



The Place To Be

# Media release

From the Minister for Agriculture

Tuesday, 15 August 2006

## MINISTER PRAISES AUSTRALIAN PAPER FOR GREEN CREDENTIALS

The Agriculture Minister, Bob Cameron, and Member for Morwell Brendan Jenkins, have congratulated Australian Paper (AP) for achieving Forest Stewardship Council (FSC) certification for its Reflex paper produced at the Maryvale Mill in Gippsland.

FSC certification is only issued to companies that ensure the environmentally responsible, socially beneficial and economically viable management of forests.

Mr Cameron and Mr Jenkins – who toured the Maryvale Mill today – said the FSC certification demonstrated AP's commitment to environmental principals.

“AP is a significant economic contributor to the region and it also understands the importance of managing forest resources responsibly and sustainably,” Mr Jenkins said.

“The company has a history of environmental leadership in the industry with a fully functioning Environmental Management System (EMS) which is compliant with the International Standards Organisation's ISO 14001 certification”

Mr Cameron said consumers around the world were becoming increasingly interested in how products are produced and using that information as the basis for purchasing decisions.

“It makes good business sense for companies like AP to be environmentally responsible because it helps sustain resources and increase sales of products such as Reflex,” Mr Cameron said.

“That's also why the Bracks Government's recently announced *Sustainability Action Statement* includes a goal to make sure Victoria's sustainability harvested timber is accredited with the highest possible environmental standards to maximise sales.

“We will aim to achieve FSC and Australian Forest Standards (AFS) certification for timber harvested in Victoria.”

NOTE: The FSC is an international not-for-profit organization which promotes environmentally responsible, socially beneficial and economically viable management of the world's forests, by recognising Principles of Forest Stewardship.

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