



# Writing the Next Chapter



SUSTAINABLE FORESTRY INITIATIVE • 2013 PROGRESS REPORT

SFI-0001

# Writing the Next Chapter

## A message from the President & CEO



SFI promotes sustainable forest management, improved practices and responsible purchasing of forest products.



**Kathy Abusow**  
President & CEO

The latest chapter in the unfolding story of responsible forestry is full of good news... we see indicators of success across the board...

Together, we are writing the next chapter to promote sustainable forestry, to improve forestry practices and to encourage responsible purchasing of forest products.

The latest chapter in the unfolding story of responsible forestry is full of good news.

As we look back on 2012, we see indicators of success across the board: rising numbers for forest management certification, fiber sourcing certification, chain-of-custody certification, label use, and dollars invested in research, conservation and communities.

This annual report, compiling a year's worth of data reviewed by an independent External Review Panel, is full of positive evidence of contributions made on-the-ground to expand responsible forestry, from more loggers trained to the scope and diversity of our certificate holders and program participants.

Last year also marked the launch of the SFI Forest Partners Program, an innovative initiative through which market leaders work together to promote sustainability across the entire supply chain. Our founding Forest Partners – Time Inc., the National Geographic Society, Macmillan Publishers, and Pearson – deserve enormous credit for their leadership in sustainability, and for their commitment to the future of our forests.

And the next chapter in this story can be even brighter.

It will be brighter thanks to nearly \$1.4 billion in research investments by SFI program participants since 1995, planting seeds that will bear fruit in improved conservation practices for years to come.

It will be brighter thanks to our 35 local and regional SFI Implementation Committees, which help make responsible forestry a reality while increasing awareness of its importance and engaging communities.

It will be brighter as we launch a thorough review of the SFI program to establish our new 2015-2019 SFI Standard, with the transparent involvement of all stakeholders.

Looking ahead, I'm confident that we can sustain the momentum we've created to achieve a better future for North American forests and the people who depend upon them.

Together, we are writing the next chapter to promote sustainable forestry, to improve forestry practices and to encourage responsible purchasing of forest products.

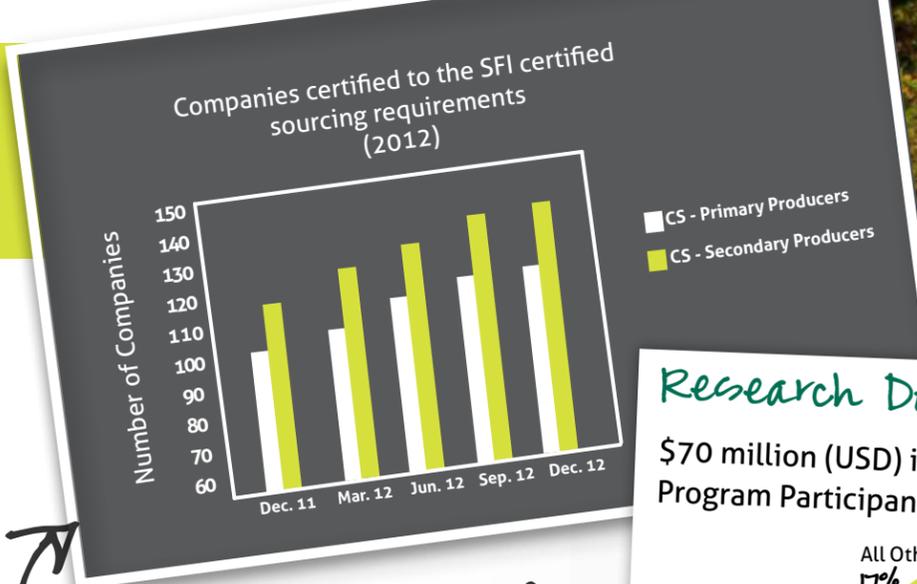
Kathy



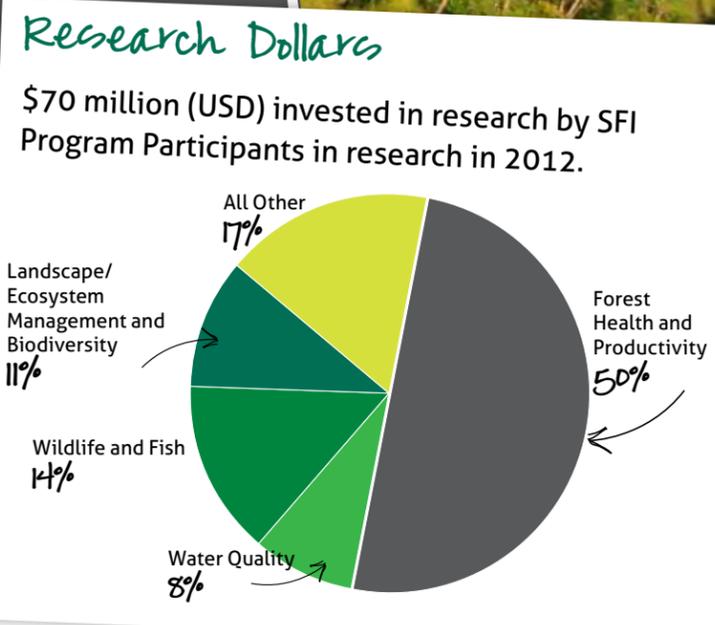
# A Story of Growth



We all have a role today determining the future of our forests for decades to come.



An increase of 17 percent from 205 companies in December 2011 to 240 companies in December 2012.



## SFI Certified Lands Under Aboriginal Management

CERTIFICATION	PEOPLE	ACRES	HECTARES	LOCATION
Capacity Forest Management	Fourteen First Nations	1,035,641	419,109	British Columbia
Yakama Nation	Yakama Nation	624,000	252,524	Washington
Miiitigoog General Partner Inc.	Wabaseemoong Independent Nation, Naoakamegwanning First Nation, and Ochiichagwe' Babigo'ining First Nation	2,811,716	1,137,861	Ontario
Stuwix Resources Joint Venture	Eight First Nations	112,322	45,455	British Columbia
<b>TOTAL</b>		<b>4.6 million acres</b>	<b>1.8 million hectares</b>	

## About SFI Inc.

SFI Inc. is an independent, nonprofit 501(c)3 organization that is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative® (SFI®) program. Across the United States and Canada, land managers and owners have 240 million acres/nearly 100 million hectares of forests certified to the SFI forest management standard. In addition, manufacturers of forest products are promoting responsible procurement through their supply chain by implementing the SFI Standard's unique fiber sourcing requirements

when sourcing from all suppliers' lands. SFI chain-of-custody certification tracks the percentage of fiber from certified forests, certified sourcing and post-consumer recycled content. SFI on-product labels related to certified sourcing and chain-of-custody claims help consumers make responsible purchasing decisions. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally. Learn more at <http://www.sfiprogram.org/> and <http://www.sfiprogram.org/BuySFI>.

