

The **BIGGER** Picture

CONSERVATION • INTEGRITY • COMMUNITY







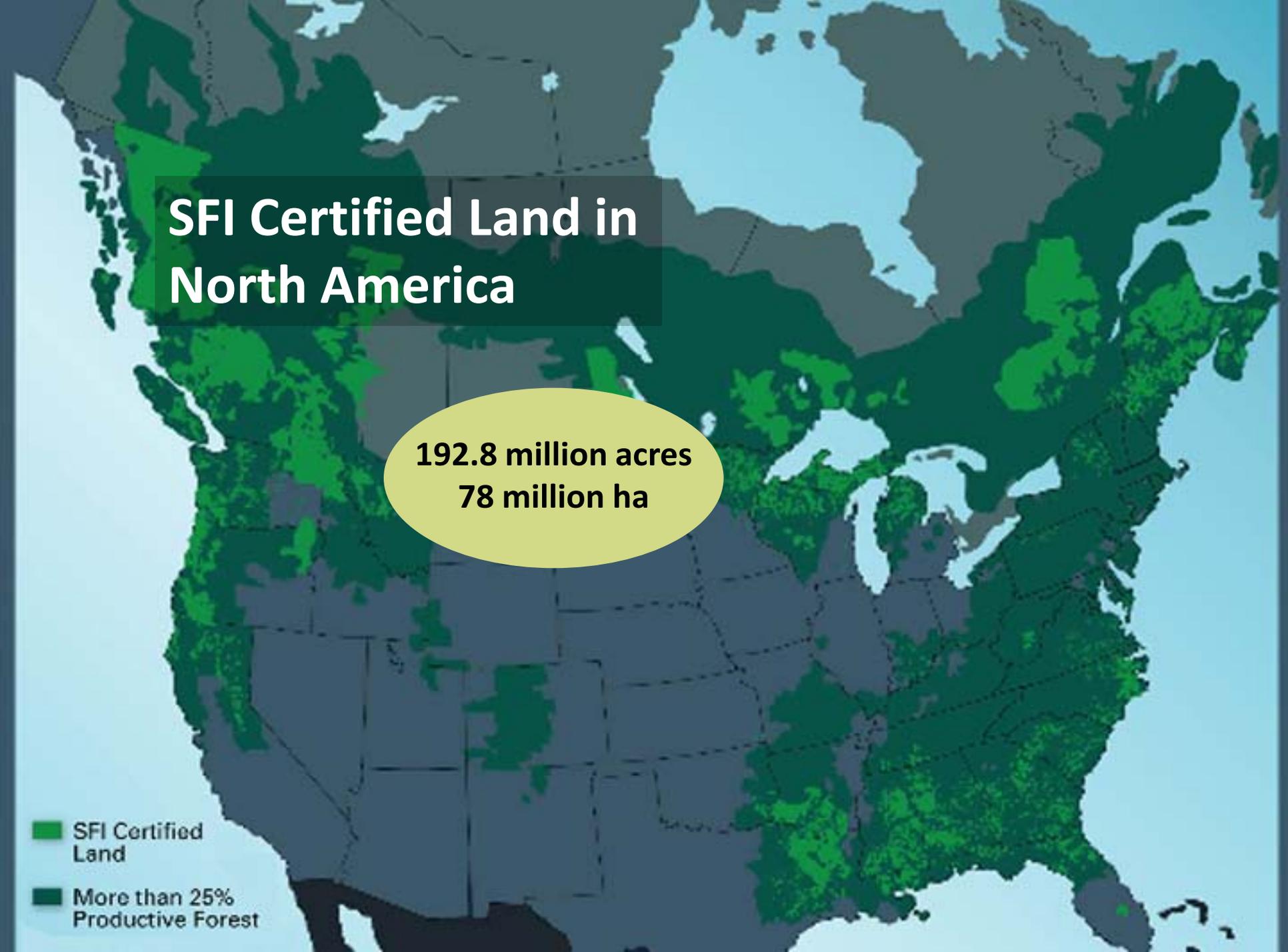
I AM
VERMONT
STRONG



SFI Certified Land in North America

192.8 million acres
78 million ha

-  SFI Certified Land
-  More than 25% Productive Forest



Certification Bodies Accredited to Deliver SFI Certification



The **BIGGER** Picture

CONSERVATION • INTEGRITY • COMMUNITY







**The importance of
integrity**





**The concern for
conservation.**





The concern for conservation.



