

decided  
THE FUTURE IS NOW

Questions Customers Ask  
May 17, 2012



SFI-00001

**SFI believes the future of our forests is defined by the actions we take and decisions we make today.**



# What is Forest Certification?

- A voluntary process to manage forest lands and promote sustainable forest management through principles, criteria and objectives consistent with government processes around the world
- Began in the 1990s in response to concerns about logging practices and forest conversion, especially in tropical regions
- Industry and public authorities are looking for proof of legality and sustainability in products they buy, whether paper or solid wood products



# Why Have Multiple Standards?



# Why Support SFI?



- Supporting domestic jobs, fiber and communities
- Supporting conservation work, research, and logger/forester training and education
- Avoiding risk of illegal logging, deforestation, global forestry concerns....buy SFI, buy domestic, buy North America
- We have tools to help you sell SFI – contact us if you need support

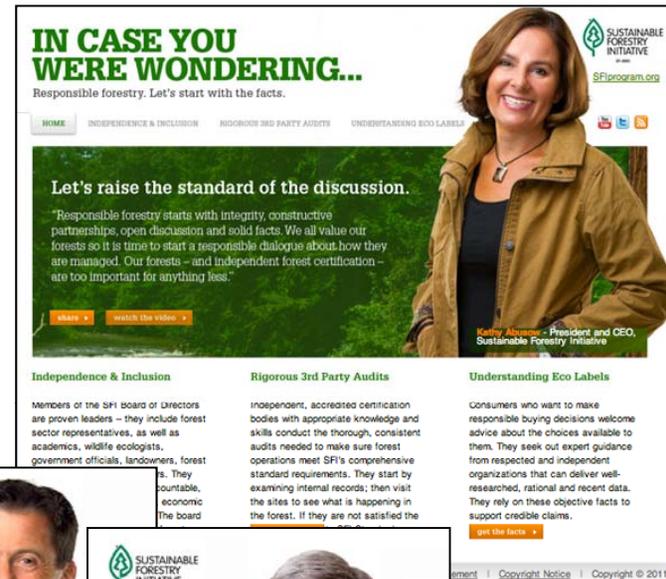


# Where Can I Get Facts About SFI?

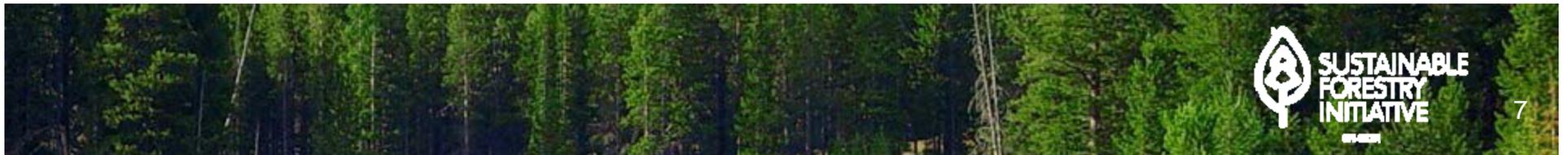
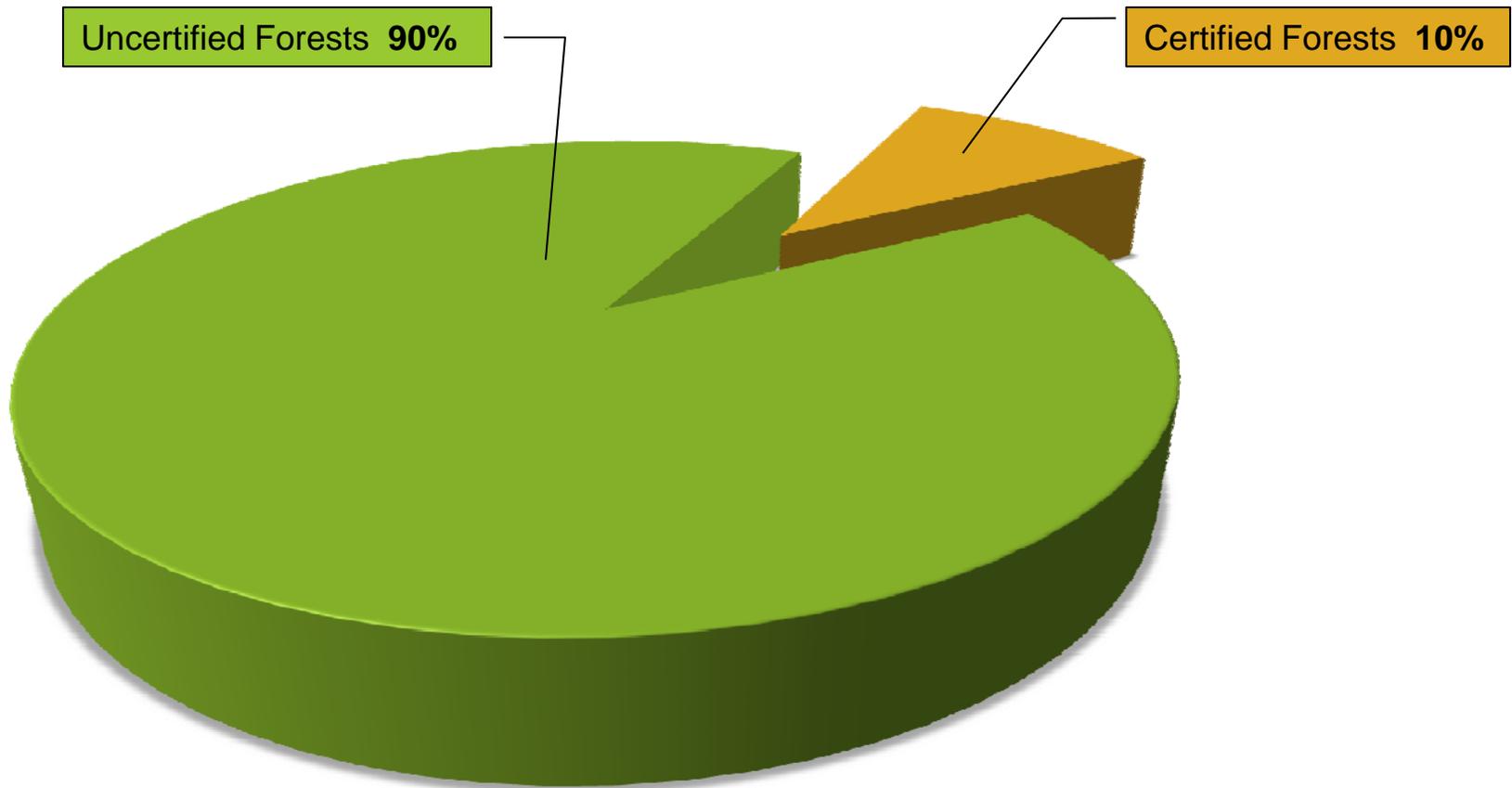
[www.sfiprogram.org/facts](http://www.sfiprogram.org/facts)