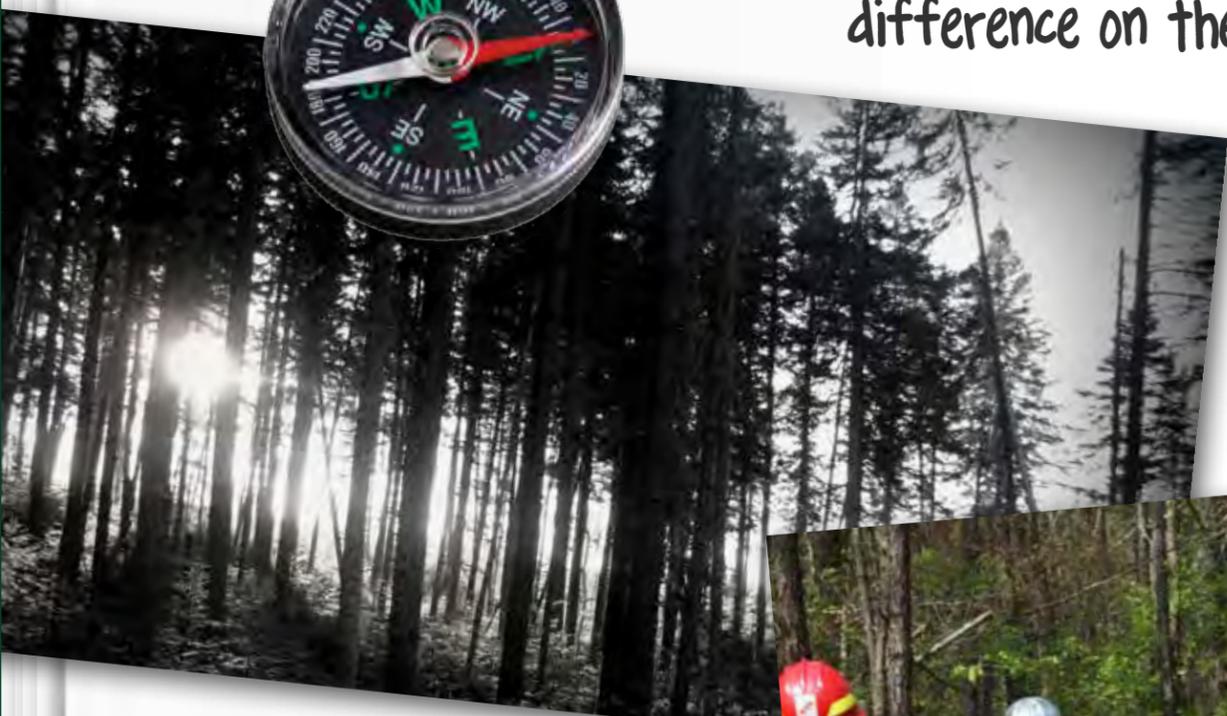
Whether you are a buyer of forest products, a biologist, a small or large landowner, a manufacturer or printer, a conservation group or an architect -- you are making a difference on-the-ground today to ensure healthy forests for tomorrow. Together, we are writing the next chapter for responsibly managed forests in North America.

And it's shaping up to be a great story. The future looks bright for our forests as more landowners manage their lands in a responsible way. Since 2007, forests certified to the SFI Standard® have grown 75 percent in North America, from 138 million acres to 241 million acres as of April 15, 2013. Total chain-of-custody certified locations have grown from about 500 in 2007 to more than 2,500 as of April 15, 2013, and SFI Certified Sourcing certificates have grown to 245 over this same period.

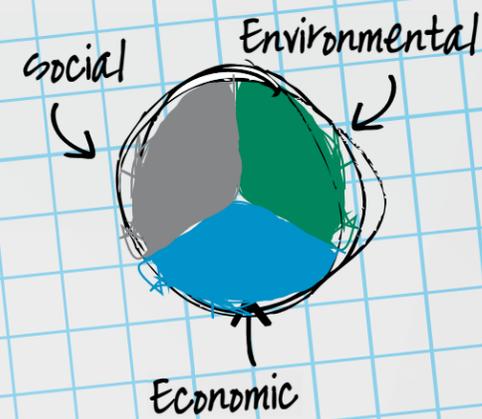


# Building on Integrity

Integrity is at the heart of the Sustainable Forestry Initiative Program and we build on this for a strong future. It is defined by our commitment to inclusive and transparent governance, a rigorous standard and program activities that make a meaningful difference on the ground.



Group participates in observing an SFI Audit in Salisbury, Maryland.



SFI Program Governance is balanced to meet the needs of forests & communities.



Protecting and maintaining water resources is one of the rigorous objectives of the SFI standard.

## Our Strength Comes From Many Points of View

The SFI Program's governance has continued to evolve since it became a nonprofit charitable organization a decade ago. SFI's Board is a diverse group of thought leaders who collectively represent the environmental, economic and social interests related to sustainable forestry. SFI representatives listen to and engage with diverse groups in standard development and program activities; because only with collaboration and respect among all forest stakeholders can we successfully ensure our forests thrive for generations to come.

The SFI Standard is developed through an open and inclusive process involving the many different people who know and care about our forests, including public and private landowners, forest sector representatives, aboriginal communities, conservation groups, industry, academia, and government officials. This same diverse group of stakeholders represents the users of the SFI Standard. By sharing ideas, resources and enthusiasm, SFI and its many partners accomplish a lot more in the forest, in communities and in the marketplace.

Read about SFI governance:  
[www.sfiprogram.org/about-us/sfi-governance/](http://www.sfiprogram.org/about-us/sfi-governance/)





## Chairman, SFI Board

I am honored to serve as Chair of the SFI Board of Directors. From my vantage point as president and CEO of The Conservation Fund, I see a range of conservation groups and strategies in action. SFI is certainly among the most effective.

Forest certification has fundamentally improved the way forests are managed, and no entity is more responsible for that success than SFI. More than 240 million acres in North America are certified to the SFI standard -- a record of success no other single forest certification standard can match and a testament to our shared vision for the future of our forests.

I joined the SFI Board, and now serve as Chair, because SFI is making a real difference on the ground. I'm involved because the vast majority of the world's forests are not yet certified, -- and because there is so much more to do to ensure we do not lose millions of acres of working forests even on this continent.

Working forests provide us with cleaner air to breathe, cleaner water to drink, jobs, forest products, and more.

By working with stakeholders across economic, environmental and social interests, SFI is able to measure tangible progress increasing the sustainability of North America's working forests. Together, we are making sustainable forestry better and bigger than ever before.



Lawrence A. Selzer  
President and CEO  
The Conservation Fund



### Board of Directors (June 2013)

SFI's Board of Directors represents environmental, social and economic interests equally. Board members include public and private landowners, logging representatives, aboriginal communities, conservation groups, industry, academia, and government officials -- reflecting the variety of interests in the forestry community.

### Environmental Sector

includes non-profit environmental or conservation organizations:

- Larry Selzer** (CHAIR)  
President and CEO  
The Conservation Fund
- Tom Franklin**  
Senior Vice-President  
Theodore Roosevelt  
Conservation Partnership
- Roger Sedjo, Ph.D.**  
Senior Fellow  
Resources for the Future

- George Finney, Ph.D.**  
President  
Bird Studies Canada
- John Hagan, Ph.D.**  
President  
Manomet Center for  
Conservation Sciences
- Gregory Siekaniec**  
President and CEO  
Ducks Unlimited Canada

### Social Sector

includes community or social interest groups such as universities, labor, family forest owners or government agencies:

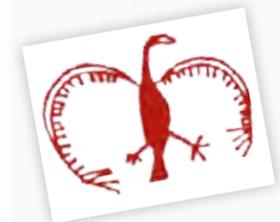
- Richard W. (Dick) Brinker, Ph.D.**  
(SECRETARY-TREASURER)  
Dean Emeritus  
School of Forestry and Wildlife  
Sciences, Auburn University
- Steven W. Koehn**  
Director/State Forester  
Maryland Forest Service
- Charles Tattersall (Tat) Smith Jr., Ph.D.**  
Professor  
Faculty of Forestry, University of Toronto
- Dr. Skeet Burris**  
Family Forest Owner  
Cypress Bay Plantation
- Mark Rodgers, PhD, CEC, RODP**  
COO  
Habitat for Humanity Canada
- Open Seat**

### Economic Sector

includes the forest, paper and wood products industry or other for-profit forest ownership or management entities:

- Craig Blair** (VICE CHAIR)  
President and CEO  
Resource Management  
Service LLC
- John Crowe**  
Chairman and CEO  
Buckeye Technologies Inc.
- Daniel Christensen**  
CEO  
Hancock Natural Resource  
Group

