GROWING OUR FUTURE

1995-2015: CELEBRATING 20 YEARS
OF LEADERSHIP AND GROWTH

2015 PROGRESS REPORT
As we celebrate 20 years of leadership and growth, we know the actions we take today determine the future of our forests.

1995–2015
The Sustainable Forestry Initiative® Inc. is an independent, non-profit organization dedicated to promoting sustainable forest management. While we develop and oversee standards for forest management and the forest products supply chain, we are more than a set of standards — we are a community that stands for future forests.

SFI works at the intersection of thriving forests, sustainable communities and responsible procurement. SFI® Inc. is governed by the SFI Board, which sets SFI’s strategic direction and is responsible for overseeing and improving the internationally recognized SFI Program and SFI Standards. The Board’s three chambers represent environmental, social and economic sectors equally.

Forests certified to the SFI Forest Management Standard cover more than a quarter-billion acres/100 million hectares, stretching from Canada’s boreal forest to the U.S. South. These forests contribute to the overall quality of life of millions of people throughout the United States and Canada, and generate forest products utilized in more than 120 countries worldwide.

Ninety percent of the world’s forests are not certified to any forest standard. In the U.S. and Canada, SFI elevates sustainable forestry on non-certified lands through our Fiber Sourcing Standard. The SFI Chain-of-Custody Standard requires track fiber from certified forest content, certified sourcing and post-consumer recycled material, with third-party audits to verify performance. Together, these standards form the foundation of SFI’s approach. By engaging with our grassroots SFI Implementation Committees and organizations participating in the SFI Conservation and Community Partnerships Grant Program, SFI has nurtured a community that reaches across the range of values and outputs generated by sustainably managed forests.

SFI works to ensure the health and future of our forests, because forests are a part of our everyday lives. Growing this future will require a broad range of partnerships and expertise. SFI brings landowners and brand owners from across the supply chain together with communities, government agencies, conservation groups and other key interests to advance understanding and ensure a better future for all of us.

LEARN MORE: sfiprogram.org
At the Sustainable Forestry Initiative, we believe the future of our forests and our shared quality of life depend on strengthening the vital links between healthy forests, responsible purchasing and sustainable communities.

The story of SFI unfolds in the pages of this report, interwoven through the data, people and accomplishments that constitute the SFI community across North America. SFI Program Participants in North America are responsible for more than one quarter of the global supply of certified forests and they sell into more than 120 countries around the globe. SFI’s global reach is further strengthened through its international recognition by the Program for the Endorsement of Forest Certification (PEFC).

Increasingly, global brands are focused on avoiding risk when it comes to procuring forest products by making commitments to avoid deforestation and illegal logging. Products certified to SFI standards are an obvious solution for any organization focused on a low-risk and steady supply of forest products. However, one critical step to meet the challenge of deforestation is to ensure people understand the difference between irresponsible and responsible approaches to forestry.

It’s of paramount importance that corporate brand owners and society at large understand that using forest products does not mean they are contributing to forest loss. Rather, by using forest products from certified forests, or other responsibly managed sources of supply, people are promoting the use of a renewable resource. It’s a resource that provides the clean air we breathe, the water we drink, the paper we use and the homes where we live. Indeed, forests touch each of us every day.

SFI is busy elevating awareness that forests are the vehicle for doing more good in the supply chain. We feel we are in a good position to make this case given the SFI community’s collective contribution of more than $1.5 billion to forest research over the last 20 years, which has resulted in improved forestry practices and stronger standards.

In addition, the SFI Conservation and Community Partnerships Grant Program remains focused on helping make the case that responsibly managed forests clean our water, filter our air, store carbon, conserve wildlife, and sustain livelihoods in many rural communities. Thanks to the grassroots network of SFI Implementation Committees across the U.S. and Canada, the number of trained professional loggers, Habitat for Humanity builds, conservation trails, and youth education projects continues to grow.

SFI is working in other ways to connect people to forests. In fact, more than 97% of forests certified to the SFI Forest Management Standard are available for outdoor recreational opportunities. The SFI community also extends its reach through the SFI Fiber Sourcing Standard, which promotes responsible procurement of forest products whether the forests are certified or not.

Over the last 20 years, the SFI Standards, SFI community, and SFI programs have evolved and improved and have made a considerable contribution to our shared quality of life. While globally, many are focused on minimizing the risks and guilt of using forest products, we are focused on a future where the global community has addressed deforestation and illegal logging, and takes pride in purchasing forest products derived from a responsibly managed renewable resource.

Thank you for being part of the SFI community. Together, we are making a difference.

Kathy Abusow
President and CEO
These projects, involving hundreds of partner organizations, benefit multiple species and habitats, ranging from trout and salmon to lynx and caribou. Rare species such as the gopher tortoise, and rare plants like yellow-eyed grass, all benefit from the management of forests certified to the SFI Standards.

Since 2010, SFI has made grants directly to conservation and community organizations. SFI has awarded 66 grants totaling more than $1.9 million to foster research and pilot efforts to better inform future decisions about our forests. When leveraged with project partner contributions, that total exceeds $7.1 million.

291 different projects reported by SFI program participants in 2014

$63 million in forest research in 2014

SFI Forest Management and Fiber Sourcing Standards require participants to support research.

No other forestry standard has a research requirement.

A global reach

Products that are certified to SFI Standards are sold in more than 120 countries.

Market relevance

23% of 20,000 U.S. consumers surveyed recognize and understand the SFI logo.

SFI’s international recognition is increased by the endorsement of the Programme for the Endorsement of Forest Certification (PEFC). PEFC has also endorsed ATFS and CSA standards. In turn SFI recognizes both ATFS and CSA certified content in its supply chain.

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Growing Our Future

Sustainable Forestry Initiative

www.pefc.org
SFI FOREST MANAGEMENT STANDARD

More than a quarter-billion acres / 100 million hectares are certified to the SFI Forest Management Standard.

LARGEST SINGLE CERTIFICATION STANDARD IN THE WORLD

Almost all of the fiber delivered to SFI Program Participant mills is delivered by harvesting professionals who have been trained in sustainable forestry practices.

The SFI 2015-2019 Fiber Sourcing Standard distinguishes SFI from all other forest certification programs in that it sets mandatory practice requirements for the responsible procurement of all fiber procured directly from the forest, whether the forest is certified or not.

34% 95%
1995 2014

TRAINED HARVESTERS

The SFI Fiber Sourcing Standard promotes responsible forestry practices by requiring:
- MEASURES TO BROADEN BIODIVERSITY
- BMPS TO PROTECT WATER QUALITY
- TRAINED HARVESTING PROFESSIONALS
- FORESTRY RESEARCH LANDOWNER OUTREACH
- AVOIDANCE OF CONTROVERSIAL SOURCES

9,988 RESOURCE AND HARVESTING PROFESSIONALS participated in training in 2014, to ensure understanding of water quality, biodiversity and other sustainable forest practice requirements.