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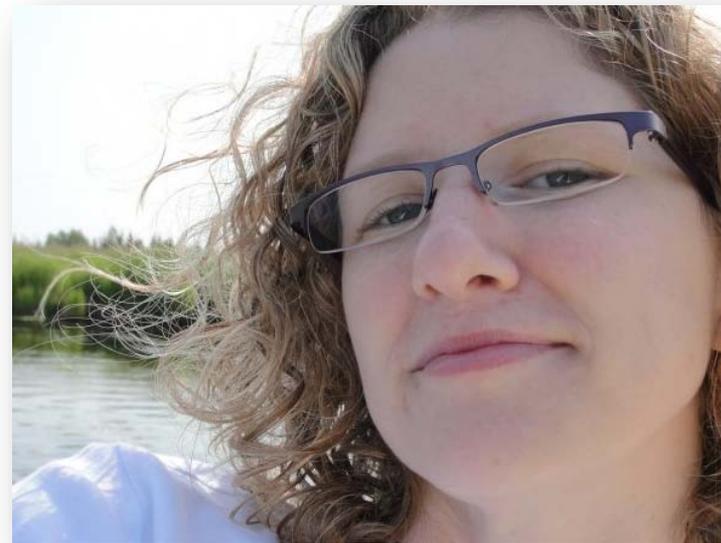




