



Spread the word about print. Post this prominently.

# Be prepared

**When clients say:**

**“Cutting trees for paper threatens forests.”**

**Tell them:**

**Actually, a strong market for wood products protects forests...**

33%

• **Only 33% of the fibers** used to make paper comes from virgin trees; 33% comes from wood chips and scrap from sawmills, and 33% comes from recycled paper.<sup>1</sup>



• **Strong wood markets,** including the demand created by print, provide an incentive for private foresters to hold their land rather than sell it for other use.<sup>2</sup>

750 million

• **There are more than 750 million acres** of U.S. forestland (that’s one-third of the U.S.). Of this, 56% is privately owned.<sup>3</sup>

105 million

• **Up to 105 million acres** of private U.S. forests are likely to be sold or transferred in the near future.<sup>4</sup> With no financial incentive to grow trees, these forests may be permanently converted to other uses.

## And share these resources from the ChoosePrint.org website:

<sup>1</sup> *What’s the Truth about the Environmental Impact of Print?* (article from Free Resources page)

<sup>2</sup> *Print Promotes Trees* (postcard from Free Resources page)

<sup>3</sup> *Go Paper Grow Trees* (website from Helpful Resources column of Print Promotes Forests page)

<sup>4</sup> *Ibid*

