

## Corporate Knights magazine's 'wheat straw' edition a North American first for publishing

TORONTO, Canada, November 25, 2013 - Corporate Knights, the magazine for clean capitalism, has made history as the first magazine in North America printed on paper made mostly from wheat straw. The magazine was distributed today inside more than 110,000 copies of The Globe and Mail and Washington Post. It featured a cover story about long-time environmentalist and Hollywood actor Woody Harrelson and his work to protect forests.

Every page of Corporate Knights' November issue is made from 60 per cent straw, agricultural waste that is often burned on farmer fields after the wheat paper. The paper, made by Winnipeg, Manitoba-based Prairie Paper Ventures Inc., is a uniquely Canadian innovation that offers publishers a high-quality, eco-friendly and cost competitive alternative to using paper made from virgin wood fibre.

"As a magazine that pushes corporations to be more environmentally responsible, Corporate Knights makes every efforts to walk its own talk. With this special straw issue, we wanted to show other print publishers that recycled paper isn't the only sustainable option available to them," said Tyler Hamilton, editor-in-chief of Corporate Knights. "Using paper made from agricultural waste such as wheat straw offers another way to take pressure off our forests, which as the lungs of our planet are more important than ever in the battle against climate change."

Prairie Paper's first commercial product - Step Forward Paper copy paper made from 80 per cent wheat straw - hit the market in 2012 and can be purchased in Canada at Staples stores and at staples.ca, and at staples.com in the United States. Corporate Knights is the first to test the company's newest product, Step Forward Paper Professional Grade, a large-format paper in sheets ideal for a wide range of publications, including annual reports, magazines, books, posters, advertisements, flyers and brochures. Roll-format will be introduced shortly.

"Corporate Knights has been an extraordinary partner in our efforts to protect forests and help farmers," said Jeff Golfman, president of Prairie Paper, which was founded in 1998 by Golfman, former Manitoba cabinet minister and fourth generation farmer Clayton Manness, and Woody Harrelson. "Creating a market for wheat-straw paper is an essential step for the construction of a 100% tree-free, state-of-the-art, off-the-grid, chlorine-free eco-mill in Manitoba that will be first of its kind in the world."

Prairie Paper is among a group of cross-sector partners that helped make this special issue of Corporate Knights possible. They include:

**Earthcolor, the U.S.-based commercial printer of the issue.** Sustainability is at the core of EarthColor's operations, which include carbon-neutral printing and the use of vegetable-based inks with low VOCs (volatile organic compounds);

"We applaud the innovative vision of Prairie Paper and Corporate Knights and are proud to contribute our own expertise to printing high quality imagery on this revolutionary wheat paper," said Robert Kashan, CEO, EarthColor.

**Sustainable Development Technology Canada (SDTC),** a federal agency in Canada that funds clean technology demonstration projects and has been a past supporter of Prairie Paper;

"Prairie Paper is a great example of Canadian innovation, creating a valuable product out of waste that would otherwise be a cost to both farmers and the environment," said Vicky Sharpe, president and CEO of SDTC. "We congratulate Prairie Paper for its achievements, and thank Corporate Knights for showcasing a Canadian cleantech success story."

**Staples**, which as the first major retailer to carry Step Forward Paper has a strong commitment to offering its customers sustainably made office supplies;

"As a company that is committed to the environment, our support of Corporate Knights magazine's 'wheat straw' edition was a natural fit," said Pete Gibel, Vice President of Merchandising at Staples Canada. "We are thrilled that together we can demonstrate that sustainable products can help make a difference."

**The Globe and Mail**, Canada's national newspaper, through which Corporate Knights has been distributed for more than a decade;

"In 2010 The Globe and Mail published its own mandate for sustainable paper choices, in recognition of the potential effects of paper production on forests and natural ecosystems," said Phillip Crawley, Publisher and CEO. "That mandate includes support for innovation in alternative fibre for use in paper production. This project with Corporate Knights is an example how new innovation can make it into the marketplace and help print publishers become more sustainable. As a partner in this project we are happy to assist."

**Canopy**, an environmental not-for-profit organization that has spent more than a decade championing the development and purchase of sustainable paper products, including paper made from agricultural waste;

"This issue of Corporate Knights on 60 per cent wheat straw paper sets a new bar for North American magazines and is an important step in realizing a new green resource sector," said Nicole Rycroft, Executive Director of Canopy. "This milestone demonstrates straw paper's performance and takes us one step closer to Canopy's vision of straw paper production capacity built right here in North America."

Readers of Corporate Knights can learn more about the project in this latest issue, which features Woody Harrelson on the cover as well as an interview with the actor-entrepreneur.