



GEORGIA

The future of the world's forests depends on the actions we take today.

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.

Time Inc.



**NATIONAL
GEOGRAPHIC**



MACMILLAN



PEARSON



SUSTAINABLE FORESTRY INITIATIVE
SFI-00001

“Now, therefore, be it resolved by the House of Representatives that the members of this body support and encourage the Sustainable Forestry Initiative’s efforts to increase the source of certified forestland and forest products through the SFI Forest Partners Program” (excerpt)

— House Resolution 1724

Georgia House of Representatives - March 18, 2014



Georgia State Tree: Southern Live Oak

Georgia

Georgia’s forests have the capacity to meet increased demands for goods and services now and in the future. The marketing of Georgia’s traditional forest products, as well as those aimed at new product markets, will increase the value of forests and encourage reforestation and good management practices.¹ Forest certification will play a role by providing the proof point of responsible forest management and wood procurement practices for Georgia’s current and emerging domestic and international markets. The SFI Forest Partner Program is at work in Georgia to encourage forest products companies and landowners to stay ahead of current marketplace shifts toward the sourcing of certified products by making it easier to certify to the SFI Standards. By providing coordination, tools and consultation, SFI is helping landowners and mill operators take advantage of the benefits 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.

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.

“With 24.7 million acres of forestland, Georgia is a leading supplier of forest-based products in the global marketplace. The Georgia Forestry Commission promotes and supports sustainable forest management practices for forest landowners and responsible procurement for wood users and manufacturers. SFI certification is one tool that underscores Georgia’s positive reputation of sustainable forestry practices and robust forest industry by providing assurances that forest products are grown, harvested, and processed consistent with globally recognized sustainability criteria.”

— Robert Farris
Georgia State Forester

Want to know more? Contact:

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

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Georgia Forest Facts (<http://www.gatrees.org/resources/publications/GeorgiaForestFacts.pdf>)



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Good for you. Good for our forests.®

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