

# LINKING FUTURE FORESTS TO COMMUNITIES

2016 SFI  
PROGRESS REPORT  
SUMMARY



## WHO WE ARE

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 much more than a set of standards.

**WE ARE A COMMUNITY OF PEOPLE WHO STAND FOR FUTURE FORESTS.**

SFI® works at the intersection of sustainable forestry, thriving communities and responsible procurement. The SFI supply chain links North America's forests, from Canada's boreal to the U.S. South, to brand owners – and ultimately consumers and communities – around the world. SFI's international recognition is increased by the endorsement of the Programme for the Endorsement of Forest Certification (PEFC).

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.

SFI works to ensure the health and future of our forests, because forests are a critical part of our everyday lives. The SFI community links landowners and brand owners together with consumers, government agencies, conservation groups, Indigenous peoples and youth to advance understanding and ensure a sustainable future for us all.

Forests certified to the SFI  
Forest Management Standard  
cover more than

**280 MILLION  
ACRES**

**113 MILLION  
HECTARES**

With millions more forested  
acres benefiting from the SFI  
Fiber Sourcing Standard



Learn more about SFI

# SUPPLY AND DEMAND STATS AND FACTS

## SFI HAS SCALE TO MAKE A DIFFERENCE

### THE SFI FIBER SOURCING STANDARD

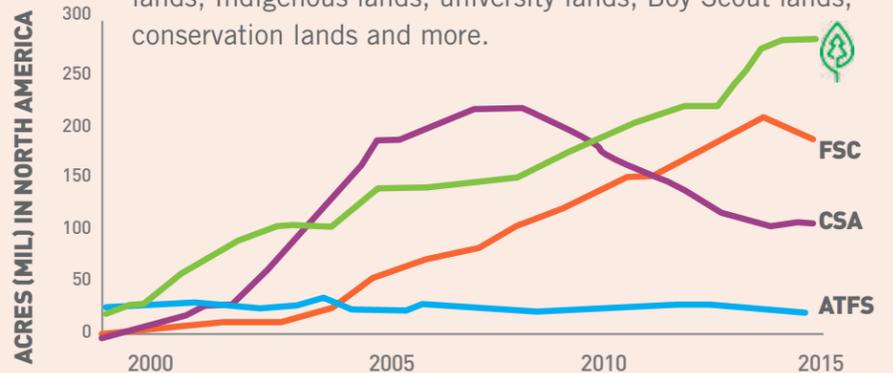
SETS MANDATORY REQUIREMENTS for PRIMARY MILLS and MANUFACTURERS for the responsible procurement of fiber from the forest, whether the forest is certified or not.

The SFI Fiber Sourcing Standard promotes responsible forestry practices by requiring:

- BROADENED BIODIVERSITY PROTECTIONS
- BMPs TO PROTECT WATER QUALITY
- TRAINED HARVESTING PROFESSIONALS
- FORESTRY RESEARCH
- LANDOWNER OUTREACH
- AVOIDANCE OF CONTROVERSIAL SOURCES

### THE SFI FOREST MANAGEMENT STANDARD

SETS MANDATORY REQUIREMENTS for OWNERS or MANAGERS OF FOREST LAND and is applied on provincial/state public lands, private lands, Indigenous lands, university lands, Boy Scout lands, conservation lands and more.



The SFI Standard has consistently gained more certified forest area than any other forest management standard in North America since 2000 and has more than doubled since 2007.

THE SFI FIBER SOURCING STANDARD

**POSITIVELY IMPACTS MILLIONS OF ACRES**

WHETHER THE FOREST IS CERTIFIED OR NOT

MORE THAN A

**QUARTER BILLION ACRES**

CERTIFIED TO THE SFI FOREST MANAGEMENT STANDARD

100 MILLION HECTARES

## MARKET RELEVANCE

**35%**

RECOGNIZE THE SFI LOGO

MORE THAN ANY OTHER forest certification standard

According to a 2015 Natural Marketing Institute Survey of 20,000 U.S. Consumers

**80%+**

REPORTED STEADY OR INCREASED DEMAND

FOR CERTIFIED PRODUCTS OVER THE LAST 12 MONTHS

Of SFI Program Participants representing all sectors in SFI's 2015 Market Survey



## A GLOBAL REACH

SFI's international recognition is increased by the endorsement of the Programme for the Endorsement of Forest Certification (PEFC). In North America, PEFC has also endorsed American Tree Farm System (ATFS) and Canadian Standards Association (CSA) standards. In turn, SFI recognizes both ATFS- and CSA- certified content in its supply chain.



