
Partnership to Promote Ontario Wood

Buying Ontario Wood Strengthens The Province's Economy

NEWS

January 11, 2012

A partnership announced today will boost Ontario's forest industry and help strengthen the provincial economy.

The Ontario Forest Industries Association is the first participant in Ontario Wood, a new program designed to expand markets for Ontario wood products. The program encourages Ontarians to buy local when choosing wood products.

In October 2011, Ontario began licensing wood producers to use the Ontario Wood logo on their products. Wood used in a product associated with the logo must come from tree species that are indigenous or commercially grown in Ontario. The Ontario Forest Industries Association is the first licensed user of the new Ontario Wood logo.

Ontario Wood is part of the government's plan to create jobs and strengthen the Ontario economy.

QUOTES

"We welcome the OFIA's support for the Ontario Wood program. By working together with industry, we are making it easier for consumers to choose made-in-Ontario wood, supporting our forest industry and our economy."

– Michael Gravelle, Minister of Natural Resources

"We, in the OFIA, are happy to be the first licensed user of the new Ontario Wood logo. It is great to have the government supporting Ontario's forest sector and its products in this way. We believe that given the choice, Ontario consumers will choose to buy local products and support the 200,000 people across the province who work in our industry."

– Jamie Lim, President and CEO, Ontario Forest Industries Association

QUICK FACTS

- Ontario's wood is some of the most highly valued and high quality wood in the world.
- The Ontario Wood logo was developed in collaboration with a range of wood industry producers and manufacturers.
- Ontario's wood industry helps to support approximately 200,000 jobs in more than 260 communities across the province.
- Ontario is the first province to introduce a brand for locally produced wood products.

LEARN MORE

- Find out about the province's [Ontario Wood program](#).
- Read about [Ontario Wood - The Natural Choice](#).