## In Case You Were Wondering

- Resource for anyone with questions about forest certification or SFI that explains:
  - Values SFI Program is grounded in
  - Importance of promoting responsible forest management
  - Helps consumers make informed purchasing decisions
- Three key focus areas:
  - Independence & Inclusion
  - Rigorous 3<sup>rd</sup> Party Audits
  - Understanding Eco Labels

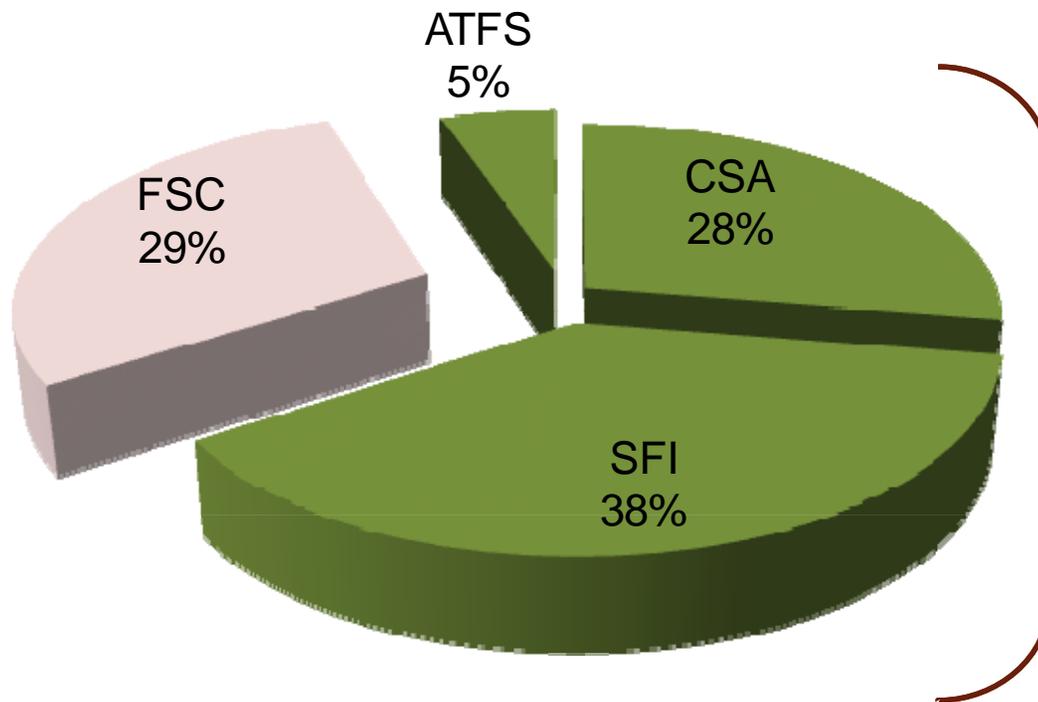


# How Much Land Is Certified?



# How Much Land in U.S. and Canada is Certified?

- 512 million acres/207 million ha (approx 29 million acres/12 million ha dual certified)



**SFI recognised  
area: 71%**  
364 million  
acres/147  
million ha



# SFI Certified Land in North America

136 million acres  
55 million ha

60 million acres  
24 million ha

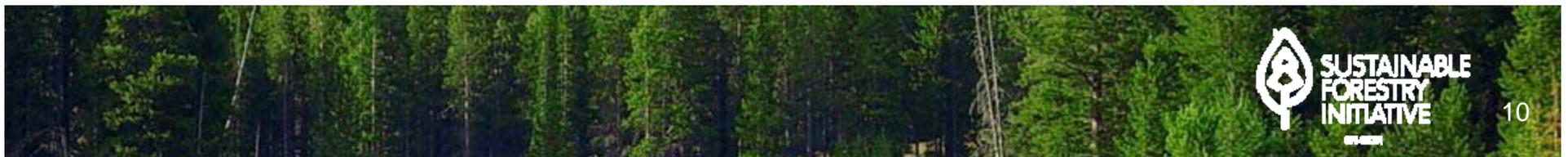
-  SFI Certified Land
-  More than 25% Productive Forest

In Canada, provincial governments allocate the rights to manage and harvest public land. These rights come in a variety of forest licences. In some instances, a specific area has a dedicated allowable annual cut that may be harvested under the licence. These are known as area based tenures. There are also volume based tenure arrangements where more than one organization are given rights to manage and/or harvest on a given landbase. In such instances the certified reported is calculated based on the organization's percent cut allocation. For example, if the total volume based area is 1 million hectares with an annual allowable cut of 2 million cubic meters and the organization reporting a cert has 25% of the AAC (500,000m<sup>3</sup>) then the organization should claim 25% of the area or 250,000 hectares.

