



**WOODLANDS**  
SINCE 1882

# 2024

**Working Forest:  
Year in Review**

# 2024 Highlights

Our legacy is the foundation we continue to build on. In 2024, we advanced how we manage our working forests and the products that come from them. Key initiatives that helped shape our future included:

- Planting **18,517,590** trees across New Brunswick, Nova Scotia and Maine.
- An **8.6 per cent** overall improvement over 2023 (OIO2023) in harvesting machine skill level.
- A **7.9 per cent** (OIO2023) in productive machine hours.
- A **9.6 per cent** OIO2023 in tonnes per full time equivalent (FTE).
- A **6.0 per cent** OIO2023 in saw material quality.
- Procuring **1,021,100 m3** of forest products from over 400 private wood suppliers, including stumpage from woodlot owners – a company record.
- Renewing the Northern New Brunswick Trades & Engineering Scholarship and introducing the Student Grower Scholarship to support the talent of 12 students in specialized roles.
- Welcoming **91 newcomers** to Woodlands and recruiting **192 students** in the Sawmill & Woodlands divisions to foster an innovative and diverse workforce.
- Achieving carbon neutrality within our Forest Products Supply Chain for the fifth consecutive year in compliance with internationally recognized standards.
- Increasing capacity at Juniper Tree Nursery with the installation of a second **CRAVO flat roof holding area**.
- Launching our NB Working Forests Initiative.
- Hosting **37 community meetings with co-CEO Jim Irving** to discuss forestry's economic contributions.
- Creating a new website, **NBWorkingForests.com**.
- Investing **\$2 million in our long-term road network plan** towards reducing transportation on Provincial highways, lowering fuel consumption and minimizing our environmental footprint.
- Programming our harvesters with the same information that informs our sawmills on profit from logs of various shapes to **maximize product** before it reaches the mill.
- Implementing **a new forest management plan in Maine** based on new inventory and tree planting.
- Reporting **zero non-conformances** from external audits.

***We invite you to learn more.***

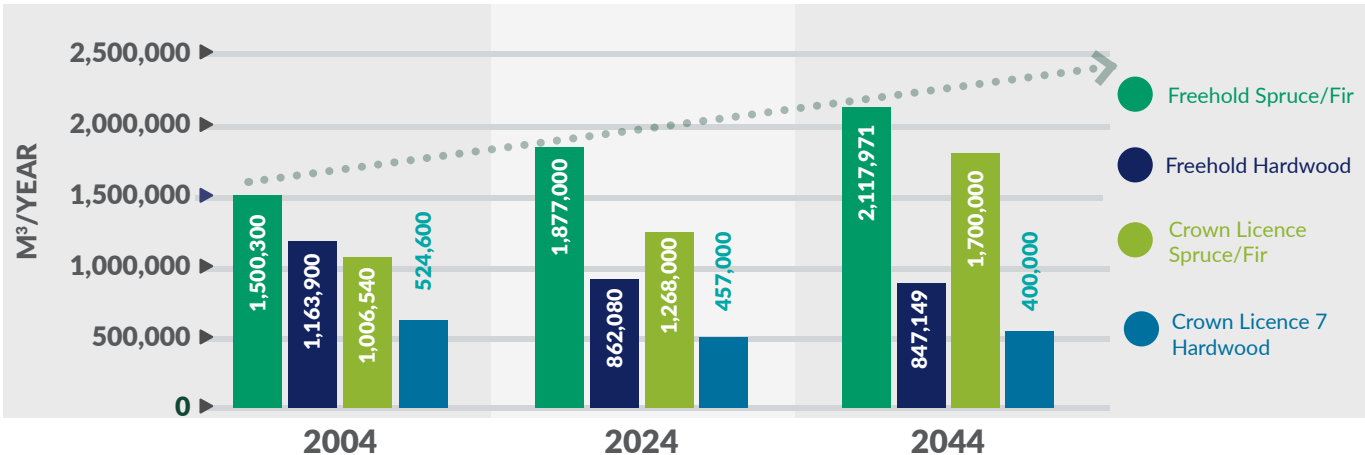
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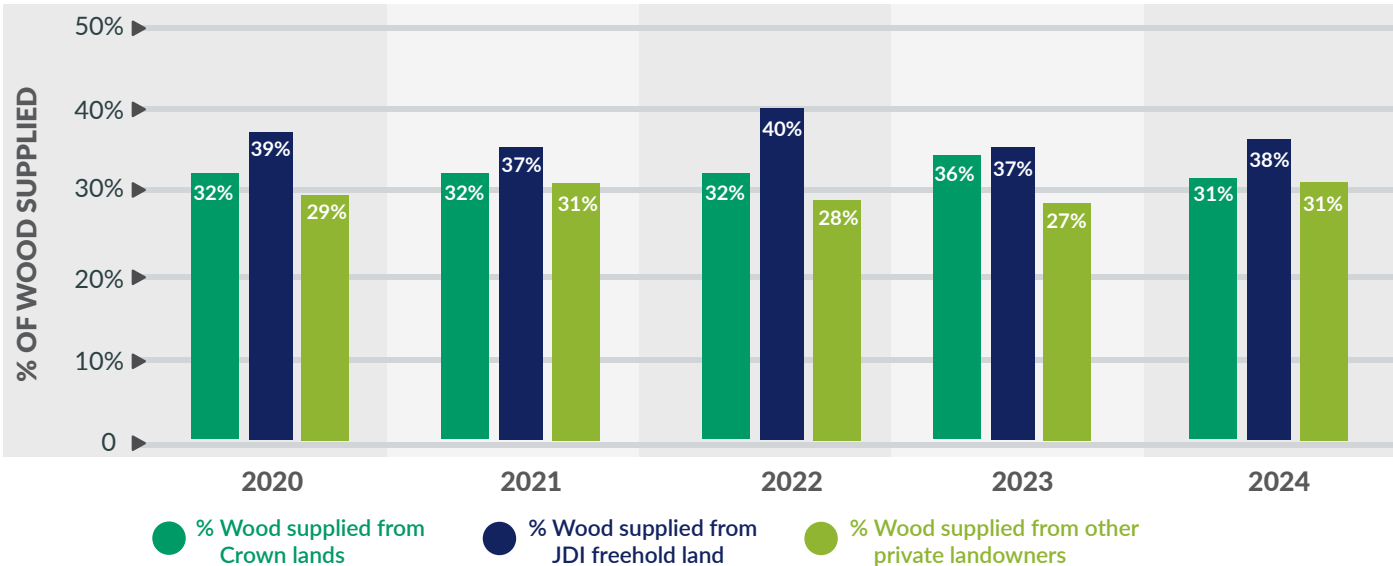


# MANAGING THE WORKING FOREST'S WOOD SUPPLY

WE'RE ON TRACK TO DOUBLE OUR FREEHOLD SPRUCE/FIR SUPPLY



WOOD SUPPLY SOURCES



TOTAL LANDS UNDER IRVING MANAGEMENT

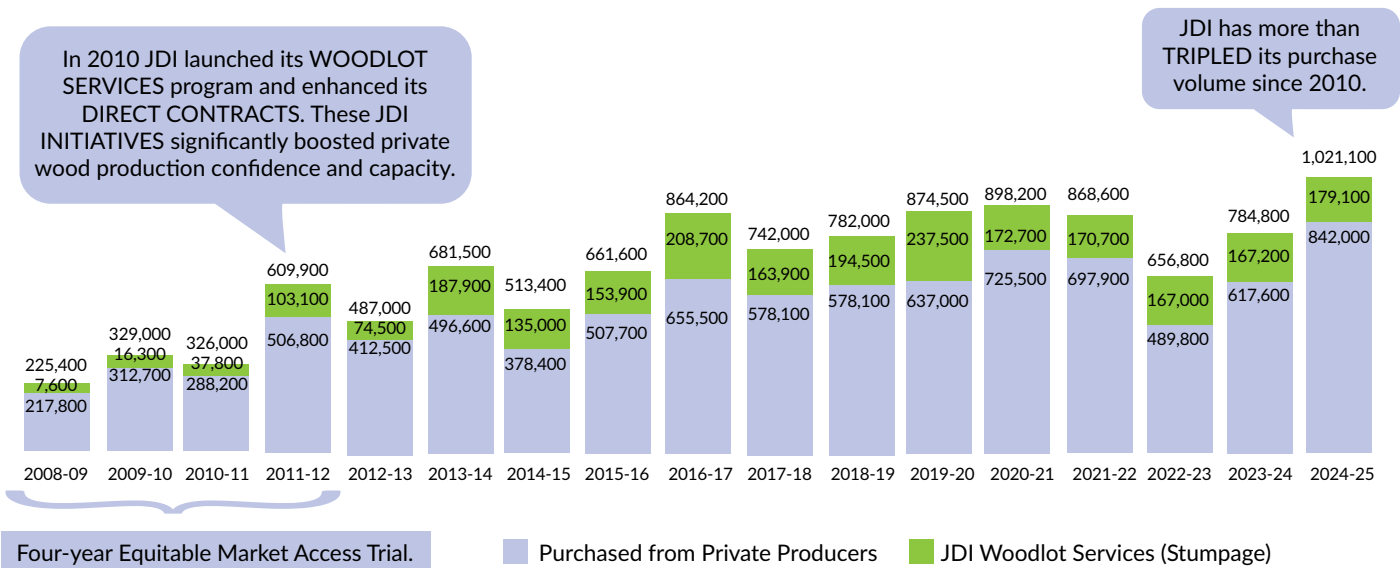
HECTARES	ACRES	
795,915	1,966,749	NB & NS Freehold
517,245	1,278,140	Maine Freehold
1,061,290	2,622,505	NB Crown Licence 7
<b>2,374,450</b>	<b>5,867,394</b>	<b>Total</b>



