



The **BIGGER** Picture

CONSERVATION • INTEGRITY • COMMUNITY

Bob Luoto
Chair, Board of Directors, SFI Inc.
September 13, 2011



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

SFI-0001

SFI: Action On The Ground



Reaching Government Leaders



Telling our story:

- Responsibly-managed forests
- Public benefits – air, water
- Products for everyday use
- Support for communities
- Well-paying jobs in forest management and manufacturing
- \$1.2 billion in research



Improving Professionalism



- Helping loggers become better stewards of the land
- More than 130,000 logging professionals trained since 1995
- 98% of loggers are family businesses
- 92% of raw material used by SFI program participants was provided by trained loggers – we're working on increasing that number!



Improving Professionalism



- Challenging market conditions – how can we keep training fresh and relevant?
- Need to ensure a robust and viable supply chain – Survey examining procurement practices



Making Certification Accessible



TIME

HEARST

sappi



- Maine pilot project to increase certified lands and certified manufacturing facilities
 - Additional 620,000 acres certified to the SFI Standard
 - Phase 2 expected to add 600,000 acres, includes National Geographic
 - Coordinated audits for cost effectiveness
- Pilots planned for small mills in U.S. South

Providing Strong Leadership



ENVIRONMENT

Tom Franklin
Theodore Roosevelt Conservation Partnership

John M. Hagan III
Manomet Center for Conservation Sciences

Roger Sedjo
Resources for the Future

Larry Selzer
The Conservation Fund

George Finney
Bird Studies Canada

Mike Zagata
Ruffed Grouse Society

SOCIAL

Richard W. (Dick) Brinker
Auburn University

Steven Koehn
State Forester, Maryland

Stewart Hardacre
Habitat for Humanity (Canada)

Mary Motlow
family forest owners

William V. Street, Jr.
International Association of Machinists and
Aerospace Workers

Charles Tattersall (Tat) Smith Jr.
University of Toronto

ECONOMIC

Robert A. (Bob) Luoto
Professional Loggers and the American
Logger Council

Rick R. Holley
Plum Creek Timber Company, Inc.

Matthew Donegan
Forest Capital Partners, LLC

Daniel S. Fulton
Weyerhaeuser Company

Henry H. (Hank) Ketcham
West Fraser Timber

Jon Crowe
Buckeye Fiber



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Growing in Strength



- 192 million acres certified to the SFI Standard
- More than 1,000 chain of custody certificates at more than 2,500 locations



Looking To The Future



**INTERNATIONAL YEAR
OF FORESTS • 2011**



Enjoy the Conference!

