

# Growing the future

## Seedling planting signifies milestone for company

By MARILYN YOUNG  
The Log

It was a celebration of longevity, productivity and achievement.

Corner Brook Pulp and Paper Co. Ltd (CBPP), a subsidiary of Kruger, Inc., has achieved Canadian Standards Association (CSA) certification. To celebrate this milestone, the company planted its 30 millionth tree on Sept. 9 in front of an audience of about 70 people, many of whom make their living from the forest industry.

Department of Natural Resources CEO Allan Masters and Kruger Inc's vice-president of manufacturing Michel Vachon planted a White Spruce tree at the Whitewash Pond site.

It was a seedling planting, not much different from the tens of millions undertaken by the company except in this case, it marked an extraordinary achievement — the reaching of the third milestone in its continuing efforts towards sustainable forest management.

The company successfully met the requirements for certification of its defined forest area to CAN/CSA Z-809-02 — Canada's national standard for sustainable forest management — by engaging a community-based public advisory committee (PAC) to develop a sustainable forest management plan.

"The PAC meetings determined the values, objectives, indicators and targets that ensure that all forest values are covered in the SFM plan," said CBPP woodlands manager Patrick Tompkins.

"The whole development of the SFM plan was an educational process that will make us a better company," he added. "Our public advisory committee played a vital role in the CSA process and we look forward to continuing to work closely with them to ensure that ongoing plans reflect the needs of the people who live in the local communities."

The planting of the 30 millionth tree was notable in a forest area where natural regeneration is so abundant. The Whitewash Road site was significant as it was an excellent visual example of sustainable forest management. The long history of forest activity in the area includes several generations of Deer Lake area residents and has provided fibre and many other forest values to area residents for over 75

years, and will continue to do so well into the future.

Mr. Eli Reid can attest to that. Mr. Reid said he began work in the logging industry in that area in 1943, using a bucksaw.

"When we came into work back then, we walked an hour and 20 minutes to get to the job site," he recalled.

Mr. Reid retired in 1987 but before he did, his son Guy Reid was in the business. He was followed by his son Craig and has future anticipation that Craig's nine-month-old son will follow in the family footsteps.

While the ceremony highlighted the forest industry and its contribution to Deer Lake's economy, it was a story that could be said of many other communities in the region.

"The focus is on Deer Lake today, but it could be so many other communities," said silviculture and fibre quality supervisor Wayne Brown, who gave an overview of the site where the ceremony took place.

"The theme for this ceremony is Our History is our Future and that is so true," he said.

The Whitewash area is a history quilt of forest activity, said Mr. Brown, as he outlined the different age classes of trees on a forest map of the site which was first cut in the 1930s.

"This is our future. When will the forest be finished? It's not. It will always be here. There is something coming onstream all the time with the different age classes. It is our history, but also our future."

The area is one of few places where seven different tree age classes can be observed, he told those in attendance.

"It represents sustainable fibre but more importantly, it represents the sustainable values of the community."

CBPP received acclaim from Pierre Levac of the Quality Management Institute, a third-party auditing organization who presented the CAN/CSA Z809-2202 certificates.

"The company and those working with it showed a lot of real commitment," he said. "Not a lot of companies have realized this standard. They are leaders for others in the field," said CEO Allan Masters.

The ceremony concluded with a camp fireside provision of refreshments prepared by the home economic class of Elwood Regional High School.



MARILYN YOUNG, LOG

To honour the occasion of Corner Brook Pulp and Paper Company receiving its Canadian Standards Association (CSA) certification, a special ceremony was held that saw Department of Natural

Resources CEO Allan Masters (right) and Kruger Inc's vice-president of manufacturing Michel Vachon plant a White Spruce tree at the Whitewash Pond site.