



November 7, 2019

Valued Environmental Stakeholders

Thank you for your letter and your continued passion for protecting and enhancing the world's forests. We share this passion and the core values of protecting caribou and keeping forests as forests. We differ in what we believe are the best approaches to achieving these outcomes in a sustainable manner.

We recently made a number of new, industry-leading commitments that will further protect, grow, and restore forests globally, including the protection of caribou and other wildlife that call them home. We are proud of these commitments as they give us both a framework and an accountability system to make progress with our suppliers and industry at large.

We would like to take this opportunity to provide more details on the topics outlined in your October 8th letter, share our public commitments, and why we believe these will make a meaningful difference in keeping forests as forests.

We are building on a strong foundation. Today, 100% of the pulp we use comes from third-party certified, responsibly managed forests. We use [FSC](#), [PEFC](#), and [SFI](#) certification systems. For every tree we use, at least one is regrown. And our inner cores are made from 95% recycled content.

- The statement that our toilet tissue products are contributing to deforestation is not true. For perspective, [trees are mainly logged for lumber](#) which is the primary source of revenue for the Canadian forest industry. P&G only buys pulp, not lumber. All of our pulp comes from responsibly managed forests, meaning that they are continuously regrown with at least one tree replanted for each one harvested. [Natural Resources Canada](#), a ministry of the government of Canada, has issued a recent report on the state of Canada's forests. According to their [State of Canada's Forests report](#),

"We [Canada] harvest less than 0.5% of our available forests annually and we replace what we harvest. Forest management plans are developed in collaboration with Indigenous peoples and local communities. For many Indigenous peoples, the boreal forest is not only home but it also brings important environmental, social, and economic benefits to families in their communities. As trees get older they become more susceptible to pests or fires, or they simply die and decay over time, turning into carbon and methane emitters. By harvesting these trees before they reach this state, and turning them into wood products that store carbon, we create a win-win for the environment and the economy."

The study also states that third-party forestry certification, such as those used by P&G and many other companies ensures deforestation does not occur. Natural Resources Canada also shares more perspective on the health of Canada's forests in [Deforestation in Canada: key myths and facts](#).

- On the topic of including more recycled content into our toilet tissue products, every decision we make is guided by what's best for consumers and the environment. We have explored every possible use of recycled content in our toilet tissue products, while also delivering the quality and performance people expect. Said differently, it results in a sub-standard product. Further, in our experience running a recycled fiber tissue mill, nearly half of recycled fibers end up as solid waste sludge during the production process and go directly to landfill instead. There are uses of recycled fiber that are very efficient with very little waste generation such as cardboard and packaging. We are committed to maximizing the use of recycled fibers in these applications. We already use recycled paper in our inner cores and paper-based packaging, which we have found is best for our consumers and the most efficient use for our products.
- On the topic of incorporating non-wood fibers into our toilet tissue products, we are committed to finding new fibers that are consumer-preferred, sustainably sourced, and can be produced in sufficient quantities to meet demand. We've already tested a Charmin product that incorporated a plant-based fiber.

However, we know we can do more. As we shared previously, we have [announced further commitments](#) and investments to accelerate progress:

1. On top of sourcing 100% third-party certified fibers, P&G Family Care will now increase our commitment to FSC certification from 40% to 75% FSC Forest Management Standard fiber within 5 years. This responsible forestry standard



has been recognized by many NGOs, as noted in 2019 by [NRDC](#), [WWF](#), and [The Nature Conservancy](#). The standard ensures that our pulp suppliers 1) respect the rights of Indigenous Peoples ensuring [Free, Prior, and Informed Consent](#) (FPIC) and 2) protect endangered species, including plans to reduce caribou habitat disturbance. P&G has committed to a three-year agreement with [FSC Canada](#) to support increasing the percent of FSC certified fiber for use by the entire lumber and pulp industry. To meet this commitment, P&G will ensure suppliers submit action plans that demonstrate progress with the FSC Forest Management Standard as our guiding reference. On an ongoing basis, P&G will discontinue purchases from areas where suppliers are not making appropriate progress. We will preferentially source from suppliers who partner with us on the protection of caribou and respecting the rights of Indigenous Peoples.

2. P&G Family Care is committing \$20 million within 5 years to accelerate research into non-wood fiber alternatives and FSC certified fast-growing forest fibers. Our goal is to develop fibers that are consumer-preferred, sustainably sourced, and can be produced at scale for use in our paper products. We will work with external experts to strengthen these efforts and find disruptive solutions. P&G Family Care aspires to include greater than 50% of these environmentally preferred fibers in our Family Care products.
3. P&G commits to using recycled fibers where it can have the most benefit for our consumers. P&G Family Care commits to 100% recycled fiber in our fiber-based packaging within 5 years. In addition, P&G will actively support increased recycling and is joining [Beyond 34](#) to improve recycling in local communities.

These are industry-leading commitments for an at-home toilet tissue company and you can learn more via [P&G's Family Care Brands Share New Sustainability Goals Focused On Forestry](#) and [Charmin Sustainability Promise: Go Beyond](#). We will report progress annually in our P&G Citizenship Report. We see it as our responsibility to ensure no one has to choose between the products they use today and what they hope to preserve for tomorrow.

Kind Regards,

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