- Henry Ketcham**  
Chairman, President and CEO  
West Fraser Timber Co. Ltd.
- Robert Luoto** (IMMEDIATE  
PAST CHAIR)  
Representing Loggers and the  
American Loggers Council
- David Walkem**  
Chief, Cooks Ferry Indian Band  
President, Stuwix Resource  
Joint Venture



## Committed to Improvement

At the core of the SFI program is the SFI 2010-2014 Standard, which sets requirements for landowners and land managers related to responsible forestry. The SFI 2010-2014 Standard also has requirements for manufacturers of forest products to promote responsible sourcing of wood fiber procured for their manufacturing facilities. Part of the SFI Program's next chapter began in June 2013 when SFI launched the open revision process to begin its work on developing the new SFI 2015-2019 Standard. SFI's commitment to continual improvement of its SFI 2010-2014 Standard, its Chain-of-Custody Standard and Label Use requirements involves broad public input through online submissions and regional workshops. The SFI program review is led by the SFI Board of Directors that provides resources and direction to the SFI Resources Committee, the body tasked with developing the revised standard requirements. The SFI Board has the responsibility for final review and acceptance of the new SFI 2015-2019 standard requirements. In turn, the entire SFI program review process is monitored by the SFI External Review Panel, a distinguished group of independent experts representing conservation, professional, academic and public organizations. The External Review Panel ensures that the SFI standard revision process considers all public input resulting in a rigorous and transparent standard.

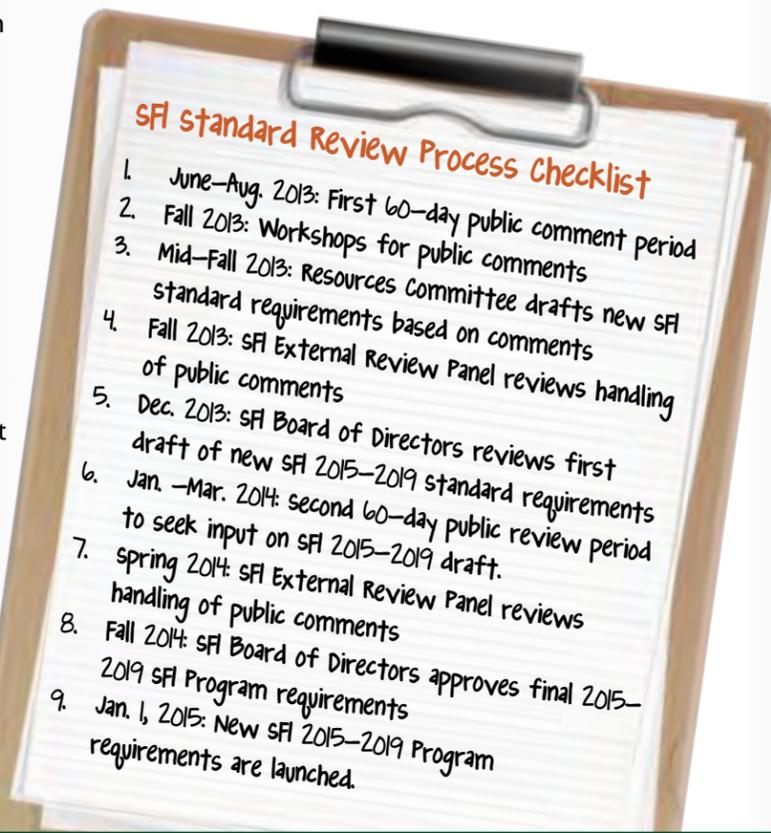
Learn more about the SFI standard:  
[www.sfi-program.org/sfi-standard/](http://www.sfi-program.org/sfi-standard/)



Third-party independent auditors certify forests to the SFI Standard.

## Independent Audits Confirm Conformance

Independent third-party audits are the cornerstone of certification to the SFI standard. SFI does not certify organizations as conforming to these standards – that is done by independently accredited certification bodies. All certification bodies that wish to perform certification audits to the SFI Standard must be accredited by ANSI-ASQ National Accreditation Board (ANAB), Standards Council of Canada (SCC) and/or the American National Standards Institute (ANSI).



Family forest landowners own more than one-third of U.S. forestlands.

## Sourced Locally, Recognized Globally

Forest certifications to the SFI Standard only take place in Canada and the U.S., supporting domestic forests, conservation, clean water, air and jobs. In addition, through its fiber-sourcing requirements, SFI Program Participants that manufacture forest products in the U.S. and Canada are expected to work through a network of 35 local SFI Implementation Committees to educate owners of non-certified forests and loggers, from whom they procure materials, about responsible logging practices, prompt reforestation, best management practices for water quality and the protection of critical habitats and water bodies.

Privately-owned woodlands are the largest segment of America's forests. About 26 million acres/10.5 million hectares of these lands are managed by family forest landowners certified to the American Tree Farm System® (ATFS) standard which SFI Inc. recognizes. The ATFS is a program of the American Forest Foundation. Private forest landowners develop a management plan based on strict environmental standards, pass an inspection by an ATFS inspecting forester and are also sampled through third-party audits.

**\$164,393**  
 2012 financial contributions by SFI Implementation Committees to American Forest Foundation programs locally (including ATFS and Project Learning Tree)

The Program for the Endorsement of Forest Certification's (PEFC) rigorous sustainable forest management criteria are founded on internationally recognized criteria and indicators developed by government agencies around the world. Each national forest certification system undergoes rigorous third-party assessment against PEFC's unique Sustainability Benchmarks to ensure consistency with international requirements. Publicly-owned forests are the largest segment of Canada's forests, representing over 90% of forestland in Canada. Many certifications in Canada are to the CSA Standard, which SFI recognizes.



In turn, the SFI Standard, the ATFS Standard and the CSA Standard are recognized by the PEFC, the world's largest forest certification umbrella organization with more than 30 endorsed forest certification programs. SFI's endorsement by PEFC allows the SFI program to support a global network of forestry standards while providing access to SFI certified forest content in markets around the world.

# Investing in Conservation

Since 1995, SFI program participants have invested nearly

**\$1.4 billion**

in research on forestry issues

SFI was founded to manage the SFI Standard, but it has become much more than a Standard. We recognize that improving sustainable forestry requires an investment in research and the collaboration of many partners.



## SFI Program Participants Invest in Research

Our future depends on incorporating the best current research. We understand the value of investing in research to improve best practices and inform revisions to the SFI Standard. Since 1995, SFI Program Participants have invested \$1.4 billion in forest-related research. We know this because every year we survey our Program Participants to learn how they are investing in research and what types of conservation partnerships and projects they have supported.

SFI funded American Bird Conservancy to foster better habitats and reverse declines in the populations of birds of conservation concern.

## SFI Invests in Conservation Grants

Part of writing the next chapter began in 2010 when SFI launched the Conservation and Community Partnerships Grant Program. The grant program builds on SFI Program Participant's long-standing commitment to research that advances sustainable forestry practices and conservation science. With a \$400,000 investment in 2010, the SFI Conservation Grant program has grown to over \$4.8 million in just a few short years thanks to the contributions of partners, in funding and in research. Collaborative projects to date have supported clean water, fish and wildlife habitat, endangered species management, landowner and community outreach and education, and responsible global forest supply chains in the U.S. and Canada.

In 2012, SFI Program Participants invested \$70 million alone and were involved in over 250 conservation-based projects with over 600 partner organizations including conservation organizations, state or provincial agencies, academic institutions, indigenous communities, family forest owners and other forest products companies.

As an example, in the south Puget sound Region, SFI Program Participant Washington Dept. of Natural Resources, working with the Muckleshoot Indian Tribe Wildlife Program, joined together on a project to remove scotch broom in order to improve habitat and enhance winter big game forage.

SFI conservation grants include projects related to wildlife habitat, water quality, and conserving biodiversity.