# WORKING FOR SMALL BUSINESS

Our Woodlot Purchase Program provides a reliable market for wood suppliers, supports local economies and sustains forest-dependent rural communities. Buying from local private landowners and family-owned woodlots puts the money we spend directly back into the local economy and helps maintain a balanced forest ecosystem by acquiring wood from diverse sources. **WE PROCURED 1,021,100 M<sup>3</sup> OF FOREST PRODUCTS FROM OVER 400 PRIVATE WOOD SUPPLIERS**, including stumpage from woodlot owners. *That's a win for private landowners and the economy.*

JDI NB Mills - NB Private Wood Purchased  
(All Species/Products - Cubic Metres (m<sup>3</sup>))



## \$34 Million

SPENT ON WOODLANDS  
INVESTMENTS

## \$463 Million

SPENT ON LOCAL SUPPLIERS  
IN 2024 (USD)

We employ 800+ small business contractors for trucking and harvesting operations across New Brunswick, Nova Scotia and Maine. These contractors play a crucial role in harvesting, road building, silviculture and forest products transportation.

*"Small businesses drive the economy and we really support the community around us. I like to see every day that I'm supporting families. I can see the impact I have. It has to be done right, and we make sure it is."*

– Steve Gosson, Gosson Enterprises Ltd.





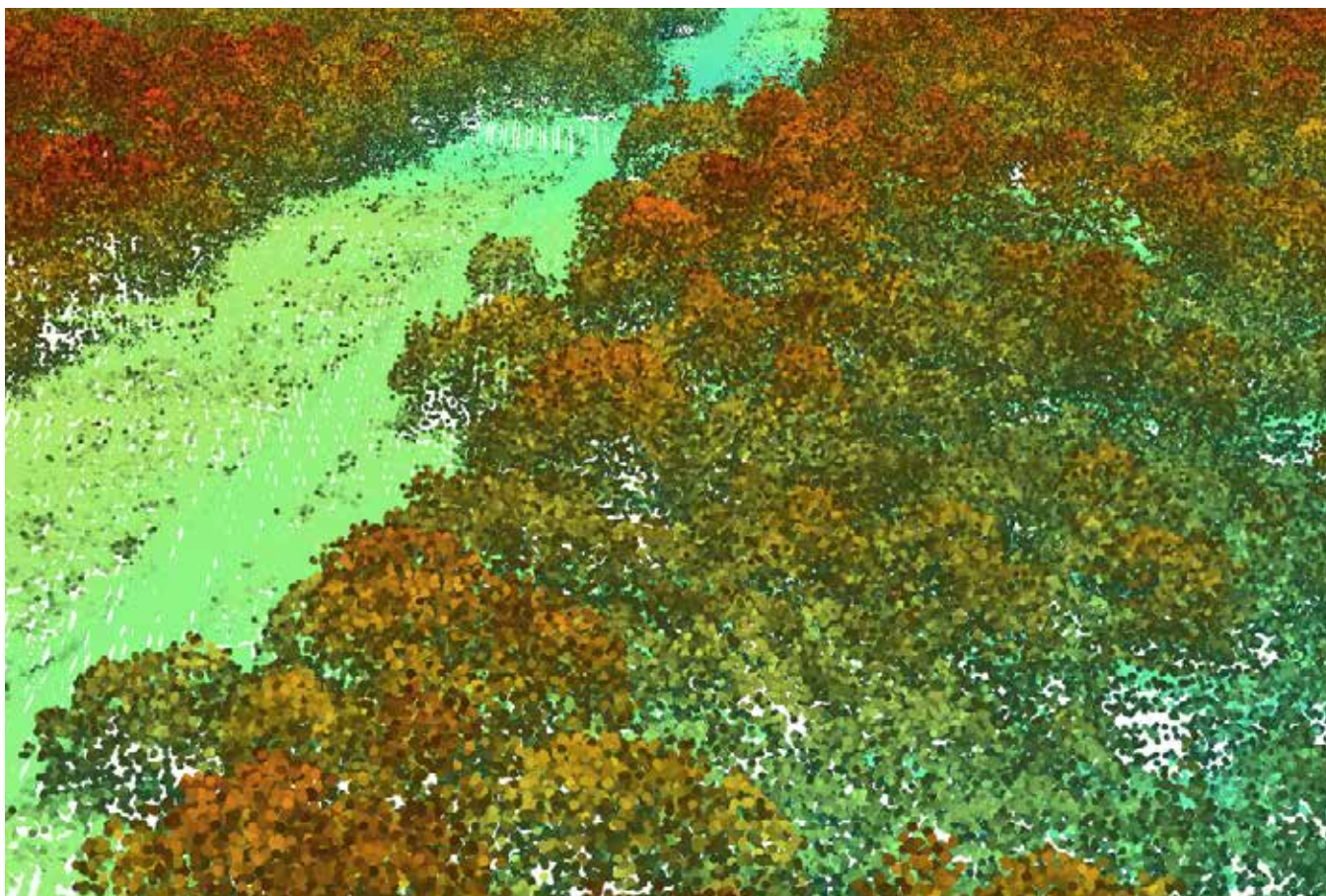
# FOREST PLANNING

We conduct detailed forest inventory assessments with world-class technology and over 100 foresters to determine available timber resources and ecological characteristics. This allows us to create harvesting plans that consider biodiversity, soil and water quality and sensitive areas, including methods to balance wood supply and values like conservation and recreation. We use technology like Geographic Information System (GIS), Light Detection and Ranging (LiDAR) and GPS for precise harvesting along with modern equipment to optimize wood recovery.

## Maine's Renewed Management Plan

Over several years, Maine's new management plan was developed using LiDAR at an intensity of 6 points per square metre (vs 1 point previously) and 800 ground plots to create the most accurate forest inventory to date. The results confirm earlier modeling that the forest is healthy and growing sustainably. With this confidence, the plan includes doubling and tripling silviculture investments to further increase wood supply. This increase will support economic growth, job creation and long-term habitat and environmental conservation.

LIDAR IS A LASER SCAN OF THE FOREST THAT COUNTS INDIVIDUAL TREES AND ASSIGNS CHARACTERISTICS LIKE HEIGHT AND DIAMETER. WE CAN THEN ESTIMATE THE VOLUME OF WOOD IN AN AREA.



# TREE IMPROVEMENT

Maritime Innovation Limited develops trees that are climate resilient and disease and pest resistant. This centre of excellence focuses on leading-edge research to produce and grow healthier, larger trees from local species.

MARITIME INNOVATION  
LIMITED HAS A TOTAL OF  
11 PATENTS GRANTED OR  
PENDING, UNDERSCORING OUR  
COMMITMENT TO PIONEERING  
DISCOVERIES IN THE FIELD OF  
FOREST RENEWAL.



Bridget MacNutt, Maritime Innovation Limited | Sussex, NB

WE HAVE PLANTED  
**10 MILLION SE**  
**TREES TOTAL**  
*(somatic embryogenesis),*

Our 300-acre seed orchard in Parkindale, New Brunswick is our source of tree seeds, and its trees are grown from local species that are field-tested to be known to have superior genetics.

Our cone-picking team procured **56,600 litres of cones in 2024: a company record.** These cones will have the seeds extracted and assessed for optimal tree conditions before becoming the next generation of seedlings.

