



Press Release

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For Immediate Release



Wallenstein Feed & Supply Ltd. provides Major Support for Local Tree Planting Initiative

Wallenstein Feed & Supply Ltd. (WFS) has committed to provide Trees for Woolwich with a total of \$60,000 over the next 3 years to support the Bring Back the Maples campaign. The campaign will plant 22,000 trees along rural roadsides in Woolwich over the next 3 years.

“This commitment by Wallenstein Feed is a major shot in the arm for the efforts of our volunteers” says Trees for Woolwich chair Inga Rinne. The budget for the entire project is \$330,000. All the planning and project management is being done by volunteers. The tree planting is being done by a mix of volunteers and a team of at risk youth under the supervision of Mark Schwarz.

WFS is no stranger to supporting environmental initiatives, having previously provided funds and labour to plant the Elm Allee at the entrance to the Elmira Nature Reserve. This latest donation is a significant commitment to the Bring Back the Maples project.

“We are proud to support such a positive and forward thinking project. Trees offer so many benefits and climate change is a serious and urgent threat to all of us. Both industry and individuals need to play a role in mitigating its effects. We look forward to watching this transformation of our rural landscape.” says Rick Martin, General Manager of WFS.

“We have worked hard to create a project that not only has a big impact on the environment but is carried out in a very cost effective way. Using smaller trees and volunteer time we managed to reduce a 3 million dollar project to just \$330,000. I think this is an approach which appeals to private industry as well as individuals. We are fortunate to have enthusiastic and skilled volunteers who are prepared to put in an amazing amount of time and effort. If you pair that with the finances provided by community-minded companies like Wallenstein Feed, you have a prescription to get transformative things done.” says Inga Rinne.

About the Bring Back the Maples Project

This project was conceived to provide more tree cover in Woolwich Township. It will plant roadside trees on most of the rural township roads. In the spring of 2023 2000 trees were planted. Three foot tall pink shelters and stakes are visible from the roadsides, and protect the trees from rodents and other damage in their early stages of growth.

The benefits of this project are multiple and long term. The township has committed to reducing its operating carbon emissions by 80% by 2050. This project alone will achieve 30% of that goal. Besides sequestering significant amounts of carbon, these trees, once grown will create a wildlife corridor between woodlots, cool the air, absorb pollutants and create windbreaks. All that while looking beautiful and lasting 100 years or more!

Funding for the project is through commitments and donations, including \$50,000 from the Township of Woolwich and \$10,000 from Trillium Insurance. Fundraising is ongoing.

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