# Conservation

## 2012 Conservation Grants spotlight

### Improving Water Quality, State by State

All state forestry agencies have methods in place to protect water from pollution, like sediment associated with forestry activities. The SFI Standard requires working forests to meet or exceed state best practices. By harnessing the power of good data, this study is designed to improve and protect our nation's water quality by collecting, analyzing and sharing the impact of best practices, state by state.



WORLD  
RESOURCES  
INSTITUTE

### New Online Tool Cuts Through Illegal Logging

Illegal logging is a critical international issue, with major impacts on biodiversity, local communities and carbon emissions. Now there's an open-access website that helps stop this \$10 to \$15 billion a year criminal enterprise. Launched in June 2012, the World Resources Institute's "Forest Legality Risk Information Tool" helps stakeholders across the supply chain — importers, traders, investors and customers — secure forest products from legal sources. The site enables informed and responsible purchasing at [risk.forestlegality.org](http://risk.forestlegality.org).

since 2010, SFI has awarded more than  
**\$1.32 million**  
in conservation grants.

Leveraging partner contributions,  
**\$4.8 million**  
has been invested in these  
research grants.

### Home Sweet Home for Birds in the Ponderosa Pines

The American Bird Conservancy is working to reverse declines in the populations of Lewis's Woodpecker, Flammulated Owl, White-headed Woodpecker and Williamson's Sapsucker. These birds of conservation concern, as listed by the U.S. Fish and Wildlife Service, are a barometer of healthy ponderosa pine forests.

Working in forests across the Pacific Northwest, ABC is promoting forest management practices that help foster healthy bird habitats, including thinning, understory management and creating snags.



## 2013 Conservation Grant Awards



### National Audubon Society

Working with partners, seven Audubon state programs will collaborate to make bird science materials more accessible for forest managers and will create, pilot and refine outreach workshops using recommendations from key forestry industry partners throughout the Atlantic Flyway of the Eastern U.S.

### University of Saskatchewan

This project will aid in sustainable forest management efforts in the boreal forest by providing new science-based knowledge to ensure habitat supply and function can be maintained for caribou and grizzly bear in Alberta.



UNIVERSITY OF  
SASKATCHEWAN



### The Nature Conservancy Canada

This project will support bat conservation efforts in the West Kootenay region, specifically as it pertains to understanding seasonal changes in use of habitat, and securing of critical roosting habitat prior to the arrival of White Nose Syndrome, a deadly fungal disease of bats.

### Pinchot Institute for Conservation

Convening key stakeholders in the US and Europe to examine sustainability criteria in the international trade in forest biomass for energy will increase the knowledge of European pellet purchasers and European policymakers with regard to US forestry practices and sustainability programs, including forest certification. The project will also contribute to the SFI Standard revision process and the SFI program's alignment with EU requirements.



PINCHOT  
INSTITUTE  
FOR CONSERVATION



### U.S. Endowment for Forests and Communities

Forested watersheds provide drinking water for two of every three Americans; protecting them is essential. Generating revenue for forest landowners for the water services their land provides is a sustainable approach for protecting and improving working forests. This project focuses on generating water utility support for watershed conservation on lands certified to SFI.

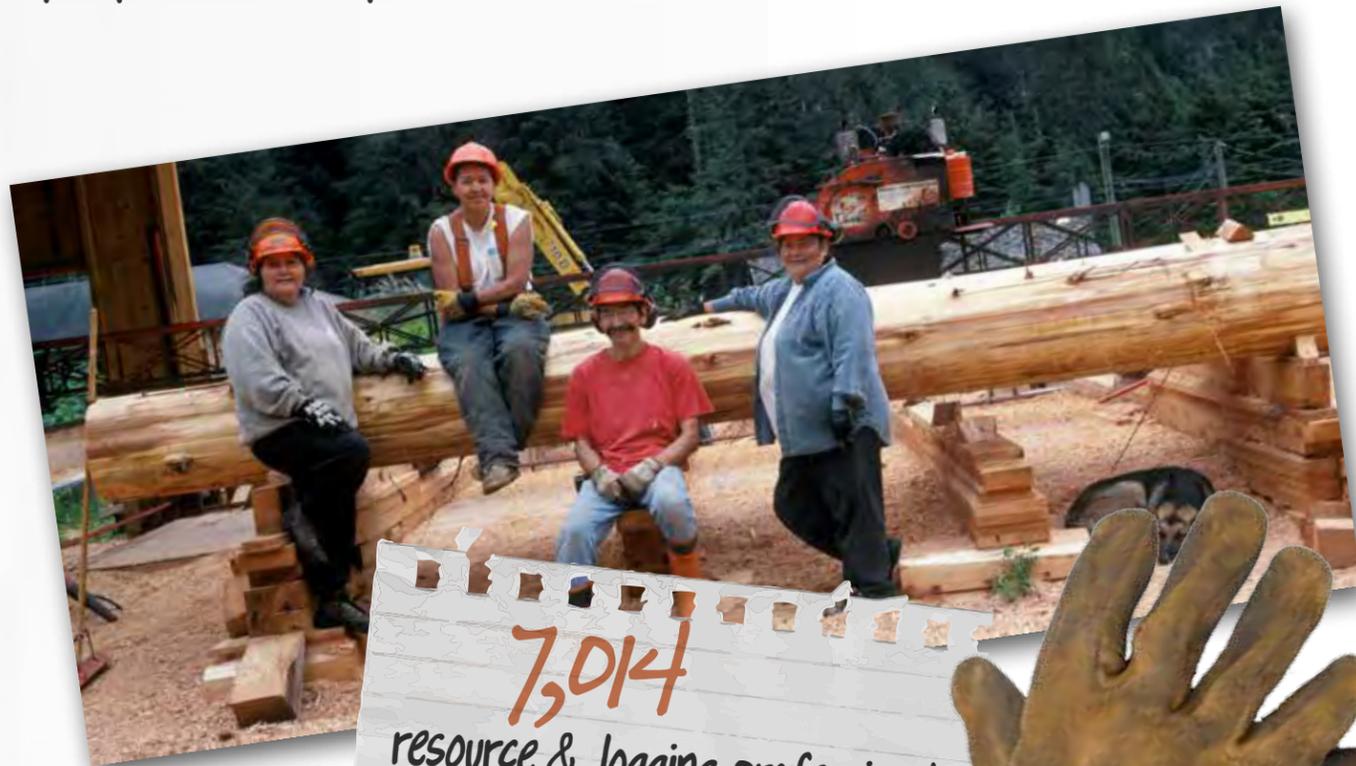
### Tk'emlups te Secwepemc

The Tk'emlups te Secwepemc First Nations people of southern British Columbia will work with their elders to describe cultural heritage resources in the Kamloops Timber Supply Area and deliver training sessions to youth within 7 different First Nations. This transfer of knowledge will assist the First Nations and forest managers in BC in protecting culturally important resource sites and supporting implementation of the SFI standard over the long-term.



# Supporting Community

SFI actively engages in local communities to make a difference on the ground for our forests and the people who depend on them.



**7,014**  
resource & logging professionals  
trained in 2012  
(142,849 since 1995)\*

\*The total may include individuals who have completed training programs more than once.



## Grassroots Network on the Ground

In 1995, the first SFI Implementation Committee (SIC) was established to strengthen the SFI Program's link to local communities. Today, 35 SFI Implementation Committees representing 43 states/provinces respond to local needs and issues across the United States and Canada. This unique grassroots network involves a diverse group of local forest stakeholders, including private landowners, independent loggers, forestry professionals, local government agency officials, academics, scientists, and conservationists. Their multi-interest and active presence on the ground is resulting in significant contributions to individual communities, through activities such as training loggers and sponsoring outreach to landowners on responsible forest management.

This approach to training and implementation of responsible forestry practices is unique to the SFI program – no other forest certification program in the world has this level of grassroots support to promote responsible forestry, best management practices for water quality and training.

