



INDUSTRY

Do you know a lumberjack?

You do. You just don't recognize them.

With over 195,000 jobs in Canada's forest sector, odds are you know someone working in forestry – even if you don't recognize them. Today's jobs are high-tech, green and specialized. The plaid shirts and suspenders of lumberjacks have been joined by lab coats and ties.



Main Street, Vancouver

Despite his appearance, Mark, the "urban hipster," does not work in the forest sector. He just wishes he did.

