



# GOVERNMENT AND SFI

**PARTNERING TO HELP  
RESPONSIBLE  
FORESTRY  
GAIN MORE GROUND.**



SUSTAINABLE FORESTRY INITIATIVE

*Good for you. Good for our forests.®*

[www.sfiprogram.org](http://www.sfiprogram.org)

SFI-00001

**IN ITS 2010 *THE SINS OF GREENWASHING* REPORT, TERRACHOICE INCLUDED SFI ON ITS SHORT LIST OF "LEGITIMATE" ENVIRONMENTAL STANDARDS AND CERTIFICATIONS, WHICH ALSO INCLUDED ECOLOGO, ENERGY STAR AND GREENGUARD.**



## **SFI: good for government, our economy and our forests.**

By specifying Sustainable Forestry Initiative® (SFI®) labeled wood and paper products, government agencies can meet sustainability goals while promoting responsible forest management. When your procurement policies consider all credible forest certification standards, including SFI, you're helping to ensure a steady supply of wood and paper products — and jobs — in North America. We are pleased to see Federal programs like the Department of Education's Green Ribbon Schools program<sup>1</sup> recognizing SFI certification among its criteria for paper usage.

SFI labels can be found on everything from office paper to green building materials. The SFI program is used or recognized by more than 2,500 organizations. And, SFI is supported by conservation groups, community organizations and forest professionals.

An independent 501(c)(3) non-profit charitable organization, the Sustainable Forestry Initiative never loses sight of the bigger picture — promoting responsible forestry and procurement — by continually improving its rigorous certification standard via input from diverse individuals and organizations who share its passion for ensuring the well-being of this essential resource.

***"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 certification."***

**U.S. Department of Agriculture 2011**

<sup>1</sup>U.S. Department of Education: Framework for Evaluation by Nominating Authorities  
<http://www2.ed.gov/programs/green-ribbon-schools/framework.xls>





## SFI: A leading certification program that:

### Is designed for North American forests.

No single certification standard covers a geographical area as large as SFI. Thirty states have SFI-certified forests, totaling 58 million acres across the U.S.

### Keeps its focus on the bigger picture.

No other third-party forest certification program in North America matches SFI's broad perspective. Under the direction of an independent, multi-disciplinary board, the SFI program works with individuals and organizations that share its passion for its most important priority — sustainable forest management and responsible procurement. The SFI program addresses this bigger picture in diverse and highly effective ways that include logger training, conservation research, community partnerships and landowner outreach.

### Supports logger and forester training.

SFI is the only forest certification program in North America to support logger and forester training through a grassroots network of SFI Implementation Committees. Some U.S. states reporting consistent improvements in best management practices to protect water quality have attributed this to logger training and the SFI program. SFI program participants provide leadership and share best practices to improve forest management on certified and uncertified lands.





Loomis State Forest, Washington State – Certified to the SFI Standard.  
Photo by Stephen Slaughtter

## Requires participants to support forest research.

SFI is the only forest certification program in North America that requires participants to provide in-kind support or funding for forest research. Since SFI was founded in 1995, participants have invested \$1.2 billion in research. In 2010, \$81.4 million was invested in more than 110 conservation-based projects, most in collaboration with conservation organizations, state agencies, academic institutions, family forest owners, and forest products companies.

## Is strongly committed to communities.

No certification program in North America has a diverse and deeply engaged community-based network like SFI Implementation Committees. More than 1,000 members work through 37 regional, state and provincial grassroots committees to address local forest concerns and priorities. Members reflect the diverse values and interests of the local communities so vital to the success of the SFI program. Sixty percent are SFI participants, and 40 percent come from other diverse interests, including conservation organizations, academia, local forest companies, loggers and public agencies. Support for SFI Implementation Committees is a requirement under the SFI 2010-2014 Standard.

## SFI conservation & community partnerships grants program.

Since 2010, SFI has awarded grants to research projects, particularly those that demonstrate how SFI certification complements existing government initiatives and includes involvement from decision-makers at government agencies.