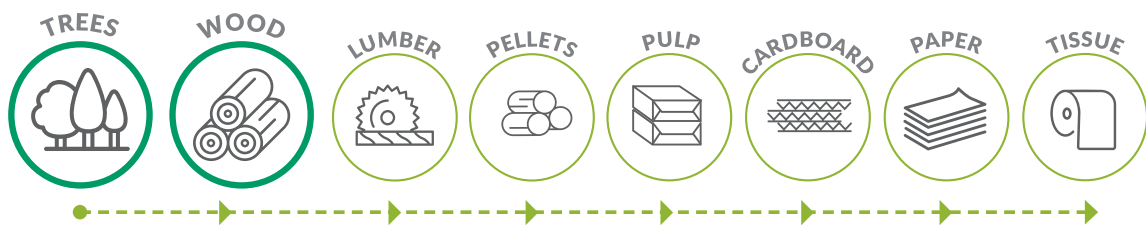
*"It's a challenging job, but it's rewarding. The people are great and it's a unique job. I'm proud of the work we've done this year."*

**- Kate Tibbits, Tree Planter  
& Cone Picker**





# INVESTMENTS



**\$26.8 Million**

**IN SILVICULTURE  
INVESTMENTS IN 2024 (CAD)**

## 2024 SILVICULTURE LEVELS

Investing in today for future generations (Freehold & Crown Licence 7)



### SITE PREPARATION

17,410 Hectares  
43,021 Acres



### TREE PLANTING

12,793 Hectares  
31,612 Acres



### EARLY COMPETITION CONTROL

22,572 Hectares  
55,777 Acres



### PLANTATION CLEANING

9,726 Hectares  
23,033 Acres



### PRE-COMMERCIAL THINNING

761 Hectares  
1,880 Acres



100% of land certified



The mark of  
responsible forestry

100% of Irving land  
certified in Maine

**We have achieved zero non-conformances and have been  
third-party certified in Canada and Maine for over 20 years.**



# INNOVATION IN SILVICULTURE



## Innovating Tree Planting Techniques with PlantMax

Our operations in New Brunswick have improved with the purchase of a PlantMax mechanized tree planter. The machine prepares the ground and plants a seedling, with each arm planting one tree every three seconds. It collects and stores operation data and has sensors that evaluate soil condition to maximize a tree's chance of survival. With PlantMax, we can now plant an additional 500,000 seedlings per season with increased efficiency and forest growth.

## Supplementing Tradition with Technology

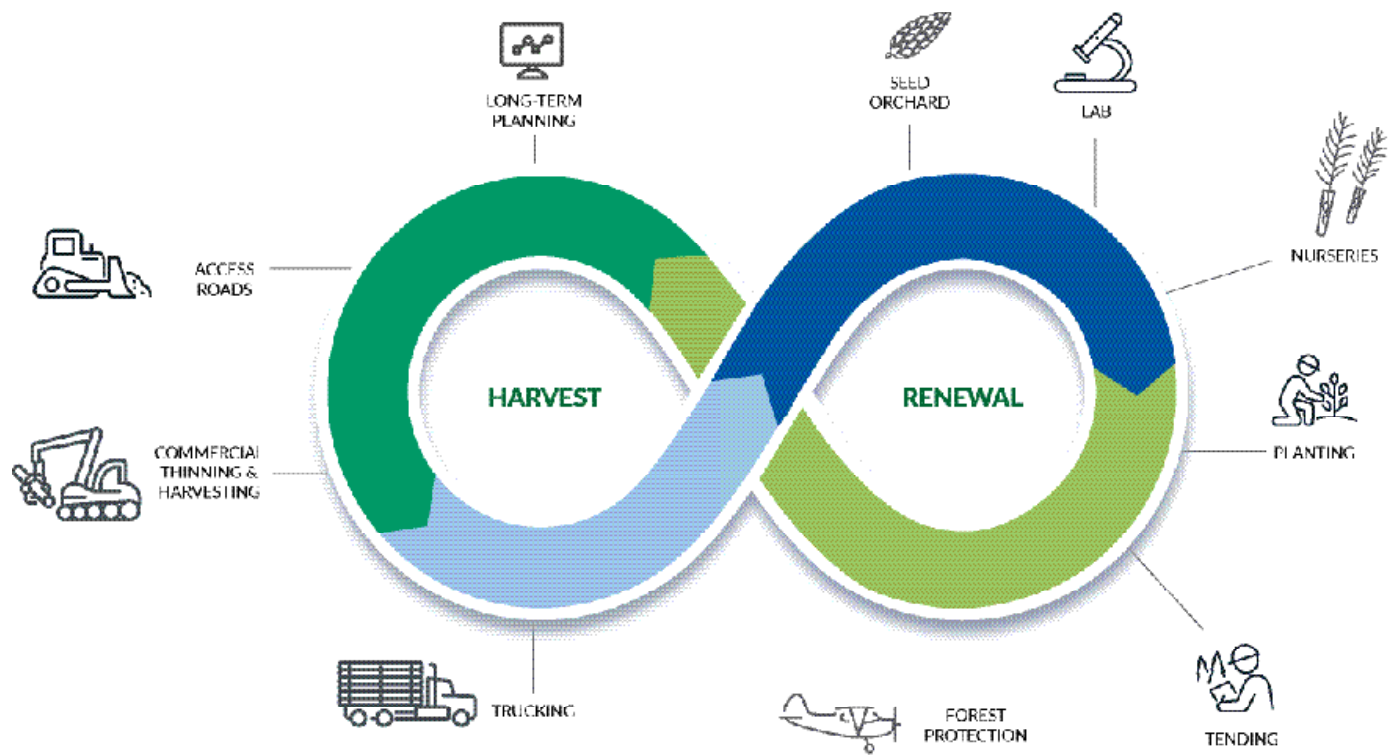
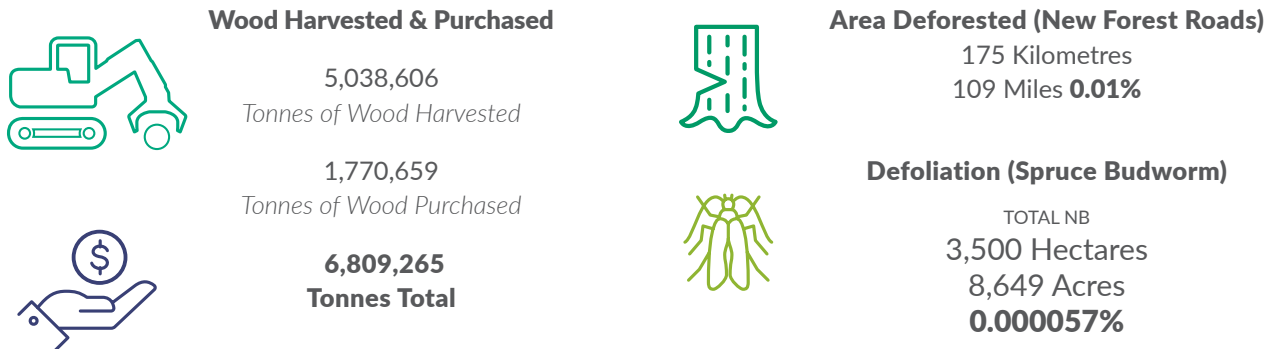
In southern New Brunswick, we use mini excavators to address labour shortages and support forest renewal and health. They aid manual thinners in removing low-quality trees ensuring planted trees receive more sunlight and nutrients. This technology helps manage labour constraints, enhances worker safety and increases area treated. More area treated means growing more wood than we harvest, which promotes sustainability.



# WORKING FORESTS

Working forests are defined by the continuous cycle of harvest and renewal. Across the forest landscape, this ensures a long-term timber supply while maintaining forest diversity, conservation and recreation.

FORESTS COVER ABOUT 85 PER CENT OF LAND IN  
NEW BRUNSWICK, NOVA SCOTIA AND MAINE.



methods. Our working forest enables carbon neutrality by removing more carbon than it emits each year. By using residual forest products like bark, sawdust and shavings for energy, we minimize emissions from traditional fossil fuels. As renewable resources, forest products are preferred over non-renewable materials like plastic, steel or concrete.

