

NEW BRUNSWICK'S

MOST IMPORTANT INDUSTRY, IS ALSO ITS MOST RENEWABLE



WOODLANDS
SINCE 1882



Jason Limongelli
VP Irving Woodlands
UMNB / Oct 4, 2026

Irving Woodlands

- the foundation of our sustainable forest supply chain -



Seed Orchard



Innovation Lab



Nurseries



Tree Planting



Forest Protection



Planning



Harvesting



Conservation



Recreation



Research

Adding value with renewable forest products



Lumber



Pulp



Paper



Tissue



Cardboard



Pellets



Shavings



Bio-energy



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7 in 10 New Brunswick communities have a forestry sector business

“Every part of New Brunswick, from the largest cities to the smallest hamlets are positively impacted by the forest products industry in New Brunswick.”



David Campbell
Economist



Forest products:
New Brunswick's most important industry
An economic impact assessment



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NB FOREST PRODUCTS SECTOR

Generates more economic activity than any other private sector industry in the province



**1,285
FIRMS**

in 70% of
communities



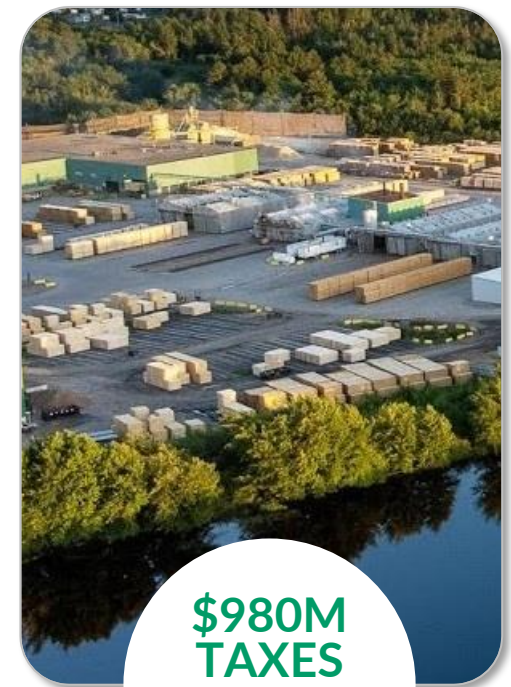
**26,000
JOBS**

\$1.9B in
wages



**\$2.7B
LOCAL
SPENDING**

spent with local
NB businesses by
firms & employees



**\$980M
TAXES**

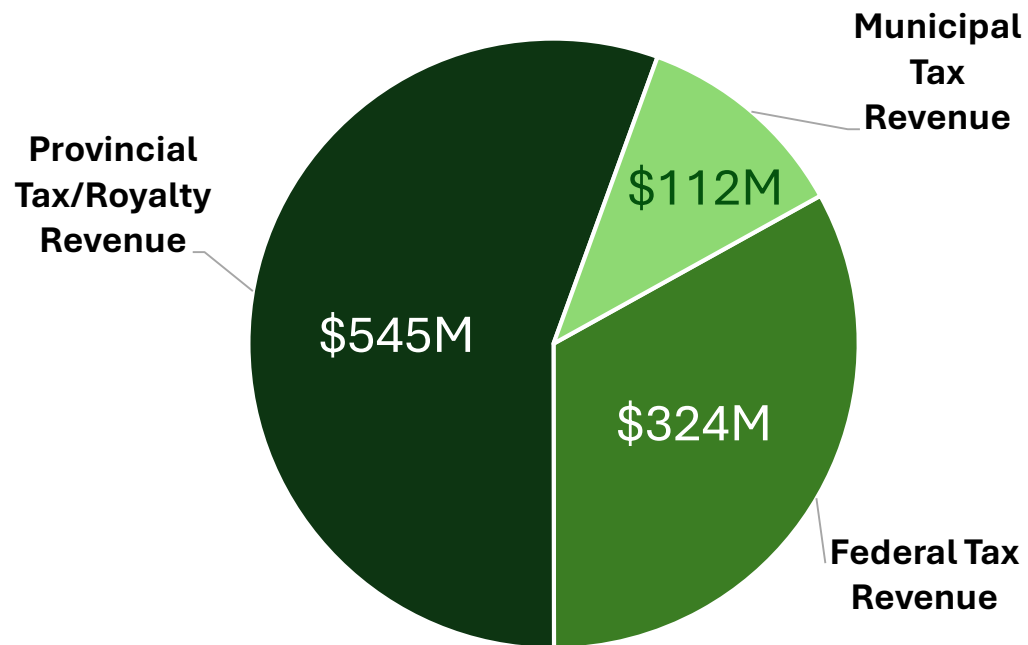
tax revenues
& royalties



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Helping fund the services we all rely on