Products that are certified to SFI Standards are sold in

MORE THAN

**120**

COUNTRIES

# SFI COMMUNITY STATS AND FACTS

## CONNECTING PEOPLE TO THE OUTDOORS



95%

OF THE FOREST CERTIFIED TO THE SFI STANDARD IS AVAILABLE TO THE PUBLIC FOR

## OUTDOOR RECREATION



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

THE AMOUNT OF FORESTS CERTIFIED TO SFI AVAILABLE FOR RECREATION HAS MORE THAN TRIPLED SINCE 2007.



## TRAINED HARVESTERS

10,137

RESOURCE AND HARVESTING PROFESSIONALS

Participated in training in 2015, TO ENSURE UNDERSTANDING OF WATER QUALITY, biodiversity and other sustainable forest practice requirements (cumulative total since 1995: 170,507\*).

\*This total may include individuals who have completed training programs more than once. Data provided by Forest Resources Association.



1995 34% → 2015 94%

IN 2015, 94% OF ALL FIBER SUPPLIED TO SFI PROGRAM PARTICIPANTS' MILLS WAS DELIVERED BY TRAINED PROFESSIONALS.

## THE SFI COMMUNITY

34

State, provincial and regional SFI Implementation Committees

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



## INDIGENOUS INTERESTS

31  
INDIGENOUS COMMUNITIES

ACROSS NORTH AMERICA USE THE SFI STANDARD TO MANAGE

5.1 MILLION  
ACRES OF FORESTLANDS

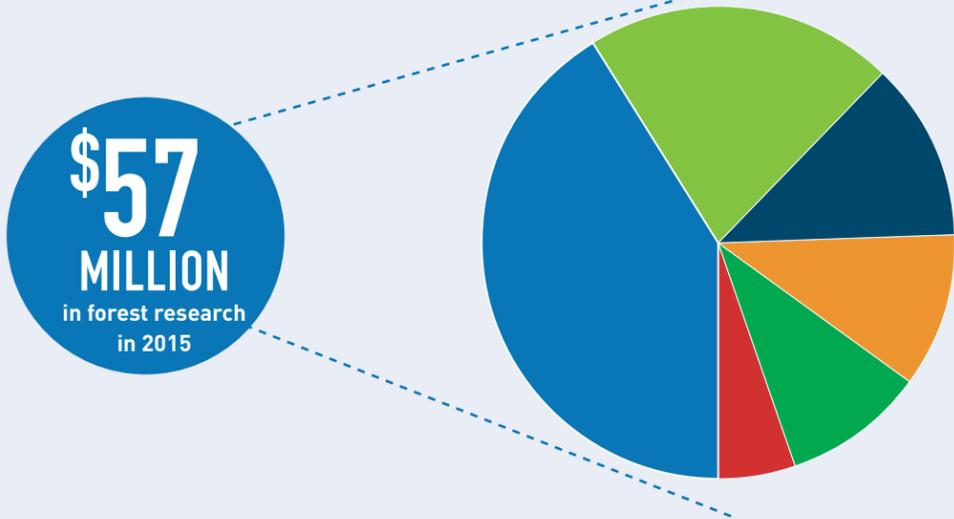
2.0 MILLION  
HECTARES OF FORESTLANDS



# SFI CONSERVATION RESEARCH & GRANTS

## SFI RESEARCH

DISTRIBUTION OF SFI PROGRAM PARTICIPANT RESEARCH DOLLARS IN 2015



- FOREST HEALTH AND PRODUCTIVITY - 47%**
  - FOREST OPERATIONS EFFICIENCIES AND ECONOMICS - 14%**
  - LANDSCAPE/ECOSYSTEM MANAGEMENT AND BIODIVERSITY - 12%**
  - WILDLIFE AND FISH - 11%**
  - WATER QUALITY - 6%**
  - ALL OTHER RESEARCH AREAS - 10%**
- Other Research Areas Include: Energy efficiency • Life cycle assessment • Avoidance of illegal logging • Avoidance of controversial sources

**NO OTHER FORESTRY STANDARD HAS A RESEARCH REQUIREMENT.**



**\$1.6 BILLION**

Since 1995, SFI Program Participants have directly invested nearly **\$1.6 billion** in forest research. In 2015, three-quarters of these investments were allocated to conservation-related objectives.

**75%** NEARLY 75% OF RESEARCH FUNDING IS LINKED TO CONSERVATION-RELATED OBJECTIVES.

**400**

### DIFFERENT CONSERVATION AND RESEARCH PROJECTS REPORTED BY SFI PROGRAM PARTICIPANTS IN 2015

These projects, involving hundreds of partner organizations, benefit multiple species and habitats, ranging from hummingbirds and salmon to bears and caribou.



