

## BACKGROUND

Canada's Boreal Forest represents 25% of the remaining intact forest ecosystems remaining on Earth. The Boreal ecosystem is a unique and productive mosaic of interconnected habitats that include forests, lakes, river valleys, wetlands, peat lands and tundra. It covers 5.8 million km<sup>2</sup>—almost 1/3 of the country—and is larger than the remaining Brazilian Amazon Rainforest.

Canada's Boreal plays a global role in regulating climate and ensuring clean water. The Boreal is the largest terrestrial storehouse of carbon in the world. Canada's Boreal stores an estimated 67 billion tones of carbon. The estimated value of clean water, climate regulation and other ecosystem services provided by the Canada's Boreal is \$93.2 billion per year, more than 2.5 times the annual net market value of all of the energy, mining and forestry activities within the region.

The Boreal is a critically important breeding ground for billions of North America's birds. Up to 3 billion birds from over 300 bird species breed each year in North America's Boreal. Nearly 50% of the 700 species that regularly occur in the US and Canada rely on the Boreal for their survival.

### **Bridgehead**

Bridgehead is a Canadian specialty coffee company that offers 100% fairly traded and organic coffees and teas. We envision a global exchange that puts people before profit. We link our customers with small-scale farmers in the developing world through fair trade. Bridgehead is committed to providing excellent quality products from responsible and progressive sources at reasonable prices.

### **The Canadian Boreal Initiative**

Working independently with a wide range of conservation organizations, First Nations, industry, governments, the **Canadian Boreal Initiative (CBI)** links science, policy and conservation activities in Canada's boreal region, and supports on-the-ground boreal conservation work. Since being established in January 2003, CBI has been instrumental in promoting dialogue about the future of Canada's boreal region and securing support for the Boreal Framework, a vision for achieving a balance between conservation and development in the region.

**For more information visit:**

[www.bridgehead.ca](http://www.bridgehead.ca) and [www.borealcanada.com](http://www.borealcanada.com)