



Population
130'262,220



GDP per capita
US\$ 8,552



Forest Area
138 million ha



Productive Forest Area
5,53 million ha



Certified Forest Area
1'372,506 ha



Certificates
FM: 106
CoC: 210

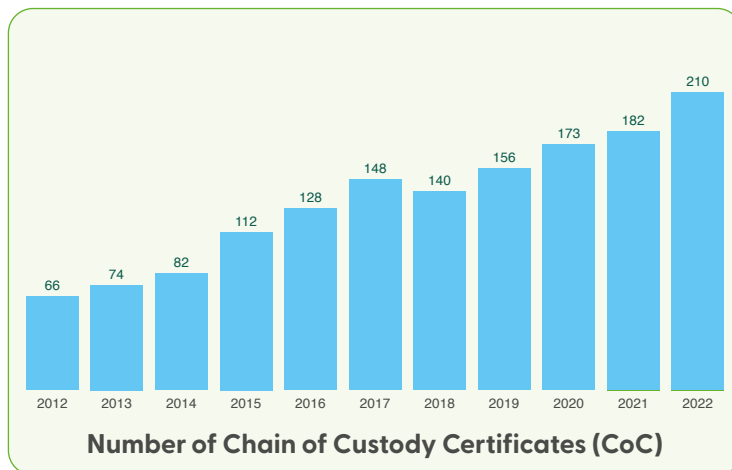
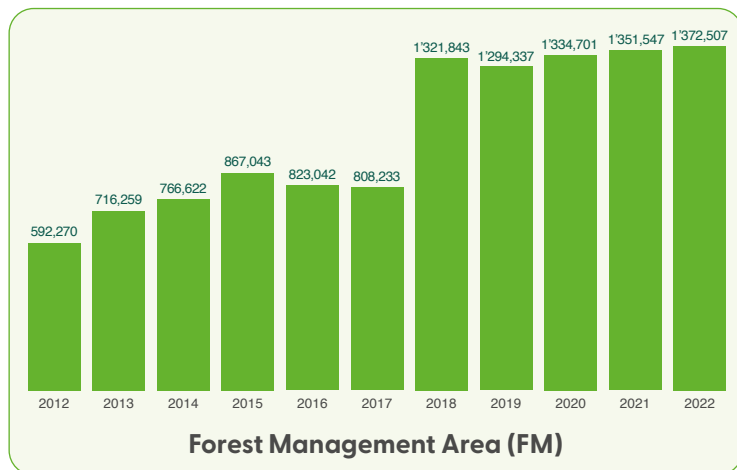


Certificates
CW: 0



Ecosystem Services Claims
3

Forest Management Area (FM) and Number of Chain of Custody Certificates (CoC) 2012 – 2022



Data as of July 2022.

Key Market Drivers



Changes in buying behavior.



Market Access.



Increase of FSC Mexico presence in Social Media.

Key Accounts



L'ORÉAL



FSC Mexico

Mexico is a world example of responsible community forest management. More than 80% of the forest area subject to management is carried out by ejidos and forest communities. The FSC certification includes more than 100 of them in Mexico. In areas subject to FSC-certified community forest management, the impact rates of fires, pests and illegal logging are lower.

The empowerment of communities in responsible forest management considers various roles: as holders of forest management certificates and/or chain of custody. This allows them to develop business schemes that reduce poverty and increase local economic growth. Some communities even have their own industrial infrastructure and develop production processes committed to sustainability. Here it should be noted that four certified communities are now part of the international membership of the FSC, within the social chamber, a relevant aspect because community forestry predominates in Mexico.

FSC membership in Mexico has grown stronger in recent years, reaching 46 international members, making it the second largest membership in Latin America. The interest of the membership in participating in an organized way in the FSC processes led to the creation of the Strategic Council of the FSC in Mexico.

The presence of FSC in Mexico has led to sustained growth in recent years, this is due to the promotional action with key accounts and union organizations related to the forestry industry, increasing chains of custody and FSC promotional licenses, which allow reaching the consumer end in a faster way and with effective communication, thus increasing the recognition of the FSC brand in the Mexican market.



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