(Cumulative total since 1995: 160,370*).

*This total may include individuals who have completed training programs more than once.

- Data provided by Forest Resources Association

The SFI Forest Management Standard requires sustainable harvest levels, reforestation and measures to protect:
- WATER QUALITY
- BIODIVERSITY
- WILDLIFE HABITAT
- SPECIES AT RISK
- FORESTS WITH EXCEPTIONAL CONSERVATION VALUE

100% OF HARVEST AREA IS REFORESTED as part of the SFI Forest Management Standard requirements.

SFI FOREST MANAGEMENT

SFI has consistently gained more certified forest area than any other forest management standard in North America since 2000.

0 30 60 90 120 150 180 210 240 270 300
ACRES MILLION IN NORTH AMERICA


FSC CSA ATFS

STATS & FACTS
Growing Our Future

Sustainable Forestry Initiative

STATS & FACTS

THE SFI COMMUNITY

34
provincial, state and regional SFI Implementation Committees

$2.8 MILLION
INVESTED BY SFI IMPLEMENTATION COMMITTEES IN LOCAL COMMUNITIES IN 2014

to support training of resource and harvesting professionals, outreach to family forest-owners and environmental education. Since 2007, total investment now exceeds $23 million.

This unique grassroots network of close to 1,000 people includes private landowners, independent loggers, forestry professionals, local government agencies, academics, scientists and conservationists.

ABORIGINAL & TRIBAL

25
Aboriginal and Tribal communities have chosen the SFI Standard — more than any other certification standard in North America.

SFI has a Memorandum of Understanding with the Canadian Council for Aboriginal Business to promote the Progressive Aboriginal Relations program.

CONNECTING PEOPLE TO THE OUTDOORS

97%
of the 259 million acres / 104 million hectares of forests certified to the SFI Standard is available for outdoor recreation.

Every year millions of hunters and anglers, hikers, birdwatchers, campers and other outdoor enthusiasts use more than 250 million acres of forestlands that are certified to the SFI Standard.

The amount of forestland certified to the SFI Standard available for recreation has more than tripled since 2007.

97% OF THE 259 MILLION ACRES / 104 MILLION HECTARES OF FORESTS CERTIFIED TO THE SFI STANDARD IS AVAILABLE FOR OUTDOOR RECREATION.

Aboriginal and Tribal communities have chosen the SFI Standard — more than any other certification standard in North America.

SFI has a Memorandum of Understanding with the Canadian Council for Aboriginal Business to promote the Progressive Aboriginal Relations program.

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Aboriginal and Tribal communities have chosen the SFI Standard — more than any other certification standard in North America.

SFI has a Memorandum of Understanding with the Canadian Council for Aboriginal Business to promote the Progressive Aboriginal Relations program.
SFI started as an industry-led initiative to promote sustainable forestry practices. Over the past two decades, it has evolved into an internationally endorsed forest certification program. Similarly, those who use the SFI Standards have grown from just industry users to a diverse group including conservation organizations, community groups, the public sector, universities, indigenous peoples, and many more. Now a fully independent, multi-stakeholder organization, SFI is widely regarded as a leader in promoting responsible forestry, conservation and sustainable communities.

**GOVERNANCE**

- **Then:** Founded by the forest industry through the American Forest & Paper Association (AF&PA) in 1995.
- **Now:** Fully independent organization with a three-chamber board: environmental, social, economic. Members include conservation groups, industry, government, academic, labor, Aboriginal and Tribal, community and small landowner representatives.

**STANDARDS**

- **Then:** SFI Guiding Principles developed by industry for industry.
- **Now:** Comprehensive SFI 2015-2019 Standards and Rules developed through robust public consultation, workshops and external review.

**RESEARCH**

- **Then:** A commitment to invest in research.
- **Now:** A requirement to invest in research — $1.5 billion invested since 1995.

**AUDITS**

- **Then:** Self-declaration by industry CEOs of compliance to SFI Guiding Principles.
- **Now:** Independent, accredited third-party certification bodies audit to SFI Standards. Certification bodies are accredited by ANSI, ANAB and Standards Council of Canada.
  - Public reporting of audits.

**RELEVANCE & REACH**

- **Then:** SFI Standards used by industry only.
- **Now:** SFI Standards are used by private landowners, forest product and paper companies, managers of public, Aboriginal and Tribal lands, conservation organizations, state and local public agencies, community interests and universities.
  - SFI is recognized by market leaders and government organizations including:
    - Programme for the Endorsement of Forest Certification (PEFC)
    - The Sustainability Consortium
    - The World Business Council for Sustainable Development
    - GreenBlue
    - National Association of State Foresters
    - U.S. Forest Service
    - Canadian Council of Forest Ministers
    - Competition Bureau of Canada
SFI’s Road to Our 20th Anniversary

1995
- SFI Principles and Implementation Guidelines established

1996
- SFI program mandatory for American Forest and Paper Association members

1997
- SFI Expert Review Panel adopted independent charter

1998
- The Conservation Fund becomes first non-industry SFI Program Participant

1999
- Recognition by Renew America and U.S. President’s Council on Sustainable Development

2000
- Sustainable Forestry Board recognized as independent non-profit
- SFI program expanded into Canada

2001
- Sustainable Forestry Board launches public review process for standard revision

2002
- Changes made to the SFI Standard related to consultation with Aboriginal and Tribal peoples

2003
- Third-party audit process set up
- SFI Expert Review Panel renamed External Review Panel

2004
- SFI achieves global recognition with the endorsement of the Programme for Endorsement of Forest Certification (PEFC)

2005
- SFI 2005-2009 Standard launched
- SFI Chain-of-Custody Standard adopted

2006
- Recognition by American Consumer Council, Canadian Council of Forest Ministers, Competition Bureau of Canada and National Association of State Foresters

2007
- Fully independent, nonprofit; SFI Inc. created to direct all aspects of SFI Program

2008
- SFI launches the SFI Conservation and Community Partnerships Grant Program

2009
- Forestland certified to the SFI Standard reaches 200 million acres/80 million hectares

2010
- SFI 2010-2014 Standard launched

2011
- SFI Chain-of-Custody certificates increase by 24% since 2010

2012
- Fully independent, nonprofit; SFI Inc. created to direct all aspects of SFI Program
- SFI Forest Partners Program launched

2013
- 6,000 SFI on-product label use requests approved

2014
- 80% of research investments allocated to conservation-related objectives
- 20% of Fortune 100 companies use the SFI on-product label, many more source SFI products

2015
- SFI 2015-2019 Standards and Rules launched
- Over 23% of 20,000 U.S. consumers recognize and understand the SFI logo
- Source: Natural Marketing Institute

Key:
- Conservation
- Governance
- Standard
- Recognition

Source: Natural Marketing Institute
SFI is the only forest certification program in North America that requires participants to support research to improve forest health, productivity, conservation understanding, and sustainable management of forest resources.

