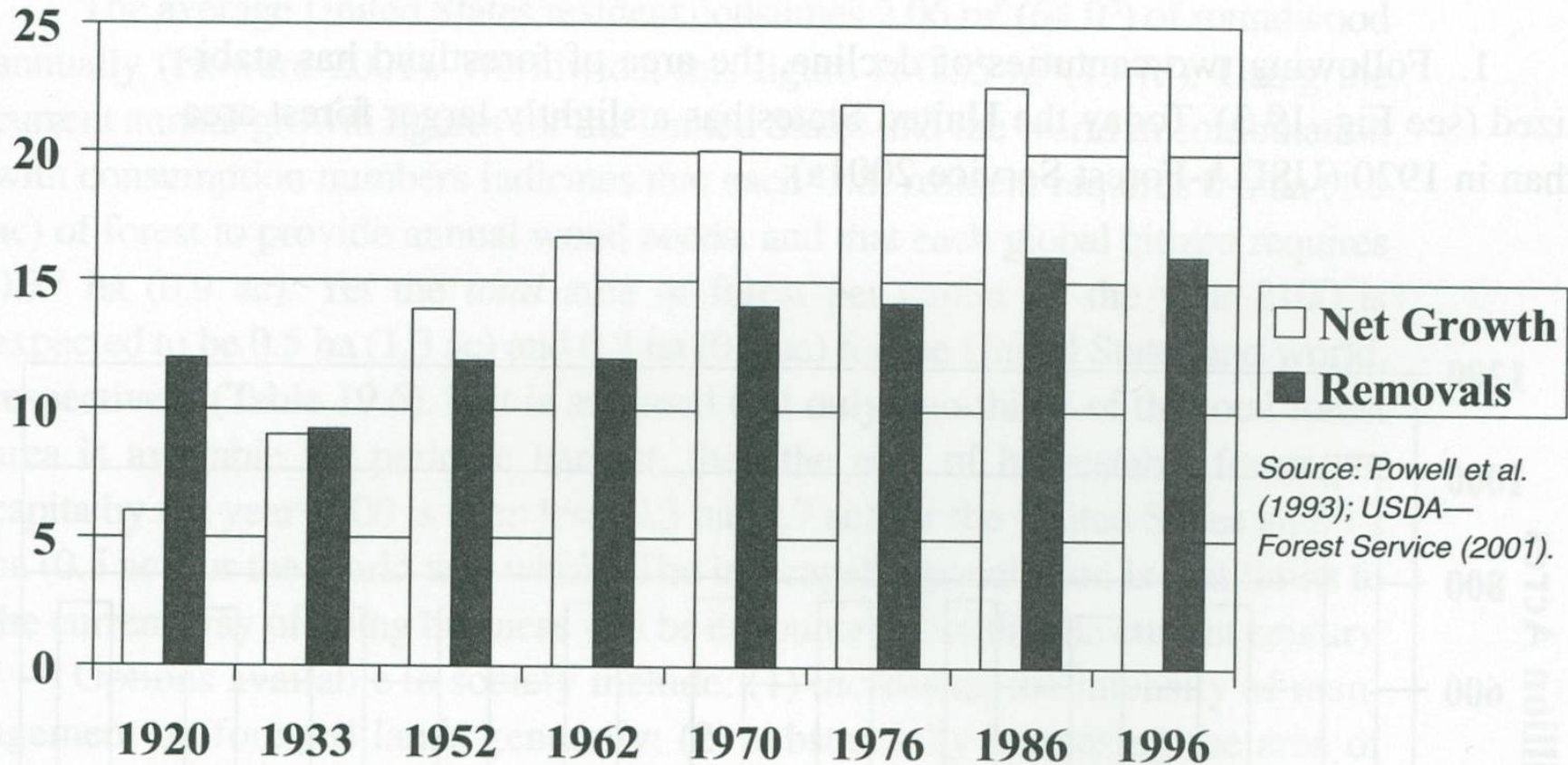