*\*Please refer to the 2024 Forest Supply Chain: Climate, Conservation & Community Impact Report for further details.*

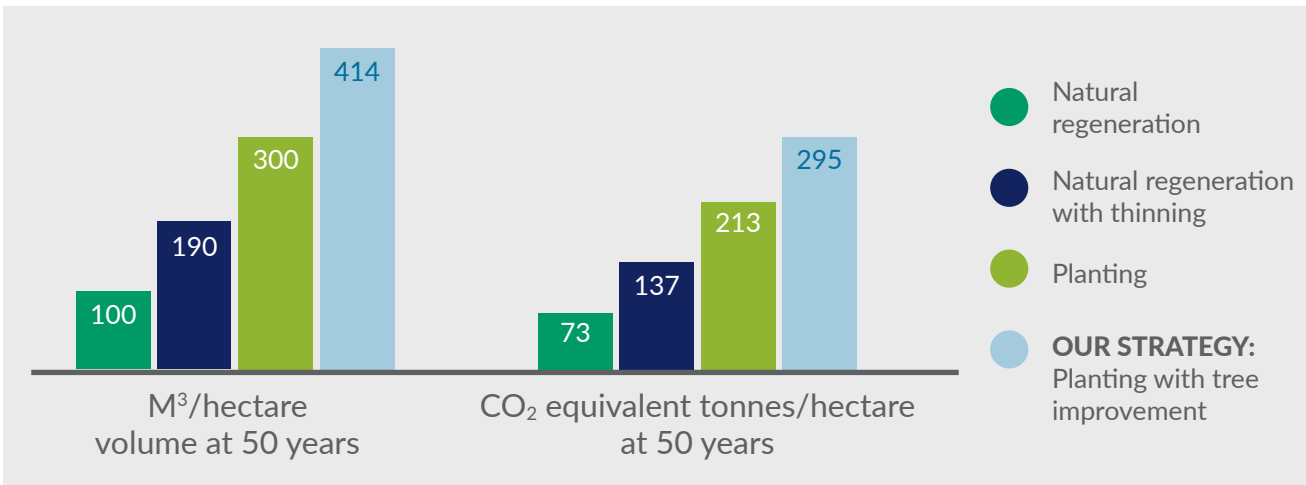
# FOREST RENEWAL - SILVICULTURE

Following harvest, all areas are regenerated either by tree planting or through natural regeneration. Planting trees is key to growing more wood than we harvest. Over their life, our planted areas grow four times more wood than naturally regenerated areas, which allows more wood to be harvested on a smaller footprint. Since 1957, we have planted 1.1 billion trees. Our tree nurseries in Juniper and Sussex, New Brunswick grow 25 million seedlings

annually. These facilities use advanced techniques and expertise to grow trees that are resilient and viable for future forests. Both sites are a vital component of our commitment to forest renewal and management across our operations.

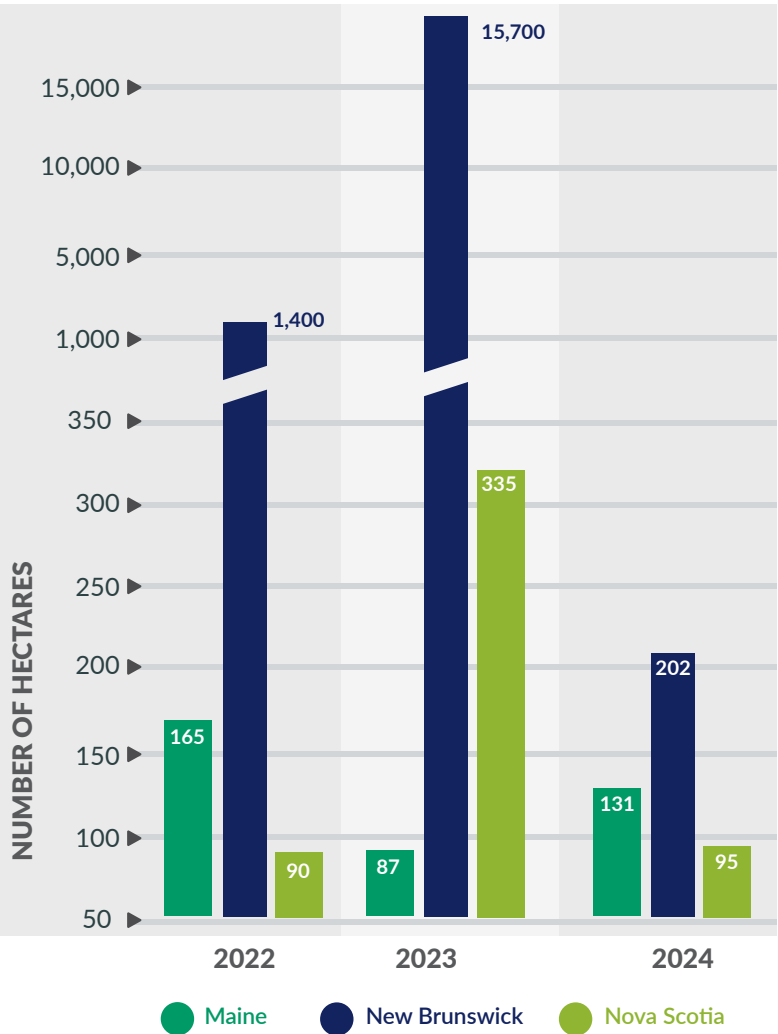
## In 2024, we planted over 18.5 MILLION seedlings.

### PLANTING TREES: 4X THE VOLUME, 4X THE CARBON



# FOREST PROTECTION

FIRE LOSS AREA



Our working forests are more resilient to climate change thanks to the continuous cycle harvest and renewal, which reduces large patches of fire fuel in comparison to other areas in North America. The Acadian Forest’s natural mix of hardwood and softwood, along with higher rainfall and humidity, boosts its natural resistance to wildfires. We also thin planted areas to remove dead and crowded trees, which helps prevent ground fires from reaching the canopy. Thinning also encourages new growth and adds moisture, thereby lowering fire risk.

THERE WAS A 65.9 PER CENT REDUCTION IN THE TOTAL OVERALL AREA BURNED IN NEW BRUNSWICK FROM 2023 TO 2024.

## The Threat of Spruce Budworm

Spruce budworm is a serious threat to spruce and fir across our landscape. Our scientists have discovered a natural defense: a fungus that helps trees resist attacks. By introducing it to seedlings in our nurseries, we’re strengthening their resilience from the start. To read about other approaches to help forests resist spruce budworm, visit:



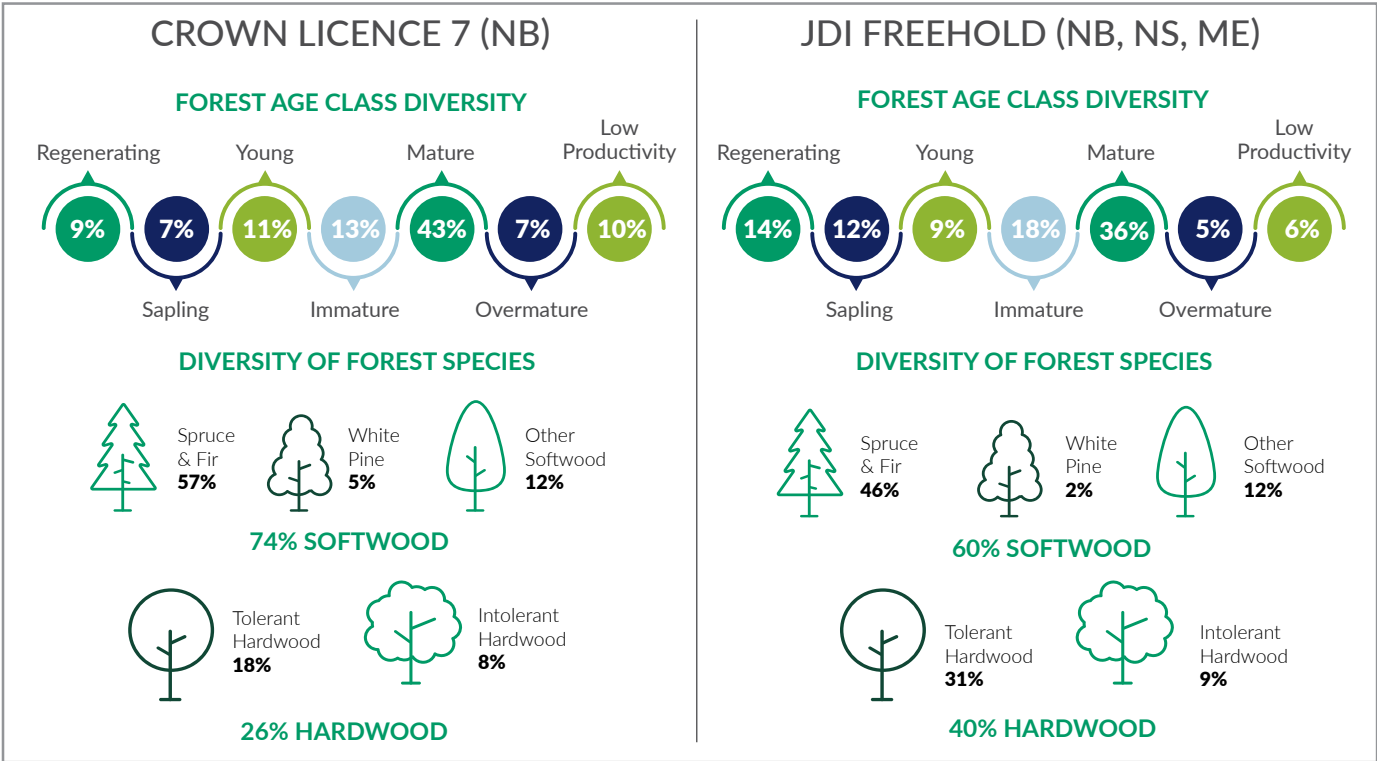


# FOREST DIVERSITY

By maintaining a mixture of diverse forest age classes and species, our working forests perpetuate a cycle of harvest and renewal for generations to come.

