Paper Products – Deforestation

According to a report by **World Watch Magazine**, almost **10%** of the world's deforestation is attributed to toilet paper production[1]. Toilet paper is made from trees, and the logging industry in Canada, which is one of the most climate-critical ecosystems on the planet, is responsible for degrading over a million acres of this forest every year, in part to feed U.S. demand for toilet paper[2]. The boreal forest is the most carbon-dense, intact forest left on the planet, locking up in its soils and trees twice as much carbon as the world's oil reserves[2].
It is important to note that the percentage of deforestation caused by toilet paper production varies depending on the source. According to the **Natural Resource Defense Council**, toilet paper production alone is responsible for **15%** of deforestation[3].

The impact of deforestation is a double whammy – every time a tree is taken down we lose the carbon capturing potential of that tree; plus all the carbon that has been captured by that tree over the years is released into the environment.

What is PCO doing with respect to the deforestation impact?

Answer: PCO is purchasing different types of recycled paper products:

Paper Towels Used in our Restrooms

- Prior–Pacific Blue 2-ply, white–1 box = 1440 sheets Cost=$61.99 or $.04.3/sheet
- Now-Pacific Blue 2-ply, recycled-box = 2000 sheets Cost=$44.29 or $.02.3/sheet

Toilet Paper Used in our Restrooms

- Prior – Angel Soft 36,000 total sheets Cost = $82.19
- Now – Ever Spring (Target) 36,000 total sheets Cost = $66.95

Paper Towels Used in our Kitchen

- 365 by Whole Foods Market Tied for #1 NRDC ranking of all kitchen towels