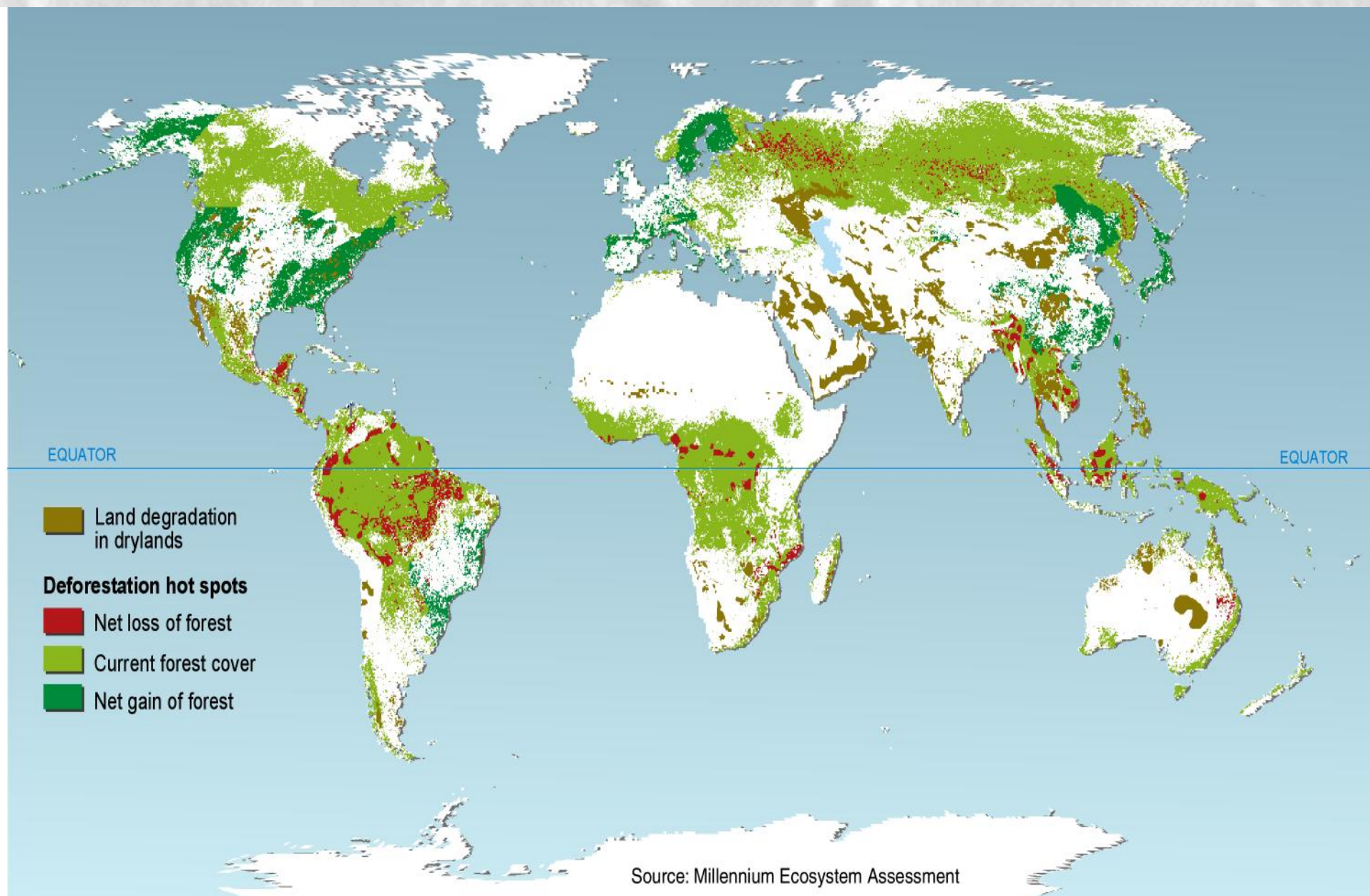