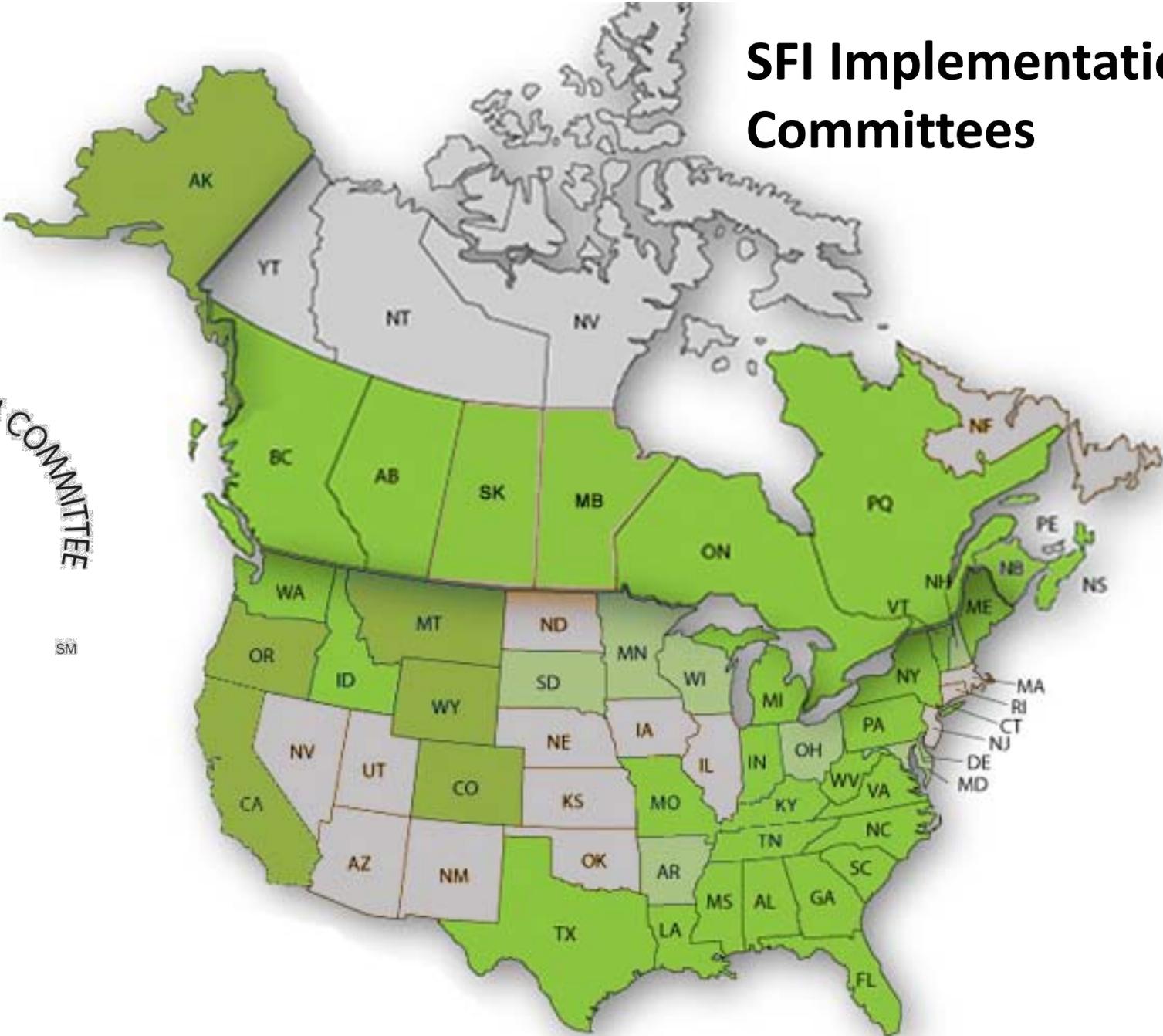


**The importance of
community.**





SFI Implementation Committees



SM

Training

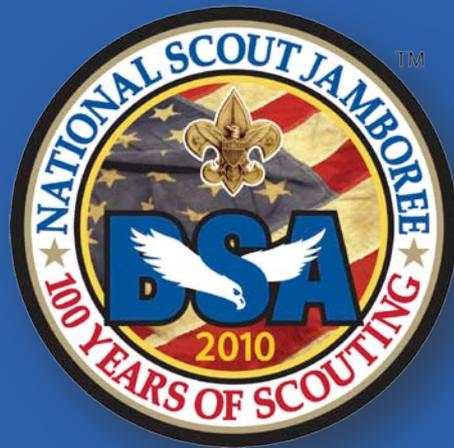




The importance of community



community











GOVERNMENT AND SFI

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



Canadian Council of Forest Ministers

From a 2008 statement on forest certification standards in Canada: "Governments in Canada continue to provide technical and policy support to the ongoing development of certification in Canada.

...Customers can be assured that these forest certification standards (Canadian Standards Associations, FSC and SFI) are complementary to and demonstrate each Government's sustainable forest management regime."⁶

The Competition Bureau of Canada

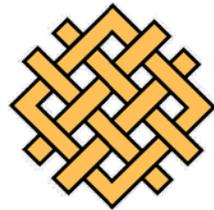
Environmental Claims: A Guide for Industry and Advertisers says a preferred approach to claims of sustainability is: "This wood comes from a forest that was certified to a sustainable forest management standard [i.e., a sustainable forest management standard published by CSA, Sustainable Forestry Initiative (SFI), Forest Stewardship Council (FSC), or the Programme for the Endorsement of Forest Certification schemes (PEFC)]."⁷

Public Works and Government Services Canada

From Frequently Asked Questions: "PWGSC requires all wood products used in its building projects to be certified under one of the three certification systems that operate in Canada: the Canadian Standards Association Sustainable Forest Management Standard, the Forest Stewardship Council's system or the Sustainable Forestry Initiative's system. The department believes all three of these systems effectively promote more sustainable management of Canada's forest resources."⁹



**F O R E S T
T R E N D S**



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**INTERNATIONAL YEAR
OF FORESTS • 2011**







Beyond Our Borders







SFI Inc. is a member of and endorsed by Programme for the Endorsement of Forest Certification, which launched new standards in November 2010 for sustainable forest management, chain of custody, standard setting, group certification, and logo usage.

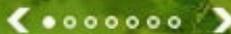


Market Outreach & Public Awareness



SFI 2011 Progress Report

See how SFI values conservation, integrity and community contribute to the bigger picture.