The SFI 2005-2009 Standard covers both forest management and procured wood requirements. Only forests that have been certified against all of the SFI 2005-2009 objectives are counted as certified forests in this map, the area the wood is procured from is not counted as certified land.

# What About the Non-Certified Land?

- SFI was developed with landowner patterns in mind
  - 60% of the fiber in U.S. comes from family forest landowners
  - 30% of the fiber in Eastern Canada comes from small woodlots
- Certified Sourcing Requirements.
  - Landowner outreach to promote sustainable forestry
  - Logger training (over 100,000 trained since 1995)
  - Support for forest research (\$1 billion since 1995)



# Does SFI Only Have Industry Representation?

## ENVIRONMENTAL SECTOR

**Larry Selzer**  
President and CEO  
[The Conservation Fund](#)

**Roger Sedjo, PhD**  
Senior Fellow  
[Resources for the Future](#)

**George Finney, PhD.**  
President  
[Bird Studies Canada](#)

**Mike Zagata, PhD.**  
President and CEO  
[Ruffed Grouse Society](#)

**Tom Franklin**  
Senior Director of Science and Policy  
[Theodore Roosevelt Conservation Partnership](#)

**John M. Hagen III, PhD.**  
President  
[Manomet Center for Conservation Sciences](#)

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## SOCIAL SECTOR

**Steven W. Koehn.**  
Director/State Forester  
[Maryland Forest Service](#)

**Stewart Hardacre.**  
CEO  
[Habitat for Humanity Canada](#)

**Charles Tatersall Smith, PhD.**  
Professor  
[Faculty of Forestry, University of Toronto](#)

**William V. (Bill) Street Jr.**  
Director  
[Woodworkers Department, Intl. Association of Machinists and Aerospace Workers](#)

**Richard W. (Dick) Brinker, PhD.**  
Dean Emeritus  
[School of Forestry and Wildlife Sciences, Auburn University](#)

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## ECONOMIC SECTOR

**Matthew Donegan**  
Co-President  
[Forest Capital Partners LLC](#)

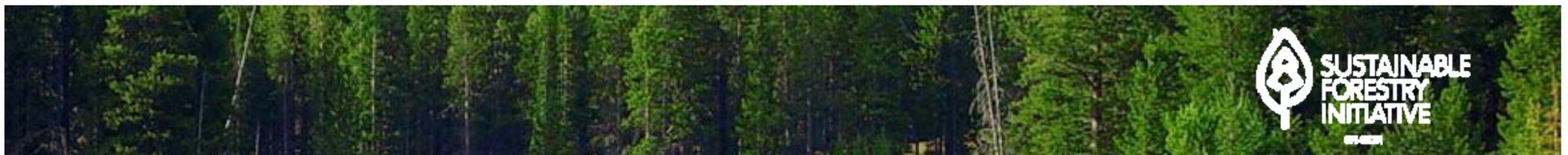
**John B. Crowe**  
Chairman and CEO  
[Buckeye Technologies Inc.](#)

**Craig Blair**  
President and CEO  
[Resource Management Service](#)

**David Walkem**  
Chief of the Cooks Ferry Indian Band, and President  
[Stuwix Resources Joint Venture](#)

**Bob Luoto**  
[Representing independent professional loggers & the American Loggers Council](#)

**Henry H. (Hank) Ketcham**  
Chairman, President and CEO  
[West Fraser Timber Co.](#)



# What Sets SFI Apart?

- SFI is the only certification program with a conservation research grants program
- Require research from Program Participants
- Establish and support logger training programs
- Educate and provide outreach to landowners
- Grassroots network of 37 implementation committees



# What are SFI's Top Priorities?



# What's SFI Doing to Grow Land and Procurement Certification?

## Phase I



TIME

HEARST

sappi



NewPage

620,000 acres under SFI  
100,000 acres under ATFS

## Phase II

TIME

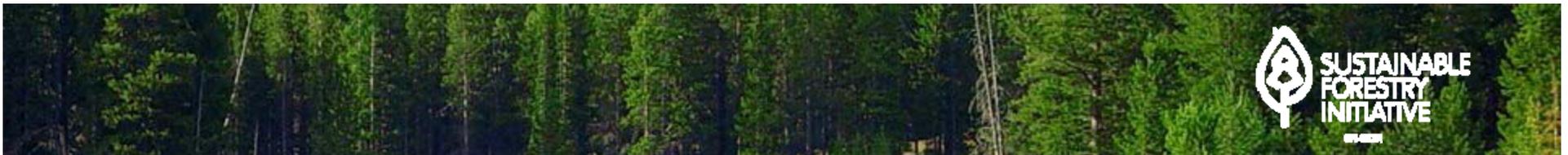
HEARST

sappi



780,000 acres under SFI

- Coordinated audits for cost effectiveness
- Good synergies found with pre-assessment meetings, and timing of audits back to back
- Total project will certify about 1.5 million acres



# Do Aboriginal's Support SFI?



Capacity Forest Management

Sixteen First Nation groups

1,412,279 acres  
571,529 ha

British Columbia



Yakama Nation

Yakama Nation

624,000 acres  
252,524 ha

Washington



Miiitigoog General Partner Inc.

