



SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

# SFI FOREST PARTNERS: ARKANSAS



Photo: Arkansas Forestry Association

## THE ACTIONS WE TAKE TODAY DETERMINE THE FUTURE OF OUR FORESTS

The Sustainable Forestry Initiative (SFI) improves quality of life in Arkansas by ensuring the health and future of forests — because forests affect us all. The SFI Forest Partners® Program strengthens and grows the link between landowners, brand owners and markets. The program is designed to increase certification to SFI standards for forest management, chain of custody and fiber sourcing.



### WHY CERTIFY?

- PROOF POINT OF ENVIRONMENTAL LEADERSHIP
- MARKET ACCESS
- CREDIBILITY
- SOCIAL LICENSE TO OPERATE
- COMPETITIVE EDGE
- APPEAL TO INVESTORS
- INTERNATIONAL RECOGNITION
- COMMUNITY & CONSERVATION OUTREACH

### FOUNDERS:

Time Inc.

NATIONAL GEOGRAPHIC

MACMILLAN

PEARSON



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## Arkansas Forestry Association Statement of Support

“ The Arkansas Forestry Association (AFA) believes the sustainable use and sound stewardship of Arkansas’s forests and related resources benefits members of the state’s forestry community and all Arkansans, today and in the future. To that end, AFA supports the Sustainable Forestry Initiative (SFI) whose mission includes education of forest landowners about responsible forestry practices...

In particular, The Arkansas Forestry Association recognizes and supports the SFI Forest Partners® Program in Arkansas to encourage forest landowners and mill operators in our state to certify to the SFI Standards. In doing so, we will continue to show leadership in forest sustainability to the domestic and global marketplace on which Arkansas depends to the benefit of its people, economy and environment.”

**MAX BRASWELL, EXECUTIVE VICE PRESIDENT,  
ARKANSAS FORESTRY ASSOCIATION**

### SFI FOREST PARTNERS PROGRAM

Four market leaders – Time Inc., the National Geographic Society, Macmillan Publishers and Pearson – founded the SFI Forest Partners Program. The lasting commitment of these market leaders is increasing the source of certified forest products. Certification to SFI standards is helping to safeguard environmental values, support sustainable communities and expand market access.

### GROWING THE LINK BETWEEN LANDOWNERS, BRAND OWNERS AND MARKETS

**PROVIDING INCENTIVES** for smaller and medium sized mills and forest landowners to choose certification to SFI standards.

**OVERCOMING BARRIERS** to certification with expert, cost-effective solutions.

**CONNECTING MARKETS** to landowners and mill operators through certification.

## ARKANSAS

The forests of Arkansas are as diverse as they are expansive. The unique shape of this state stretches across multiple regions of differing topography, geology, and ecology – each having significant influence on the type and breadth of the forest resource. The forest resource itself is vast and had been expanding over the past several decades. That’s why the SFI Forest Partners Program is making it easier for forest products companies and landowners in Arkansas to certify to the SFI Standards. By providing information, tools and regional expertise for smaller, family-run businesses and medium-sized landowners to develop the appropriate certification system for their situation, SFI Forest Partners Program is continuing to help landowners and mill operators take advantage of becoming certified. With the support of SFI’s Forest Partners, this approach produces a unique and cost effective opportunity to enter certified forest product markets globally.



“ We believe it is good business to be third-party certified to a credible standard. Third-party certification is an investment in maintaining our social license to grow, manage, and harvest forests in a manner that meets client objectives.”

**CRAIG BLAIR**  
CEO, Resource Management Service, LLC  
Chair, SFI Board of Directors

### WANT TO KNOW MORE?

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