



# 2013 SFI Facts vs ForestEthics Claims

## Area of Focus

### Media Coverage

[Measured by PRIME Media Analysis  
Comparisons: Jan-June 2012 and 2011]

### Customer Label Use

[Measured by SFI's new online database]

### Resources

## ForestEthics

### Negative Hype

ForestEthics creates negative hype in the marketplace to promote FSC and undermine SFI

**24** Companies in Two Years

Number of companies ForestEthics has claimed disassociated from SFI over last two years

## Actual Facts

**85%** + positive coverage

Percentage of SFI's media coverage that is **positive**

**4%** - negative coverage

Percentage of SFI's coverage that is negative (100% ForestEthics media)

**24** +

label approval requests/workday in 2012

**6,000**

Number of SFI labels approved in 2012

**↑ 32%**

Increase in SFI **label use requests** this year

- 1. Get the Facts about SFI** - [www.sfiprogram.org/facts](http://www.sfiprogram.org/facts) - Information on the importance of independence, rigorous third party audits and understanding eco labels
- 2. SFI-What Others Are Saying** - **Third party support and endorsement of SFI**
- 3. Response to ForestEthics** - shows the scientific conservation organizations standing by SFI
- 4. Good for Forests** - testimonials on why people choose to work with SFI
- 5. Setting the Record Straight** - SFI's rebuttal to ForestEthics' report issued November 2011
- 6. What to Do When ForestEthics Comes Knocking** - An article on [GreenBiz's website](#)
- 7. SFI and FSC Message Sheets** - On key topics covering; **conversion, interim standards, plantations, third-party certification, chemicals and clearcutting**
- 8. SFI Annual Report** - shows how SFI improves forest practices through conservation research, community partnerships, logger training and landowner outreach