Beyond the research requirements of the SFI Standards, SFI Program Participants engage in conservation projects every day that reflect the diversity of forests across the continent, and ensure the protection of conservation attributes that matter to us all. The SFI Program itself makes grants directly to non-profit groups, academic institutions and Aboriginal groups in support of projects that improve understanding and implementation methods around a wide range of conservation topics.
SFI PROGRAM PARTICIPANTS INVEST IN RESEARCH

Investing in research is a requirement of the SFI Forest Management and SFI Fiber Sourcing Standards. Since 1995, SFI Program Participants have directly invested nearly $1.5 billion in forest research. In 2014, nearly 80% of these investments were allocated to conservation-related objectives.

With more than a quarter-billion acres/100 million hectares certified to the SFI Forest Management Standard, and many more positively influenced by SFI Fiber Sourcing, SFI has the necessary scale to directly influence the future of our forests. The combination of SFI research dollars and the massive, continental scale at which we operate makes SFI a powerful force for advancing our collective interests in clean air, clean water, biological diversity and sustainable forestry, making a real difference in practices implemented on the ground.

DISTRIBUTION OF SFI PROGRAM PARTICIPANT RESEARCH DOLLARS IN 2014

<table>
<thead>
<tr>
<th>Research Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forest Health and Productivity</td>
<td>50%</td>
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<tr>
<td>Water Quality</td>
<td>6%</td>
</tr>
<tr>
<td>Wildlife and Fish</td>
<td>9%</td>
</tr>
<tr>
<td>Landscape/Ecosystem Management and Biodiversity</td>
<td>14%</td>
</tr>
<tr>
<td>Other Research Areas</td>
<td>21%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80%</strong></td>
</tr>
</tbody>
</table>

SFI CONSERVATION GRANTS

SFI conservation grants vary as dramatically as the forests that they touch. Past projects have included research to better understand the nutrition requirements of woodland caribou, supporting longleaf pine ecosystem restoration in the U.S. South, and developing best practices for bird habitat management in forests of the northeastern U.S. and Rocky Mountain regions. Grant projects also helped identify the value of SFI programs in improving water quality and ensure that forested wetlands continue to provide healthy habitat for waterfowl.

An SFI grant (to the U.S. Endowment for Forestry and Communities) is helping African-American landowners in the U.S. South keep their land productive and retain ownership across multiple generations through better understanding and management.
SFI CONSERVATION GRANT RECIPIENTS SINCE 2010

GRANT RECIPIENTS ENGAGED IN U.S. RESEARCH

American Bird Conservancy
The American Chestnut Foundation
American Forest Foundation
Audubon New York
Clemson University
Communities for Healthy Forests
Land Trust for Tennessee
Longleaf Alliance
National Association of State Foresters
National Audubon Society
National Council for Air and Stream Improvement
National Fish and Wildlife Foundation
Ruffed Grouse Society
South Carolina Forestry Foundation
Stephen F. Austin State University
The Nature Conservancy — North Carolina Chapter
The North Carolina Coastal Land Trust
University of Tennessee
U.S. Endowment for Forests and Communities
World Resources Institute
Wildlands Network

GRANT RECIPIENTS ENGAGED IN CANADIAN RESEARCH

Bird Studies Canada
Canadian Institute of Forestry SEEK
Dalhousie University
Ducks Unlimited Canada
Forest Ecosystem Science Co-operative Inc.
Forest Hills Research Institute
Fundy Model Forest
Heiltsuk First Nation
Nature Conservancy of Canada
Nature Trust of British Columbia
National Council for Air and Stream Improvement
South Coast Conservation Program
Tłı̨chǫ to Secwepemc
University of Saskatchewan

GRANT RECIPIENTS ENGAGED IN GLOBAL RESEARCH

Forest Trends
Pinchot Institute for Conservation
World Resources Institute
Stephen F. Austin State University is studying forest mammals to inform future management in a mixed forest landscape. Through a combination of spatial analysis and live capture studies, researchers will better understand how wildlife use transition zones between managed pine plantations and native forest, providing important insights for wildlife managers.

Wetlands are an important feature of many forests. FPInnovations and Ducks Unlimited Canada are working to pool existing information and work with SFI participants to develop a National Handbook. This will help ensure that forestry activities will conserve wetlands across Canada.

The American Bird Conservancy (ABC) is identifying priority habitats, developing improved management scenarios, and ensuring linkage and implementation through partnership with some of the largest landowners and managers in North America. By focusing on the intersection of land ownership and critical habitat, ABC is setting the stage for conservation across multiple forest types, species and ownerships at an unprecedented scale.

NCASI Canada (the National Council for Air and Stream Improvement) is helping ensure the survival of caribou by studying nutrition in forest stands. Ultimately, the project will clarify the role of forest management in influencing nutritional value of important plant communities. The health of young caribou will be improved, increasing their chances of surviving northern winters.

Twenty years ago the Fundy Model Forest saw the opportunity to undertake long-term research on aquatic and terrestrial habitat in the Acadian forests of New Brunswick. Early studies measured changes in ecological attributes, including water quality and vascular plant species. SFI has now funded the 20-year follow-up studies to provide important insights into long-term impacts of forest practices.

The Heiltsuk First Nation is creating a database to record, track and manage culturally modified trees through spatial analysis to help land managers respect significant sites. The unique cultural history of Canada's west coast is captured in trees that carry the evidence of harvesting cedar bark or planks. Mapping these artifacts helps to both illustrate and protect the history of the Heiltsuk First Nation.

SFI support helped the Longleaf Alliance develop an informational tool to clarify the relationship between forest markets and incentives to restore the significant longleaf pine ecosystem. Landowners benefit from this work, and so do longleaf-dependent species like the gopher tortoise and red-cockaded woodpecker.

In 2014, SFI Program Participants engaged in almost 300 different community and conservation projects, partnering with nearly 500 organizations in multiple sectors including:
CONSERVATION EVERY DAY, EVERY WAY

MONTANA CATALOGING SENSITIVE NATURAL COMMUNITIES
In Montana, SFI Program Participant Plum Creek Timber Company is working with the Montana Natural Heritage Program, The Nature Conservancy and others to promote understanding about location and condition of species of concern and sensitive natural communities. As a member of the Montana Natural Heritage Program Stakeholder Advisory Committee, Plum Creek is able to help make information on rare species broadly available.

MANITOBA ECOLOGICALLY BASED MODELS INFORM RESPONSIBLE FORESTRY
Manitoba’s aspen parkland is part of Canada’s boreal forest and host to a research project working to better understand the natural range of variation from disturbances, such as fire, and their role in influencing future forest conditions. SFI Program Participant LP Canada Ltd. is partnering with Dr. David Andison and the foothills Research Institute Healthy Landscapes project to build computer models to help develop long-term forest management plans.