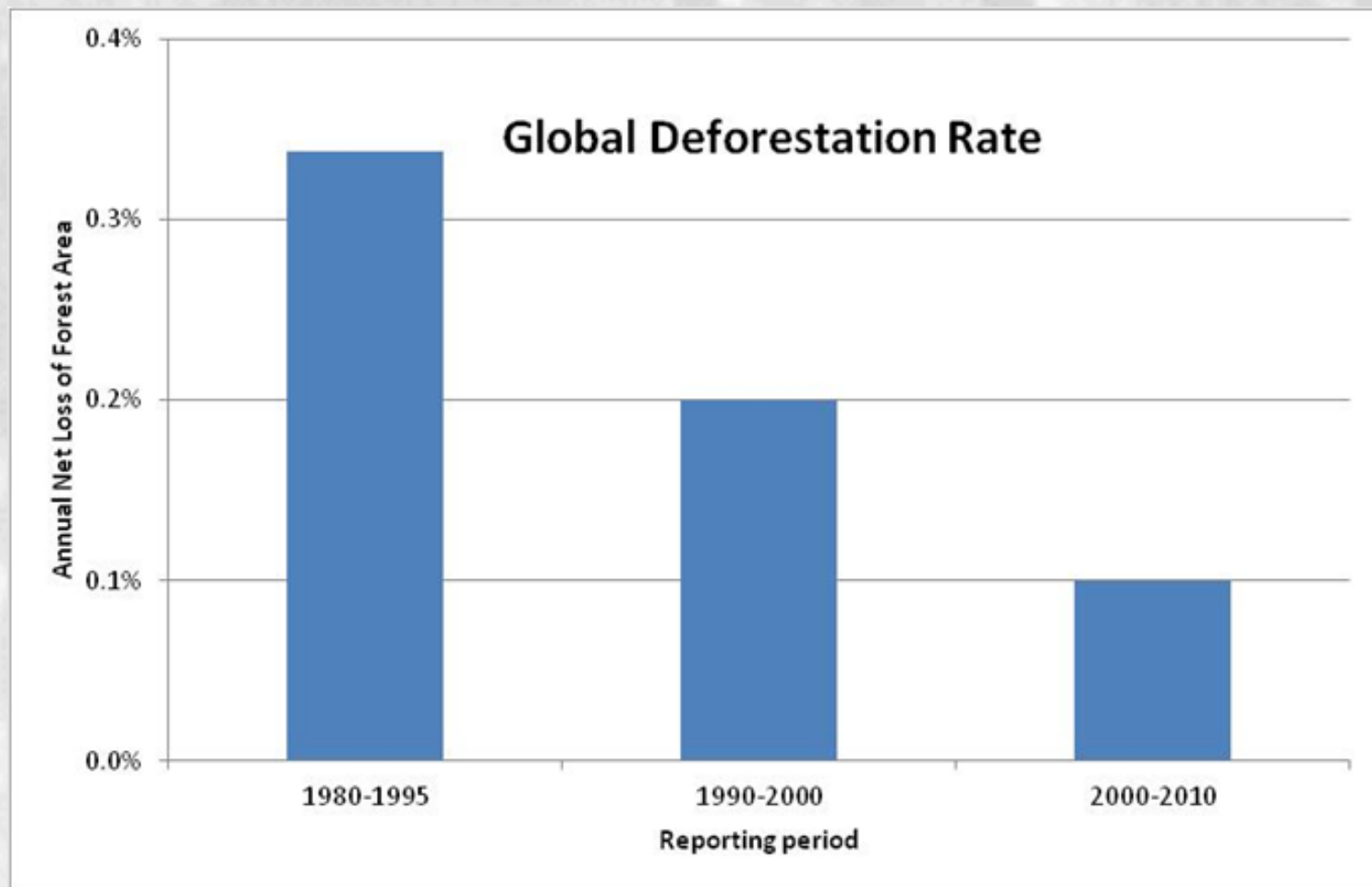