**92%** of raw material used by SFI program participants was delivered by trained logging professionals



*Logger training and education is a core priority for all SFI Implementation Committees.*

## SFI Implementation Committees

SICs are an Integral part of the SFI Program by facilitating or managing at a state, provincial, or regional level the programs and alliances which support the growth of sustainable forest management through the SFI program.

The Core Priorities for all SICs are:

1. Logger Training and Education
2. Responding to Inconsistent Practices Inquiries
3. Landowner outreach
4. Increasing SFI program Recognition
5. Annual Reporting
6. Protecting SFI Program Integrity

## SFI Implementation Committees Rock

Number of SFI Implementation Committees	35
Number of SFI Implementation Committee Members	958
2012 SIC contributions to support local activities such as logger training and outreach to family forest owners	\$2.75 million USD
- Total contributions since 1995	\$62.95 million USD

# Community



## 2013 SFI Community Grants

In 2013, SFI Inc. awarded seven community grants in amounts up to \$5,000 to support youth education in forestry, green building, and advancing management and awareness of culturally important land. Past community grants have supported the:

- **Lauderdale County, Habitat for Humanity (Mississippi)** to build a home using SFI-certified products and certified to the ANSI National Green Building standard.
- **National 4-H Forestry Invitational (West Virginia)** showing youth how forests grow, the role forests play in their lives, and how forests are managed to provide multiple benefits.

- **Outreach to underserved landowners in Alabama and Mississippi:** through the National Network of Forest Practitioners.



- **Idaho Forest Foundation:** teacher tour on SFI certified land, utilizing Project Learning Tree curriculum.



- **Georgia SFI Implementation Committee:** Habitat for Humanity project utilizing wood certified to SFI and developing a video to tell the story of a tree's life cycle.



- **Minnesota SFI Implementation Committee:** Developing an interactive education display and video for the Minnesota Historical Society's Forest History Center, to promote the SFI program and responsible forest management to youth.



- **Florida SFI Implementation Committee:** teaching university students about responsible forest management through Project Learning Tree (PLT).



- **Auburn University's Rural Studio:** Lion's Park Boy Scout Hut build, using wood products certified to SFI.



- **Philmont Scout Ranch:** Visiting Foresters Program. Teaching Boy Scouts about responsible forest management on SFI certified forestland.



40%

of SIC members represent community groups, including conservation organizations, academia, loggers, local forest companies and public agencies

Georgia Forestry Community Habitat for Humanity Build

## A New Generation in Georgia

The Jones family's tree-planting – featuring a new white oak tree that is an offspring of Athens, Georgia's venerable "Tree That Owns Itself" – sprung from a partnership between the Georgia SFI Implementation Committee and the Macon Area Habitat for Humanity. While working with other partners to build a home for the Jones family using sustainably harvested wood products, the Georgia SIC was able to highlight the sustainable cycle from harvest to mill to home building to reforestation. This ambitious project highlighted Georgia's abundant and well-managed forests while helping a family in the community.

see the full video at:  
[youtube.com/user/SFIProgram](https://www.youtube.com/user/SFIProgram)



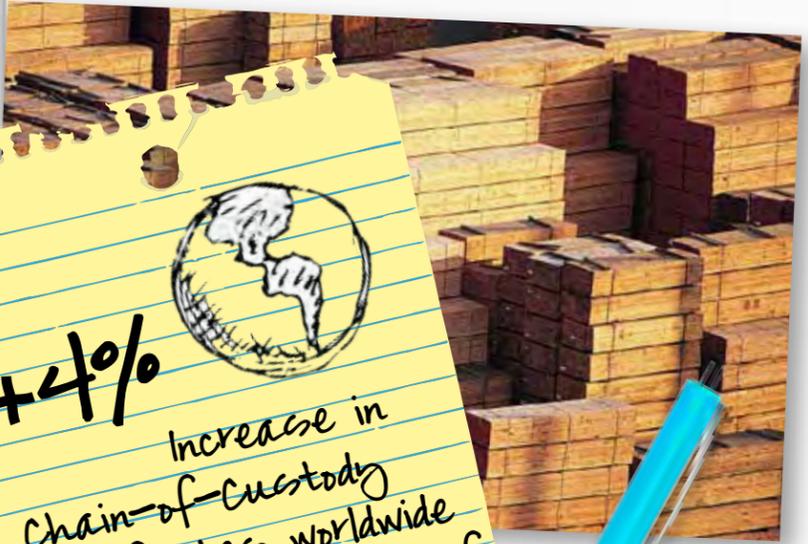
The Jones family planted an oak in their new yard (Macon, Georgia).



# Responsible Purchasing & Outreach



Look for the **PrintApply** app that shows SFI paper product information (available for iPhone and Droid). Look for SFI in the Certified Papers section!



**+4%** Increase in Chain-of-Custody certificates worldwide in 2012, for a total of **1,069**

Consumers, corporate leaders and governments alike demonstrate they care about the responsible use of natural resources through their responsible purchasing decisions and actions.

## Demand for SFI Labels is Growing

The SFI label is a symbol of responsible forestry to help customers and consumers identify the fiber is from responsibly managed forests and/or recycled content. From lumber to books to paper packaging, you can find the SFI on-product label on a wide range of items you buy for the home, office and everyday life.

use. Program Participants and Label Users are encouraged to consult the U.S. Federal Trade Commission's guidelines on environmental claims in product advertising and communication and the guidelines on environmental labeling and advertising issued by the Fair Business Practices Branch of Industry Canada's Competition Bureau, and to seek additional information and direction from national accreditation bodies, national standards bodies and national, state and provincial consumer protection and competition laws.

SFI Inc. advises all SFI Program Participants and Label Users to be accurate and consistent with applicable law and requirements for SFI logo



Look for the SFI label on any woods, paper and packaging product you purchase.

**6,000+** SFI label

approval requests on woods, paper and packaging products in 2012.



SFI label use approvals have increased from 50 approvals in 2007 to 6,000 approvals in 2012.

# Outreach

## Improving Management on Uncertified Lands

The SFI program stands apart from other forest certification programs by addressing the fact that all forest landowners play a critical role in the long-term health and sustainability of forests — and that 90 percent of the world's forests are not certified.

It does this through sourcing objectives requiring that all SFI Program Participants must show that the raw material in their supply chain comes from responsibly managed forestland, whether the forests are certified or not. The SFI Fiber Sourcing requirements include: the use of best management practices (BMPs) for water quality, promoting reforestation, education and outreach on protecting endangered species, and promoting the use of trained loggers and qualified resource professionals.



OF THE WORLD'S FORESTS ARE CERTIFIED



Forest certification offers benefits at every stage of the supply chain.

## SFI Forest Partners Lead the Way

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.

## Forest Partners

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. The program works to involve more landowners, manufacturers, distributors, customers, conservation groups and government agencies across the supply-chain with the goal of certifying 5 million acres (2 million hectares) of forests to the SFI standard by 2014 and 5 million more acres (2 million hectares) by 2017, starting in the U.S. South. By collaborating on shared objectives and linking market leaders directly to stakeholder groups, SFI and our Forest Partners are working together to strengthen forest practices and procurement through certification.



In 2012, these market leaders stepped forward as founding SFI Forest Partners.

# Time Inc.

# MACMILLAN

# PEARSON

SFI Forest Partner Spotlight

The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations.

# NATIONAL GEOGRAPHIC

"The National Geographic Society is very pleased to be able to participate in SFI's Forest Partners Program. We believe strongly that we, as publishers, have a role to play in encouraging responsible forestry practices. The goal of certifying 10 million acres of forest in the United States by the end of 2017 represents the perfect opportunity for us to do so. By participating in forest certification we hope to send a clear signal that we are a responsible corporate citizen."