MAINE BENEFITTING ATLANTIC SALMON AND OTHER NATIVE FISHERIES
Forests are a principal source of clean water in America, for both people and native fisheries. In the Down East rivers of Maine, SFI Program Participant Timbertwist LLC is partnering with Project Share, the U.S. Fish and Wildlife Service and others to improve stream crossings to benefit Atlantic salmon. During 2014 the project resulted in the closing of three stream crossings, reforestation of critical stream channels, and other actions to enhance quality fish habitat.

BRITISH COLUMBIA 8.6 MILLION TONNES OF CO2
The Strathcona Ecosystem Conservation Project on Vancouver Island has the potential to conserve 24,600 hectares of forest and sequester up to 8.6 million tonnes of CO2 over 25 years, harnessing the natural process of forest growth. This ecosystem project by Timbertwist has been a major source of carbon credits to the B.C. government and helped fulfill its carbon-neutral obligations since 2010.

FLORIDA & ALABAMA RETURNING LONGLEAF PINE AND MANAGED FIRE TO THE LANDSCAPE
Working in partnership with The Conservation Fund and others, SFI Program Participant Resource Management Service, LLC is working to restore over 200,000 acres of longleaf pine forest — the single largest such effort ever made on private lands. The project will help protect habitats ranging from wet savannas to ephemeral ponds. By restoring and managing longleaf pine, a multiplicity of rare species will thrive, including the netted purple and Florida black bear.

NEW YORK PROTECTING WOODCOCK IN THE NORTHERN FOREST
In New York, SFI Program Participant Lyme Adirondack Forest Company, LLC is working with the Wildlife Management Institute to develop best management practices for creating and maintaining woodcock habitat in the Northern Forest. As part of the project, partners are learning about which spatial patterns provide the best habitat for both birds and bats. Besides reaching across species, the project connects academic researchers from Michigan State University, the National Council for Air and Stream Improvement, and the Oregon Department of Forestry to inform managers about how to protect my species.

OREGON PROVIDING THE BEST HABITAT FOR BOTH BIRDS AND BATS
SFI Program Participant Lyme Adirondack Forest Company, LLC is working with the Wildlife Management Institute to develop best management practices for creating and maintaining woodcock habitat in the Northern Forest. As part of the project, partners are learning about which spatial patterns provide the best habitat for both birds and bats. Besides reaching across species, the project connects academic researchers from Michigan State University, the National Council for Air and Stream Improvement, and the Oregon Department of Forestry to inform managers about how to protect my species.

ALBERTA STUDYING NATURAL RANGE OF VARIATION IN THE NORTHERN BOREAL
Canada’s boreal forest is an ecosystem naturally adapted to disturbances such as fire, disease and beaver dams. SFI Program Participant Daishowa-Marubeni and its partners initiated the 100-year Ecosystem Management Emulating Natural Disturbance (EMENDO) research project in 1999. It works to better understand boreal ecosystems and how disturbances can inspire novel harvest designs. Set on 1,000 hectares, this project is examining how disturbances affect biodiversity by studying plants, soil and wildlife including, birds, bats, beetles and spiders.

Growing Our Future

Sustainable Forestry Initiative

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SFI Implementation Committees are our strongest asset when it comes to community leadership. This grassroots network works with local conservation groups, government agencies, forestry and professional associations, landowner groups and many others to conduct landowner outreach and community engagement activities.

SFI has 34 SFI Implementation Committees representing close to 1,000 volunteers in 43 states and provinces. They are a critical part of our work promoting the SFI Standards, collaborating on the training of harvesting professionals and connecting people and communities to the forest.

Our committees help build sustainable communities by offering SFI volunteers for projects like Habitat for Humanity builds. The committees also support youth engagement and education initiatives to encourage future leaders. And the public’s connection to our forests is further enhanced by having 97% of all forestland certified to the SFI Forest Management Standard available for outdoor recreation.
Training of resource management professionals remains a core priority of SFI Implementation Committees, in partnership with universities, state forestry associations and government agencies.

In 1995, 34% of all fiber brought to SFI Program Participant mills was delivered by harvesting professionals who had been trained in sustainable forestry practices. Today that percentage is more than 95%. Training programs of SFI Implementation Committees are widely recognized by government agencies and academics as a primary reason for higher rates of water quality best management practice implementation — now at an all-time high.

SFI (has) made important contributions to improved best management practices implementation through logger training, landowner outreach and water quality requirements.

SFI and Habitat for Humanity Canada created the “Wood 4 Good” Program to mutually support each organization’s goals and objectives. The program has four distinct pillars:

1. Champion and facilitate SFI Implementation Committee participation in Habitat for Humanity Canada building projects.
2. Create awareness of the benefits of sourcing wood and paper products certified to the SFI Standards.
3. Assist with supply chain solutions to provide SFI building materials to Habitat affiliates.
4. Identify collaborative solutions to support Aboriginal housing.

The program engages volunteers and wood product suppliers to tackle some of Canada’s toughest housing challenges in underserved communities.

SFI and Habitat for Humanity International signed a memorandum of understanding to encourage the use of wood products certified to the SFI Standards on Habitat for Humanity construction sites. SFI, many of its Program Participants and SFI Implementation Committees have sponsored Habitat builds by supplying building materials certified to the SFI Standards.

SFI also works with the National Association of Home Builders to support green building certification of Habitat homes.
The Michigan committee’s work in Detroit is just at the intersection of viable markets, healthy forests and sustainable communities in a conceptual way. The committee is actually working to make Detroit a more sustainable community at intersections, along streetscapes and in parks.

HOWARD LINDBERG
Chair of the SFI Michigan Implementation Committee and Senior Resource Forester with the Plum Creek Timber Company

MICHIGAN WON THE 2014 SFI IMPLEMENTATION COMMITTEE AWARD

The SFI Conservation and Community Partnerships Grant Program has awarded 25 community-based grants to date covering a range of topics including youth initiatives, helping underserved communities, professional development, supporting Tribal and Aboriginal values and promoting SFI Standards. The projects support SFI’s core mission to connect communities to forests and to educate the next generation of future forest leaders.

SFI COMMUNITY GRANT RECIPIENTS SINCE 2010

Auburn University’s Rural Studio Center for Native Peoples and the Environment Evans Lake Forest Education Society Florida SFI Implementation Committee The Forest Foundation Georgia SFI Implementation Committee Greenwood Area Habitat for Humanity Hardwood Forestry Fund Idaho Forest Foundation Lauderdale County Habitat for Humanity Manitoba Forestry Association Minnesota SFI Implementation Committee Mississippi SFI Implementation Committee National Housing Endowment National Network of Forest Practitioners National Housing Endowment National Network of Forest Practitioners

Northern California Society of American Foresters Northwest Natural Resources Institute New York Logger Training Program Pacific Education Institute Philmont Scout Ranch Project Project Learning Tree Society of American Foresters — Chattahoochee Chapter The Greening of Detroit Tioga County Extension National 4-H Tree Canada

HOWARD LINDBERG
Chair of the SFI Michigan Implementation Committee and Senior Resource Forester with the Plum Creek Timber Company

MICHIGAN WON THE 2014 SFI IMPLEMENTATION COMMITTEE AWARD
ENGAGING FUTURE FOREST LEADERS THROUGH COMMUNITY INITIATIVES

FROM SCREEN TIME TO TREE TIME

Kids are spending more time indoors and losing an essential connection to nature. SFI is helping kids switch from screen time to tree time by working with groups such as the Boy Scouts, Girl Guides, Project Learning Tree and others.

