



Compiled and edited  
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## Yum! Brands shows good taste in greener practices

In a forest policy statement released by the company in April, Yum! Brands is moving toward sustainable sourcing by ensuring that paper and paper-based packaging products they buy do not knowingly come from illegal or other unwanted fiber sources, as well as giving preference to suppliers who source wood fiber certified by a third-party. The policy seeks to source fiber from forests which meet the most rigorous forest management standards, such as the Forest Stewardship Council and other national certification systems that are endorsed by the Program for Endorsement of Forest Certification (PEFC). The policy rules out purchases of wood harvested in a manner that violates human rights, wood harvested in violation of local or international laws, wood from high conservation value forests (unless those forests are credibly certified), wood harvested from natural forests that have been converted to plantations or non-forest use and wood whose source is unknown. The policy commits Yum! Brands to sustainable packaging through increasing the amount of recycled content in packaging, as permitted by regulatory and technical constraints, across their global system and within packaging content regulations to ensure food safety, as well as within performance criteria to retain functionality. Though there are some limitations regarding available supply of recycled material in some geographical areas, they will work to leverage sustainable practices into all of their wrappers, napkins, and containers worldwide. The company, which owns the KFC, Pizza Hut and Taco Bell brands, promises a detailed procurement plan for implementing the policy by 2014.

## Rougier obtains FSC certification in Cameroon

Rougier, a company with significant African tropical timber interests, has recently obtained Forest Stewardship Council certification for three forest concessions located in the Mbang forest area in South East Cameroon and managed by the Rougier subsidiary SFID (Société Forestière et Industrielle de la Doumé). The certification was obtained for forest management units (FMUs) representing a total of 285 667 hectares of forest. This certification will allow Rougier to market a full range of FSC certified products with a “FSC 100%” declaration, including logs and sawn timber from all of Cameroon’s traditional tree species, as well as a large variety of machined products (glued laminated finger-joints, decking, joists with CE marking, finger-jointed beams carrying KOMO certification, etc.) from various species, notably: ayous, sapele, tali, frake, okan, etc.

The certification of these Cameroonian FMUs will assist Rougier to comply with the European Union’s regulation

of international trade in timber (FLEGT) which came into force in March 2013. Rougier’s FSC certification goes beyond legality requirements providing customers with the guarantee that all marketed timber comes from responsibly managed forest concessions in compliance with strict social and environmental criteria. The company’s efforts toward certification are part of a global strategy to commit to product traceability, renewability of resources and local development.

## Reports suggest EUTR already driving changes in trade

ITTO’s Market Information Service reported recently that significant changes are emerging in the EU’s timber trade with China as a result of the EU Timber Regulation (EUTR), which entered into force on 3 March 2013. Most reports of changes relate to plywood which is widely expected to be targeted by environmental groups hoping to raise awareness of EUTR by encouraging an early prosecution case.

The EUTR makes importers personally liable and subject to potentially severe sanctions if they are found to be handling wood from an illegal source. They are also liable if they fail to demonstrate implementation of a “due diligence system” in line with requirements set out in the regulation. EU government authorities have to date generally been slow in building up capacity to enforce the law. However many importers are already taking action to ensure legal compliance. This appears to be due to fear of the negative publicity and business disruption surrounding a possible prosecution case as much as to the potential legal sanctions.

At the end of 2012, there were reports of some EU plywood importers taking early action to build up landed stocks of sensitive products, notably uncertified plywood manufactured in China, in advance of the 3rd March 2013 deadline. The aim was to ensure they had sufficient material on the ground in Europe to give breathing space for introduction of due diligence systems. As these systems begin being implemented, European importers are now much more selective in the plywood products being bought from China.

Poplar/bintangor plywood and mixed light hardwood plywood with bintangor, red canarium, red pencil cedar or similar types of veneers are mainly affected. European importers are concerned that the legal origin of these wood types cannot be documented with sufficient certainty. Some importers are also not ordering birch plywood and softwood plywood with Russian spruce veneers made in China. This is due to concern that procedures for verifying the legality of Russian logs imported into China are inadequate.