

## SFI Label and Claims Task Force – November 9, 2010

### **SFI Label Discussion Item**

During the November 5th SFI Label and Claims Task Force call, the Task Force reviewed different options for revising the current rule that allows use of the “Promoting Sustainable Forest Management” Chain of Custody label when using the average percent method. The Task Force agreed with the Resources Committee that option 1 below is the best option, but made slight modifications to the rules and introduced concepts for another variation in the SFI label.

#### Current Language From Section 3, #3.4.1 Note 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 Option to Improve the Rule in Section 3 and Section 4.**

Allow any threshold for certified content, provided that the threshold is indicated on the label. For example, 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 forest content and the company is transparent in what the minimum percent is. An example of this new label is shown below.

#### 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.*



#### Potential edits to Section 4, #1.1 & #1.2

##### *1.1 Promoting Sustainable Forest Management Label*

*This label may be used by any chain-of-custody certified company that uses the volume credit chain-of-custody method.*



##### *1.2 X% Content Labels*

*These two labels may be used by any chain-of-custody certified company that uses the average percentage chain-of-custody method.*



This would enable companies who use the average percent method to still label all the products, but the minimum amount of certified forest content would be communicated on the label. Companies who wish to utilize the "Promoting Sustainable Forest Management" would only be allowed to use this label with the volume credit method. If this is adopted, below are the labels that would apply for the two methods.

Average Percent Method Labels



Volume Credit Label



**New Rule Approval**

SFI staff is seeking comments from the SFI Label and Claims Task Force and SFI Resources Committee regarding this proposed rule change. Comments will be accepted until November 30, 2010. Based on the comments, the proposed rule change will be presented to the SFI Board of Directors at their December 8<sup>th</sup> conference call for approval. If approved by the SFI Board, the new rule will go into effect on December 15, 2010 with a transition period for implementation

**Transition Period for Implementation**

As of new rule date, December 15, 2010, companies have until December 31, 2011 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 with a rationale.

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