Choose Wisely
Your choice makes a difference

You’re trying to choose a new wood product, such as a chair. You look at price, you look at quality. But do you know where the wood came from, the condition the forest was left in, or how the chair was made? Maybe it’s time to look again.

Wood is a good choice over metal and plastic. Metal requires mining and is very energy intensive to produce, while plastic often ends up in landfills. Forests can be a wonderful renewable resource—depending on how they’re managed.

How do you know? Look for Forest Stewardship Council (FSC) labels on locally made products. When you see an FSC-certified label—such books, look for a symbol on the back, be sure you know just what you’re getting. As a result, it shows you are taking steps to ensure that forest management practices reflect the sustainability of the forest. The Forest Stewardship Council (FSC) standard involves an annual on-the-ground assessment of practices.
Your chair. Your choice. But what’s the real story behind it?