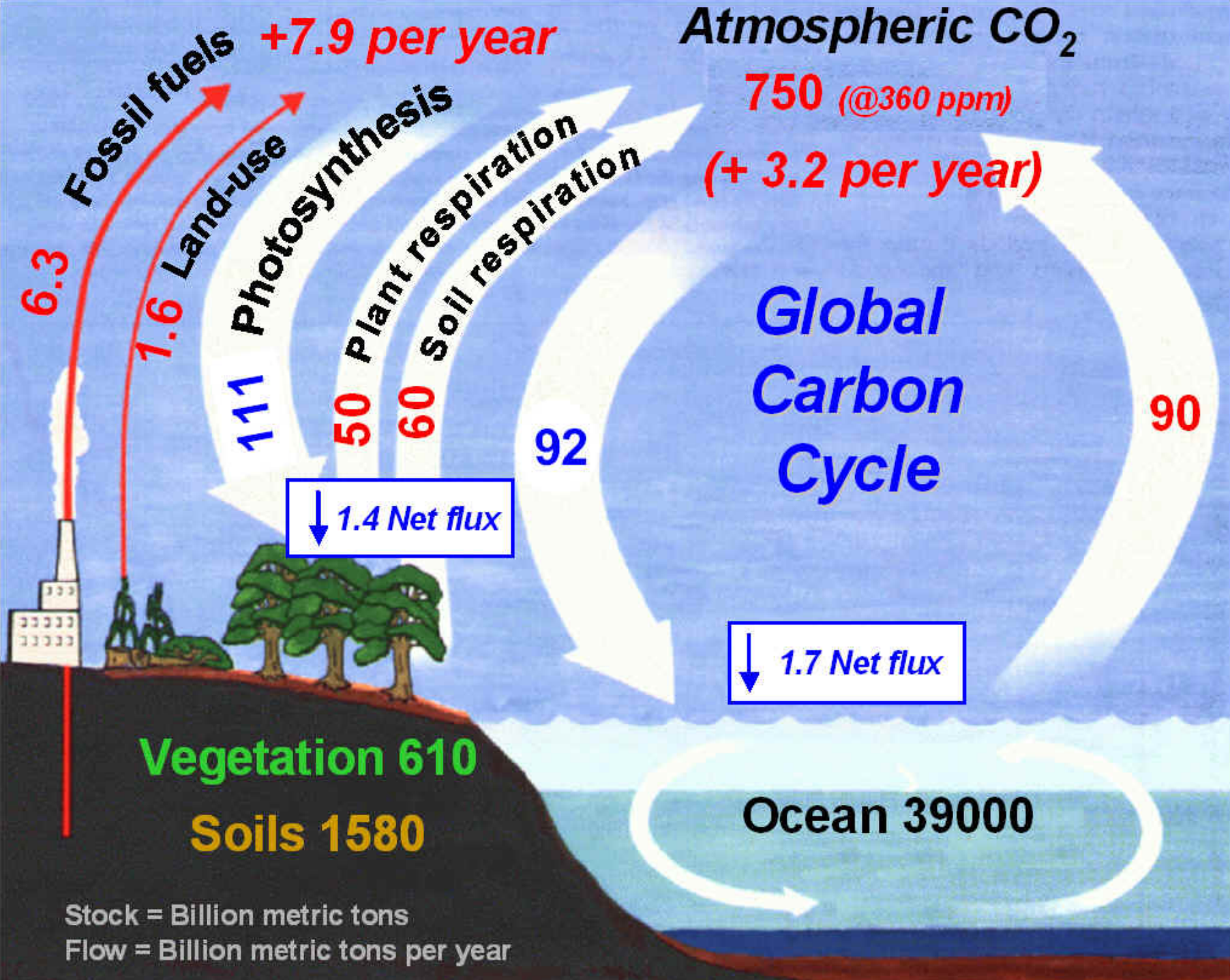