Wabaseemoong Independent Nation,  
Nootkamegwanning First Nation, and  
Ochiichagwe'Babigo'ining First Nation

2,811,716 acres  
1,137,861 ha

Ontario



Stuwix Resources Ltd.

Eight First Nation groups

195,213 acres  
79,000 ha

British Columbia



## Does SFI Partner Outside of Industry?

- SFI is the only certification program with a community grants program and is a strong partner with Habitat for Humanity.
- This year SFI is funding 9 community based projects that including supporting building projects for low-income families,
- SFI is working with the Boy Scouts and Scouts Canada



# Does SFI Partner with Conservation Groups?



Number of grants awarded in 2010	9
Number of grants awarded in 2011	15
SFI commitment for 2010 projects	\$675,000
SFI commitment for 2011 projects	\$464,200
Total SFI commitment	\$1.14 million
<b>Total value with partner contributions</b>	<b>\$4.2 million</b>



# What are Similarities and Differences with SFI and FSC?

- Governance & Scope
- Forest Management Certification
- Chain-of-Custody Certification
- Addressing the Non-Certified Fiber



**SFI and FSC Certification in North America — A Summary Comparison**

The Sustainable Forestry Initiative Inc. (SFI) and Forest Stewardship Council (FSC) programs both certify lands in the United States and Canada. This document looks at both programs — their scope and governance, forest management certification, chain-of-custody-certification, and requirements for sourcing fiber from uncertified lands.

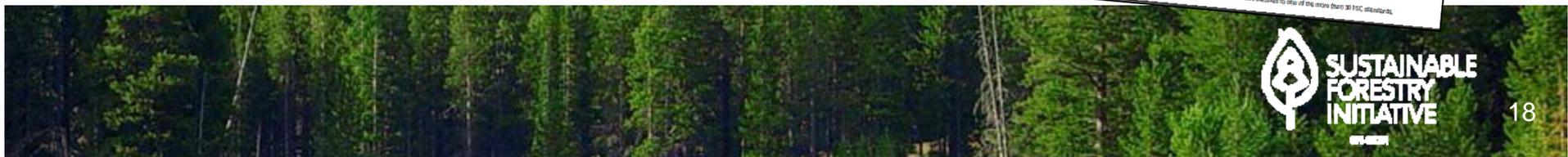
Studies have shown buyers and consumers appreciate the value of forest certification to help them choose forest products from responsible sources. Currently, about 10 percent of the world's forests are certified, and 40 percent of these certified lands are in North America.

*"We must remember that the fundamental purpose of forest certification systems was to decrease deforestation rates, particularly in tropical regions by using the marketplace to create incentives for good forest practices. Quibbling over the relative merits of good systems distracts from that overall goal."*

— DR. JEFF ROWE, GOVETAIL PARTNERS INC. 2008

GOVERNANCE AND SCOPE		
Comparison Point	Sustainable Forestry Initiative	Forest Stewardship Council
Area certified in U.S. and Canada	187 million acres (73 million hectares) <sup>1</sup> 383 million acres (155 million hectares) certified to SFI, Canadian Standards Association & American Tree Farm System — all recognized by SFI.	100 million acres (44 million hectares) <sup>2</sup>
Independence	Independent, non-profit charitable organization.	Independent, non-profit charitable organization.
Board of Directors	Equal representation from environmental, social and economic chambers (government representation in social chamber).	Equal representation from environmental, social and economic chambers (government representation excluded).
Third-party audits	Yes. By certification bodies accredited by American National Standards Institute (ANSI), ANSI-ASQ National Accreditation Board (ANAB), and/or Standards Council of Canada (SCC).	Yes. By certification bodies accredited by FSC International's Accreditation Service International (ASI).
Number of standards	One for North America.	More than 30 worldwide (13 North America). <sup>3</sup>
Certify to interim standards	No.	Yes. <sup>4</sup>
Open standard development process	Yes. Includes public consultation. Developed by multi-stakeholder resources committee, approved by SFI Inc. Board of Directors. Peer review by independent SFI External Review Panel.	Yes. Includes public consultation. Developed by multi-stakeholder working group, approved by FSC International Board of Directors.
Criteria and Indicators	Process and performance-based indicators address environmental, forestry, social and economic issues.	Process and performance-based indicators address environmental, forestry, social and economic issues.
Basis for criteria & indicators	Inter-governmental Montreal Process criteria & indicator foundation; members represent about 90% of world's temperate & boreal forests. Public & stakeholder input.	Developed by founding members, based on public input as to what good forest management means. Government excluded from decision making.

<sup>1</sup> Green Building Alliance: Is Wood Building a Fine Deal? www.greenbuildingalliance.org/woodbuilding/press-building-on-wood-going-green-deal  
<sup>2</sup> December 2008 www.fsc.org  
<sup>3</sup> December 2008 www.fsc.org  
<sup>4</sup> FSC US membership limited to a process to only the regional standards into the national U.S. standard with regional variations for key indicators.  
<sup>5</sup> In 2008, close to 100 million FSC-certified areas globally were certified to an interim standard that did not yet fully address the requirements. The other half certified to one of the more than 30 FSC standards.



