

## BOOKS

**Pages for Potter — Pounds and Pounds of 100 Percent Recycled Paper**

"It's a good idea to respect ancient trees, especially if they have a temper like the Whomping Willow."

J.K. Rowling

When the latest Harry Potter book flies off shelves like the Golden Snitch at a Quidditch match, a modest Wisconsin manufacturer will be part of an unparalleled commitment to forest-friendly publishing. Badger Paper Mills has made three million pounds of what's known as post-consumer paper for 935,000 copies of *Harry Potter and the Order of the Phoenix* being published by Raincoast Books. For Badger, a 74-year-old specialty

768 of them — the publishers do. The special paper is costing Vancouver-based Raincoast an extra three percent in production costs. "By underwriting this initiative, we're eating the cost on the back end just in terms of hard dollars," said Tessa Vanderkop, publicity director at Raincoast. The added cost is about \$200,000 Canadian, or nearly \$150,000 U.S.

The use of 100 percent recycled paper in book publishing is as rare as surviving a tussle with He-Who-Must-Not-Be-Named. It's even rarer to use 100 percent post-consumer paper — which is recycled consumer wastepaper — as opposed to industrial scraps from paper mills, converting plants, or printers. "We are doing this to save our ancient and rare forests," Vanderkop said. "I think all you can hope for, really, is a grassroots awareness."

About 10 percent of the paper used for printing and writing in North America is recycled, the least of all paper grades except food packaging, said Peter Ince, a researcher with the U.S. Department of Agriculture's Forest Products Laboratory in Madison. "So you can see, anyone who produces 100 percent recycled content is very above average, then, in that particular product grade," Ince said.

Behind Raincoast's undertaking is a three-year-old campaign by Markets Initiative, a Canadian environmental coalition that's urging Canadian book publishers to use more recycled paper. The objective is to lower demand on old-growth forests where there are large, mature trees. "They really have taken a bold corporate step," Nicole Rycroft of Markets Initiative said of Raincoast. She said the popularity of Harry Potter, especially among kids, should help the recycling push.

On such a high-profile project, Raincoast can show millions of readers—and other publishers—that it's possible to use recycled paper in top-quality books, said Richard Denison, a scientist at Environmental Defense in Washington, D.C. "It's a very fine symbolic, as well as substantive gesture," Denison said.

Raincoast is the only publisher to use 100 percent recycled paper in *Order of the*

*Phoenix*. "As environmentalists, we look forward to publishers in other countries following the lead of their Canadian colleagues," Rycroft said.

**Harry Potter Eco-Audit**

To publish 718 million pages for the Canadian editions of *Harry Potter and the Order of the Phoenix* on 100 percent post-consumer recycled paper saves the equivalent of:

27,400 trees (a forest area equivalent to more than 1,000 acres)

11.6 million gallons of wastewater (equivalent to what 120 households discharge in a year)

19.4 billion BTUs of energy (enough to power 190 homes for a year)

1.3 million pounds of solid waste (equivalent to the yearly trash from 300 households)

2.5 million pounds of greenhouse gases (equivalent to what 220 cars emit in a year)

Source: Environmental Defense

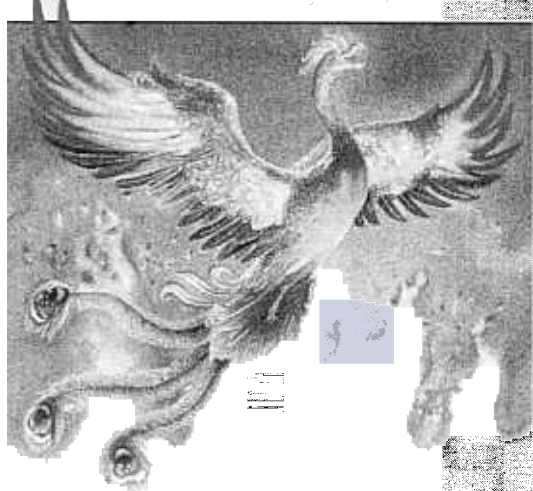
By Joel Dresang

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# HARRY POTTER

and the Order of the Phoenix



J.K. ROWLING

papermaker, the Harry Potter order is just another job, involving a fortnight of round-the-clock production on one of the mill's two machines. Glenn Davis, Badger's Vice President of Sales and Marketing, said it's nice to get visible product placement, but Badger's customers are really the printers, not the readers. "Somebody reading the book isn't going to know Badger as much as they might notice the use of recycled fibre in the book," Davis said.

And if Canadian readers don't appreciate the recycled pages they're turning — all