

IS THE GREENEST WORKFORCE



Throughout Canada's history, the forest products industry has been one of the most significant contributors to employment. In recent years the workforce has stabilized at a level of about 235,000 employees in 200 communities from coast to coast. When indirect jobs are included the number soars to nearly 600,000 people across the country.

Those job numbers are expected to grow as the rebounding industry hires new employees to replace its aging workforce and fills new positions as the sector expands and innovates.

For Vision2020, the industry set the goal of refreshing the workforce with at least 60,000 new workers by the end of the decade, including more women, Aboriginals and new Canadians. The sector is looking for all types of employees especially skilled workers such as millwrights, pipefitters, engineers, forest technicians, truck drivers and management personnel.

Forest product companies in Canada recruited 8,000 workers in the period from 2010 to 2012, mainly to replace retiring baby-boomers.

**DID YOU KNOW THAT
THE FOREST PRODUCTS
INDUSTRY IS ONCE AGAIN
HIRING AND OFFERING
SOLID CAREERS?**



FPAC launched **TheGreenestWorkforce.ca** to help rebrand the industry and attract a new generation of employees to the sector. The new forest products industry needs sharp minds who care about the environment, who are looking for quality-of-life and access to the great outdoors and who want to work in an industry that understands the value of a renewable natural resource.

The GreenestWorkforce is helping the 21st century forest products industry forge an innovative path to a green and growing future with more and more novel uses being found for renewable wood fibre. The industry is also looking to adopt best practices for hiring and retaining workers, and to work co-operatively with other sectors and governments on policies and programs that would increase the pools of skilled workers in Canada.

Other initiatives include developing handbooks for member companies and developing more detailed labour market information for the industry. With cooperation from industry, governments, communities, labour unions and the academic communities the industry feels confident in reaching its Vision2020 goal.



FPAC advocates on behalf of the forest sector. FPAC is also working to realize the ambitious goals of Vision2020 to help the industry transform with innovative new products, diversified markets, enhanced environmental credentials and a skilled workforce. FPAC is proud to represent Canada's largest producers of forest products.

All FPAC members are signatories of the Canadian Boreal Forest Agreement. Our members are responsible for 66% of certified forest lands in Canada. Third-party certification of member companies' forest practices is a condition of membership in the Association — a world first.