# Who is ForestEthics?

**Setting The Record Straight: SFI Counters ForestEthics' Misleading, Outdated Information**

November 2010 - The Sustainable Forestry Initiative is an independent, non-profit charitable organization responsible for maintaining, overseeing and improving a sustainable forestry certification program that is internationally recognized and is the largest single forest standard in the world. Its backed by rigorous independent third-party audits and supported by conservation groups, forestry experts and government officials across the globe. We welcome questions about our program and the certification process.

With just 10 percent of the world's forest certified to any certification standard, groups should work together to increase responsible forestry. Instead, ForestEthics spends energy and resources on well-funded attacks to discredit SFI, often citing outdated, incomplete, inaccurate or misleading information.

It's time to set the record straight. We will stand up for SFI's name, the integrity of our program, our audit requirements, and our board. We are proud of the SFI community's commitment and progress in responsible forestry, our growth and recognition in the marketplace, our on-the-ground work in conservation, and our tangible work in communities across North America.

**Promoting Responsible Forest Management**

ForestEthics Position	SFI Position
ForestEthics attempts to characterize the Sustainable Forestry Initiative as a marketing scheme "seeking to profit" from the green market.	First and foremost, SFI is about responsible forestry and always has been since the inception of the original program in 1995. Since 1995, SFI program participants have, among other things, invested over \$ 1.1 billion in forest research, and over \$55 million to support community programs such as education and training for 100,000+ loggers and foresters and outreach to family forest owners.
	It wasn't until 2002 that SFI produced an on-product label in response to marketplace and customer demand. The label allowed customers procuring fiber through the SFI program to showcase their commitment to consumers. SFI marketing and outreach is hinged on supporting responsible forestry – and this means recognizing all credible forest certifications. Our long-running campaign falls under the headline "Support Responsible Forestry: Buy Certified" and supports responsible forest practices on all forest lands. Who can argue with that?

## Blogs

### What to Do When Forest Ethics Comes Knocking?

By Kathy Abusow  
Published April 08, 2011

More Stories On: [Business Operations](#), [Forestry](#), [More...](#) [Email](#) | [Print](#) | [Single Page View](#)

Companies large and small have made great strides in relying on forest certification standards for sourcing wood and paper products. Unfortunately, a group called **ForestEthics** is engaged in a campaign to pressure companies to choose only one standard, the **Forest Stewardship Council**, to the exclusion of the **Sustainable Forestry Initiative**, which I run, and all the others. FSC is certainly a strong option, and both of our programs have grown stronger because the other exists. However, this campaign is undermining not just SFI, but all of the valued forest certification programs. And it could have unintended consequences for forests and communities across North America.

Recently, **ForestEthics** announced that several Fortune 500 companies had stopped using SFI. We checked with most those companies and found that many were caught in the unfortunate position of managing **ForestEthics** pressure tactics and had no desire to take such a public stance.

These companies, as we currently understand it, have not stopped using products from SFI certified companies, but most have been pressured to drop the use of the SFI label on products as a mechanism to appease **ForestEthics**.

39 tweets

retweet

in Share



# How Can I Debunk ForestEthics Claims

- Detailed response to all FE claims
- SFI/FSC Fact Sheet
- What Others are Saying
- In Case You Were Wondering
- Issue Sheets



**SUSTAINABLE FORESTRY INITIATIVE**  
*Good for you. Good for our forests.™*

## SFI and FSC Certification in North America — A Summary Comparison

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**SUSTAINABLE FORESTRY INITIATIVE**  
*Good for you. Good for our forests.™*

## SFI: WHAT OTHERS ARE SAYING

As demand for certified products grows, respected organizations around the world are taking a closer look at third-party forest certification programs such as the Sustainable Forestry Initiative® (SFI®). Independent SFI Inc. manages the largest single forest certification standard in the world. It improves forest management across the United States and Canada, and strengthens procurement globally through chain-of-custody certification and responsible fiber sourcing.

The evidence is growing, but don't just take it from us. Here is what reports and discussions are saying about SFI and other forest certification programs:

- U.S. Department of Agriculture**  
"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."<sup>1</sup>
- Canadian Council of Forest Ministers**  
From a 2008 statement on forest certification standards in Canada:  
"Governments in Canada accept that these standards (Canadian Standards Association, FSC and SFI) demonstrate, and promote the sustainability of forest management practices in Canada... Customers can be assured that these forest certification standards (Canadian Standards Association, FSC and SFI) are complementary to and demonstrate each government's sustainable forest management regime."<sup>2</sup>
- United Nations Economic Commission for Europe/Food and Agriculture Organization**  
From the 2009-2010 Forest Products Annual Market Review: "Over the years, many of the issues that previously divided the (certification) systems have become much less distinct. The largest certification systems now generally have the same structural programmatic requirements."<sup>3</sup>