SFI 2011 PROGRESS REPORT

BASICS OF SFI

SFI STANDARDS & CERTIFICATIONS

FIND SFI CERTIFIED PRODUCTS

EXPLORE SFI

CONSERVATION AND RESEARCH

WHAT OTHERS ARE SAYING

Join us for our
annual conference



Burlington, Vermont on
September 13-15.

[learn more](#) | [Final Program](#)

SFI and greenbuilding



Building green through forest
certification.

[learn more](#)

Conservation & Community
Partnerships Grant Program



Investing millions in grants,
research and healthier forests.

[learn more](#)

SFI Newsroom

September 10, 2011

[SFI Newsletter September 2011](#)

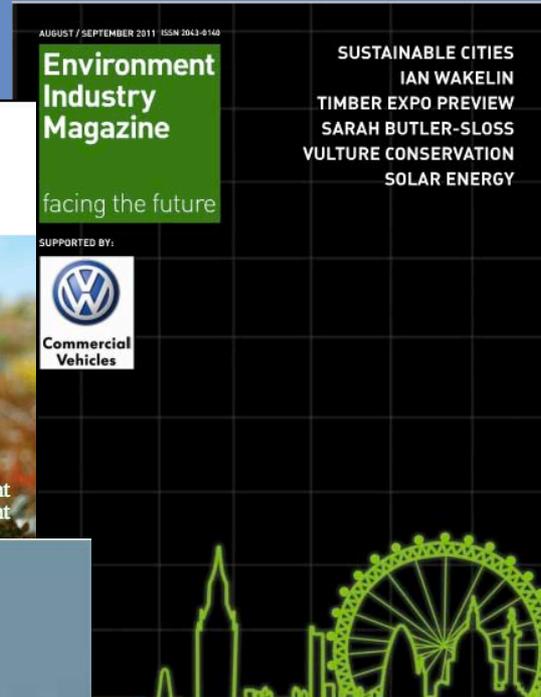
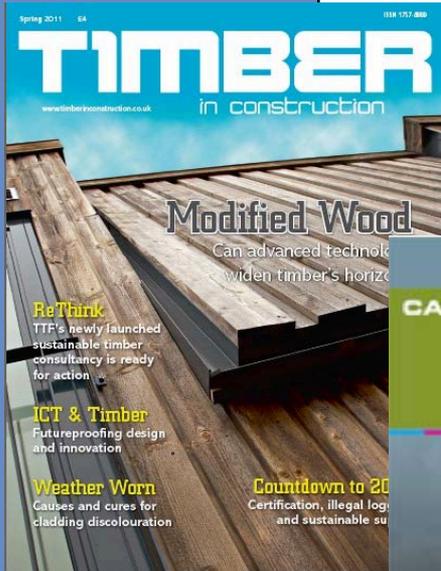
August 22, 2011

[Ending the Battle](#)

August 8, 2011

[SFI: What Others Are Saying](#)

Editorial Coverage





FORTUNE BRAINSTORM

GREEN

2012

April 16-18, 2012 Laguna Niguel, California

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2011 SPEAKERS



Kathy Abusow
President and CEO
Sustainable Forestry
Initiative



Warren Adams
Founding Partner
Patagonia Sur, LLC



Bart Alexander
Global Vice President,
Alcohol Policy and
Corporate Responsibility
Molson Coors Brewing
Company



Jeff Anderson
Co-founder and
Executive Director
Clean Economy Network



Thomas Baloga
Vice President of



Wayne Balta
Vice President of



Frances Beinecke
President



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What to Do When Forest Ethics Comes Knocking?

By **Kathy Abusow**

Published April 08, 2011

Tags: [Business Operations](#), [Forestry](#), [More...](#)

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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.