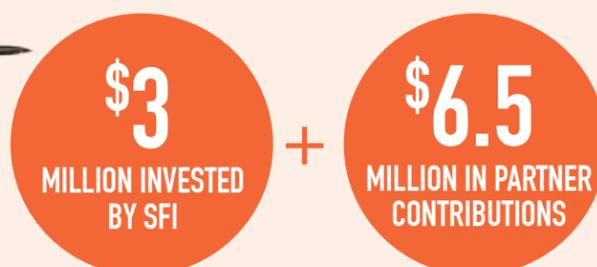
WITH MORE THAN

**500**  
UNIQUE PARTNER ORGANIZATIONS

IN MULTIPLE SECTORS INCLUDING:

- 11% - ACADEMIC
- 15% - COMMUNITY
- 19% - CONSERVATION
- 26% - GOVERNMENT
- 3% - RESEARCH
- 26% - OTHER

## SFI CONSERVATION & COMMUNITY PARTNERSHIPS GRANT PROGRAM



**TOTALING \$9.5 MILLION**

Since 2010, SFI has awarded 85 SFI Conservation and Community Partnerships grants, totaling almost \$3 million, to foster conservation and community projects. When leveraged with project partner contributions, the total investment **exceeds \$9.5 million.**

# EXTERNAL REVIEW PANEL MEMBERS

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

The panel oversees the SFI standards review process and conducts an annual independent review of the SFI Program to ensure the annual SFI Progress Report objectively and credibly states the status of SFI Program implementation.

## **Lena L. Tucker (Chair)**

Deputy Division Chief for Private Forests  
Oregon Department of Forestry

## **Nicole Balloffet**

National Nurseries and  
Reforestation Program Manager,  
USDA Forest Service

## **Rebecca Barnard**

National Forestry Programs Manager  
National Wild Turkey Federation

## **Jeremy Bauer**

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

## **Tom Boggus**

State Forester,  
Texas Forest Service

## **Jim Brown**

Member,  
Jim Brown Consulting Forestry LLC

## **Kathryn Fernholz**

Executive Director,  
Dovetail Partners

## **Dr. Mike Fullerton**

Director, Forest Science  
Canadian Forest Service  
Natural Resources Canada

## **Dr. David Guynn**

Professor Emeritus,  
Forestry and Natural Resources  
Clemson University

## **Dr. Serra Hoagland**

Biological Scientist,  
Forest Service,  
Eastern Forest Environmental Threat  
Assessment Center

## **Dr. William G. Hubbard**

Southern Regional  
Extension Forester,  
USDA Extension Service

## **Dr. Valerie A. Luzadis**

Professor and Chair,  
Department of  
Environmental Studies  
State University of New York

## **Mike Sullivan**

Director, Fish & Wildlife  
New Brunswick Department of Natural  
Resources

## **Robert S. Tomlinson**

Natural Resource Consultant

## **Scot Williamson**

Vice President,  
Wildlife Management Institute

## **Neil Sampson**

President of Vision Forestry and  
Executive Secretary of the External Review Panel

## EXTERNAL REVIEW PANEL LETTER

**As the External Review Panel considered the 2015 data reported by SFI Program Participants and SFI Implementation Committees, as well as the results of the SFI grants programs and committee work, one conclusion jumped out: SFI has now gone far beyond being an outstanding forest certification program. The SFI Forest Management Standard guides the sustainable management of more than 280 million acres/113 million hectares of forest in the U.S. and Canada. Other SFI standards effectively reach out to non-certified forest landowners with 242 primary and secondary fiber sourcing certificates and to consumers with 699 chain-of-custody certificates.**

The Panel is encouraged by SFI's efforts in 2015 to expand sustainable forest management on lands of all sizes and ownerships. Separate but scientifically based and consistent certification approaches for small, medium and large landowners promises to help address the imbalanced cost and benefit calculus that has challenged forest certification programs from the beginning. But there is much more.

SFI is also an outstanding forest conservation program that educates and ties people and communities to forests and forestry issues. Although there are many excellent forest conservation organizations in the U.S. and Canada — some reaching back into the 19th century — SFI's achievements in only two decades of operation are outstanding. The SFI Conservation and Community Partnerships Grant Program has built a large group of cooperators and stakeholders that promote sustainable forestry and its benefits for people.

One significant sign of this improving cooperation and effectiveness was the policy change in the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) program that will now provide an avenue for crediting forest products and materials certified to SFI under LEED.

The work to establish the SFI Conservation and Community Partnerships Grant Program, leveraging the research sponsored by SFI Program Participants and the information gathered through SFI conservation and community projects, represents a major contribution to all forest conservation efforts. Measurable metrics on the impact of sustainable forest management on water quality, climate change and biodiversity can be extended to all public and private forestlands, vastly improving the ability to measure progress, identify areas for further development and communicate the value of sustainable forestry to the public.

