



SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

# SFI FOREST PARTNERS: MISSOURI



Photo: Credit: Missouri Department of Conservation

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

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



SUSTAINABLE FORESTRY INITIATIVE

SFI-00001



“ The Sustainable Forestry Initiative’s certification program fits Missouri well. Missouri sawmills who are interested in labeling would use the “Certified Sourcing or Chain of Custody” options and doing so would continue the cooperative efforts of Missouri Department of Conservation (MDC) and Missouri Forest Products Association (MFPA) to promote the voluntary use of Best Management Practices throughout the state.”

“The other advantage I see to the SFI program is that it accepts wood from lands enrolled in the American Tree Farm System (ATFS) – and with very few large landholdings in the state ATFS is the logical certification choice for most of our family forest landowners.”

“Healthy and sustainable forests in Missouri are dependent on a healthy and sustainable forest industry, and the reverse is equally true – a healthy and sustainable forest industry depends on forest resources in the same condition. Forest certification is a clear way to promote a sustainable resource, making it very much in the best interest of our industry.”

**LISA ALLEN, MISSOURI STATE FORESTER**

## 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.

## MISSOURI

SFI has initiated a project in Missouri to encourage forest products companies and landowners to gear up for current marketplace shifts toward certified products by providing information and consultation to smaller, family-run businesses who don’t have the resources to seek out certification expertise on their own. Through this approach, offered by the SFI Forest Partners Program, mill owners and landowners will have access to a technical consultant who can help them develop the appropriate certification system for their situation and demonstrate how to take advantage of becoming certified. This proven approach, along with the support from SFI’s Forest Partners, produces a unique cost effective opportunity for mill owners and landowners to enter certified forest product markets. With the support of SFI’s Forest Partners, this approach produces a unique and cost effective opportunity to enter certified forest product markets globally.



“ Certification has fundamentally changed the way forests are managed in North America. SFI alone has more than 280 million acres and, in collaboration with state forestry associations, universities and others, has trained more than 170,000 loggers. If well-managed forests are our goal, we should all be celebrating the remarkable victory of having millions of acres of forests certified across North America.”

**LARRY SELZER**

President and CEO, The Conservation Fund

**WANT TO KNOW MORE?**

Contact: Barry Graden  
Director, SFI Forest Partners  
Email: [barry.graden@sfiprogram.org](mailto:barry.graden@sfiprogram.org)  
Phone: 864-451-7958

[www.sfiprogram.org/markets/forest-partners/](http://www.sfiprogram.org/markets/forest-partners/)