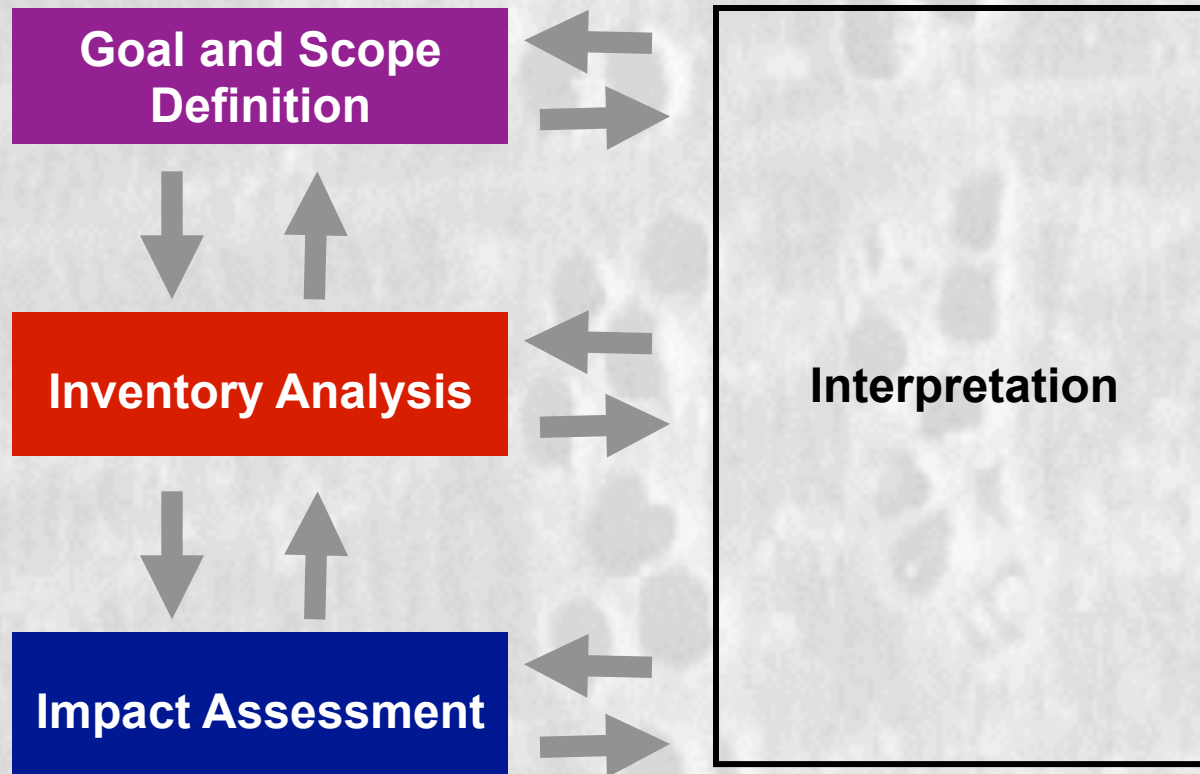
Figure 19.4. U.S. growth and removals of growing stock, 1920–1996.



