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 include forest certification in their environmental value statements and procurement policies.

But finding a secure supply of certified products is often a challenge since only 10% of the world's forests are certified. And while North America accounts for over half of this certified land, a significant amount of land and many manufacturing operations in the United States are not certified.

**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 southeast United States, and will expand across the United States.
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.

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.

“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

Want to know more? Contact:
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“SUSTAINABLE FORESTRY INITIATIVE
Good for you. Good for our forests.”