

TOTEM IS PLANTING 1 MILLION TREES



Totem has grown to become one of the province's largest retailers of forest products. We recognize our responsibility to create a positive difference in our natural environment and we proudly commit to plant one million trees in Alberta's boreal region.

REAL RESPONSIBILITY

Working Together Within
Our Company

REAL LEADERSHIP

Working Together With
Our Community

REAL SOLUTIONS

Working Together With
Our Customer



REAL RESPONSIBILITY

Our Company

There is a responsibility that comes with providing quality lumber products to the marketplace.



We Are Proud Of Our LUMBER PROCUREMENT POLICY



You can be confident that Totem adheres to high standards of environmental responsibility while providing the finest square-edge spruce, pine and fir lumber available.

We are committed to supplying lumber procured from certified woodlands that complement existing forest management laws and regulations. 100% of softwood lumber* sold at Totem comes from certified forests.

Existing forestry laws require two new trees be planted for each tree removed by logging. Our one million trees are being planted above and beyond this industry requirement.

100%
of the spruce,
pine and fir
softwood lumber*
sold at Totem
comes from
Certified Forests.

What Does it Mean to Buy Certified Forest Products?

Certification ensures lumber is produced in a manner that minimizes the environmental impact. It protects biological diversity, wildlife habitat, soil and water resources, and the sustainability of timber harvesting. Certification is embraced by companies as a way of further improving their sustainable forest management practices. Certification programs require annual independent, third-party audits to ensure that systems, procedures and standards of the certification are being met.



*Softwood lumber: spruce, pine and fir for structural framing.



REAL LEADERSHIP

Our Community

Totem is making
a multi-year
commitment to
plant 1 million trees.



1 Million Trees

THE TREE PLANTING SITE

**We want to enhance
our province and
improve the quality
of air, water and
wildlife habitat for
future generations.**

In addition to providing leadership through our procurement policy, Totem has made a multi-year commitment to plant one million trees. The trees will be planted in certified Alberta boreal forests near the community of Slave Lake. We are launching this program by planting 100,000 of these trees in 2011. The planting site will be monitored to ensure long-term survival of the trees.



Benefits Of PLANTING A FOREST

Air



During their lifespan, one million trees will store over 100,000 tonnes of carbon. Trees also improve air quality by intercepting airborne particles and reducing atmospheric pollution.

Water



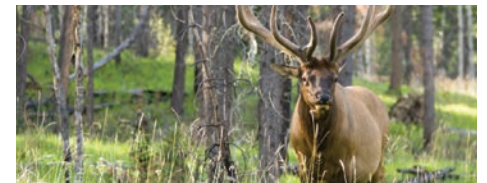
Trees help maintain healthy watersheds and improve water quality by regulating rainfall and climate, and by absorbing contaminants from both the water and soil.

Soil



The deep roots of trees help to stabilize the ground by limiting soil erosion from wind and water, reducing the loss of nutrients essential for healthy forests.

Wildlife



Forests provide critical habitat for many wild animal species. Disturbances such as major fires displace wildlife and decrease the availability of quality habitat.