Sample Label Users





Find SFI Certified Products

SFI's Certification Database is your gateway to
forest products and suppliers

[read more](#)







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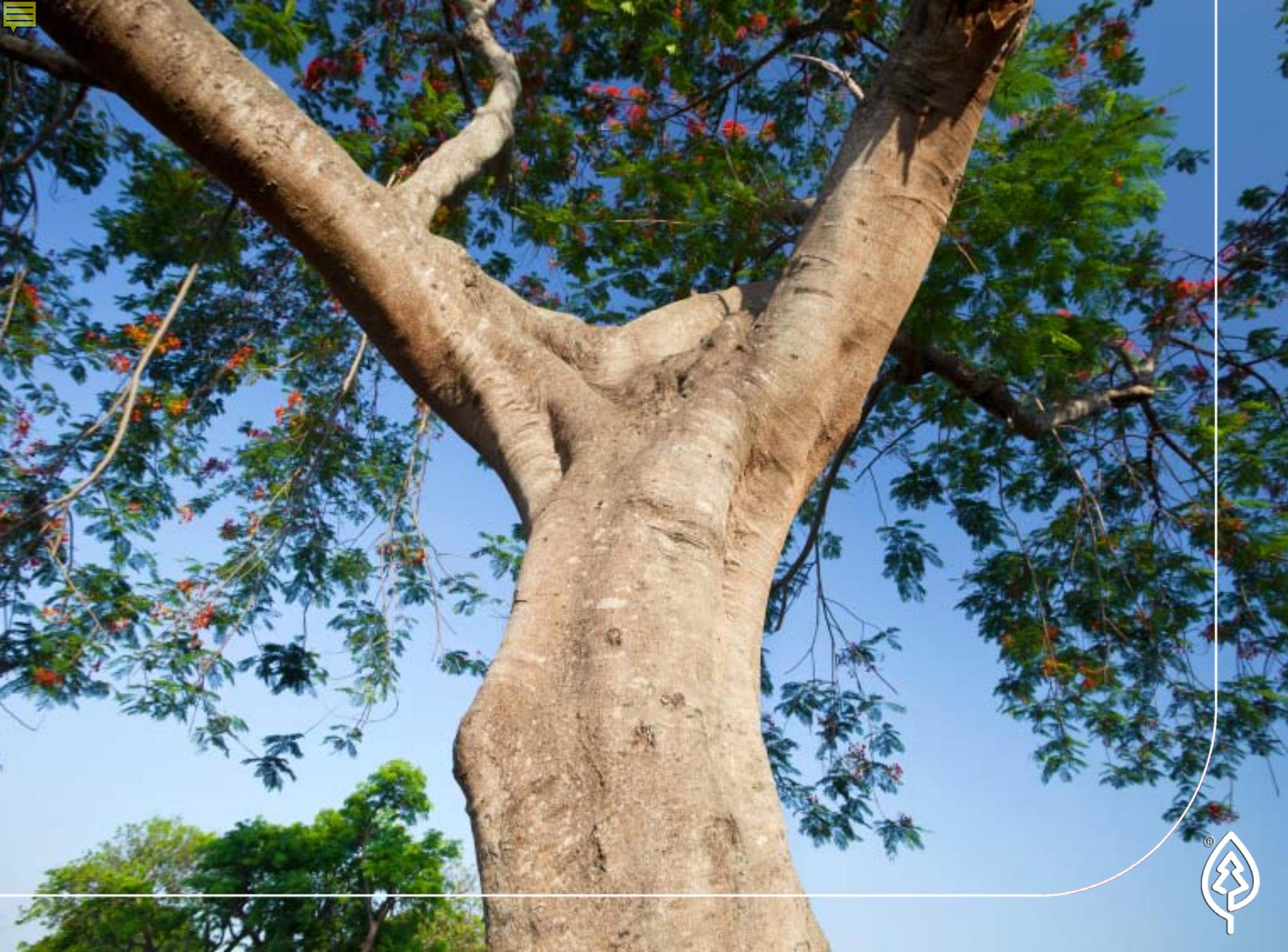
sfiprogram.org



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Good for you. Good for our forests.®





Green Building





DEMAND THAT USGBC OPEN THE LEED RATING SYSTEM

**to all credible forest
certification standards.**

To learn more and sign the petition,
visit sfiprogram.org/LEED.



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BuiltGreen™



Tree Farm



**Make
Certification
Accessible**



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