— Hans Wegner, Chief Sustainability Officer, National Geographic Society



Get involved at:  
[www.SFIProgram.org/ForestPartners](http://www.SFIProgram.org/ForestPartners)

# Outreach

## State governments move toward inclusivity

The future of our forests depends on the action of our leaders. The movement toward an inclusive approach to forest certification in green building continued to gain steam in 2012 and early 2013. Governors Nathan Deal of Georgia, Phil Bryant of Mississippi and Robert Bentley of Alabama, joined Governor Paul LePage of Maine in blocking the use of green building rating systems that do not give equal credit to all forest certification standards. Similarly, Governor John Kitzhaber of Oregon signed an executive order to promote wood products grown and manufactured in Oregon. These actions add to the drumbeat of pressure on USGBC to explicitly recognize SFI and ATFS as it prepares to roll out their revised LEED rating tools, LEED v.4.

These actions by elected officials signal growing recognition of the value and contributions of SFI certification towards the health of our nation's forests and towards the strength of our nation's economy.

SFI Green Building and CEU:  
[www.sfi-program.org/green-building](http://www.sfi-program.org/green-building)



White House  
Easter Egg Roll

For the fifth straight year, the paperboard used for the official gift box is certified to the SFI standard and the hardwood eggs are certified to the Forest Stewardship Council (FSC), a fittingly inclusive approach to forest certification.

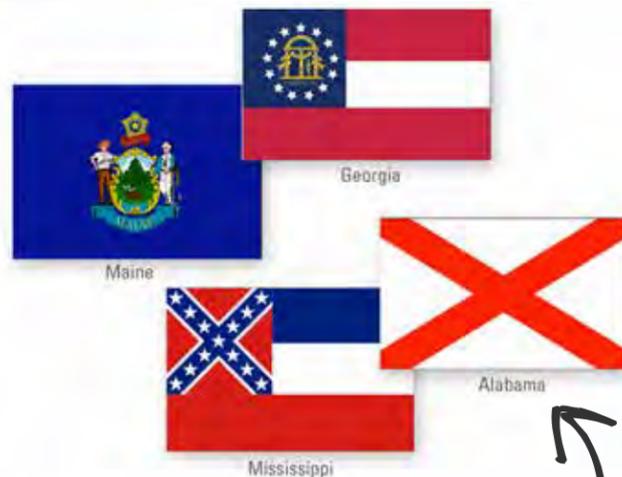


The platform built for the 57th Presidential Inauguration featured wood certified to the SFI Standard and provided by Sierra Pacific Industries.

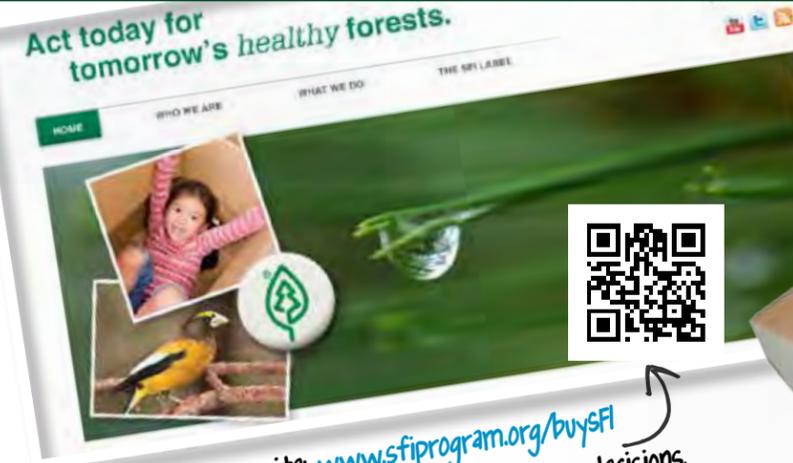
## State Leadership

"Favoring only one forest certification standard in the 'green building' rating system places forest landowners and the forest products industry at a competitive disadvantage, which severely limits the marketability of much of the wood grown in Alabama and the forest products manufactured in the State."

—Alabama Governor Robert Bentley  
Executive Order, signed April 11, 2013



Elected officials in several states, including Alabama, Georgia, Maine, and Mississippi, have taken direct action through Governor executive orders or legislation to prohibit the use of a green building rating system that does not give equal credit to SFI, FSC, and ATFS.



SFI launched a new microsite: [www.sfi-program.org/buysfi](http://www.sfi-program.org/buysfi) to inform & help customers make responsible buying decisions.



The SFI program has on-product labels to help consumers identify exactly what they are buying.

## Product Labels Support Purchasing Decisions

Any company that is certified to meet the Standard's fiber sourcing requirements can use SFI's Certified Sourcing Label. The SFI certified sourcing label and claim do not make claims about certified forest content. Certified sourcing can include fiber sourced from a company that conforms with objectives 8-20 of Section 2 - SFI 2010-2014 Standard's fiber sourcing requirements, from pre- or post-consumer recycled content, or from a certified forest, and fiber sourced from non-controversial sources.



The SFI program also has three certified chain-of-custody labels, each indicating that a chain of custody has been third-party certified. SFI chain-of-custody is a standard that tracks percentages of certified forest content, certified sourcing material, and post-consumer recycled content.



Any organization that processes or trades SFI-certified forest products is eligible to seek SFI chain-of-custody certification. This includes manufacturers of forest products, paper merchants, converters, wood dealers, wood yards, wholesalers, brokers and printers. To achieve SFI chain-of-custody certification, the organization must have processes in place to track the source of its raw materials, such as inventory control, employee training, reporting and invoicing, and meet the requirements in the SFI Chain-of-Custody Standard. Chain of custody is a means to assure the marketplace that the claims organizations make are credible and transparent. The chain-of-custody labels vary depending on whether a percentage based or a credit based method was used to calculate certified forest content flows.



# SFI Certificate Holders



American Eagle Paper Mills (Team Ten LLC)

3 Dimension Graphics Inc • 3A PRESS • 3C Packaging • 3M Company

**A** A&A Trading Ltd • A&H Lithoprint Inc • A T Clayton and Co • A T Limited Partnership • Abbott Printing Company DBA Abbott Communications • Abbott-Action • ABS Graphics • Absolute Printing Trading DBA Fuse Graphics • Academy Graphic Communication Inc • Accell Graphics • Access Business Group • Accord Carton • AccuCopy of Greenville Incorporated • Ace Graphics • Acme Panel • Adams Lithographing • Admore Inc • Advance Packaging Corporation • Advance Paper Box Company / Packaging Spectrum • Advanced Printing of NY • Advanced Web Offset • Advantage Mailing Inc • Advertisers Press Inc • Agility Press Inc • Ainsworth Lumber Co Ltd (DBA Ainsworth Engineered Canada LP Ainsworth GP Ltd and Ainsworth Corp) • AJM Packaging • AKI Inc DBA Arcade Marketing Inc • Alberta Pacific Forest Industries Inc • Alberta Spruce Industries Ltd • Albuquerque Printing Company • Alexander Lumber Company • Alexandre Côté Ltée/Séchoirs Côté/Scierie St-Patri • All Packaging Company • Allegheny Dimension LLC • Allegheny Plywood Company DBA Allegheny Panel Prod • Allen Group Marketing SMC Co Inc • Allen-Bailey Tag & Label Inc • Alliance Packaging LLC/ SP Holdings • Allied Litho Inc • Allied Printing & Graphics Co Inc • Allied Printing Resources • ALLPAK TROJAN • Allstate Insurance Company • Alpha Printing • Alpine Litho Graphics • AM Lithography • Ambrose International • Amcor Packaging Distributions • American Color Graphics Inc