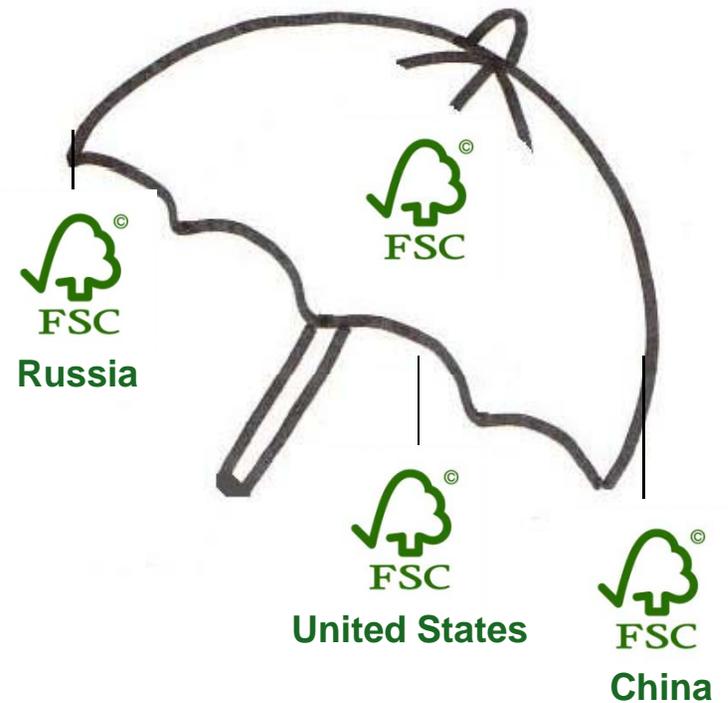
**TerraChoice**  
(part of Underwriters Laboratories Global Network)  
The 2010 Seven Sins of Greenwashing report, like the 2009 report, continues to count SFI among a limited list of "legitimate" environmental standards and certifications. SFI, FSC and PEFC, as well as a range of other consumer labels such as Ecologo, ENERGY STAR, and GREENGUARD, are listed as legitimate environmental standards and certifications.<sup>4</sup>



# Is FSC the Gold Standard?

- FSC has 28 different standards across the world that vary depending on the region.
- A company operating in Maine is held to a different FSC standard than a company across the border in the Maritimes of Canada, even though it is the same exact forest type.

## 28 Standards



# What's Behind a FSC Label?

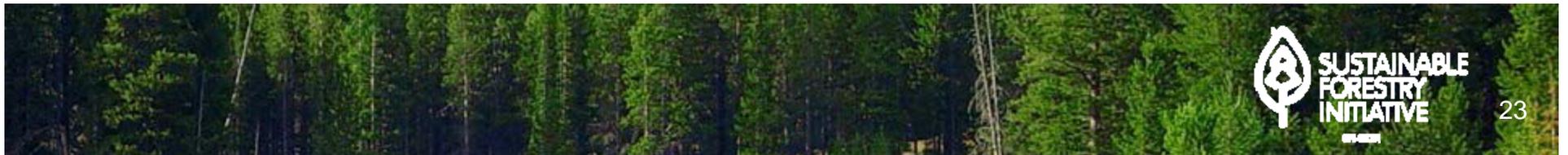
- Many paper companies are dual certified to SFI and FSC, thus have obtained a FSC controlled wood risk assessment
- Because of dual certification, and how chain of custody flows work, its possible the FSC paper you buy, contains more SFI fiber than FSC fiber.



# Where Does FSC Fiber Come From?

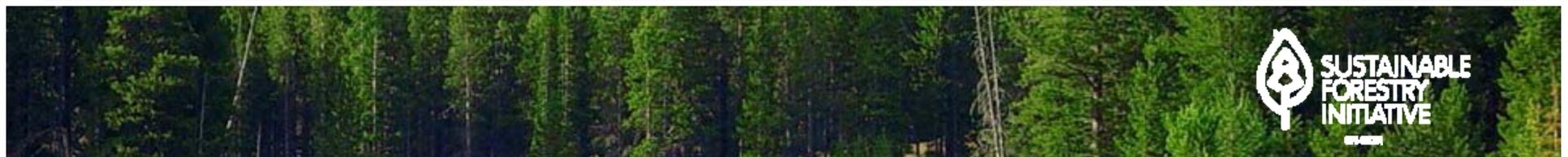
There is evidence companies will look outside their own country for FSC-certified products. The 2010 FSC Business Value and Growth market survey (page 6) says:

“Nearly half of respondents have sought out an alternative supplier in another country when FSC certified timber or products were not available in their own country.”



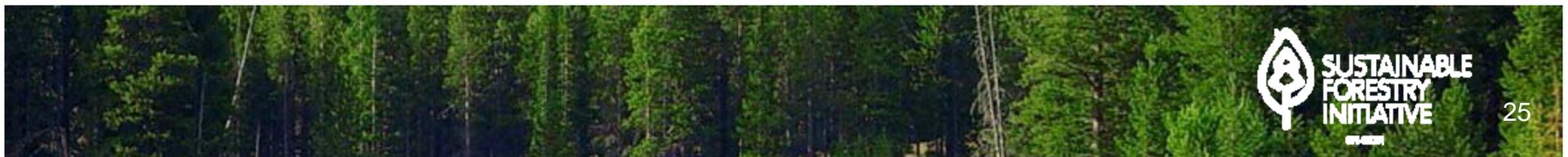
# How Does SFI Address Hot Button Forestry Themes?