SFI COMMUNITY INITIATIVES FOR YOUTH

The Girl Guides of Canada recognize SFI for its ongoing support by including them as part of the Girl Guide World Friendship Circle. Together, SFI and Girl Guides are increasing girls’ awareness of the world they live in.

SFI is a proud sponsor of Scouts Canada’s annual Scoutrees tree planting program. Scouts have planted more than 80 million trees across Canada since 1972.

The American Forest Foundation’s Project Learning Tree program partners with SFI across the United States. In Michigan, Project Learning Tree and the Grand Traverse Conservation District jointly sponsor a conference to provide arts and environmental education to Michigan students, creating a model that can be implemented nationwide.

OUTDOOR ENTHUSIASTS ENJOY FORESTS CERTIFIED TO THE SFI STANDARD

Forests certified to the SFI Forest Management Standard are widely available for outdoor recreation. In fact, since 2007, the forestland available for outdoor enthusiasts has grown more than threefold, from 70 million acres to more than 250 million acres, representing 97% of all forestland certified to the SFI Forest Management Standard. The SFI Program creates wildlife habitat and promotes best management practices for water quality so that your community, which is our community, can have vibrant spaces and places to recreate.

Every year millions of hunters and anglers, hikers, birdwatchers, campers and other outdoor enthusiasts use more than 250 million acres of forestlands that are certified to the SFI Forest Management Standard.

Common activities include hiking, hunting, bird-watching, cross-country skiing, backpacking and primitive camping, cycling, foraging and gathering, off-highway vehicle use, non-motorized and motorized water activities, snowmobiling and horseback riding.

97% OF ALL FORESTLAND CERTIFIED TO THE SFI STANDARD IS AVAILABLE TO THE PUBLIC FOR OUTDOOR RECREATION.
The buying decisions of consumers, architects and builders, corporate leaders and governments prove how much they care about using natural resources responsibly. SFI encourages private and public sector leaders to choose SFI as part of their responsible wood, paper and packaging purchasing. A signature effort is the SFI Forest Partners Program, which works with market leaders to grow certification across the supply chain.

certification addresses risk in the supply chain by avoiding illegal logging and by demonstrating due care required by laws and regulations. But choosing SFI certification does so much more than address risk. It promotes conservation of biodiversity, wildlife habitat and fresh water. Responsibly managed forests provide a host of ecosystem services from carbon sequestration to cleaning the air we breathe.
Not only is SFI recognized by customers, conservation groups and governments, SFI is also recognized by the Programme for the Endorsement of Forest Certification (PEFC). This endorsement of SFI's Forest Management Standard adds international value to SFI’s position as a highly respected, third-party certification program in North America.

GreenBlue, a non-profit organization that equips businesses with the science and resources to make products more sustainable, recognizes SFI for supporting environmental quality throughout the paper supply chain.

The Sustainability Consortium, which works to improve consumer product sustainability, recognizes the value of SFI certification standards in its key performance indicators.

The National Association of State Foresters, a non-profit group made up of the directors of state forestry agencies, renewed a resolution recognizing SFI as a credible standard.

The Consumer Goods Forum brings together more than 400 retailers, manufacturers and stakeholders across 70 countries. In 2010 the CGF Board of Directors passed a resolution for their members to achieve zero net deforestation by 2020. A solution CGF turns to for their members to meet this commitment is through their recognition of PEFC and FSC endorsed standards. SFI is endorsed by PEFC.

The World Business Council for Sustainable Development is the leading platform for strategic collaboration for the global forestry industry. In its material for corporate managers, it lists the positive attributes of SFI’s procurement objectives, and its leadership statement supports forest certification standards like SFI.

PROMOTING RESPONSIBLE FORESTRY THROUGH GREEN BUILDING PROGRAMS

There are many green building rating systems and codes that recognize the value of certification standards and responsibly sourced wood, and offer credits for products certified to SFI.

Since 2010, 20 U.S. governors and over 100 Members of Congress have publicly supported SFI’s inclusion in green building rating systems.

Sustainability of forest products can be verified using any credible third-party rating system, such as Sustainable Forestry Initiative, Forest Stewardship Council or American Tree Farm System.

TOM VILSACK
Secretary of the U.S. Department of Agriculture (USDA)
Allen and Maurer Architects win the 2015 SFI Wood Design Award, as part of the 11th annual Wood WORKS! B.C. Wood Design Awards.

The award recognizes the prominent use of wood in the new Askew’s Foods Uptown store in Salmon Arm, British Columbia. Because the building was prefabricated in a local warehouse, it generated a ripple effect on local employment and involvement that sustains the community and earns customer loyalty for Askew’s Foods.

Askew’s Foods Uptown store is a showcase for the beauty, versatility and durability of wood from responsibly managed forests, and support for sustainable communities, displayed in its 32,000-square-foot timber roof. Most of the wood was certified to SFI from Interfor’s Adams Lake lumber mill just 31 miles / 50 km away.

We are pleased to be recognized with the SFI Wood Design Award and by the Wood WORKS! B.C. program for our Askew’s Foods Uptown store. This demonstrates that sustainable wood is not only an excellent material for building, but also for the economy and the local community.

CHRIS ALLEN
Landform Architecture in Penticton, B.C. (previously Allen + Maurer Architects)

SFI FOREST PARTNERS PROGRAM

SFI FOREST PARTNERS CONTINUES TO GROW

In 2010, four market leaders — Time Inc., the National Geographic Society, Macmillan Publishers and Pearson — founded the SFI Forest Partners® Program with additional support from Hearst Enterprises. The commitment of these market leaders is to increase certification across the supply chain, helping to safeguard environmental values, support sustainable communities and expand market access. The SFI Forest Partners Program has a goal of certifying 10 million acres/4 million hectares by the end of 2017, starting in the U.S. South. In addition, SFI is collaborating with the American Tree Farm System (ATFS) to create opportunities on shared objectives to certify more lands.

THE PARTNERSHIP GROWS IN FLORIDA

The Tate’s Hell and Blackwater River state forests passed an audit in the spring of 2015, enabling more than 400,000 acres/161,000 hectares of public managed forests to become certified to the SFI Forest Management Standard.

The Florida Forest Service’s commitment to certify two of its largest state forests to the Sustainable Forestry Initiative (SFI) Standard is one action the service is taking to provide public assurance of environmental responsibility and sustainable forest management on Florida’s state forests.