American Litho Inc • American Printing Company Inc • American Web Inc • Anbrook Industries Ltd • ANC Timber Ltd • Anchor Paper Company • Anglo American Hardwoods • Angstrom Graphics • Anstadt Printing • Ansun Graphics • Anthony Forest Products • Apex Color • Apex Graphics DBA Apex Trade Web and John Sands & • Appleton Coated LLC • Applied Paper Pulp & Substrate Sources • Appling County Pellets LLC • Arandell Corporation • Arbor Press LLC (DBA Think Arbor) • Arbour Press LLC DBA Arboroakland Group • ARC Paper LLC • Ariva Distribution Inc • Arizona Public Service (APS) Company • Arkay Packaging • Arma Container Corporation • ARMetallizing LTD • Arna Marketing Group Inc • Arrow Box Company • Arrowhead Press • Art for Everyday • Art Print Company • Arthur Press (1978) Ltd The • Associated Hardwoods • Associated Printing • Atco Wood Products Ltd • Athens Paper Company • Atlantic Corporation of Wilmington Inc • Atlantic Press Inc • Atlas Packaging • Atlas Trading International • AV Group (includes AV Nackawick Woodlands and AV Cell Woodlands) • Avery Dennison • Axial360

**B** B&G House of Printing Inc • Baesman Printing Corporation • Bang Printing • Barton Cotton Printing Services LLC • Bassette Company • Batavia Container Inc/ American Boxboard LLC • Bates Container LLC • Bay Cities Container Corporation • Bay Corrugated Container Inc • Bayou Wood Pellets LLC • Baywood Paper Limited • BBC Land LLC • Beasley Forest Products • Beasley Timber Management LLC • Bedwick Jones Printing Inc • Beisser Lumber

Company Inc • Bell Container Corp • Bellak Color Printing Corp • Bellwyck Packaging Solutions • Beloit Box Board Company Inc • Bemis Company Inc Paper Packaging Division • Ben Franklin Press & Label Co • Bennett Lumber Products Inc • Bennett Packaging of Kansas City Inc • Benson Media Inc • Berea College Printing Service • Bert-Co Industries • Best Deal Graphics • Best Press Inc • Better Business Forms Inc DBA Clondalkin Group • BFC Form Services Inc • Bind-Rite Robbinsville • Bind-Rite Services Inc • Bio Pappel International Inc • Blue Heron Paper Company • Blue Marble Designs LLC • Blue Ridge Printing • Boehmer Box LP DBA Canampac DBA LYFT Visual • Boelter Industries • Bois Expansion Inc • Boise Cascade LLC • Boise Paper Holdings LLC • Boncraft printing group • Boozer Laminated Beam Company Inc • Boss Litho • Boutwell Owens & Co Inc • Bowater Mersey Paper Company Limited • Bowers Forest Products • Bowne Business Communications • Bowne of Atlanta • Bowne of Houston • Bowne of Los Angeles • Boxes R US Inc DGA Ultimate Paperbox Co • Boyd Brothers Inc • BPG Graphic Solutions • BPM Inc • Bradford & Bigelow • Bradner Smith and Company DBA Quimby Walstrom • Bridgeport Forest Products Inc • Bridgewater Wholesalers Inc • Briggs & Stratton • British Columbia Timber Sales • Brown Industries Inc DBA Brown Printing • Bryant & Young • BSC Acquisition Sub LLC DBA Double Envelope Con • BST Printing DBA SVEC Conway Printing • Buches du Nord Inc DBA Moulures M Warnet Inc • Buckeye Technologies Inc • Building Products Plus LLC • Burd and Fletcher • Burrows Paper Corporation • Burton & Mayer Inc • Business Ink Co • BuySeasons Inc

**C** C & S Press Inc • C&B Display Packaging Inc • C&C Wood Products • C&D Lumber Co • C W Zumbiel Co • Cadmus Communications A Cenveo Company • Cal Sheets LLC • California Redwood Company • Cal-Tex Lumber Company Inc • Campbell Printing • Canadian Wood Products - Montréal Inc • Canfor Southern Pine • Canoe Forest Products Ltd • Canyon Lumber Co • Capacity Forest Management Ltd • Cape Cod Lumber Company Inc • Capital Corrugated & Carton • Capital Printing • Carastar Industries Inc • Cardinal Color Print • CardPak Inc • Carolina Container Company • Carrier Lumber • CartonCraft Inc • Cascades Canada ULC Div Cascades Boxboard • Cascades Canada ULC Division Cascades East Angus • Case Paper Company Inc • CDS Global • Center for Forest and Wood Certification • Central Florida Press • Central Michigan Hardwoods • Central National-Gottesman Inc • Cenveo Cadmus - Port City Press • Cenveo Commercial Envelope Manufacturing • Cenveo Corporation - St Louis • Cenveo McLaren Morris & Todd Company • Cenveo Inc • Cenveo-Toledo • Chaleur Sawmills Associated • Chartpak Inc • Chicago Press Corporation • Chroma Graphics Inc • Circle Incorporated • CJK Print Possibilities (The C J Krehbiel Co) • Clampitt Paper Company • Clark Graphics • Clark's Hardwood Lumber Co LP • Classic Color Inc • Classic Envelope Inc • Clear Lake Press • Clearwater Paper Corporation • Clifford Paper Inc DBA World Pac Pap • Climax Packaging Inc • Clondalkin Pharma & Healthcare • Coastal Container Corporation • Coastal Printing Inc • Coating Excellence International LLC • Cogent Fibre Inc • Colad Group LLC The • Colbert Packaging Corporation • Coldwater Veneer Inc • Collinsville Printing • Collum's Lumber Products LLC • Colonial Press International Inc • Color Optics Inc • Color Spectrum Network • Color World Printers • Colorado Container Corporation • ColorDynamics Inc • ColorFX • ColorGraphics • ColorMark Printing Inc • Columbus Productions • Comet School Supplies • Command Web Missouri • Commencement Bay Corrugated • Commercial Communications Inc • Commercial Lumber and Pallet Company Inc

• Comptex Inc • Concord Litho • Conifex • Connemara Converting • Conservation Forestry LLC • Consolidated Graphics • Container Service Corp • Continental Accessory Corp • Conversion Millennium (2003) Inc • Convertagraphics • Cooper Marine & Timberlands Corp • Copap Inc DBA Copap Trading Inc • Copy General Corporation • Corcoran Printing Inc • Core Communications • Corpap Inc • Corporate Communications Group DBA CCG Marketing • Corporate Graphics of America Inc • CorrChoice • Corrugated Services Inc • Corrugated Supplies LLC • Corru-Kraft Company • Coulson Group of Companies Coulson Forest Products • Courier Corporation • Cox Industries Inc • Coyle Reproductions Inc • CPS Printing DBA ZUZA • Craftline Printing • Craftmaster Printers Inc • Cray Inc d/b/a/ Media Graphics / Total Lithography • Creative Automation Company • Creative Carton d/b/a CustomBoxesNow.com • Creative • Creative Press Inc • Crownhill Packaging Ltd • CRT Custom Products Inc • Crusader Paper Company • CTI Paper Group Inc • Cultivate Communications • Curtis Packaging • Custom Lithograph • Cutting Edge Paper Limited • CV Studio

**D** D S Paper Products Ltd • Daishowa Marubeni International Ltd • DanHil Containers II LTD • Daniels Graphics • Daniels Woodcarving Co Inc • Dartmouth Printing Company • Darwill Press Inc DBA Darwill • Data Graphics Inc • Data Reproductions • Datatel Resources Corporation • Davis Printing • Day-Timers Inc • Dee Paper Co Inc • Delaware Wild Lands • DeLine Box Company • Deltacraft Converting • Deltic Timber Corporation • Democrat Printing & Lithographing Co • Deschamps Printing Co Inc • Desert Paper and Envelope Co Inc • Design Printing • Designers' Press Inc • DG3 North America Inc • Diamond Envelope Corporation • Diamond Graphics Inc • Dickinson Press Inc • Direct Impressions Inc • Direction Furniture • DISC Graphics Inc • Discovery Communications LLC • Display Pack Inc • Distribution Toiture Mauricienne Inc • District Creative Printing Inc • Dixie Printing & Packaging LLC • Dixon Direct • Dobi & Associates • Documation LLC •

