

decided  
THE FUTURE IS NOW

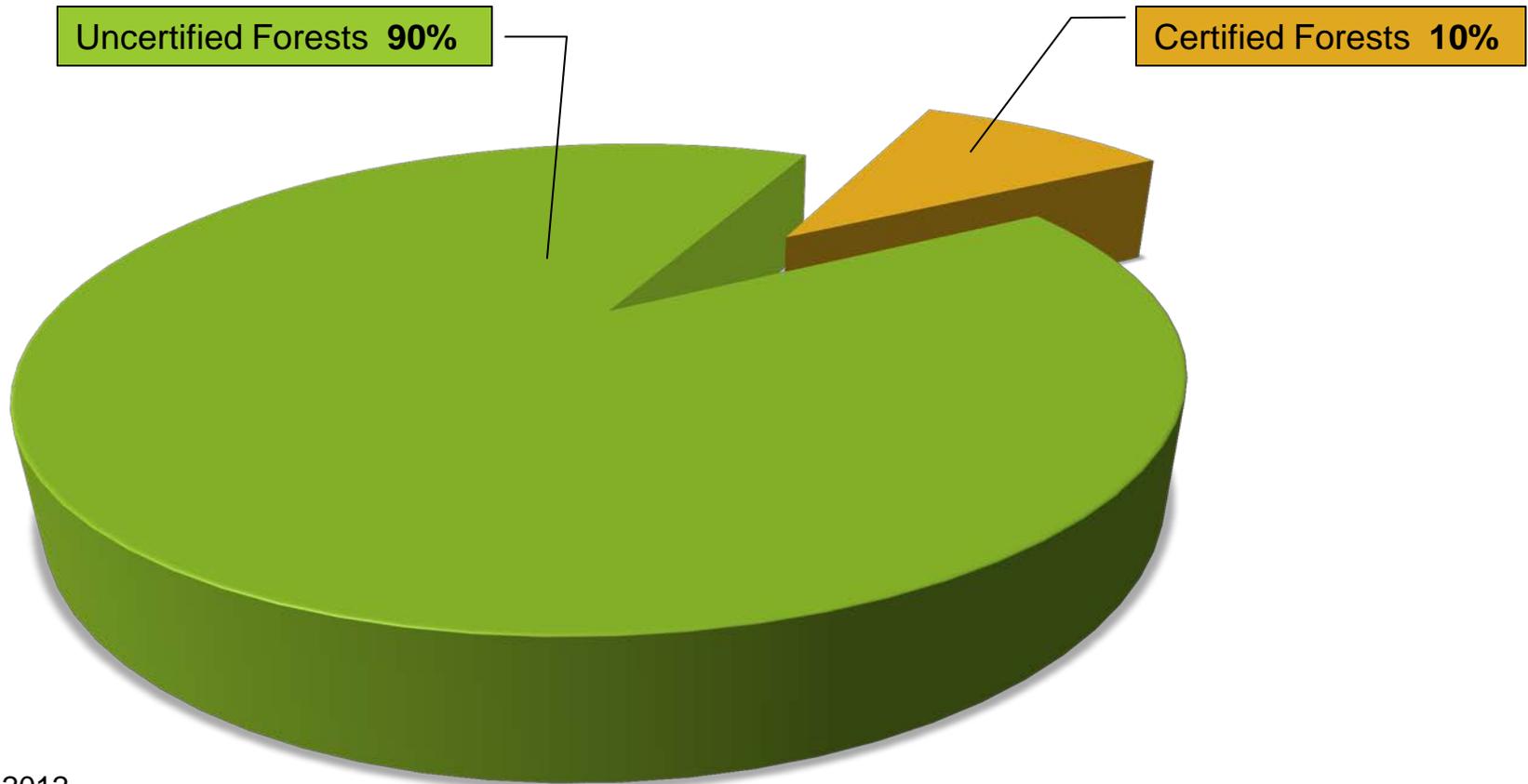
## The Other 90 Percent

SFI Annual Conference  
September 12, 2012



SFI-00001

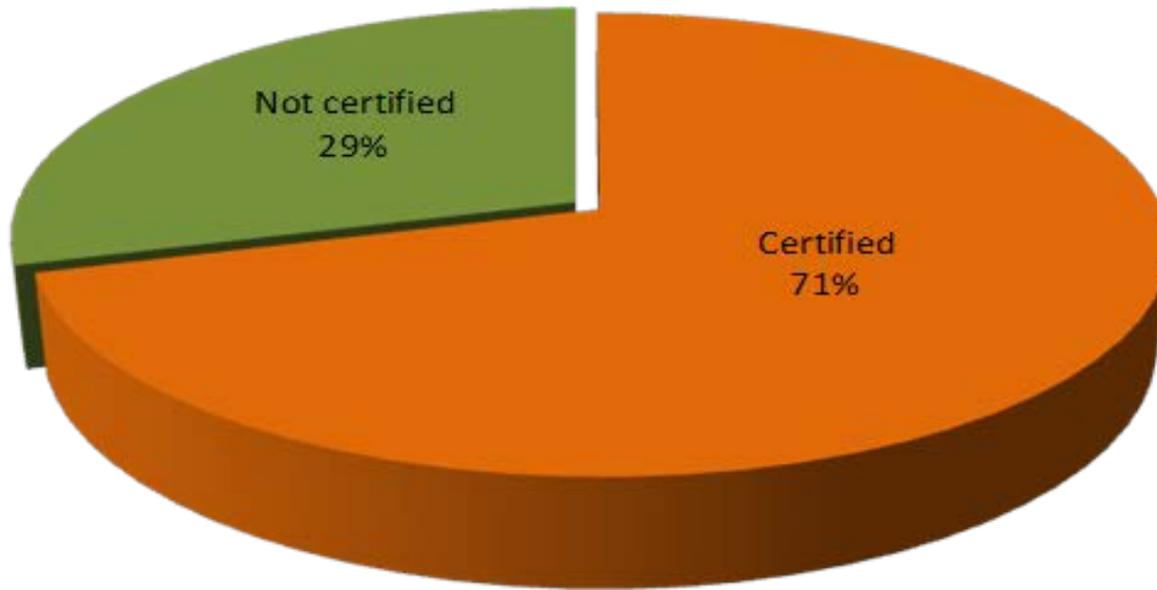
# How Much Land Globally Is Certified?



August 31, 2012

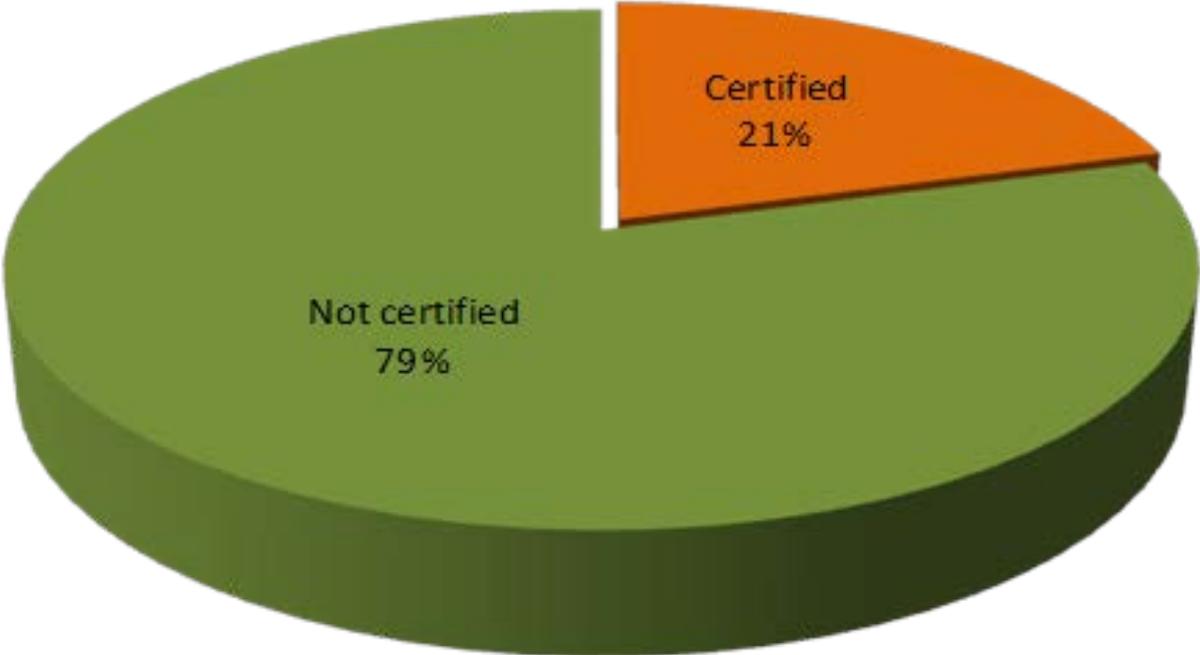


# Certified Timberland – Canada



August 31, 2012

# Certified Timberland - US



August 31, 2012



# Addressing the 90%

- 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)
  - Best Management Practices to Protect Water Quality
- 98% of the fiber sourced by SFI program participants comes from the U.S. or Canada

# ATFS and SFI

- U.S. Landowners
  - SFI for larger landowners
  - ATFS for smaller family landowners
- SFI and Tree Farm are both endorsed under PEFC
- Recognize ATFS Fiber in SFI's Labels

# Offshore Fiber (2%)

- SFI Requirements
  - Risk Assessment
  - Proactive measures
- Avoidance of Controversial Sources
  - Illegal Logging
  - Areas without effective social laws
- Conservation of Biodiversity Hotspots & High-Biodiversity Wilderness Areas

