SFI PROGRAM: TODAY'S RESPONSIBLE CHOICE SOLUTION

At a time when responsible environmental behavior tops the agenda of many corporations, and customers are demanding products that meet their high environmental standards, the SFI program has evolved into one of the most respected third-party forest certification programs in the world. Companies certified to the SFI forest standard are committed to supplying customers with products from healthy, productive forests, and its unique fiber sourcing requirements promote responsible forest management on all suppliers' lands in North America. Through its fiber sourcing requirements and chain-of-custody standard, both of which are applied globally, the SFI program also helps companies source fiber from responsible sources while avoiding illegal or controversial sources.

The SFI forest standard meets the tough requirements of the United Kingdom's Central Point of Expertise on Timber (CPET), and has been endorsed by the international Programme for the Endorsement of Forest Certification (PEFC) schemes. SFI on-product labels are recognized among 14 credible eco-labels in TerraChoice's Seven Sins of Greenwashing Report,[i] and are among the top 10 recognized or used eco-labels identified in a 2009 survey of North American procurement specialists.[ii]

SFI on-product labels help consumers identify exactly what they are buying. SFI certified content labels show that some or all of a product's fiber comes from certified forests. SFI certified fiber sourcing labels address the fact that 90 percent of the world's forests are not certified – they do not make claims about certified content but do show the fiber is from a responsible source.

SUSTAINABLE FORESTRY INITIATIVE
Chain of Custody
X% Certified Forests, X% Certified Fiber Sourcing and X% Recycled Content
www.sfiprogram.org

SUSTAINABLE FORESTRY INITIATIVE
Chain of Custody
Promoting Sustainable Forest Management
www.sfiprogram.org

SUSTAINABLE FORESTRY INITIATIVE
Certified Fiber Sourcing
www.sfiprogram.org

The SFI label is found on a wide range of products, including cosmetic packaging, shipping boxes, annual reports, catalogues, in-flight magazines, restaurant menus, copy paper, envelopes, and building products for commercial and residential use. At the start of 2010, more than 1,830 certified chain-of-custody locations offered SFI-certified products, and the list continues to grow.

The SFI program offers a suite of product and promotional labels that give consumers confidence they are buying products from a responsible source. Companies that meet SFI forest, chain-of-custody or fiber sourcing certification can make claims about the fiber in products.

Saying 'Yes' to SFI

To find suppliers who can deliver SFI-labeled products or to learn how your business can be involved in the SFI program, visit our website at www.sfiprogram.org or call 202-596-3450.

i TerraChoice Environmental Marketing. Seven Sins of Greenwashing. 2009. http://sinsofgreenwashing.org
ii TerraChoice Environmental Marketing. EcoMarkets survey. 2009. www.terrachoice.com

SUSTAINABLE FORESTRY INITIATIVE
Good for you. Good for our forests.®

Please Recycle

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THE SUSTAINABLE FORESTRY INITIATIVE® PROGRAM

The independent forest certification program that's good for you, good for our forests.

SUSTAINABLE FORESTRY INITIATIVE
Good for you. Good for our forests.®

THE SUSTAINABLE FORESTRY INITIATIVE

The Sustainable Forestry Initiative® (SFI®) program is an independent, non-profit, charitable organization with a science-based, internationally recognized forest management standard developed specifically for North America. The SFI program is based on the premise that responsible environmental behavior and sound business decisions can coexist to the benefit of communities, customers and the environment, today and for future generations.

The SFI 2010-2014 Standard promotes sustainable forest management, with measures to protect water quality, biodiversity, wildlife habitat, species at risk, and Forests with Exceptional Conservation Value. More than 2,500 individuals and organizations are meeting the tough SFI requirements and/or working with the program to strengthen forest practices and fiber sourcing. They include forest products companies, industrial and family forest owners, conservation groups, universities, public agencies, manufacturers, retailers, printers, resource professionals and many others who share a passion for responsible forest management.

Internationally recognized and endorsed

With more than 175 million acres/72 million hectares of certified lands across North America, the SFI forest management standard is the single largest forest certification standard in the world. Buyers and governments around the world know the SFI on-product label is a sign that wood and paper products come from responsible and legal sources.

A SINGLE, SCIENCE-BASED STANDARD

The SFI Standard is a comprehensive system of principles, values, objectives, performance measures and indicators developed by professional foresters, conservationists and scientists – and includes a commitment to continuously improve sustainable forest management. To be certified, forest operations must be third-party audited to these requirements by an independent, accredited certification body.

The 14 core principles of the SFI 2010-2014 Standard:

1. Sustainable Forestry
2. Forest Productivity and Health
3. Protection of Water Resources
4. Protection of Biological Diversity
5. Aesthetics and Recreation
6. Protection of Special Sites
7. Responsible Fiber Sourcing Practices (North America)
8. Avoidance of Controversial Sources, including Illegal Logging (Offshore)
9. Legal Compliance
10. Research
11. Training and Education
12. Public Involvement
13. Transparency
14. Continual Improvement

The SFI Standard is updated every five years so it can continue to reflect the latest science and input. The SFI 2010-2014 Standard is the result of an open review, including public comment periods and regional workshops.

OUR COMMITMENT TO YOU & OUR FORESTS

SFI program participants apply responsible forestry practices set out in the SFI Standard on the lands they own and/or manage. This includes, but is not limited to, meeting or exceeding best management practices developed under the U.S. Environmental Protection Agency and Canadian regulations. Participants also influence millions of additional acres in the United States and Canada through outreach to loggers, foresters and family forest landowners. Since 1995, they have invested more than $1 billion in forestry research.

Independent leadership

SFI Inc. is governed by a fully independent, three-chamber board of directors representing environmental, social and economic sectors equally.

Many conservation, social interest, professional and government organizations officially support the SFI program, and conservation groups like The Conservation Fund, Ducks Unlimited and Conservation International recognize that SFI certification helps to protect wildlife habitat, biological diversity and other important forest values.

A steady supply

More than 80 percent of the certified fiber in North America can carry an SFI label so the SFI program can deliver a steady supply of certified wood and paper products to meet any need. Through SFI chain-of-custody certification, buyers can accurately identify how much certified and/or recycled content is in a product—whether it comes from North America or global sources of supply.