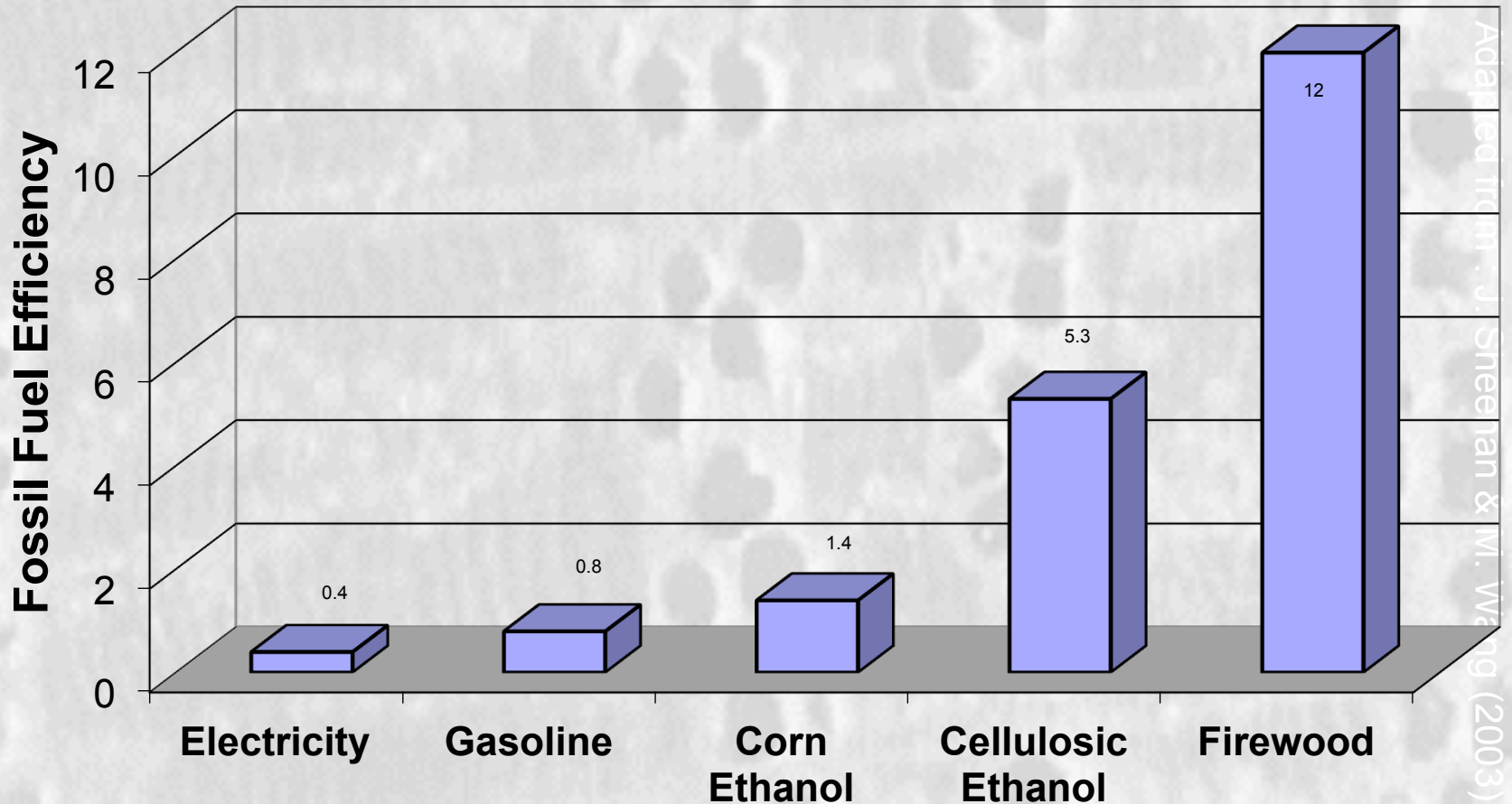




Life Cycle Assessment



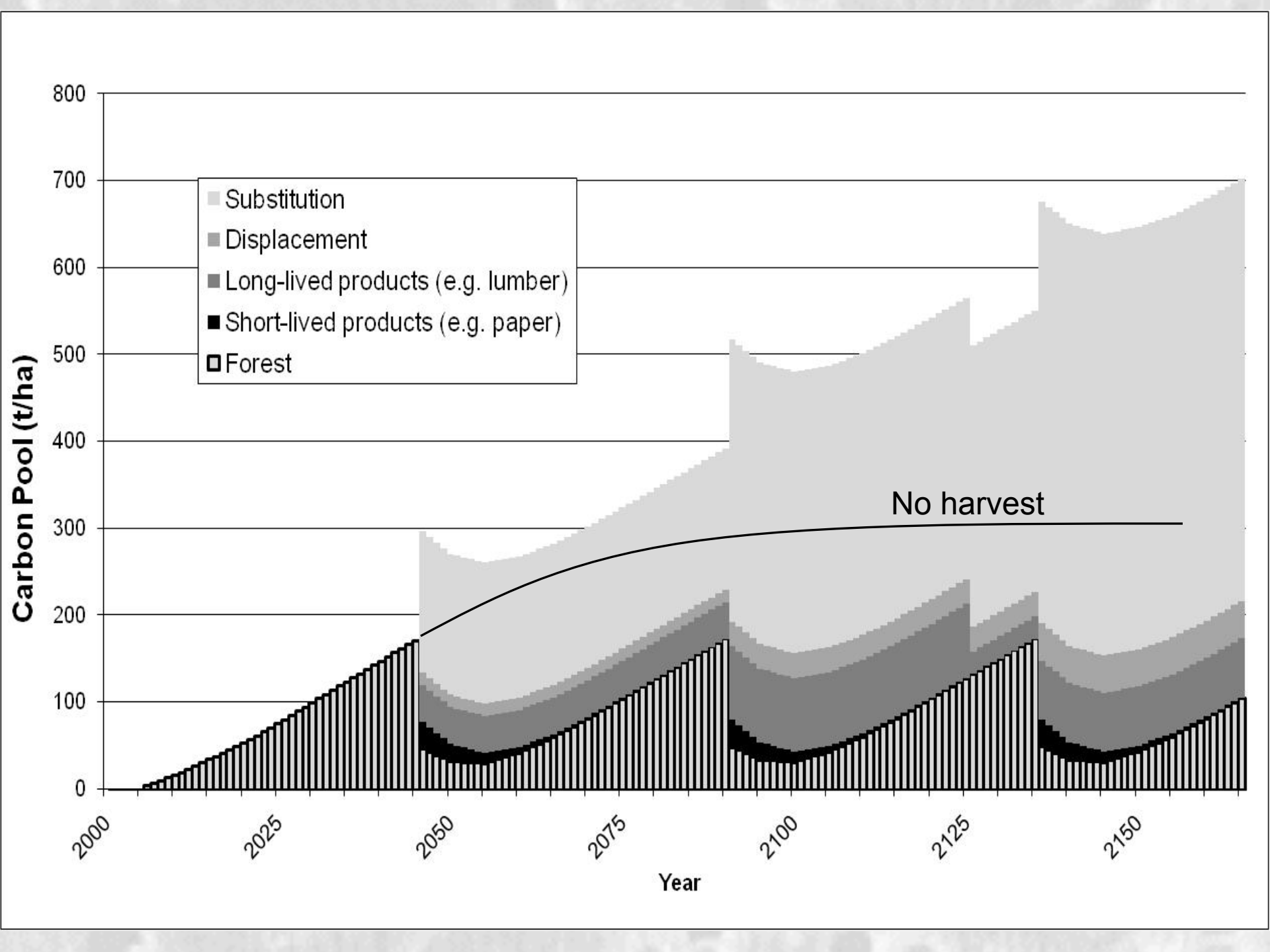
(Fossil) Energy In vs. Energy Out



Modified from J. Sheehan & M. Wang (2003)

Wood Product	Unit	TOTAL CARBON FOOTPRINT (Negative values represent a <i>carbon credit</i>)
		Units are kilograms of CO ₂
Hardwood lumber	One board foot (12"x12"x1")	-4.2
		-4.1
Softwood lumber	One 2x4 'stud'	-13.0
		-14.9
Hardwood flooring	One square foot	-1.6
		-0.4
Doors	One door	-311.5
Decking	One deck board	-24.5
Siding	100 square feet	-66.3
Utility poles	One 45' pole	-2513.9
OSB	One 4' x 8' sheet, 3/8" thick	-26.3
Plywood	One 4' x 8' sheet, 3/8" thick	-23.9
		-27.3

Atlanta House	Concrete instead of wood...
Embodied Energy	+16%
Global Warming Potential	+31% <i>or</i> +150%
Air Emissions	+23%
Solid Waste	+51%



Impact Facts

Item

A '2 x 4 stud'

Items in a typical house
650

Lifecycle energy consumption

From non-renewables

7,880 Calories

3,000 Calories

Stored biomass energy

22,400 Calories

Global warming potential (CO_2 eq)

512 g

Acidification (H^+ eq)

0.2 g

Eutrophication (N eq)

0.3 g

Carcinogenics (Benzene eq)

0.3 g

Smog (NO_x eq)

6 mg

These facts are from a *life cycle assessment* that considers all the inputs and emissions associated with the growth and harvest of raw materials, and the transportation and manufacture of the products.

