

# Newfoundland Firewood

Port Blandford, NL

*"Entrepreneurs and all levels of government need to work together as leaders in promoting and supporting environmentally friendly products, services and business practices."*

*Chad Holloway, Owner  
Newfoundland Firewood*

Newfoundland Firewood processes and bags firewood and kindling for recreational fires. The company primarily supplies product to service stations, private and government-owned parks where it is then resold to consumers. During the processing phase, waste from preparing and packaging the wood consists of short ends of birch, birch bark, and sawdust. Owner Chad Holloway works hard to ensure that his business is as eco-efficient as possible by selling all the short end pieces locally at a reduced price for firewood and bagging the birch bark which is then sold as tinder for lighting fires instead of newspapers.

Newfoundland Firewood processes birch as firewood because in Newfoundland this is essentially a by-product of the forestry industry. Due to the twists and bends most birch is not able to be used for logging material and since birch is a hardwood it cannot be used to make pulp for paper.

Although there are no major uses for small birch by logging companies, they still have to cut and remove the birch when using clear cutting practices. Holloway saw an opportunity to create a market for this product.

According to Holloway, "some people say that Newfoundland Firewood is not helping the environment because we are selling a product that emits smoke into the air. The thing is, at least in the foreseeable future, there will likely be campfires and fireplaces. By using our product consumers are burning waste woods instead of destroying additional habitat used by wildlife."

The variety and level of eco-efficiency demonstrated by businesses are important to recognize in the sense that they all bring value to the environment and society. Newfoundland Firewood's effort to provide firewood and kindling from industry waste is a good example of the revalorization of by-products. In contrast to this, Avalon House in Prince Edward Island promotes eco-efficiency through eco-innovation with a focus on developing markets for sustainable products and services.

To reach Newfoundland Firewood: [nfldwood@yahoo.com](mailto:nfldwood@yahoo.com)