By participating in the SFI Forest Partners Program, we hope to enhance the ability of Florida’s State Forests to compete in existing and emerging global markets. The Florida Forest Service believes this is a win-win for the environment and our forest-based economy.

JIM KARELS
State Forester, Florida Forest Service
President, National Association of State Foresters
Sustainable Forestry Initiative

January 2015 marked the launch of the new SFI 2015–2019 Standards and Rules. SFI now has three standards to support responsible forestry and procurement at each point in the supply chain:

- Forest Management
- Fiber Sourcing
- Chain-of-Custody

Responsible forestry is practiced on more than a quarter-billion acres of certified forest across North America, and on millions of additional acres impacted by responsible fiber sourcing. This vast landscape means that SFI Standards help protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value on an unprecedented scale.
INCORPORATING INPUT FROM A DIVERSE AND BROAD COMMUNITY

SFI Standards are revised and updated every five years to incorporate the latest scientific information and to respond to emerging issues. For the new SFI 2015-2019 Standards and Rules, close to 10,000 stakeholders were invited to submit comments. Participants included public and private landowners, forest sector representatives, indigenous communities, conservation groups, industry, academics and government officials.

THE SFI 2015-2019 FOREST MANAGEMENT STANDARD promotes responsible forestry practices. Its requirements include measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value. The standard is available to organizations in the United States or Canada that own or manage forests.

THE SFI 2015-2019 FIBER SOURCING STANDARD distinguishes SFI from all other forest certification programs in that it sets mandatory practice requirements for the responsible procurement of all fiber procured directly from the forest, whether the forest is certified or not. The standard is a key tool to promote the legal and responsible sourcing of forest products. The standard holds the individual mills and manufacturers, who bear all the costs to certify, accountable for promoting responsible forestry.

SFI Fiber Sourcing requirements include measures to enhance biodiversity, use forestry best management practices to protect water quality, provide outreach to landowners and mandate the use of trained harvesting professionals.

For all wood fiber sourced from forests outside the U.S. and Canada, the SFI Fiber Sourcing Standard has requirements to avoid controversial sources, including illegal logging and procuring fiber from countries without effective social laws.

THE SFI 2015-2019 CHAIN-OF-CUSTODY STANDARD is an accounting system that tracks certified forest fiber content through production and manufacturing to the end product. It applies to the supply chains of more than 740 organizations, representing more than 2000 sites, in 45 U.S. states, seven Canadian provinces, and 23 countries.

HIGHLIGHTS OF THE NEW SFI 2015-2019 STANDARDS

SPECIES OF CONCERN: Program Participants must develop a program to address conservation of known sites with viable occurrences of significant species of concern.

WATER QUALITY: SFI mandates the use of best management practices to protect water quality. Program Participants must implement protection measures to protect all water bodies including rivers, streams, lakes and wetlands.

MINIMIZE CHEMICAL USE: SFI prohibits World Health Organization 1A and 1B pesticides, except where no other viable alternative is available, and bans pesticides listed under the Stockholm Convention on Persistent Organic Pollutants.

THE SFI ON-PRODUCT LABELS are recognized globally and provide a visual cue to help customers source products from responsibly managed forests. SFI has several certified chain-of-custody labels and a certified sourcing label.
The reasons for certifying to the SFI Standards are as diverse as the more than 1,000 organizations that are certified across the U.S. and Canada. It’s a community that includes Fortune 500 companies, small and mid-sized forestry operations, governments, manufacturers, conservation groups, Aboriginal and Tribal groups, universities, and even Boy Scouts of America.

The SFI Standards are widely used as a proof point for responsible forestry.
SPEAKING OUT ABOUT WHY THEY CHOOSE SFI

The Yakama Nation

The SFI Forest Management Standard respects traditional knowledge about forests and promotes the protection of historically and culturally important sites. The timber-based economy of the Yakama Nation in Washington State is unique in that it balances economic needs while ensuring the protection of the Yakama cultural and traditional practices. To keep this balance, it’s critical that we maintain a high sustainability standard, and SFI helps us do just that.

STEVE ANDRINGA
Administrative Forester for the Yakama Nation

The Conservation Fund

The Conservation Fund is an American environmental non-profit with a dual charter to pursue environmental preservation and economic development.

LARRY SELZER
President and CEO of The Conservation Fund and immediate past chair of the SFI Board of Directors

Georgia-Pacific LLC

Georgia-Pacific is one of the world’s leading manufacturers of tissue, paper towels & napkins, tableware, packaging, office papers, cellulose, specialty fibers, nonwoven fabrics, building products and chemicals.

JIM HANNAN
CEO and President at Georgia-Pacific LLC

MeadWestvaco Corporation

MeadWestvaco Corporation is a global packaging company providing innovative solutions to the world’s most admired brands.

JOHN A. LUKE, JR.
Chairman and CEO, MWV and Former Chair, SFI Board of Directors

Plum Creek

Plum Creek is among the largest and most geographically diverse private landowners in the nation with more than 6 million acres of timberlands in 19 states. We manage our working forests using sustainable practices to benefit Plum Creek’s many stakeholders.

RICK HOLLEY
Chief Executive Officer at Plum Creek

Georgia-Pacific’s certification to the SFI Fiber Sourcing Standard is one way we assure our customers and consumers that our products are responsibly sourced. We see SFI’s certification as vital to promoting responsible forest management on all lands — whether or not they are certified. It’s how we help make sure our fiber supply comes from legal and responsible sources, including millions of acres of small, family-owned forest lands where Georgia-Pacific gets most of its wood fiber.

JIM HANNAN
CEO and President at Georgia-Pacific LLC

SFI began as a robust response to the growing need for the forest products industry to voluntarily engage in a higher standard of environmental stewardship. Companies like MeadWestvaco recognized that it made good sense for the environment and for our business, and that is why we certify to the SFI standard today.

At Plum Creek, stewardship is woven into the fabric of our culture. As an owner and manager of working forests in 19 states, we understand that how we manage our lands has far-reaching implications. Forests provide products we use every day as well as clean water and air, carbon storage, wildlife habitat and recreation for millions of people. Stewardship is not only important to our culture, it is a source of value for our company. That’s why in 1999 Plum Creek became the first private forest landowner to certify all of its lands to the SFI standard, and we are proud to continue that tradition today.

RICK HOLLEY
Chief Executive Officer at Plum Creek

Growing Our Future

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SAPPI
Sappi North America is a leading producer and supplier of coated fine paper, pulp and release paper in the United States.

We are proud to be a member of SFI and support their efforts to affect meaningful change. With a vast network of state implementation committees, SFI is uniquely positioned to drive tangible improvements through landowner outreach and logger education.

