

Packaging & The Music Biz

Music makes the world better, unsustainable packaging doesn't.

🎵 Sony, Universal and other industry leaders are buying paper for music packaging from endangered Southern forests when there are easy alternatives.



DOGWOOD
ALLIANCE

🎵 Each CD booklet, insert, and package lends to forests destruction. Multiply that by millions of CDs, and that is a big scratch on the music industry's record.



🎵 Packaging is a \$124 billion industry. Music is a \$40 billion industry. These two industrial giants should take leadership when it comes to protecting the Environment.

🎵 Leading companies like Warner Music Group, Groovehouse Records, & TreeLeaf Music have



already developed sustainable packaging initiatives that other Music companies could easily follow.

TREELEAF
MUSIC

Compact Discs and Records packaged with Endangered Southern forests fiber are sold in every city, town, & province in America and in many countries through out the world.



🎵 One of Sony and Universal's packaging suppliers is International Paper—the 2nd largest paper company in the world, the biggest company operating in the South, and a leading company when it comes to forest destruction.



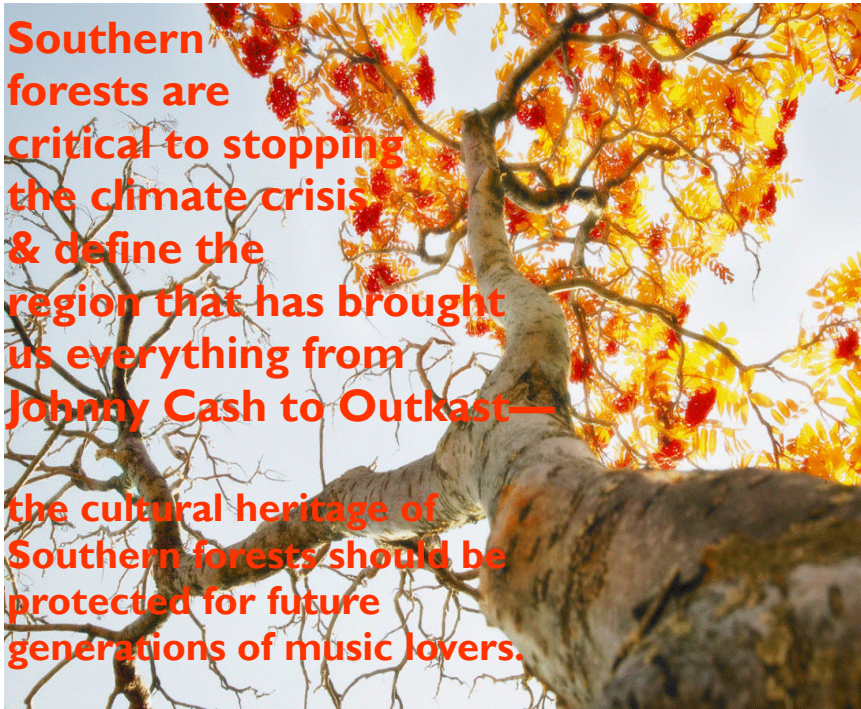
UNIVERSAL MUSIC GROUP

SONY

Music is often inspired by our environment, and that music often moves people to make our world a better place.

Why Southern Forests and Dogwood Alliance Rock:

Dogwood Alliance is the only organization in the South holding corporations accountable for the impact of their industrial forestry practices on our forests and our communities. Through a combination of persistent grassroots pressure and skillful negotiation, we achieve the results necessary to create real and lasting protection for Southern forests.



Southern forests are critical to stopping the climate crisis & define the region that has brought us everything from Johnny Cash to Outkast—the cultural heritage of Southern forests should be protected for future generations of music lovers.

How you can speak up:



If you are in a band or work for a record label:

1. Contact Dogwood Alliance to find out how you can make sure your packaging is sustainably made.
2. Ensure your packaging is not coming from endangered Southern forests.
3. Sign the letter to the music industry to let them know that you care about Southern forests, Contact us for more information (see below).

Whether or not you are not in a band or on a label:

There is still a lot you can do!

1. Throw a Party for the Forests—email info@dogwoodalliance.org
2. Sign the Packaging Pledge at www.dogwoodalliance.org
3. Let Sony and Universal know that as a lover of music and the environment, CD packaging should not be destroying endangered forests. Contact us! Email nfo@dogwoodalliance.org, or check out the website.

The treasure of Southern forests

Southern forests contain some of the most biologically rich ecosystems in North America. From the Gulf coast, the Ozark Mountains and Southern Appalachians to the native pine woods and swamps of the East Coast, Southern forests house an abundance of plant and animal diversity and pristine watersheds. Many of the region's plant and aquatic species can be found nowhere else in the world.

Southern forests contain:

- The highest concentration of tree species diversity in North America;
- The highest concentration of aquatic species diversity in the continental United States, including the richest temperate freshwater ecosystem in the world; and
- The highest concentration of wetlands in the U.S., 75% of which are forested.
- The most bio-diverse temperate rainforests in the world.

“Nowhere in America is there a greater variety of native plant communities, native plant species, or rare and endemic plants...” US Forest Service 2002



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