Market leaders know their choice of wood, paper and packaging products has a direct impact on forests and communities at home and around the world – today and into the future. That’s why so many companies and government agencies include forest certification in their environmental value statements and procurement policies.

The Sustainable Forestry Initiative® Inc. (SFI®) is committed to help brand owners meet their procurement objectives while supporting the growth of responsible forestry and certification throughout the supply chain.

**SFI Forest Partners® Program**

In 2012, four market leaders – Time Inc., the National Geographic Society, Macmillan Publishers and Pearson – stepped forward and became SFI Founding Forest Partners, investing in the future of our forests by making five-year commitments to increase the source of certified forest products.

SFI Forest Partners are investing in the future of our forests. Their decision to work directly with the diverse SFI community, through the SFI Forest Partners Program, will help achieve the goal of bringing together forest landowners, manufacturers, customers, conservation groups and government agencies across North America to ensure current and future generations can enjoy the many ecosystem services and forest products provided through responsible forestry.

The program will begin with state-based or regional projects in the Southern United States, and will expand across the United States.

The future of the world’s forests depends on the actions we take today.
**Florida**

Florida boasts more than 16 million acres of forestlands covering almost half of the state’s total land area. Public and privately owned forests have a positive impact on the environment as well as the economy of Florida. Strong markets for forest products support jobs and emerging markets for new products creates opportunities both domestically and abroad, including opportunities to enhance Florida’s global competitiveness through certification of its forests and forest products. That’s why the Sustainable Forestry Initiative has initiated a project in Florida to make it easier for forest products companies and landowners in Florida to certify to the SFI Standards and gear up for marketplace shifts toward the sourcing of more certified products. With the support of SFI’s Forest Partners making the certification process easier and more cost effective, the time has never been better to certify to the SFI Standards.

**The SFI Forest Partners Program has three objectives:**

**Objective 1:** Build on experiences of the Maine Pilot Project by continuing to find innovative approaches to group and coordinated certification for smaller and medium-sized mills and forest ownerships, seeking opportunities for collaboration, cost effectiveness and incentives for certification.

**Objective 2:** Facilitate the uptake of fiber from certified forestlands through the supply chain to buyers of forest products by increasing chain-of-custody certification of small and medium-sized mills, and to influence responsible forestry beyond those lands through fiber sourcing certification.

**Objective 3:** Grow the certified forestland base by five million acres by the end of 2014, beginning in the Southeast United States, and by 10 million acres by the end of 2017.

---

**Want to know more? Contact:**

Barry Graden - Director, Southeast U.S. Community Outreach  
Email: barry.graden@sfiprogram.org  
Phone: 864-451-7958

http://www.sfiprogram.org/markets/forest-partners/

---