In 2024, we harvested 1.5 per cent of the forested land base and we ensure we harvest less than

2 per cent annually. This approach allows harvested areas to regenerate, either naturally or through planting, to align with the average rotation length of forest area lifecycles.



## Conservation spotlight: Tracy Falls

This 40-foot waterfall is located just outside Saint John, New Brunswick near Willow Grove, on a 1.7 kilometre round trip trail.

WE CONSERVE  
25 PER CENT  
OF THE LANDS WE  
OWN OR MANAGE.



# CONSERVATION



**Total Conservation Area on Lands Under Irving Management: 554,069 HAs / 1,369,134 ACs**

## CONSERVED LANDS

- Unique Areas
- Water and Wetland Buffers
- Deer Wintering Areas
- Old Forest Habitats
- Protected Natural Areas

## FREEHOLD

21%  
269,969 HAs  
667,108 ACs

## CROWN LICENCE 7 (NB)

30%  
284,100 HAs  
701,727 ACs

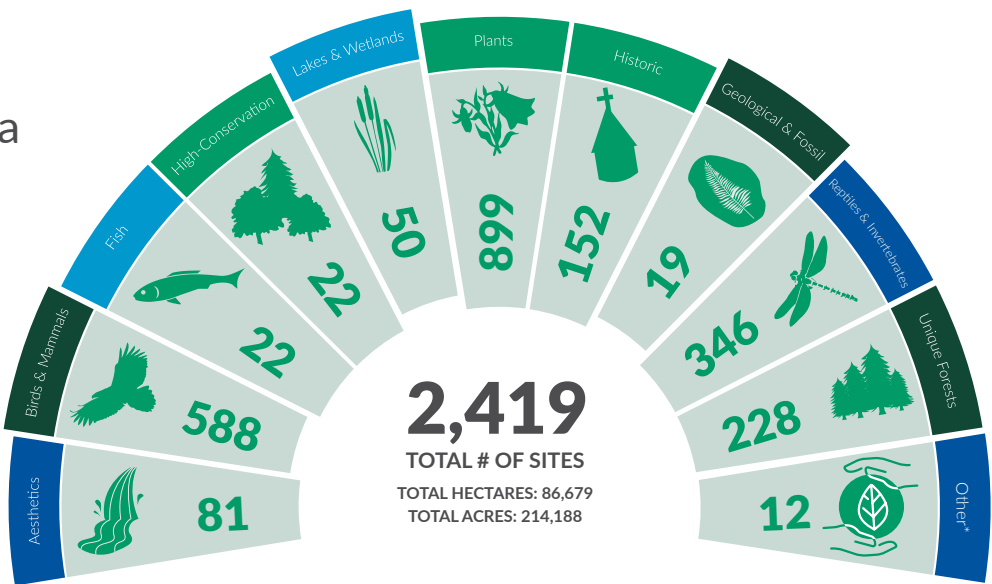
## Our conservation efforts have been recognized by:

The Atlantic Salmon Federation (ASF), The Nature Conservancy, Nature Conservancy of Canada. The Canadian Council of Ecological Areas (CCEA), The World Wildlife Fund, The U.S. Department of the Interior, The State of Maine, The Province of New Brunswick, Forest Stewardship Council® (FSC® C041515), Sustainable Forestry Initiative® (SFI program), Ducks Unlimited.



**68,803 ha**  
**Old Forest Sites**

We have set an objective to designate and maintain old forest within the working forest landscape. To date, 68,803 hectares (170,016 acres) have been designated toward meeting this objective.



\*Other effective area-based conservation sites

Our Forest Research Advisory Committee (FRAC) was established in 1998. It brings together forestry experts and scientists to research knowledge gaps and understand the broader impacts of forestry on plant and animal life across the landscape. This research is key to ensure we're doing things right and helps to determine our approach to conservation. That's why we've invested over \$42 million in this initiative to date.



# 79 unique bird species

counted on New Brunswick working forest lands around Fundy National Park

# 270 Sites

added to our  
Conservation  
Areas Program





# TREE DIVERSITY STUDY

The continuous cycle of harvest and renewal creates diverse tree species structures and arrangements at the landscape scale, leading to a high level of diversity. We led a study measuring tree species diversity in the managed Acadian Forest.

## Study Details:

- The study compared tree species diversity across all seven ecoregions in New Brunswick.
- It was conducted in the Acadian Forest region across 1.65 million hectares of publicly owned (Crown) and privately owned (Freehold) land.
- Tree species diversity was evaluated using Hill numbers\* across 21 forest type/age class groups using 1,691 sample plots.

## Results:

- Current management practices maintain tree species diversity across the landscape and highlight the importance of tailored management strategies for different forest types to support this diversity.
- Planted areas did not differ significantly in tree species diversity from the natural softwood forest types.
- Silvicultural interventions such as pre-commercial thinning and partial harvests in naturally regenerated areas have not impacted tree species diversity at the landscape level.

\*Hill numbers are used by ecologists as indicators to measure species diversity in an area. They quantify both the number of species present and the evenness and abundance of their distribution, which offer a detailed measure of biodiversity.”



**Partners / Researchers :** University of Florida, GWA Applied Forestry and Biosciences Consulting and University of New Brunswick, Timothy L/ White, Greg W. Adams, Anthony R. Taylor, Rolland Gagnon, Josh R. Sherrill and Andrew W. McCartney



# WHITE-TAILED DEER STUDY

Philip Wiebe has been a biologist with Canadian Forest Services for over 15 years and studies the effects of forestry on forest-dwelling animals in Canada. He is currently a PhD student focusing on white-tailed deer at the University of New Brunswick. Philip seeks to understand the relationship between habitat quality and population growth through GPS technology.

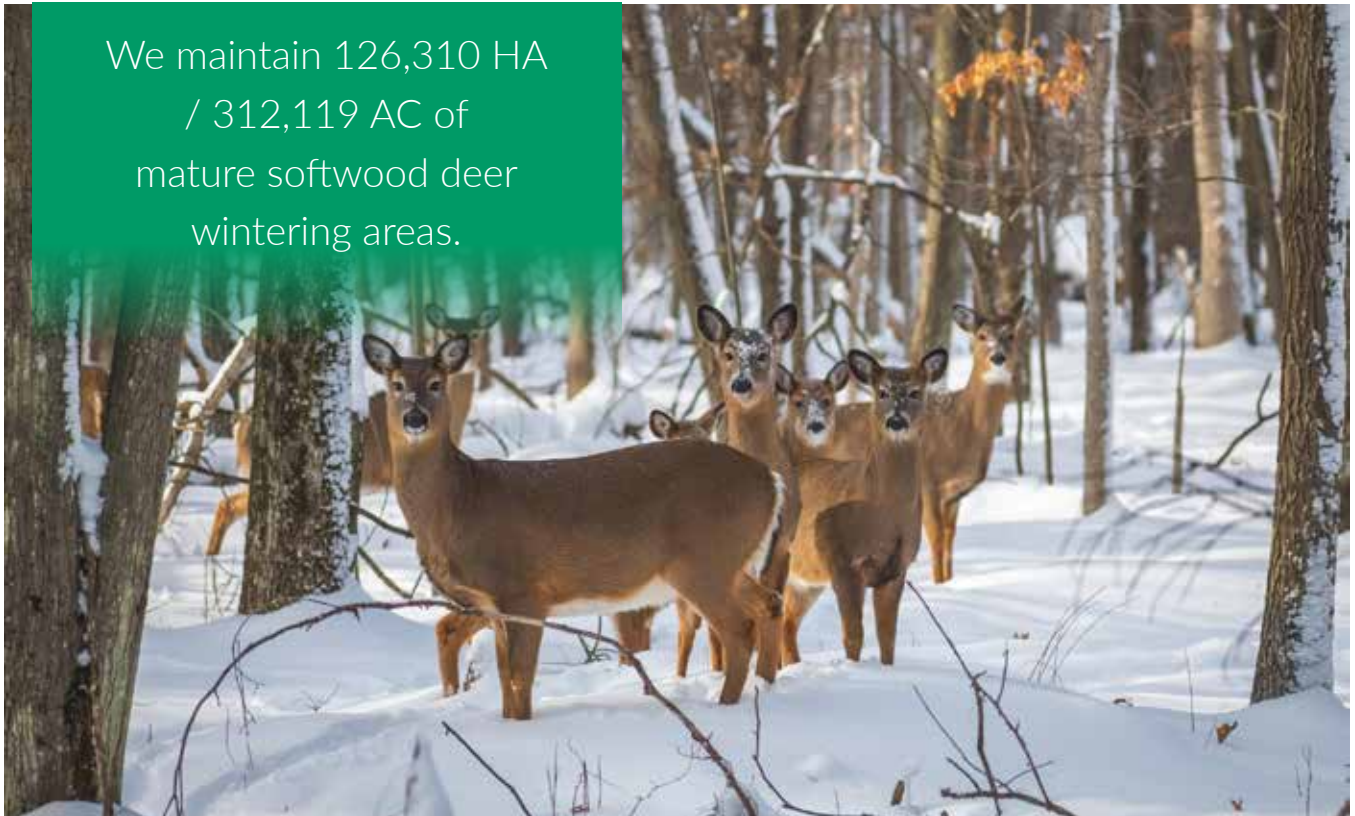
## Study Statistics:

- 100+ deer GPS collared in four years to assess population movement. Each collar records up to 10,000 location points.
- The longest tracked migration was 110 kilometres between summer and winter home ranges.

## Observations So Far:

- In areas harvested within the past 15 years, treated areas had less available food, but deer used both treated and untreated areas equally, since both provided enough nutrition to meet their needs.
- Population trends over the 20 preceding years indicated that deer population was not close to its limit, with year-to-year changes driven primarily by mortality related to winter severity.
- NB deer followed patterns seen in other northern regions of their range. They used about 10% of the land as winter habitat, while the rest of the forested land was summer-only habitat.

We maintain 126,310 HA  
/ 312,119 AC of  
mature softwood deer  
wintering areas.



**Partners / Researchers :** Government of Canada, Dr. Graham Forbes (UNB), Joe Kennedy (NBERD), John Gilbert (WDLS), Dr. Dave MacLean (UNB), Dr. Joe Nocera (UNB), Dr. Ian Thompson (retired Canadian Forest Services), Philip Wiebe (UNB)

# WOOD TURTLE STUDY

We have partnered with researchers Dr. Graham Forbes, Dr. Chris Edge, and Cory Trowbridge on research to understand how turtle behaviour is impacted by forest operations. The results will help forest managers include critical wood turtle habitat in management plans for this endangered species.

## Study Statistics:

- 54 wood turtles located: 18 juveniles, 16 males and 20 females, suggesting a healthy population. Trackers were placed on 18 females to monitor movement.
- Average of 543 locations per turtle were tracked with GPS. Trackers also record acceleration data to determine rate of movement.
- Summer home range (mid-June to September) averages eight hectares, with females moving between 166-735 metres from the river.

## Next Stage:

- Determine areas in the landscape highly used by turtles based on GPS data.
- Determine areas for forest harvest during fall/winter 2025/2026 to assess how turtles respond in a harvesting operation.

Wood turtles stomp their feet to mimic the vibrations of rainfall. This draws out their major food source, earthworms.



**Partners / Researchers:** Government of Canada, University of New Brunswick, Dr. Graham Forbes, Dr. Chris Edge, Cory Trowbridge.

# BRYOPHYTES AND BEETLES AS HEALTHY FOREST INDICATORS

Forest structure, tree types, and moisture levels influence moss, liverwort, and beetle communities in managed forests. We took part in a multi-species study to understand patterns of bryophyte and beetle diversity in northern New Brunswick.

## Study Details:

- Diversity of beetles and bryophytes was measured across 18 forest stand types, including planted forests, mixed wood, hardwood, softwood, and riparian zones.
- The study took place in the 189,000-hectare Black Brook District.
- Sampling was done over two summers and compared to forest data from LiDAR and inventory sources.

## Results:

- Bryophyte species varied based on how wet the site was. Wet cedar stands had especially distinct species compared to drier areas.
- Beetle diversity and numbers were highest in forests with more coarse woody debris (CWD), such as mature hardwood and mixed wood stands, and lowest in younger planted forests with less CWD.

## Conclusion:

Well-managed forests support diverse bryophyte and beetle communities by maintaining a mix of forest types, ages and structures. Cedar stands are especially valuable for biodiversity due to their unique species makeup.



We use forest data to predict and map where mosses, liverworts and beetles are most likely to thrive. Preserving a mix of forest types, tree cover and deadwood is key to supporting biodiversity on the forest floor in managed landscapes.

**Partners / Researchers:** Maurane Bourgouin – University of Quebec, Dr. Melanie Jean – University of Moncton, Dr. Nicole Fenton – University of Quebec, Louka Tousignant – University of Moncton, Billie Chiasson – University of Moncton, Dr. Gaetan Moreau – University of Moncton.

# MAP OF OPERATIONS

CANADA

ONTARIO

TORONTO

NEW YORK

COBLESKILL

FORT EDWARD

UNITED STATES

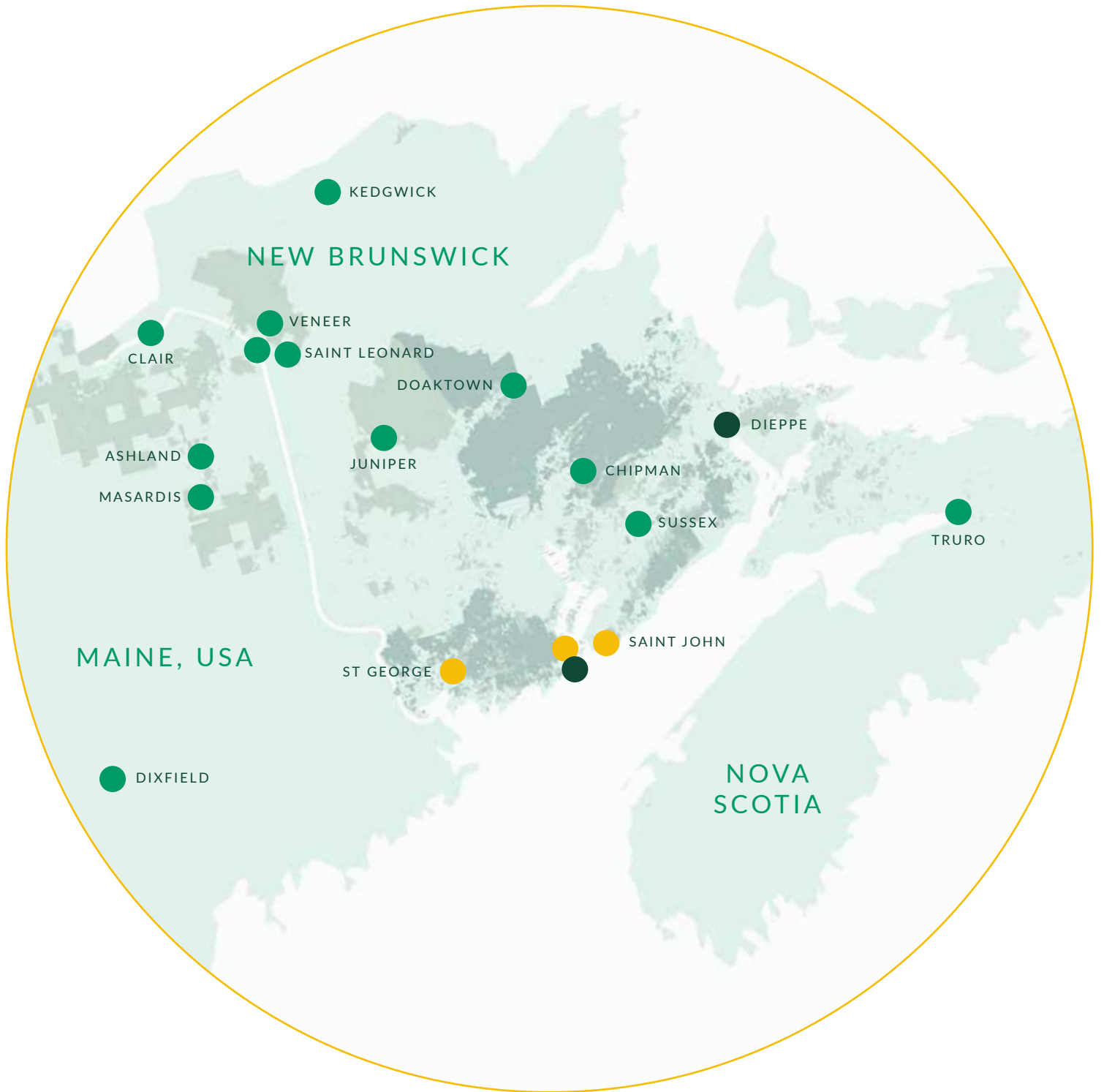
GEORGIA

MACON

## LEGEND

- WOODLANDS FREEHOLD LAND
- NB CROWN LAND LICENCE 7
- PULP AND PAPER
- TISSUE
- SAWMILL DIVISION  
(including Pellet Plant and Juniper Organics)