Imp

Item

A '2 x 4 stud'

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From non-renewables

Stored biomass energy

Global warming potential

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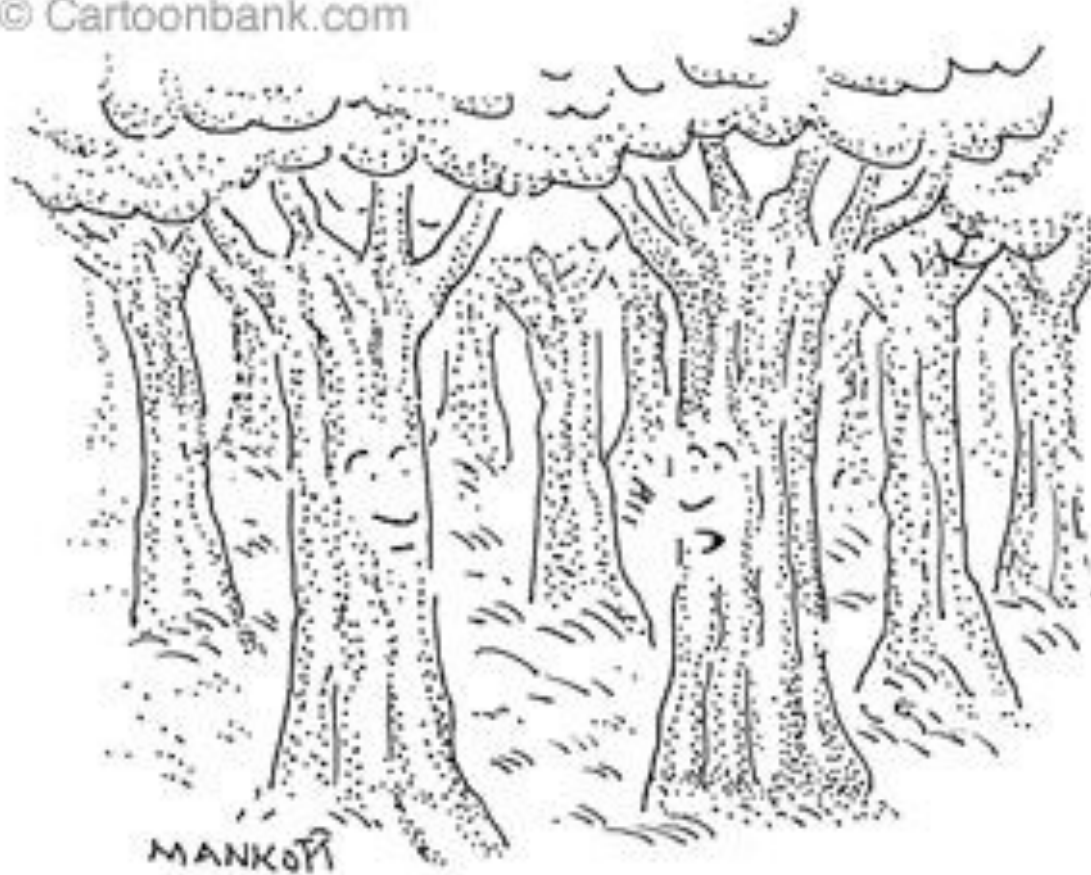
WOOD
IS WONDERFUL

THIS DECAL DESIGNED AND DISTRIBUTED BY CORLEY SAWMILL MACHINERY, CHATTANOOGA, TENN. USA

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MANKOTI

*"I don't mind the tree huggers, but the
tree humpers creep me out."*

[http://www.youtube.com/watch?
v=C_CDLBTJD4M](http://www.youtube.com/watch?v=C_CDLBTJD4M)