



SUSTAINABLE
FORESTRY
INITIATIVE
SFI-00001

SFI FOREST PARTNERS: TEXAS



THE ACTIONS WE TAKE TODAY DETERMINE THE FUTURE OF OUR FORESTS

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



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Working with the Forest Partners Program helped us weave SFI into our strong set of stewardship principles, which are focused on sustainable forest management. The end result is a holistic approach to forest management that greatly enhances our capacity to reduce risk and generate both environmental and financial benefits.”

MARK T. SEAMAN

President and Chief Investment Officer, Timberland Investment Resources

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.

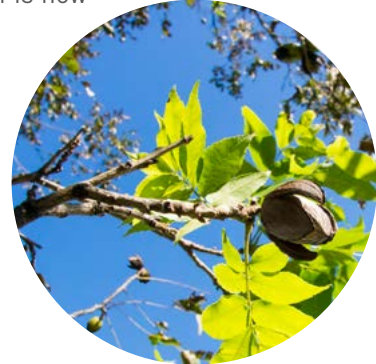
CONNECTING MARKETS to landowners and mill operators through certification.

WANT TO KNOW MORE?

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SFI has a strong working presence in Texas with nearly two and a half million acres certified and an active SFI Implementation Committee. And while Texas is growing, demonstrated by positive trends that include BMP compliance and forest certification, there is still lots of opportunity to gear up for current and future marketplace shifts that are increasingly favoring certified products. That’s why the SFI Forest Partners Program is now making it easier for forest products companies and landowners in Texas to certify to the SFI Standards. By providing information, tools and regional expertise for smaller, family-run businesses and medium-sized landowners to develop the appropriate certification system for their situation, SFI Forest Partners Program is helping landowners and mill operators take advantage 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 26 million people, and 167 million acres in Texas, you get the idea that you can’t do it by yourself. You have to have partnerships. That’s why I was so pleased when [SFI] asked me to come and address you and visit with you, because relationships matter, they matter more than anything. So you have to build relationships, you have to build partnerships, you have to have credibility and SFI does that with us.

TOM BOGGUS

State Forester and Director, Texas A&M Forest Service

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