Current grantees include:



**National Fish and Wildlife Foundation** to enhance biodiversity of young forest habitat. Government partners include 11 state resource departments.



**World Resources Institute** to create a risk assessment tool to reduce the proportion of forest products of illegal origin imported into the U.S. Government partners include the U.S. Agency for International Development.



**North Carolina Coastal Land Trust** to educate forest owners on sustainable forest management and easements. Government partners include the North Carolina Wildlife Resources Commission.

“Close to 2.4 million acres of Alabama’s forests are certified to the SFI Standard, and I see the benefits almost every day. And SFI’s reach goes far beyond certified lands — it addresses the reality that 80 percent of our 22.7 million acres of Alabama’s forests are owned by more than 440,000 non-industrial private landowners.”

**Linda Casey**  
**Alabama State Forester and ERP Member**

“It is precisely the power of SFI to sustain fish and wildlife, biodiversity, water quality and ecosystem functions on 180 million acres of forest throughout North America that motivates us to serve on SFI’s Board... We would not be on the SFI Board if we did not believe it is a credible forest certification program, which we are able to advise and guide through our combined and diverse conservation expertise.”

**April 2011 open letter from members of the conservation chamber of the SFI Board of Directors**



“Certified public forests are part of a network of people who bring best practices to each certified forest. These best practices come from forest science, from logger training, and from advances in the protection of wildlife and biodiversity.

Certification builds confidence in public forestry. Managers, loggers, recreationists, and the general public are all assured by robust independent certification that their public forests are being well-cared for, that any issues are revealed in clear reports, and that needed adjustments are made to ensure long-term sustainability.”

**MIKE FERRUCCI, NSF-ISR FORESTRY  
PROGRAM MANAGER AND LEAD AUDITOR**

*NSF has certified eight state forest systems and 25 county forests, as well as other types of state lands such as recreation areas and wildlife management areas.*



## Government plays a key role in SFI.

SFI values the input and perspectives of public officials and decision-makers. That’s why government officials are on the SFI Board of Directors, and are strongly represented on local implementation committees. The following government agencies, and many others, participate on SFI’s External Review Panel, which conducts an independent review of the current SFI program while seeking steady improvements in responsible forestry practices:

- ▶ **USDA Forest Service**
- ▶ **Alabama Forestry Commission**
- ▶ **Kentucky Department of Fish and Wildlife**
- ▶ **Minnesota Department of Natural Resources**
- ▶ **Oregon Department of Forestry**

“By requiring stringent practices that go well beyond our basic law, the SFI program is improving management of North American forests. SFI has extensive on-the-ground programs that spread best practices through community and conservation partners, training programs, research and outreach.”

**Steve Koehn**  
**Maryland State Forester and SFI Board Member**

## A comprehensive standard.

The SFI 2010-2014 forest management standard requires, among other things, that:

- ▶ **Harvest levels are sustainable**
- ▶ **Biodiversity and old growth are conserved**
- ▶ **Water quality and wildlife habitat are protected**
- ▶ **Harvested areas are replanted promptly**
- ▶ **Chemical use is minimized**
- ▶ **The rights of local communities and Aboriginal peoples are considered and respected**

Through continual improvement, the standard also addresses emerging issues such as climate change and bioenergy.

## Rigorously audited.

SFI certification audits are conducted by rigorous third-party certification bodies that are accredited by the American National Standards Institute (ANSI), ANSI-ASQ National Accreditation Board (ANAB), and/or Standards Council of Canada (SCC). Questions or complaints are addressed through an independent process.

## LOOK FOR THESE LABELS

Chain of Custody and Certified Sourcing labels can be found on everything from office paper to green building materials. They are recognized, widely used and endorsed by organizations in North America and around the globe.



For more information on each of the SFI labels and what they represent, go to [sfiprogram.org/SFIlabels](http://sfiprogram.org/SFIlabels)