

# The Casket

COVERING THE QUAD COUNTY AREA SINCE 1852

HOME NEWS LIFE SPORTS PHOTOS VIDEOS EDITORIAL ARCHIVES OBITUARIES

## Northern Pulp presents on positives impacts

Posted on February 10, 2016 Richard MacKenzie, richardmac@thecasket.ca

[f Share](#)

[t Tweet](#)

[G+ Share](#)

[EMAIL A FRIEND](#)



*Northern Pulp's communication manager Kathy Cloutier, along with Robert Fraser, president of Gardner Pinfold Consultants from Halifax, gave a presentation in Antigonish Jan. 27. The presentation was in regards to Northern Pulp's economic impacts in the province as derived from a 2015 study done by Gardner Pinfold. Richard MacKenzie photo*

The Antigonish Chamber of Commerce hosted folks from Pictou County business Northern Pulp for a presentation, Jan. 27, at the Keating Centre's conference room.

A strong turnout took in the talk which was conducted by Northern Pulp's communication manager Kathy Cloutier along with Robert Fraser, president of Gardner Pinfold Consultants from Halifax.

Periodically throughout the presentation and subsequent question-and-answer session, Cloutier would bring in another member of the Northern Pulp leadership team to talk about the part of the business they specialized in.

Cloutier said they launched this particular presentation back in September to talk about the findings in the economic study conducted by Gardner Pinfold.

"That was right in Pictou," she said.

"Then we followed that with the Pictou County Chamber of Commerce inviting us to present to their members and now the Antigonish's Chamber has as well. The next stop we're looking to do is Halifax ... we want to expand the conversation to the areas we affect and that's the majority of Nova Scotia."

Cloutier talked about the objective of the presentations.

"Primarily, to make people aware of the grassroots impact Northern Pulp has," she said. "Not just in our own home community of Pictou and around New Glasgow, but just how far reaching it is throughout the province.

"That's where Garden Pinfold was fundamental ... in allowing us to show that impact."

Fraser noted they were hired in 2015 so their study was based on 2014 operations.

"Which was a good year in the sense they were in full production and all of their purchasing was in standard form," Fraser said. "The employment numbers are very representative of a full-year operation for Northern Pulp."

Fraser talked about the work they did for Northern Pulp.

"We often do studies; some for companies, some for new developments, and we do the same kind of process," he said.

"You collect the data, put it through an input, output model, that generates your directs, spin-offs and multiplier economic impacts. It's a very standard process ... we do probably three or four projects like this a year and we've been doing it for, probably, 25 to 30 years."

Cloutier talked about the large turnout for the presentation and interest which was especially evident during the question period.

"I was really impressed with the local interest," she said.

"It truly was the largest audience we've had attend ... showing interest in what Northern does for this region, for the province."

Predictably, many questions centered on Northern Pulp's dealings with the provincial government and negotiations on regulations around their industry.

Cloutier talked about those dealings.

"There has certainly been a component of environmental performance and the benefit of having our new precipitator up and running ... [us] showing the benefits of that capital project and fundamentally changing what our performance is," she said.

"Our IA [industrial approval] was issued in January 2015, a decision letter was rendered July 9 which led to water discussions, specifically, and those have now, I would say, completed. So we're waiting for a final decision from Nova Scotia environment on what those discussions have led to in terms of a decision from the minister."