

# GFTN-NORTH AMERICA FACT SHEET



## BACKGROUND

Forests around the world are under tremendous pressure to meet growing global demand for wood products. As the world's largest consumer of forest products, North America has a leading opportunity to play a key role in influencing forest management practices around the world through increasing the demand for responsibly sourced forest products. The North American market for forest products has dramatically decreased due to the global economic downturn with 2008 consumption falling by the greatest amount since the 1970s oil crisis. Furthermore, in 2008 the US Congress amended the US Lacey Act banning the trade of illegally harvested wood and wood products. Despite a declining market and improved legislation, North America continued to dominate global wood products consumption and production. In 2008, North America imported secondary processed wood products worth USD 21 billion, accounting for 23 per cent of world imports. For many countries in Latin America and Asia-Pacific including Brazil, Bolivia, Indonesia and Vietnam, North America is their largest forest export market.

## WHAT: GLOBAL FOREST & TRADE NETWORK – NORTH AMERICA (GFTN-NA)

The Global Forest & Trade Network (GFTN) is WWF's initiative to eliminate illegal logging and transform the marketplace into a force for saving the world's valuable and threatened forests. GFTN-North America (GFTN-NA) assists North American purchasers of wood and paper products to understand the forests sources of their wood products, phase out unwanted wood sources and increase the proportion of credibly certified forest products within their supply chains. By working together to eliminate the market for illegal and irresponsible wood, GFTN-NA and their participants are improving the way valuable and threatened forests are managed around the world. As part of the global network of GFTN offices, spanning over 30 countries throughout the Americas, Europe, Africa and Asia-Pacific, the GFTN-NA helps buyers obtain responsibly sourced wood and paper products from forests all across the globe.

## WHO: COMPANIES GFTN-NA WORKS WITH

GFTN-NA works with major United States and Canadian purchasers of wood and paper products who source from key forest regions, including Borneo and Sumatra, the Russian Far East, the Mekong, Latin America, China and Africa. GFTN-NA has a strong focus on working with large retailers, home improvement stores, specialty flooring companies, furniture retailers, pulp and paper companies and exotic wood importers.

## QUICK STATS: GFTN-NA

- 7 companies with **587,000** employees
- **Over 42 million m<sup>3</sup>** of forest products traded by participants
- **US\$15 billion** of forest products traded by participants

## FOR MORE INFORMATION

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