

Canada's boreal forest is in trouble. Here's what we can do in Massachusetts to save it.

From: Environment Massachusetts (action@environmentmassachusetts.org)

To: *****@yahoo.com

Date: Wednesday, July 10, 2019 at 08:14 AM EDT

Alex,

Another ancient forest is disappearing forever.

We're losing Canada's boreal forest at a rate of a million acres per year.¹ That's a staggering rate of destruction. **If you can, picture a football field's worth of trees being chopped down each minute.**

And for what? Tissue products. **These irreplaceable woodlands are being destroyed so that U.S. tissue companies can make a slightly softer toilet paper, facial tissue and paper towel.**

[Will you make a donation today to support Environment Massachusetts' campaign to preserve the boreal forest, and all of our work to protect the environment.](#)



If you're like me, you have nothing against "slightly softer," until you consider what's at stake.

The Canadian boreal forest teems with life, from the massive wood bison to the snowshoe hare. Elk, grizzly and black bears, Canada lynx, and more call it home, and **nearly half of all North American birds rely on the boreal forest at some point during the year.**²

The forest also plays a huge role in protecting our climate, removing from the atmosphere enough carbon dioxide and other global warming gases to offset 24 million cars.³

It's a tragedy for ancient trees to be chopped down and made into toilet paper and paper towels when alternatives exist, but what can we do about it here in Massachusetts?

A lot, actually. Procter & Gamble (P&G), with its Charmin and Bounty brands, is one of America's biggest tissue producers. It uses virgin wood fiber -- which requires more trees to be cut down -- because that's what it believes its customers prefer.⁴ **But P&G has the power to shift the industry by making its products from recycled paper or alternative materials like wheat straw or bamboo.**

Companies like P&G listen to their customers, and that's how we know we can win. Already, we've gathered more than 15,000 petition signatures from supporters like you, urging P&G to do right by our planet. With your help, we can reach more people and get our message into the media.

It takes hard work, but as we've seen many times before, the public's voice has an impact.

[With your help, Environment Massachusetts is urging Procter & Gamble to protect the boreal forest by using recycled materials in its products. Make a donation today to support this and other vital environmental campaigns.](#)

Thank you for making it all possible.

Sincerely,

Ben Hellerstein
State Director

P.S. With a little internet research, you can find tissue products that include post-consumer recycled paper or alternatives like bamboo or wheat straw. We encourage you to do this. But to make change on a large scale, we need to get Charmin and Bounty to do their part -- and that's why your donation is so important. [Make a donation to Environment Massachusetts today.](#)

1. Ryan Flanagan, "[How a toilet paper boom is harming Canada's boreal forest](#)," CTV News, February 26, 2019.

2. "[Hinterland Who's Who: Boreal Forest](#)," Canadian Wildlife Federation, accessed April 30, 2019.

3. Ryan Flanagan, "[How a toilet paper boom is harming Canada's boreal forest](#)," CTV News, February 26, 2019.

4. Adrian Humphreys, "[U.S. plush toilet paper use wiping out Canada's forests, flushing away the future: report](#)," Vancouver Sun, February 26, 2019.

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