Comparison Point	SFI	FSC
Conserves biodiversity, old-growth & protects threatened & endangered species	✓	✓
Minimize chemical use – least toxic chemicals	✓	✓
Addresses forest conversion and plantation management	✓	✓
Clear-cutting restrictions	Limits clear-cuts to an average of 120 acres or less	No limits in most standards
Interim standards	1 standard across North America	Allows certification under standards not approved by FSC



# What Are The Different SFI Labels?

- Certified Sourcing
  - No claims about certified forest content
- Chain of custody
  - 3 labels: track fiber from certified forest content, certified sourcing, and post-consumer recycled content



# Certified Sourcing Label

## What counts?

- **Certified Sourcing:** is defined as raw material sourced from the following sources confirmed by a certification body:
  - Fiber that conforms with objectives 8-20 of Section 2 - SFI 2010-2014 Standard's fiber sourcing requirements
  - Pre-consumer recycled content
  - Post-consumer recycled content
  - Certified forest content, which includes SFI, ATFS and CSA
  - Non-controversial sources – up to 1/3<sup>rd</sup> for secondary producers



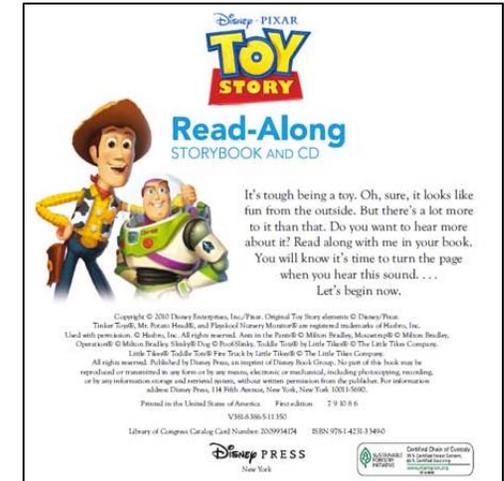
# Which Label Do I Use?

- SFI Label depends on the product you use
  - Different products are approved for different types of labels
- Check with supplier
  - Documentation from supplier should show category of origin
- Check the SFI website
- E-mail Rachel Dierolf  
([rachel.dierolf@sfiprogram.org](mailto:rachel.dierolf@sfiprogram.org))

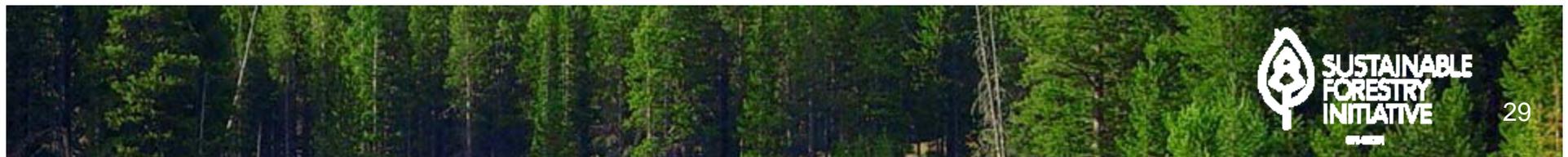
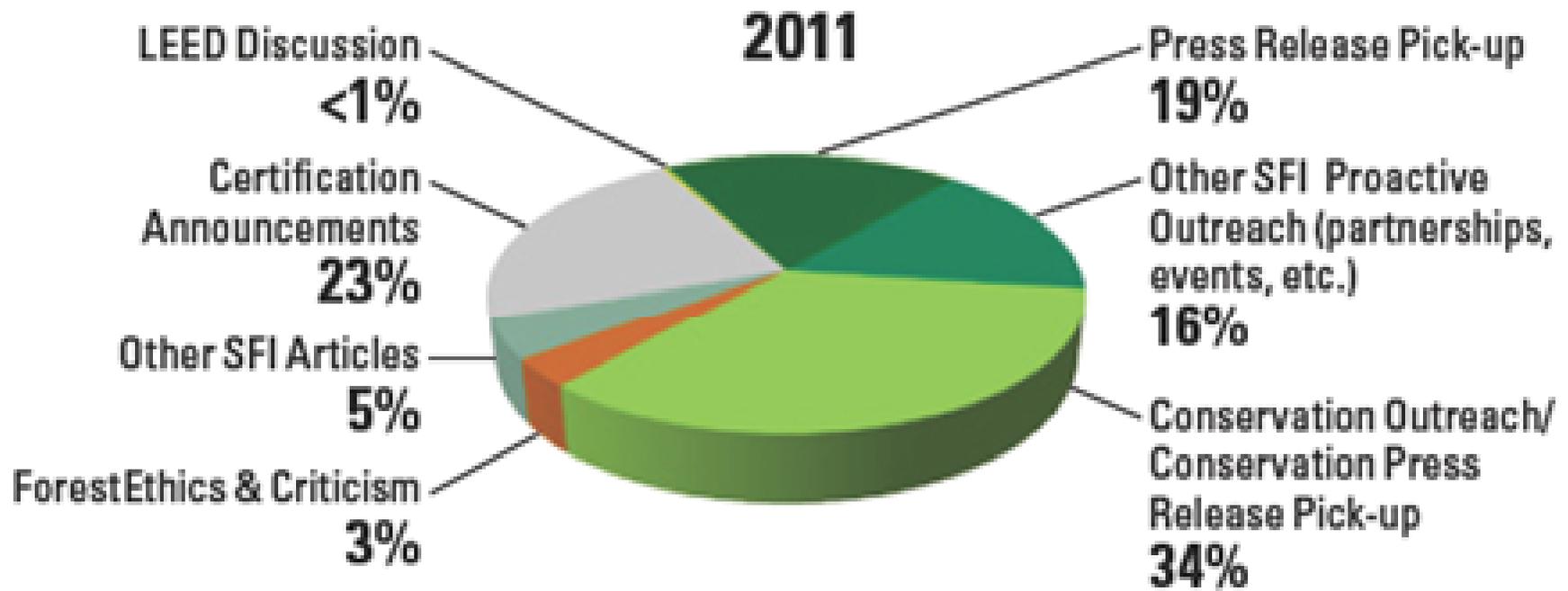


