



SUSTAINABLE
FORESTRY
INITIATIVE
SFI-00001

SFI FOREST PARTNERS: GEORGIA



THE ACTIONS WE TAKE TODAY DETERMINE THE FUTURE OF OUR FORESTS

The Sustainable Forestry Initiative (SFI) improves quality of life in Georgia 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.



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“ 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

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.

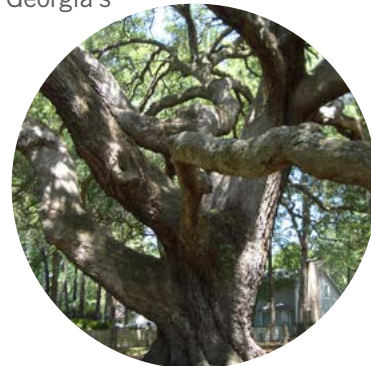
CONNECTING MARKETS to landowners and mill operators through certification.

WANT TO KNOW MORE?

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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. 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 Partners 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.



“ 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

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