



HOW 'GOOD' IS GREENPLAN?

Environmental Appraisal: Greenplan is green

The plantation forest industry is one of the few in which New Zealand has a clear competitive advantage. Over the past several decades it has been proven that we can grow trees and produce wood quickly and efficiently, and for good rates of financial return. There is a strong likelihood that in the future forest owners will continue to reap sound financial returns.

For those who understand the industry it is also clear that, as well as financial returns, plantation forestry also has significant social and environmental benefits. Much effort has gone into the development of industry practices that ensure minimum negative impact, and maximise positive effects.

To understand how Greenplan's product stacks up we asked renowned environmentalist Guy Salmon, Executive Director of the Ecologic Foundation, to carry out an appraisal of our environmental performance.

"If you are looking for a company at the responsible end of the spectrum of forestry investment companies then this is a good one," said Guy Salmon.