

Values

What guides us when executing our mission

Transparency and Honesty



We promote a transparent work environment where results are openly questioned, and individuals are accountable and responsible for their contributions. When dealing with clients, partners or teammates, transparency and honesty are the marching orders.

Solution-Oriented



We work with various clients and partners to identify important issues happening in the forest. Our work revolves around finding timely and applicable solutions for people with boots on the ground and eyes on the canopy.

Client-Driven



We take great pains to ensure that our clients' needs are understood and elevated to priority number one. All activities within our walls start and end with fulfilling the needs of our clients. We aim to always respect deadlines and conduct our activities to the highest standards.

Innovative



We aspire to be an agent of change in the way hardwood and mixed forests are managed. Through innovation, we want to do our part in improving how silviculture is conducted in northern hardwood and mixedwood forests.

Efficiency and Effectiveness



We endeavor to become a benchmark in terms of efficiently delivering silviculture solutions. We work with our partners on applied research projects that aim to produce impactful solutions to real forestry issues.

Continuous Improvement



We strive to continually improve; excellence in all we do being the ultimate goal. Though our work with clients and partners, we do our best to foster an environment where continuous improvement is part of everyday business.

Adaptive Management



We believe in adaptive management. Our team recognizes that change is inevitable. In the face of uncertainty, we evaluate potential solutions and act on the best available knowledge. We then establish performance indicators and measure outcomes. Finally, we adjust accordingly and re-start the process.