



**FORESTS<sup>TM</sup>  
FOR ALL  
FOREVER**

# FSC Chain of Custody Group Certification Makes a Big Impact for Small Businesses

Recent changes to our group certification program make it easier and more affordable for smaller companies to earn a chain of custody certification.

Canadian companies with 25 or fewer full-time equivalent employees, or maximum annual turnover of \$5 million CAD, are eligible to join a group certificate.

Group certification is a great option for small businesses because group managers can explain the FSC requirements, help develop internal procedures, and provide a streamlined path to certification. The process helps keep costs low and provides group members with ongoing support.



## ABOUT FSC

The Forest Stewardship Council (FSC®) is the world's most credible forest certification system, trusted by NGOs, consumers, and businesses around the globe. FSC ensures that forest-based materials are sourced from forests that meet our rigorous environmental and social standards.

When consumers see FSC labels, they can trust that the products or materials used come from responsibly managed forest with requirements for **biodiversity conservation, supporting Indigenous Peoples' rights, protection for workers and a proven solution** to help tackle the climate crisis.

## WHO NEEDS CERTIFICATION?

Any company involved in the transformation, processing, manufacturing, or distribution of a forest-based product must be FSC certified to apply an FSC label to its products and/or sell them with an FSC claim.

## HOW YOUR BUSINESS CAN BENEFIT FROM FSC CERTIFICATION



### Consumer Confidence

80% of consumers who recognize FSC say they are more likely to trust a brand if it offered FSC-certified products (Ipsos 2023).



### Supply Chain Transparency

Certification provides a clear chain of custody, ensuring that products can be traced back to responsibly managed sources, mitigating the risk of unknowingly using illegal or unsustainable materials.



### Competitive Advantage + Brand Reputation

FSC certification proves a commitment to sustainability and responsible business practices, which consumers are increasingly demanding from businesses.

**Show customers your forest-based products support better results for forests, people and businesses.**

## GET STARTED ON YOUR CERTIFICATION TODAY BY CONTACTING A CANADIAN GROUP CERTIFICATE HOLDER.

### Groupe Lignum (Ontario, Quebec and Maritime provinces)

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### Sustainable Northwest Canada (Canada wide)

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