

# THE SUSTAINABLE FORESTRY INITIATIVE® PROGRAM

The independent forest certification program  
that's good for you, good for our forests.



SUSTAINABLE FORESTRY INITIATIVE

*Good for you. Good for our forests.™*



## THE SUSTAINABLE FORESTRY INITIATIVE®



## SFI®: TODAY'S RESPONSIBLE CHOICE SOLUTION



The Sustainable Forestry Initiative is an independent, non-profit, charitable organization with a science-based, internationally recognized forest management standard developed specifically for North American forests. The SFI Standard integrates the perpetual growing and harvesting of trees with the protection of wildlife, plants, soil and water quality. Our mission is to help protect the health of our forests while supporting the co-existence of responsible environmental behavior and sound business practices.

SFI has over 600 supporters including private land owners, public agencies and land managers, state and provincial lands, universities, conservation groups, and Fortune 500® companies.

### **Internationally recognized and endorsed**

The SFI program is recognized by customers, governments and green building policies around the world. In addition, the SFI forest standard is endorsed by the Programme for the Endorsement of Forest Certification, a global umbrella organization that has strict requirements for endorsement.

The SFI Standard is also the most widely applied certification standard in North America, with over 150 million acres (60 million hectares) of certified forest lands. And it is the only standard that covers the U.S. and Canada, ensuring all certified wood and paper come from legal fiber sources, and forests are managed to the same high standard.

More and more these days, responsible environmental behavior is topping the agendas of many corporations. At the same time, the public's interest in forest issues is increasing, as consumers demand the products they buy represent responsible environmental choices. Since 1995, the Sustainable Forestry Initiative (SFI) has been committed to the health of our forests. Today, SFI is one of the world's largest and fastest growing forest certification standards, and companies certified to the SFI Standard are committed to supplying customers with high-quality, certified forest products while at the same time ensuring forests for future generations.





THE SUSTAINABLE FORESTRY INITIATIVE®



A SINGLE, SCIENCE-BASED STANDARD



OUR COMMITMENT TO YOU & OUR FORESTS



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The SFI Standard is a comprehensive system of values, objectives and performance measures developed by professional foresters, conservationists and scientists. It is based on nine core principles, in addition to a commitment to continuously improve sustainable forest management.

**The 9 Principles of the SFI Standard:**

- 1. Sustainable Forestry
- 2. Responsible Practices
- 3. Reforestation and Productive Capacity
- 4. Forest Health and Productivity
- 5. Long-Term Forest and Soil Productivity
- 6. Protection of Water Resources
- 7. Protection of Special Sites and Biological Diversity
- 8. Legal Compliance
- 9. Continual Improvement

The SFI Standard is updated every five years to reflect the latest science and input from its open and transparent public comment periods and regional workshops. Companies certified to the SFI Standard must undergo annual audits by third-party certification bodies in order to maintain their certification. Every participant must be compliant with the Standard to be certified.

Our participants employ responsible forestry practices to the SFI Standard on all lands they manage. This includes meeting or exceeding best management practices developed under the U.S. Environmental Protection Agency and Canadian regulations. Participants also influence millions of additional acres through outreach to loggers, foresters and family forest landowners. Since 1995, they have invested over \$985 million in sustainable forestry research and planted more than 650 million trees annually.

**Independent leadership**

SFI Inc. is governed by a fully-independent, three chamber board of directors representing environmental, social and economic sectors equally. SFI's independent governance, along with a rigorous, science-based standard, are just two of the reasons why the SFI program is supported by over 40 independent organizations including The Conservation Fund, Conservation International, Pacific Forest Trust and American Bird Conservancy.

**A steady supply**

As one of the world's largest, most widely accepted and fastest growing programs, SFI allows for a steady supply of high-quality, certified wood and paper products. As a result, there are more than 700 SFI-certified locations across North America qualified to offer SFI-certified products. And the list continues to grow, with a 750% increase in certified locations in 2007.



*The SFI label on your wood and paper products means they have been independently certified as meeting the rigorous and internationally recognized SFI Standard.*

The SFI label can now be found on everything from cosmetic packaging, shipping boxes, annual reports, catalogues, in-flight magazines, restaurant menus, copy paper, envelopes, and building products for commercial and residential use.

Companies that meet the SFI Standard can label their products as such – giving consumers confidence that the products they purchase come from well-managed forests. The SFI program offers a suite of product and promotional labels that allow certified organizations to make claims to the content in their products.

To educate consumers about the SFI program, and encourage them to look for products bearing the SFI label, a national marketing campaign started in 2007 and recent consumer research<sup>1</sup> shows that among U.S. consumers SFI has higher market recognition than any other forest certification program.

## Saying 'Yes' to SFI

To find out how your business can get SFI certified, or to find SFI-labeled products, visit our website at [www.sfiprogram.org](http://www.sfiprogram.org) or call 703-875-9500.

1. Gfk Roper Public Affairs & Media and the Yale School of Forestry and Environmental Studies, May 2008. *Consumer Attitudes Toward Environmentally-Friendly Products and Eco-labeling*. Telephone survey conducted among a national sample of 2,010 adults.



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