Northern Exposure
Protecting the Polar Greenbelt

Canada’s boreal region is one of our greatest natural endowments containing nearly a quarter of Earth’s intact virgin forests. It is a key part of an ecologically rich polar greenbelt that has sustained North American aboriginal communities for thousands of years, and today still supports local Canadian economies. From endangered species habitat to rare aquatic ecosystems, these last pristine places are a priceless part of our natural heritage. Environmental advocate Robert F. Kennedy, Jr. recently referred to them as “the lungs of the planet.”

Despite all of this, Canada’s boreal forests remain under attack from logging giants intent on converting these irreplaceable ancient ecosystems into disposable paper products. The culprits are irresponsible corporations like Weyerhaeuser that are using barbaric and outdated forestry practices to colonize and clearcut old-growth boreal forests. Many Canadians refer to Saskatchewan as “The Province of Weyerhaeuser.” “Cut & run” logging practices are stealing the natural inheritance of future generations and leaving behind a legacy of environmental destruction and economic devastation.

In addition to our efforts to reduce demand for boreal forest products in the American marketplace, RAN has mobilized to support grassroots activists and allies on the ground. From indigenous First Nations to newly formed forest protection groups, even the Financial Times has acknowledged that the best way to offer frontline forest protection is to empower local communities. At RAN-sponsored Strategic Action Trainings throughout Canada, we are giving local groups the skills they need to protect the endangered boreal from unethical corporations. We are also continuing to leverage existing environmental agreements with companies like Home Depot and Kinko’s to put public pressure on Weyerhaeuser to end its destructive forestry practices, adopt a global environmental policy and permanently protect pristine places within its land holdings. Our recent victory with Bank of America resulted in climate and forest protection policies that prohibit the financing of projects that degrade intact forests, highlighting the Canadian boreal as a top priority.

Canada’s boreal forests are one of the last intact forest ecosystems in North America and offer more conservation opportunities than almost any other region on Earth. I invite you to support our campaign to end destructive forestry in North America and around the world.

For the forest,

Michael Brune

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Three great reasons to ‘BBQ the Banks’ this summer!

1. Goldman Sachs
   One of the world’s largest investment banks, Goldman Sachs funds environmental destruction worldwide through investments in fossil fuel extraction and logging operations spanning from South America to Southeast Asia, including companies such as Weyerhaeuser and Latin American oil giant Repsol-YPF.

2. John Hancock
   Hancock Timber Resource Group, a John Hancock division, owns and manages $2.9 billion worth of forests worldwide. Hancock profits through speculation on timber markets that include aggressive logging of endangered old-growth forests. Hancock is also an investor in Ecuador’s destructive OCP crude oil pipeline.

3. Wells Fargo
   Wells Fargo is a top funder of climate chaos, serving as the bank of choice for the US oil and gas sector. It finances 7 of the top 10 oil field service firms and 4 of the top 10 offshore oil drillers. The bank also invests in logging operations in the Tongass region of Alaska, home to some of America’s last pristine temperate rainforests.

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Jumpstart Ford campaign declares Independence from Oil

On July 4, Rainforest Action Network and Global Exchange launched a nationwide campaign calling on Americans to declare independence from oil by demanding a fleet of zero emission cars from Ford Motor Company, the U.S. Environmental Protection Agency’s worst ranked automaker in average fuel economy for the last 5 years. The war-time style posters depict Lady Liberty struggling to ‘breathe free’ through a military-grade gas mask. The advertising blitz hit major U.S. auto markets on Independence Day weekend. On July 9, human rights and environmental activists came together to sign the Declaration of Independence from Oil ending America’s longstanding loyalty to it flagship automaker, Ford. Citizens and activists put their ‘John Hancock’ on a bigger-than-life copy of the modern day declaration during a rush hour protest at a San Francisco Ford dealer. According to the EPA, the Ford fleet has ranked the worst in average fuel efficiency of all major automakers since 2000. According to Ford, it plans to produce 20,000 hybrid Escapes through model year 2005, representing six-tenths of one percent of Ford’s entire fleet. While Ford’s widely touted ‘eco-friendly’ Rouge River plant features a water-preserving green roof, it manufactures 280,000 gas-guzzling F-150s a year, generating up to 100 tons of atmospheric carbon a piece over each truck’s lifetime.

Sign the Declaration online at www.FreedomFromOil.com!

From boardrooms to BBQs, RAN is serving up lasting change to protect Earth’s endangered ecosystems.

Stay informed.
Get involved.
Support RAN today!