



SUSTAINABLE FORESTRY INITIATIVE
SFI-00001

SFI FOREST PARTNERS: VIRGINIA



Photo: Virginia Forestry Association

THE ACTIONS WE TAKE TODAY DETERMINE THE FUTURE OF OUR FORESTS

The Sustainable Forestry Initiative (SFI) improves quality of life in Virginia 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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“ Certification has fundamentally changed the way forests are managed in North America. SFI alone has more than 280 million acres and, in collaboration with state forestry associations, universities and others, has trained more than 170,000 loggers. If well-managed forests are our goal, we should all be celebrating the remarkable victory of having millions of acres of forests certified across North America.”

LARRY SELZER

President and CEO, The Conservation Fund

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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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.



“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

www.sfi-program.org/markets/forest-partners/