The SFI Program has transformed itself into one of North America's largest and most effective programs covering forest certification, public and youth conservation education, community involvement and forest conservation. Opportunities and challenges for continued improvement remain, of course, but the program seems organized and poised to address them. The External Review Panel is pleased to recognize both the extent and the validity of the significant progress reported in this 2016 SFI Progress Report.

## **Lena Tucker**

*Chair of the SFI External Review Panel and Deputy Division Chief for Private Forests, Oregon Department of Forestry*



Wood Lily-Lilium philadelphicum Photo: Tom Haxby

# SFI BOARD CHAIR

**I am privileged to serve as Chair of the SFI Board of Directors. My role in the SFI community gives me special insight into SFI's important work. I also see almost daily how this report's theme of "linking forests to communities" ties in so well with SFI's work.**

SFI is successful because of the links we have created in our community. These links speak to the power of partnerships and the quality of the relationships that SFI has built during more than 20 years of working on behalf of forests. When you consider the formal relationships we highlight in this report, remember that these relationships would not be what they are today without four key elements: trust, shared objectives, complementary strengths and mutual respect.

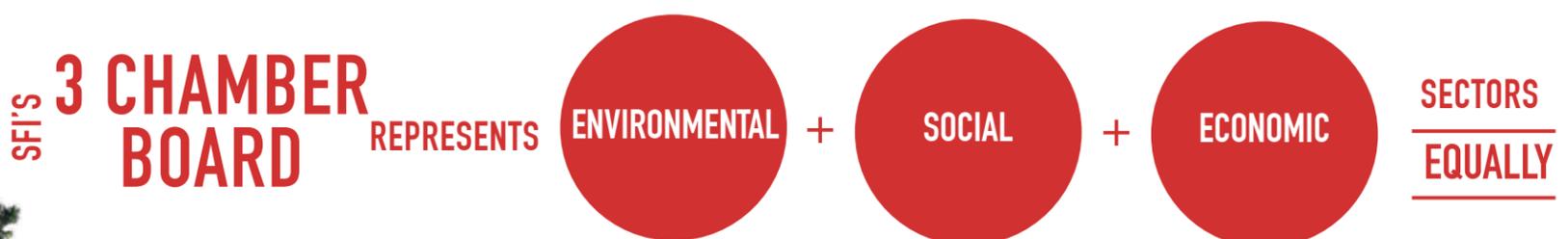
When it comes to trust, SFI and its partners have to trust that each party in the relationship will adhere to the highest ethical, conservation and professional standards. I'm proud of the trust that our partners have placed in us.

Sharing comes naturally to us at SFI. We believe the future of our forests and our shared quality of life depend on strengthening the vital links between sustainable forests, thriving communities and responsible procurement.

When partners bring different strengths to the table, they grow stronger together. Complementary strengths lead to synergy that creates a whole, which means SFI is greater than the simple sum of its parts.



**Craig Blair**  
*Chair of the SFI Board of Directors*  
*President and CEO of Resource Management Service LLC*



ECONOMIC



ENVIRONMENTAL



SOCIAL



# SFI BOARD

SFI® Inc. is governed by the 18-member 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.

SFI Board members include executive-level representatives of conservation organizations, academic institutions, Indigenous entities, family forest owners, public officials, labor and the forest products sector. This diversity reflects the variety of interests in the forestry community.



**ECONOMIC SECTOR**

Board members representing the economic sector, which includes 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,  
Millar Western Forest Products Ltd.

**Daniel P. Christensen**  
Chairman, Hancock Natural Resource Group  
Board of Directors

**Guy Gleysteen**  
Senior Vice President, Time Inc.

**Jim Hannan**  
CEO and President, Georgia-Pacific

**Chief David Walkem**  
Chief, Cook's Ferry Indian Band  
(Merritt, British Columbia)  
President, Stuwix Resources Joint Venture



**ENVIRONMENTAL SECTOR**

Board members representing the environmental sector, which includes 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

**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  
Executive Director, Invasive Species Council of  
British Columbia

**SOCIAL SECTOR**

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

**Bettina Ring (SFI Secretary-Treasurer)**  
State Forester, Virginia Department of Forestry

**Steve Bullard**  
Provost and Vice President of Academic Affairs,  
Henry M. Rockwell Chair of Forestry,  
Stephen F. Austin State University

**Dr. Skeet (A.G.) Burris**  
Family forest landowner, Cypress Bay  
Plantation

**Bob Matters**  
Chair, United Steelworkers Union of Canada  
Wood Council

**Mark Rodgers**  
President and CEO, Habitat for Humanity  
Canada

**Charles Tattersall (Tat) Smith Jr.**  
Former Dean and Professor, Faculty of Forestry,  
University of Toronto