# WORKING FOREST OPERATIONS

As forest stewards, we prioritize collaboration with small business contractors, community partners and our employees to deliver high-quality forest products. From road building to harvesting, we integrate world-class technology and innovation to ensure efficiency, safety and environmental responsibility. Advanced equipment, data-driven planning and workforce development allows us to continuously strive for improvement and uphold high standards in every step of our value chain.

AVERAGE HARVEST OPENING SIZE	Freehold 16 Hectares 40 Acres	Crown Licence 7 22 Hectares 54 Acres	Average 19 Hectares 47 Acres
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## Productivity Improvement with Operator Data

We’re laying the groundwork for a data-driven, tech-enabled shift in how we harvest. By using operator-level data and integrating tools like auto-steer in our harvesting equipment, we’re boosting productivity by up to 10 per cent in commercial thinning. We’re also improving how we plan payloads and log yard use to move wood more efficiently and with fewer delays. With 85 harvesters across our operations processing 30 million trees a year, even a small gain per tree unlocks a significant opportunity.

## Maximizing Machine Performance

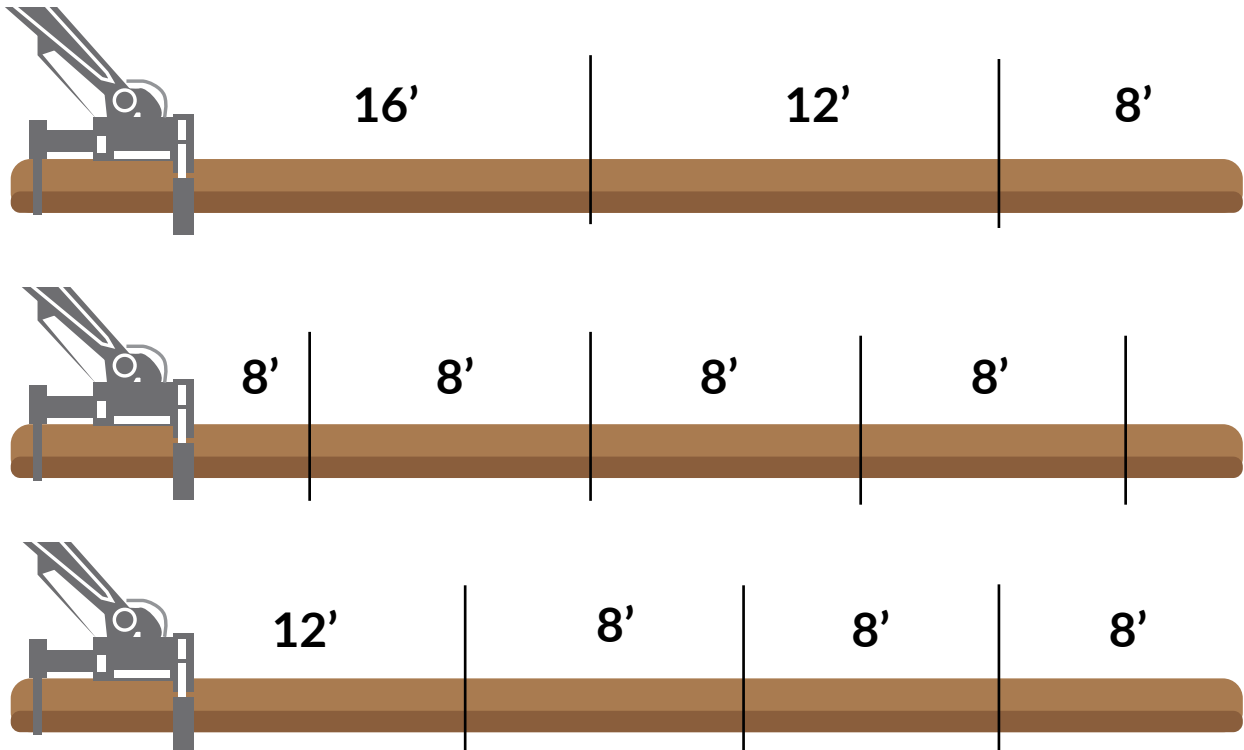
We use real-time performance data to help operators and supervisors make informed decisions that improve utilization and skill. A skill-based pay system for company operators is already reducing wood costs per cubic metre. Supervisors are aligned with performance-based incentives tied to skill, productivity and quality. This approach is now being extended to trucking, where we’re focused on improving weekly performance with average performing trucking contractors.





## Reducing Costly Administrative Duties

We've made it easier for our teams to manage operations directly from the field. With mobile access to key performance indicators and harvest plans, there's no longer need to travel to the office for administrative tasks. Automated reporting has reduced the need for weekly check-ins and helps prevent over-advancement on wood. These changes are expected to support a 53 per cent improvement in productivity per full-time employee by 2028.



## Improving Log Quality with Real-Time Insight

By equipping our harvesters with real-time intelligence on sawmill needs, operators are now able to make decisions that align with mill profitability and reduce waste. Price lists are now embedded in machines so contractors produce the products the customers want, which allows the company to get the most value out of each tree.



### Building Bridges with Construction Partnerships

We've increased our road connectivity with the construction of the Napadogan Brook Bridge in collaboration with AV Nackawic and the Department of Natural Resources and Energy Development. This bailey bridge spans 90 metres and lets our logging trucks travel from Chipman to AV Nackawic's mill without touching Provincial highways. This bridge decreases fuel consumption per tonne of wood delivered and strengthens partnerships with local government and private businesses.



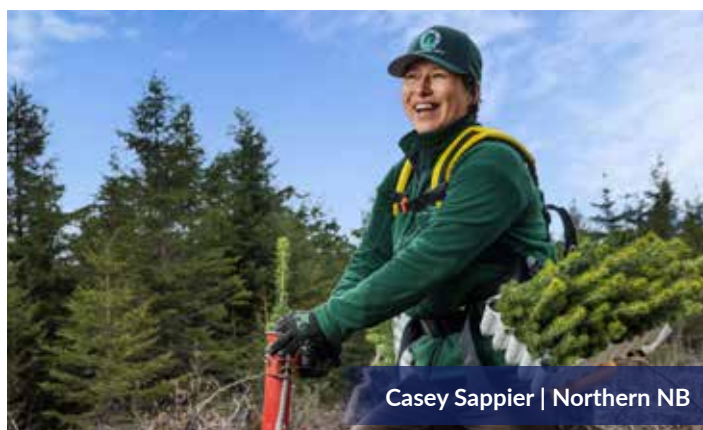
### Increasing Productivity through Auto-Steer Technology

We're piloting an auto-steer system in our harvesters to reduce task load on operators, improve harvesting equipment ergonomics and assist our operators to focus on wood harvesting. So far, we're seeing a 5 per cent operator improvement for experienced operators, which climbs to 11 per cent for new operators. By trialing this technology, we're not only enhancing operator safety and efficiency, reducing tree planter tripping hazards, and creating straight and consistent trail patterns for scarification and planting. We're also demonstrating how adapting proven innovations from other industries helps us stay at the forefront of world-class forestry.



# DEVELOPING OUR PEOPLE

The working forest creates secure, well-paying jobs in forest harvesting and renewal activities and in the operation of sawmills, pulp & paper and tissue mills. Direct employment in the working forest supports many indirect local jobs that provide equipment or services and broader economic spin offs in businesses like restaurants and grocery stores. This employment not only spurs local economies but also provides job opportunities that attract newcomers and allows people to stay in their home communities. Meanwhile, sponsored local events and recreation opportunities support community spirit.