LAURA THOMPSON, PhD
Director of Technical Marketing and Sustainable Development at SAPPI

LYME TIMBER COMPANY
Lyme Timber is a private timberland investment management organization. Its experience using SFI Standards to validate conservation easements with state authorities covers more than 500,000 acres in New Hampshire, Maine, New York and Tennessee.

Third-party certification, such as the protocols developed under SFI, has become the most credible and efficient system for determining compliance with forest management goals on timberland properties subject to large-scale working forest conservation easements. We have experience in using those third-party certification systems and are required to share annual audits with the conservation easement grantee, typically state natural resource agencies.

PETER STEIN
Managing Director at Lyme Timber

REENERGY HOLDINGS LLC
ReEnergy Holdings LLC owns and operates facilities that use forest-derived woody biomass and other wood waste residues to produce homegrown, renewable energy.

ReEnergy believes that sustainable, renewable energy production in the form of biomass power is a critical element toward reducing our dependence on fossil fuels and mitigating climate change. With our SFI certification, we have committed to ensuring that our fuel suppliers are utilizing best management practices, allowing us to meet the environmental and social needs of the present without compromising the resources of future generations.

LARRY RICHARDSON
CEO at ReEnergy Holdings LLC

INTERFOR CORPORATION
Interfor is one of the largest lumber producers in the world. It is committed to producing wood products in ways that generate economic growth, create social benefits and minimize the impact on the environment.

The SFI Program goes to the heart of Interfor’s promise to build value for communities by supporting a healthy economy and environment. In 2001, Interfor’s coastal woodlands became the first public lands in Canada to be certified to the SFI Forest Management Standard. We continue to increase our participation in the program, with more than 2.8 million hectares certified in British Columbia, and a growing number of our mills certified across Canada and the U.S.

RIC SLACO
Vice President and Chief Forester at Interfor Corporation

SIERRA PACIFIC INDUSTRIES
Sierra Pacific Industries, based in Anderson, California, employs modern forest management practices that closely mimic natural forest events.

Sierra Pacific is dedicated to managing its lands in a responsible and sustainable manner to protect the environment while providing quality wood products for consumers. All 1.9 million acres of timberland that we own are certified under the independent Sustainable Forestry Initiative — the clearest measure we can think of to assure the public that our forest management is sustainable.

MARK PAWLIK
Director of Corporate Affairs and Sustainability at Sierra Pacific Industries

Growing Our Future

Growing Our Future

Growing Our Future

Growing Our Future
A major change in the SFI Program came about in 2002 with the creation of a broadly-conceived SFI Standard fortified by independent third-party auditing. A regular five-year revision cycle was created that helped balance the need for stability with the need for continual improvement. The SFI 2015-2019 Standards are the latest (and, in our view) examples of the value of this process. Hundreds of private businesses and other organizations now go through the effort (and cost) of annual third-party auditing because they believe that conformance to such high-quality standards is essential in demonstrating their commitment to environmentally and economically sustainable and socially responsible operations.

The SFI Program supports research, conservation projects and community improvement projects that affect millions of people both within and outside the confines of the forest products industry itself. It encourages Program Participants to protect and enhance critical habitats, respect cultural values and pieces, restore ecological processes, and support community projects such as construction of affordable housing.

At that time, the program was created by and operated within the American Forest & Paper Association (AF&PA), and while the AF&PA operated within the American Forest & Paper Association (AF&PA), and while the AF&PA demonstrated its strong dedication to the SFI Program by expelling 17 of its members who refused to participate, the direct association with the industry was limiting SFI’s growth and recognition. The External Review Panel was often critical when the program was launched, the first External Review Panel was charged to observe whether 1) the program defined what would constitute responsible, sustainable forestry first in the United States and then in Canada; 2) the responsible forestry practices reported to the public were valid (independent third-party auditing would be added later); and 3) there were consequences for those either who either would not participate in the new forestry approach that was proposed, or who said they were doing good work but were proven to be doing otherwise.

As the SFI Program has grown and matured, the role of the External Review Panel has changed. Today, we seldom encounter a situation where the economic concerns threaten to overwhelm environmental or social interests. Instead, we spend most of our time and energy looking for evidence that conformance with the SFI Standards, and are achieving a host of conservation, community and other benefits.

The SFI External Review Panel is a distinguished group of independent experts representing conservation, professional, academic and public organizations. The panel operates independently from SFI.

The panel conducts an independent review of the SFI Program to ensure the annual SFI progress report objectively and credibly states the status of SFI Program implementation. The volunteer panel provides external oversight through its independent review of the current SFI Program and standard revision process while seeking steady improvements in responsible forestry practices.

Neil Sampson
President of Vision Forestry and Executive Secretary of the ERP

Jeremy Bauer
Regional Coordinator, Border Environmental Health
U.S. Environmental Protection Agency

Valerie A. Luzadis
President and CEO
American Chestnut Foundation

Tam Boggs
State Forester
Texas Forest Service

Jim Brown
Managing Director
Jim Brown Consulting Forestry LLC

Cory Burhans
CEO
Serra Hoagland

Kathryn Farnholz
Executive Director
Dawson Partners

William G. Hubbard
Sustainable Forestry Initiative

M. Sullivan
Director, Fish & Wildlife
New Brunswick Department of Natural Resources

Robert S. Tomlinson
Land Asset Manager, Lands and Minerals Division
Minnesota Department of Natural Resources

Lena L. Tucker
Deputy Chief Private Forests Division
British Columbia Ministry of Forests

Scott Williamson
Vice President, Wildlife Management Institute

Paul Durkin
Executive Director
National Audubon Society

John Phillips
Chairman, Board of Directors
American Forest & Paper Association

PA NEL IST S E L EC T ED IN 2015

Nicole Ballouf
National Nurseries

Mike Fullerton
Director, Forest Science

Rebecca Barnard
National Forestry Programs Manager

Nicole Hampton
Chair, Eastern Forest Environmental Threat Center

Kathryn Farnholz
Executive Director

Terry Quinney
Vice President, Vision Forestry

Serra Hoagland
President of Vision Forestry and Executive Secretary of the ERP

Valerie A. Luzadis
President and CEO

Mike Sullivan
Director, Fish & Wildlife

Nicole Ballouf
National Nurseries

Rebecca Barnard
National Forestry Programs Manager

Mike Fullerton
Director, Forest Science

Serra Hoagland
President of Vision Forestry and Executive Secretary of the ERP
SFI BOARD

SFI Inc.’s 18-member multi-stakeholder Board of Directors comprises three chambers, representing environmental, economic and social interests equally, so it can meet the many needs of forests and communities.

Board members include representatives of environmental, conservation, professional and academic groups, independent professional loggers, family forest owners, public officials, labor and the forest products industry. This diversity reflects the variety of interests in the forestry community.

ENVIRONMENTAL SECTOR
Board members representing the environmental sector include non-profit environmental or conservation organizations.