# Who Is Using the SFI Label?

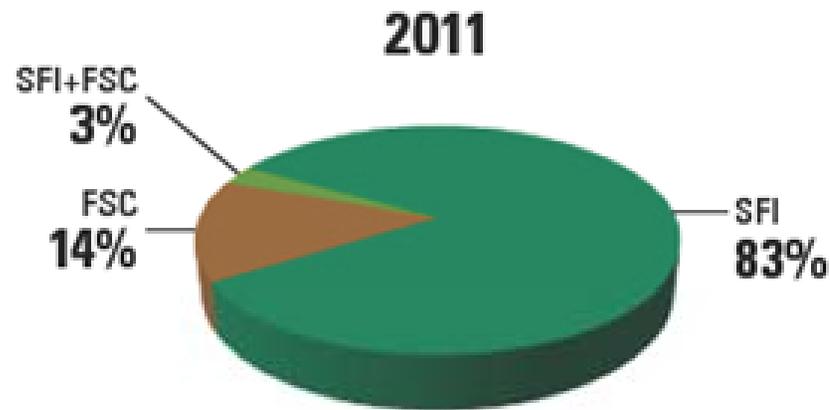
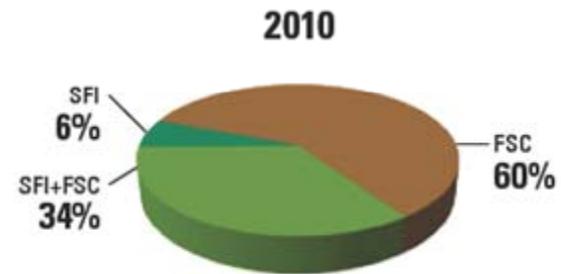
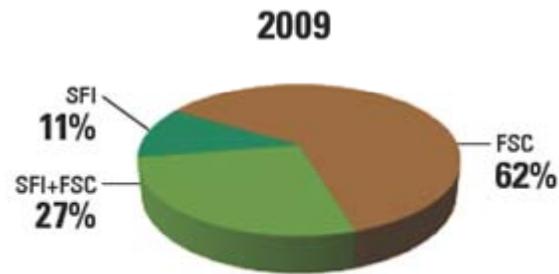
- Label use up by 25% in 2011
- 5 years ago approved 5 labels in one year
- First two weeks of January approving 20 labels a day
  - January 16<sup>th</sup> record with 70 online approvals in one day



# Where Was Media Pickup in 2011?



# What is SFI Doing to Market Itself?



# What Are The Unintended Consequences of Preferences?

- Three quarters of the certified forests in the US are to the SFI and American Tree Farm System (ATFS) standard.
- About 10% of the FSC global certifications are in the US.
- This means that giving preference to FSC can mean giving preference to products from Russia, Brazil and China that are certified to FSC as opposed to recognizing SFI or ATFS forest products in your backyard.
- Supporting SFI and ATFS, supports jobs and forest dependent communities in the United States.



# Why Say Yes to SFI?



- Supporting domestic jobs, fiber and communities
- Supporting conservation work, research, and logger/forester training and education
- Avoiding risk of illegal logging, deforestation, global forestry concerns....buy SFI, buy domestic, buy North America
- We have tools to help you sell SFI – contact us if you need support



# What Tools are There to Promote SFI?

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

- Online promotional toolkit launched in 2011
  - One-stop resource center for Certified Program Participants



## PROMOTE YOUR SFI PARTICIPATION

With your existing marketing and communications

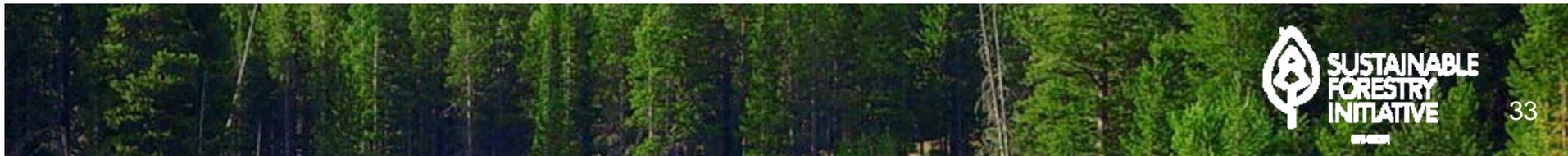
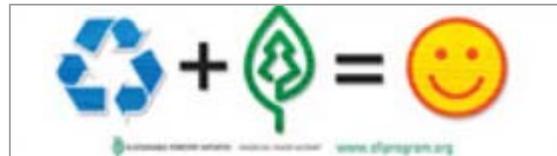
- [Participant icon](#)
- [Supporter icon](#)
- [Email signatures](#)
- [Widget](#)
- [On-product labels](#)
- [Off-product marks](#)

With SFI marketing and promotional materials

- [Literature library](#)
- [Bumper stickers and window Clings](#)
- [Tabletop tent cards](#)
- [SFI-branded promotional items](#)

With SFI communication support

- [FAQs](#)
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# Why Should You Attend the 2012 Annual Conference?

## SAVE THE DATE

Sustainable Forestry Initiative (SFI) Program

2012 Annual Conference

September 11-13, 2012

Milwaukee, Wisconsin –  
Hilton Milwaukee Conference Center

# Are Customers Asking you Questions About These Issues?

Contact....

**Jason Metnick**

Sr. Director, Market Access & Product Labeling

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