# FSC and PEFC Approach To 90%

## FSC Controlled Wood

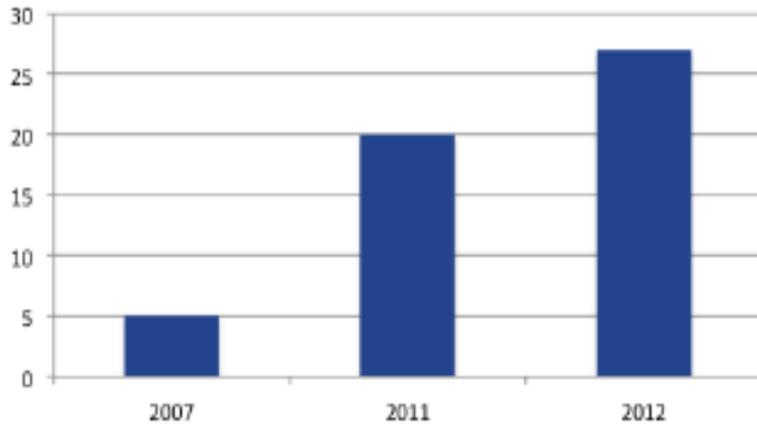
- No illegal logging
- No natural forest conversion to other land uses
- No high conservation value forests
- No civil rights violations
- No genetic modification of forest species

## PEFC – No Controversial Sources

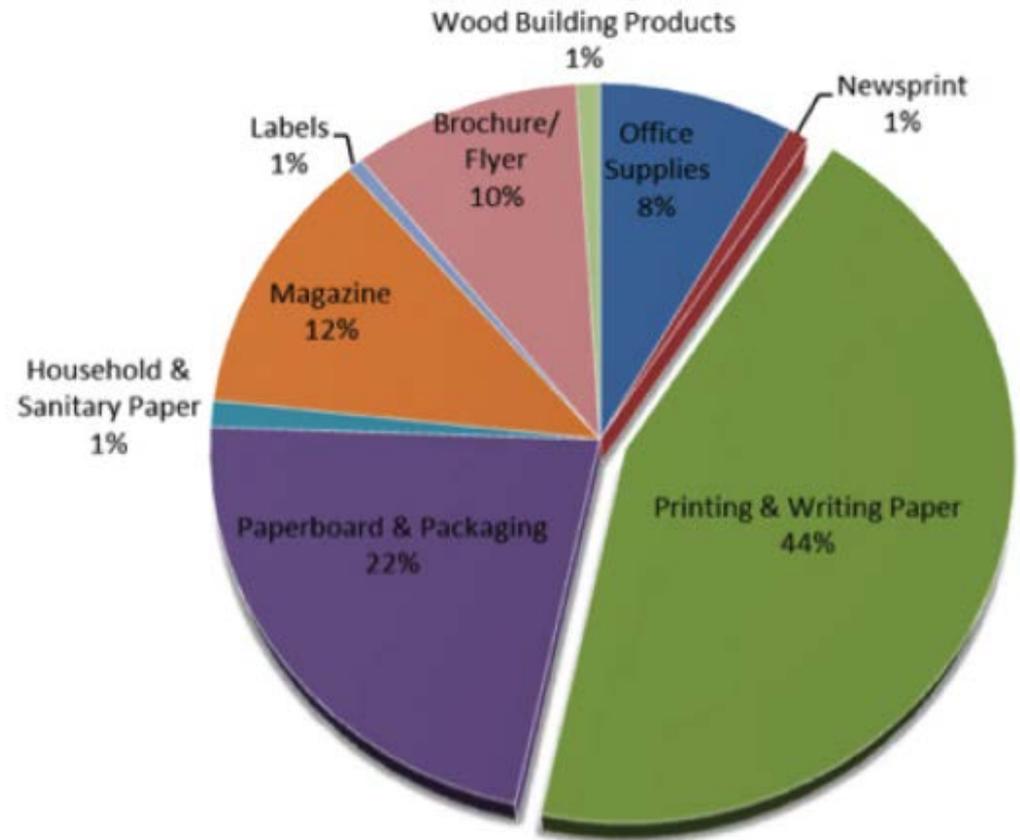
- Conversion of forest to other uses;
- High environmental and cultural values designed and covered by the legislation;
- Protected and endangered species, including requirements of CITES
- Health and labour issues relating to forest workers;
- Property, tenure and use rights of indigenous peoples;
- Payment of taxes and royalties; and
- Areas utilizing genetically modified organisms.

# SFI Label Use Growth

### Label Approval Requests/Day



### Label Requests - by Product



# SFI Labels

- Certified Sourcing
  - No claims about certified forest content
- Chain of custody
  - tracks 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