Annual Taxes & Royalties



Provincial/municipal tax revenue is enough to cover the following budgets and salaries in NB:



130% Dept of Transportation budget



194% Physician salaries

102% Nursing salaries

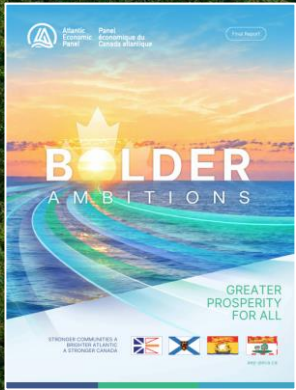


163% Post-secondary education funding

93% School teacher salaries



Imagine what more is possible...



*“New Brunswick and Nova Scotia have abundant forest resources. The sector is **well positioned to capture additional value**”*

*Bolder Ambitions, Atlantic Economic Panel
Sept 25, 2026*



“New Brunswick – a balanced example.
We do not need to look internationally for examples of a healthy forest industry ecosystem”

Canadian Forest Sector Transformation Task Force
April 2026

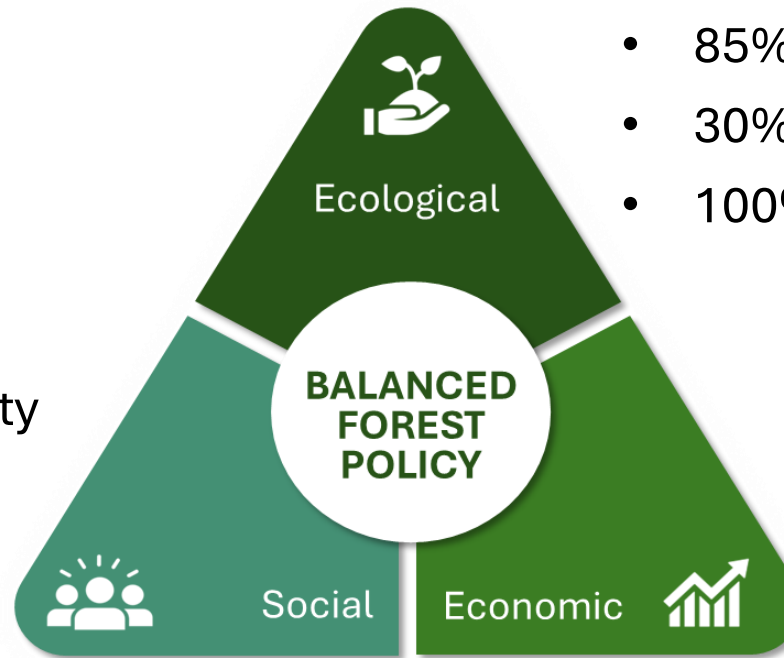


**THE FOREST SECTOR CAN HELP NB GROW.
“BUT NOT AT THE EXPENSE OF THE
ENVIROMENT” – WE AGREE.**

Its all about balance

Balanced Sustainability

- Community stability
- Recreation
- Tourism



- 85% of NB forested
- 30%+ Crown land conserved
- 100% water protected

- 26,000 jobs
- \$1.9B wages
- \$980M taxes



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A record year

**34 MILLION TREES
PLANTED IN 2026**

1.1+
BILLION
Since 1957

THE FOREST IS MORE THAN TREES

Our Biodiversity Monitoring Program

280
RESEARCH
CAMS



260
BIRD
RECORDERS



data from
1 year of
birdsongs =
6.5 years
to listen to
24/7

55
TERABYTES
OF DATA/YEAR



Competing with strength from NB

We are good. We need to be very good.



**Secure Fibre
Availability**



**Competitive
Fibre Cost**



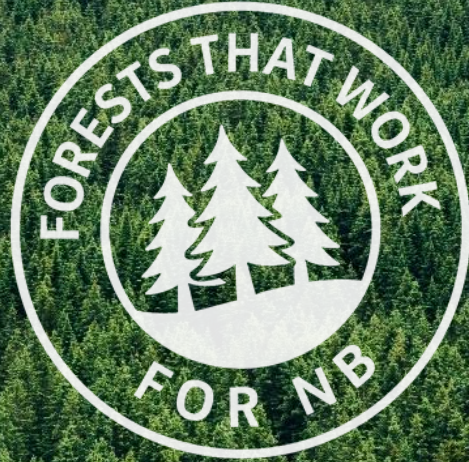
**Strong Public
Support**



**Capital
Investment
& Economic
Growth**



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www.irvingwoodlands.com

See the full story →

