



Canfor's Mission

We will be a highly successful competitor in the global forest products industry, managing with integrity the resources entrusted to our care.

We will be characterized by:

- Employing and developing highly motivated, empowered and committed people who enjoy their work.
 - Consistently satisfying customer needs with quality products and services
 - Enhancing the forest resource, ensuring responsible stewardship of the environment, and protecting human health and safety.
 - Encouraging, recognizing and rewarding excellence in all our endeavours, with an emphasis on innovation and results.
 - Increasing value for shareholders.
-

We will be guided by the core values of integrity, trust, openness and respect for people.
