



Photo Credit: Virginia Forestry Association



VIRGINIA

The future of the world's forests depends on the actions we take today.

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 Southern United States, and will expand across the United States.

Time Inc.

 **NATIONAL GEOGRAPHIC**

 **MACMILLAN**

PEARSON



Virginia State Tree: Flowering Dogwood

Virginia

SFI is well rooted in Virginia with hundreds of thousands of acres already certified and an active SFI Implementation Committee. And while SFI has a solid history working with landowners, forest investment managers and the state's forest products industry, 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 Virginia to certify to the SFI Standards. Through a coordinated approach to create cost synergies offered through the SFI Forest Partners Program, Virginia landowners and mill operators can work directly with SFI to schedule independent audits for initial certification to the SFI Standards using the same certifying body on a common schedule. This proven approach, along with the support from SFI's Forest Partners, produces a unique cost effective opportunity for landowners and mill operators to enter certified forest product markets globally.

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.

“Virginia is a strong competitor in domestic and global forest product markets, and forest certification plays an increasingly vital role in providing assurances of forest sustainability. The Sustainable Forestry Initiative provides the necessary certification tools to promote sustainably managed forests and leading edge forest product certification and labeling. The Virginia Department of Forestry is pleased to support these efforts.”

— Bettina Ring, State Forester
Virginia Department of Forestry

Want to know more? Contact:

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