



Briefing Note: SFI Label and Claims Task Force – November 4, 2010

Other SFI Label Discussion Items

During the October 26th SFI Label and Claims Task Force call, the issue of using the “Promoting Sustainable Forest Management” Chain of Custody label when using the average percent method was discussed. The Task Force believes there are opportunities for improving this requirement to avoid potential future problems, and proposed a few ideas for the SFI Resources Committee to consider. Below are revised options based on the SFI Resources Committee call that took place on November 4th.

Current Language From Section 3, #3.4.1 Note 1 (Similar language also appears in Section 4, page 7, #1.1)

Note 1: If the certification percentage for the production batch is 54%, then the products covered by this production batch can be sold as a SFI chain-of-custody certified product and carry one of the two SFI on-product labels shown below. The actual percentage of certified forest content must be communicated to the customer per 3.5.2.d.



Potential Options to Improve the Rule

1. Allow any threshold for certified content, provided that the threshold is indicated on the label. For example, using if a company has at least 10% certified forest content, then a tagline would be added to the label that reads, “*at least 10% certified forest content.*” This enables fluctuations in certified content above a certain minimum that the company discloses.

Potential edit to Section 3, #3.4.1 Note 1

Note 1: The products covered by this production batch can be sold as a SFI chain-of-custody certified product and carry one of the two SFI on-product labels shown below. The actual percentage of certified forest content must be communicated to the customer per 3.5.2.d. If the certified company uses the Promoting Sustainable Forest Management label, then the label must also state the minimum certified forest content in the product, “At least XX% certified forest content.”

2. Create a high threshold, and then label all products (similar to PEFC’s 70%). Some comments suggested the threshold must be meaningful and rigorous. One suggestion is 66%, but nothing below 50%. Others suggest the threshold should be consistent with PEFC and require 70%.

Potential edit to Section 3, #3.4.1 Note 1:

Note 1: A minimum threshold of XX% must be achieved if all the products covered by this production batch can be sold as a SFI chain-of-custody certified product and carry the Promoting Sustainable Forest Management label below. Otherwise, the company can use the X% label below. The actual percentage of certified forest content must be communicated to the customer per 3.5.2.d.

3. Change the note section in 3.4.1 to make it clear the x% label can only be used for the average percent method, and the Promoting Sustainable Forest Management label can only be used for the volume credit method.

Potential edit to Section 3, #3.4.1 Note 1 and Add a Note 2:

Note 1: Under the average percentage method, the products covered by this production batch can be sold as a SFI chain-of-custody certified product and carry the SFI on-product label shown below. The actual percentage of *certified forest content* must be communicated to the customer per 3.5.2.d.



Note 2: Under the average percentage method, the products covered by this production batch can be sold as a SFI chain-of-custody certified product and carry the SFI on-product label shown below. The amount of the output that can be sold as a SFI chain-of-custody certified product is the amount of output that would be produced by actual certified forest content in the product. The actual percentage of *certified forest content* must also be communicated to the customer per 3.5.2.d.



Transition Period

Based on when the new rule gets approved, companies would have one year to come into full conformance with the revised rule. If a company is unable to transition certain products or certain SKUs to the new requirements by the end of the year, a letter must be sent to the SFI Office of Label Use and Licensing requesting an extension.

Action Item

Determine the best option for improving the current rule for use of the "Promoting Sustainable Forest Management" Chain of Custody label. Seek input on the proposed rule change until November 30th. The input and recommendation of the SFI Label Task Force will be presented to the SFI Board of Directors at their December 8th meeting.

Prepared by: Jason Metnick – November 4, 2010