# DEVELOPING OUR PEOPLE

## First French Leadership Fundamentals Program since 2020

The Leadership Fundamentals Program, provided in French for the first time in five years, provides new people-leaders with essential skills in change management, handling confrontation and leadership behavior. The course emphasizes the importance of leaders in executing strategy, engaging employees and promoting a safety culture. Offering the program in French ensures equal professional development opportunities for all employees.



## Introducing The Tree Growing Company

The Tree Growing Company underwent significant transformations to retain tree planters and increase impact on the future forest and economy. This included restructuring the crew and work schedule and offering upgraded accommodation such as private and semi-private rooms, dining halls, game rooms, laundry, Wi-Fi and professional chefs. Rates for individual tree planters were raised, and extra compensation was provided for crew leader positions.



## Supporting Rural Trades & Engineering with New Scholarship

Eight students received the inaugural Northern New Brunswick Trades & Engineering Scholarship. Open to grade 12 graduates and mature students in rural northern New Brunswick communities, it covers tuition costs up to \$5,000, includes paid work during studies and guarantees full-time employment post-graduation within JDI's Sawmill or Woodlands divisions. We are continuing this scholarship to support the education and development of students in high-demand fields.

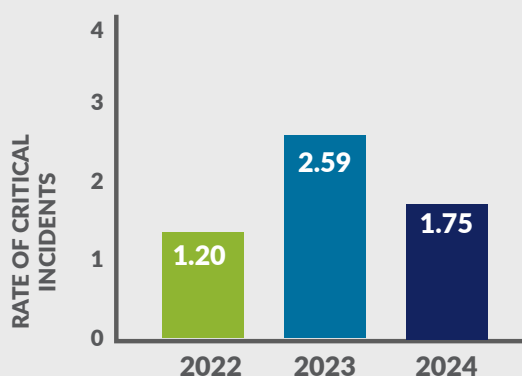




# PEOPLE MAKING IT HAPPEN

## Health and Safety

### Number of Critical Incidents:

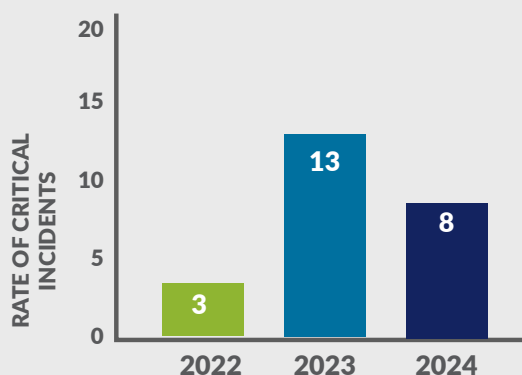


**85%**

Overall Woodlands Employee  
Engagement Survey Total

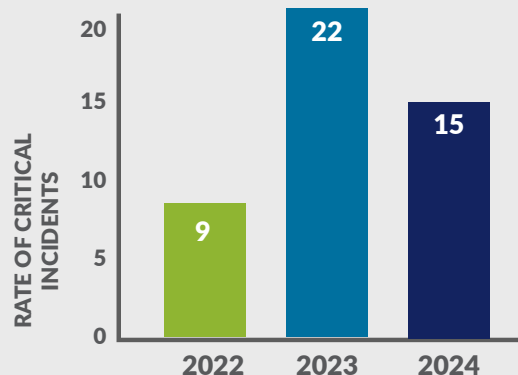
## Health and Safety

### Number of Lost Time Incidents:



## Health and Safety

### Number of Recordable Incidents:



# IMMIGRATION

We're proud to have welcomed 91 newcomers and their families from nine countries\* to Canada in 2024.



*\*Brazil, Serbia, Ukraine, Finland, Sweden, South Africa, Senegal, Morocco, Cote D'Ivoire*



# OUR COMMUNITY SPONSORSHIPS



## Atlantic Balloon Fiesta

During the 39th annual Atlantic Balloon Fiesta in Sussex, New Brunswick, more than 100,000 visitors enjoyed three days of hot air balloon displays and rides, along with craft markets, food trucks and a fair. As a key corporate sponsor, we contributed signage, promotional items, log donations, a harvesting simulator and other support for the event.



## Annual Fishing Tournaments

We supported four fishing tournaments in 2024: The Annual Grand Lake JDI Fishing Derby, the Municipality of Grand Lake Family Day Ice Fishing Tournament, the Tri-Lake Ice Fishing Tournament and the Hook and Paddle Tournament. These events offer great opportunities to enjoy the outdoors throughout the year.



## Rendezvous des Artistes

The 21st annual Rendezvous des Artistes in Saint-Léonard, New Brunswick, attracted over 100 painters and sculptors from across New Brunswick and Quebec, drawing over 10,000 visitors. This event not only stimulates the local economy by bringing tourism to a rural area but also nurtures artistic expression and cultural appreciation within the community.



## Can-Am International Sled Dog Race

We returned as the title sponsor of the 250-mile race of the Can-Am Crown International Sled Dog Race in Fort Kent, Maine. We have been a sponsor for over 20 years of this outdoor community staple.

# ADVENTURE AWAITS

Our working forest management lets us provide green spaces for communities. We manage our forests to promote biodiversity, preserve wildlife habitats and maintain healthy ecosystems, and we have set aside four parks for public enjoyment: Irving Nature Park, La Dune de Bouctouche, Wolastoq Park and the Irving Arboretum. These areas are popular for hiking, birdwatching, swimming and more.

We also collaborate with local organizations and government agencies to promote outdoor education and environmental stewardship.

We partner with QuadNB, ATV Association of Nova Scotia (ATVANS) and Snowmobile Association of Nova Scotia (SANS) to provide over 1,200 kilometres of trails across our regions.



## In 2024, we had 560,000+ visitors to our parks.



Irving Eco-centre:  
La Dune de Bouctouche  
Bouctouche, NB



Wolastoq Park,  
Saint John, NB



Irving Nature Park,  
Saint John, NB



Irving Arboretum,  
Bouctouche, NB

# WORKING FOREST WORKS FOR STAKEHOLDERS

Our stakeholders include a wide range of individuals and groups with an interest in forestry operations. This means employees, local communities, environmental organizations, government agencies and customers have a vested interest in our environmental impact, economic performance and social contributions. Learn more in our Climate, Conservation & Community Impact Report.

## Our Stakeholder Engagement

- 54** Stakeholder partners
- 2** New partners
- 170** Community-based partnerships
- 21** University partners
- 12** Outdoor associations
- 4** Motorized recreation activities
- 9** Fishing & hunting clubs
- 35** Industry associations
- 5** Government
- 13** Non-government organizations
- 325** Total partners

## DIGITALLY LEADING IN FORESTRY AWARENESS

Irving Woodlands is committed to reaching our audience with the media they use most and leads the forest products industries across North America in social media following.



**325**  
Total Partners



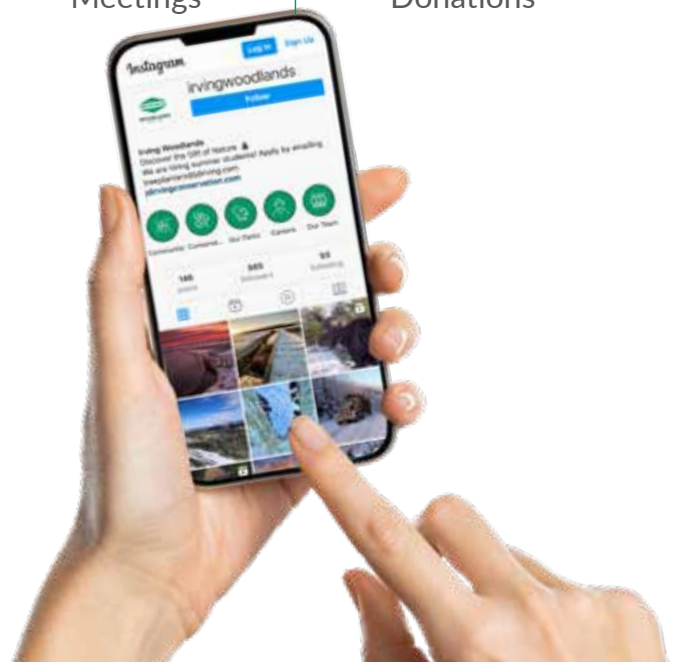
**65,300**  
People Reached



**274**  
Stakeholder  
Meetings



**\$48,200**  
Community  
Donations



*Check us out online!*

**58,000+**

followers across platforms in 2024



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