Greg Siekaniec (SFI Vice-Chair)
CEO, Ducks Unlimited Canada

Robert Abernethy
President, Longleaf Alliance

John M. Hagan III
President, Manomet Center for Conservation Sciences

Jon Hafler
President, The Wildlife Society and Head of the Ecosystem Management Research Institute

Mary Klein
President and CEO, NatureServe

Gail Wallin
Co-Chair, Canadian Council on Invasive Species

SOCIAL SECTOR
Board members representing the social sector include community or social interest groups such as universities, labor, family forest owners or government agencies.

Charles Tatterall (Tal) Smith Jr. (SFI Secretary-Treasurer)
Former Dean and Professor, Faculty of Forestry, University of Toronto

Steve Buillard
Dean, Arthur Temple College of Forestry and Agriculture
Stephen F. Austin State University

Dr. Skeet (A.G.) Burris
Family forest landowner

Bob Matters
Chair, United Steelworkers Union of Canada Wood Council

Bettina Ring
State Forester, Virginia Department of Forestry

Mark Rodgers
President and CEO, Habitat for Humanity Canada

ECONOMIC SECTOR
Board members representing the economic sector include the forest, paper and wood products industry or other for-profit forest ownership or management entities.

Craig Blair (SFI Chair)
President and CEO,
Resource Management Service LLC

Craig Armstrong
President and CEO,
Miller Western Forest Products Ltd.

Daniel P. Christensen
Chief Executive Officer, Hancock Natural Resource Group
President, Hancock Timber Resource Group

Guy Gloysteen
Senior Vice President, Time Inc.

Jim Hannah
CEO and President, Georgia-Pacific

Chief DavidWalke
Chief, Coquitlam Indian Band
(Merritt, British Columbia)
President, Stoics Resources Joint Venture
I am honored to serve as Chair of the SFI Board of Directors, and I am in very good company. SFI Inc.’s 18-member multi-stakeholder Board of Directors represents a deep breadth of experience and expertise in the environmental, economic and social sectors. This diversity means it can carefully address many of the needs of the forests and communities that are part of the SFI community. I am also proud of the many milestones the SFI community has achieved over the past two decades.

The SFI Standards are a proof point of responsible forestry in North America and the implementation of these standards has brought about positive change by protecting water quality, wildlife habitat, species at risk and forests with exceptional conservation value. Over the years, however, SFI has also become a leader in research, conservation and community engagement. As our reach and influence grows, the Board will continue to explore ways for SFI to have an even greater impact on shaping the future forest.

CRAIG BLAIR
Chair of the SFI Board of Directors
President and CEO of Resource Management Service LLC

I am honored to serve as Vice-Chair of the SFI Board and to represent Ducks Unlimited Canada. Our mission to conserve, restore and manage wetlands and associated habitat closely aligns with the work of SFI. Canada’s boreal forest is a vast and extremely significant nesting area for millions of ducks, geese and other birds. Ensuring forests are managed in a sustainable manner to protect wetland ecosystems is a shared priority among our organizations.

GREG SIEKANIEC
Vice-Chair of the SFI Board of Directors
CEO, Ducks Unlimited Canada

It’s a privilege to be joining the Board of SFI Inc. Their programs, projects and research have established SFI as a leading voice in support of sustainable forestry, and I look forward to the opportunity to help the Board and SFI achieve their goals.

GUY GLEYSTEEN
SFI Board Member, Economic Chamber
Senior Vice President, Time Inc.

I am honored to have served as Chair of the SFI Board twice. My decision to serve two terms speaks directly to not only how much I believe in forest certification as a force for improving on-the-ground forest management, but to how much I believe in SFI. I am also honored to pass on my leadership role to my colleague Craig Blair. Craig’s global experience in investment management, business development and client relations enhances SFI’s global perspective on emerging forestry and supply chain issues.

LARRY SELZER
Chair, SFI Board of Directors — 2004–2006 and 2013–2015
President and CEO, The Conservation Fund

The sustainability of forest resources is one of the most important issues facing our nation. SFI has been a long-time leader on sustainability. I look forward to helping SFI advance its conservation goals and further strengthen its partnerships.

BETTINA RING
SFI Board Member, Social Chamber
State Forester, Virginia Department of Forestry

SFI certification addresses much that is important to First Nation communities — from recognizing indigenous people’s rights and traditional knowledge to environmental values such as wildlife habitat to social and economic values such as stable jobs and markets.

CHIEF DAVID WALKEM
SFI Board Member, Economic Chamber
Chief, Cree’s Ferry Indian Band (Merrit, British Columbia)
President, Stuwiix Resources Joint Venture

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A MESSAGE FROM THE CHAIR
CRAIG BLAIR
Chair of the SFI Board of Directors — 2004–2006 and 2013–2015
President and CEO, The Conservation Fund

A MESSAGE FROM THE VICE-CHAIR
GUY GLEYSTEEN
SFI Board Member, Economic Chamber
Senior Vice President, Time Inc.

A MESSAGE FROM OTHER SFI BOARD MEMBERS
GREG SIEKANIEC
Vice-Chair of the SFI Board of Directors
CEO, Ducks Unlimited Canada

MESSAGES FROM OTHER SFI BOARD MEMBERS
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GUY GLEYSTEEN
SFI Board Member, Economic Chamber
Senior Vice President, Time Inc.

SFI is a good fit for my focus on achieving joint solutions on complex resource management issues. My fellow board members have a wealth of experience in land-use planning processes and engaging local communities. Together we should be able to achieve substantial progress.

GAIL WALLIN
SFI Board Member, Environmental Chamber
Chair, Canadian Council on Invasive Species
Executive Director, Invasive Species Council of British Columbia

A MESSAGE FROM THE OUTGOING CHAIR
LARRY SELZER
Chair, SFI Board of Directors — 2004–2006 and 2013–2015
President and CEO, The Conservation Fund

VOICES FROM THE SFI BOARD

The sustainability of forest resources is one of the most important issues facing our nation. SFI has been a long-time leader on sustainability. I look forward to helping SFI advance its conservation goals and further strengthen its partnerships.

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A MESSAGE FROM THE OUTGOING CHAIR
LARRY SELZER
Chair, SFI Board of Directors — 2004–2006 and 2013–2015
President and CEO, The Conservation Fund

Sustainable Forestry Initiative
Growing Our Future

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Some or all of the revenue from SFI Program Participants who use the SFI Program’s forest management and fiber-sourcing services agreements, investment income and various other sources. Certified SFI Program Participants include companies, managers of public, Aboriginal and private landowners, forest product and paper companies, Tribal lands, conservation organizations, state and local public agencies, community interests and universities.

In 2016, SFI Program Participants provided 93% of the funding for SFI, and the remaining 7% came from annual conferences, research, various services agreements, investment income and state and federal sources. Certified SFI Program Participants are audited by independent certification bodies accredited by the American National Standards Institute (ANSI), ANAB and/or the Standards Council of Canada (SCC). SFI has no role in determining whether a certificate is granted — this decision is made independently by the certification bodies.
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