DocuSource Print Management • Dolce Brothers Printing Inc • Dominion BlueLine Inc • Dominion Holdings Inc DBA Source 4 • Domtar Industries Inc • Domtar Paper Company LLC • Double Envelope • Downie Street Sawmills • Drummond Press The • Dryden Forest Management Co Ltd • DS Graphics Inc • DST Output LLC • Dual Graphics Inc • Dunkley Lumber Ltd • Dura-Fibre LLC • Durgin and Crowell Lumber Co • Dyerich Flooring Design Ltd Traded as Terra Legno • Dynacolor Graphics Inc

**E** Financial Group • Prit Corporation EarthColor • Eastern Forest Products • Eastwood Litho Inc • Eastwood Printing Inc • Edgewater Partners LLC DBA LoyaltyExpress/Little M • Edgewood Forest Products • Edison Lithograph & Printing • Edwards Brothers • Edwards Wood Products • ElandersUSA • Elk Grove Graphics • Ellis Packaging Limited • Ellis Packaging West • Ellis Paper Box Inc • Emballages Netpak Inc • Emery Panel Products Limited • Enap Inc • Endura Products Inc • Ennis-Leipsic Inc • Envelope 1 Inc • Envelope Printery Inc • Envelope Products Group LLC • Envelopes and Forms DBA Surebill • Envision Graphics LLC • Enviva LP • Esselte Corporation • EU Services • Evans Printing Solutions • Evanston Lumber Company • Everest Expedition LLC DBA The Worden Company an • Everett Graphics • Evergo Printing Co Ltd • Evergreen Forest (Tamarack Mill Ltd) • Evergreen Packaging • Exopak LLC

**F** F H Stoltze Land and Lumber Co • Falcon Lumber • FCL Graphics • Federal Envelope Company • Fellowes Inc • Ferguson Box • Fibercorr Mills LLC • FiberMark North America Inc • Fibreco Export Inc • Fibro Source USA Inc • Field Paper Company • Fifth Third Bank • Filler King Company • Financial Graphic Service Inc • Finch Paper LLC • Fine Line Graphics Corporation • Fineline Printing Group • Finlay • Fibreco Exports Inc • Five Star Sheets LLC • Fleetwood Fibre Packaging & Graphics • Flesh Company (The) • Flower City Printing



• Fontana Wood Products • Foothills Forest Products • Forbes Printing • Forest City Trading Group LLC • Forest Investment Associates • Forestar (USA) Real Estate Group Inc • Forms Associates DBA FAC • Fornebu Lumber Company Inc • Woodlands Division • Forum Communications Printing • Frank Grumpert Printing • Franklin Press Inc • Freedom Corrugated LLC • Freedom Graphics Systems • French Paper • Fruit Growers Supply Company • Furci Communications Inc DBA Printeck • FutureMark Alsip • FutureMark Manistique • Futurewood Corp • Futurewood Corp (Johnson Timber and Flambeau River Papers)

**G**annett Offset - Minneapolis • Garvey Group The • Gateway Packaging Company • Gateway Press Inc • Gateway Printing & Graphics Inc • Geami Ltd • General Converting Inc • Genesis Innovations LLC • George Coriaty dba Sir Speedy Printing • George H Dean Company • George Kellett and Sons Inc • George Leask Limited DBA The Drawing Centre • Georgia Biomass LLC • Georgia-Pacific LLC • Gillespie Office & Systems Furniture LLC dba A&B Printing • Glatfelter • Global Group • Globus Printing and Packaging • Glory Moon Greeting Cards Co Ltd • Glover Printing Inc • GLS Companies • GM Wood Products • GMO Threshold Timber Corp • GMO Threshold Timber Corp - Michigan • Goetz Printing Company The • Gordon Buchanan Enterprises Ltd & Lakeshore Timber Company Ltd • Gorham Paper and Tissue LLC / White Mountain LLC • Gorman Bros Lumber Ltd • Gould Paper Corp • GP Cellulose GmbH • Graphic Arts Studio The • Graphic Communications • Graphic Communications Corporation • Graphic Impressions Inc • Graphic Management Specialty Products • Graphic Packaging Corp • Graphic Packaging International • Graphic Visual Solutions • Graph-Pak Corporation • Great Atlantic Graphics Inc • Great Lakes Packaging Corporation • Great Little Box Company • Great Northern Corporation • Great Northwoods LLC • Greatview Holdings Limited • Green Bay Mill Division • Green Bay Packaging Inc • Green Circle Bio Energy • Green Diamond Resource Co • Green Dot Litho Ltd • Greenmantle Forest Inc • Greif Packaging LLC • Greystone Graphics Inc • Greystone Print Solutions • Groupe Lignarex inc •

Groupe Savoie Inc • Gruner + Jahr Printing and Publishing Company DBA Brown Printing • Grupo Papelero Scribe SA de CV

**H**W Culp Lumber Company • Haapanen Brothers • Hahn Printing Inc • Hallmark Cards Inc • Hamilton Printing Company • Hampden Papers • Hampton Resources Inc • Hancock Lumber Company Inc • Hancock Natural Resource Group • Hankins Inc • Harden Furniture Inc • Harding Poorman Group Inc • Harmony Press Inc DBA Harmony Marketing Group • Harmony Printing Ltd • Harris Packaging Corporation • Harry Freeman & Son Ltd • Hart Graphics Inc • Hartford City Paper LLC • Hasbro Global Operations - East Longmeadow • Hawkeye Corrugated Box • Hazen Paper Company • Hearne Hardwoods • Heinrich Envelope Corporation • Herzog Veneers • Heuss Printing • Hexacomb Corporation • HighRoad Press LLC • Hitchcock Printing • Hi-Tech Litho DBA Hi-Tech Imaging • HM Frame Co Inc • HM Graphics • Hobby Press Inc DBA Executive Printers of Florida • Hoff Enterprises Inc • Hoffmaster Group Inc • Holland Litho Printing Service Inc • Holmberg Co Inc • Homan Industries • Home Lumber of New Haven Inc • Hood Industries Inc • Hood Packaging Corporation • Horizon Printing • HOT d/b/a EMI Enterprises d/b/a Envelope Mart • Hotcards.com • Hub Folding Box Co Inc • Huber Engineered Woods LLC • Huber Resources Corporation • Huhtamaki Inc • Hummel Printing • Husby Forest Products Ltd • Husky Envelope Products Inc • Huston Patterson Corp • Hutchison-Allgood Printing Co

**I**iBox Packaging Ltd • IBS Direct • ICS Corporation • Idaho Cedar Sales • Idaho Forest Group LLC • Idaho Timber Corporation of Idaho • Idaho Timber Corporation of Boise • Ideal • Imagers • Imagesmith • Imperial Lithographing Corporation • Impressions Incorporated • Imprimerie Lebonfon Inc • Imprimerie L'Empreinte Inc • Imprimerie Norecob Inc o/a Norecob Printers Inc • Imprimerie PUB CITE • Imprimerie Solisco Inc • Independence Corrugated LLC • Independence Press Inc DBA Independence Web LLC • Independent Corrugator Inc • Indexx Inc DBA Growll.com Burco Promotional Print • Indiana Dept of Natural Resources • Indy Oxnard LLC •

Infinity Global Europe BV • Inform Inc • Ingersoll Paper Box Co LTD • InkOne Communications Inc • Inland Envelope Company • Innovative Folding Carton Co DBA Multi Packaging Solutions-New Jersey • Integracolor • Integraphx Inc • Integrated Print & Graphics Inc • Integrated Print and Graphics • Integrated Print Partners • Integrity Graphics • Interbois Inc • Interfor • International ESP Inc • International Forest Products • International Forestry Consultants Inc (Includes Naselle Timberland Holdings LLC PB Lumber LLC Penguin Forests Inc Seefeld Corporation TWR Timberland LLC WACF TA LLC) • International Paper - Building Products • International Paper Company • International Paper Foodservice Business • International Paperbox • Interprint Web Printing • Interstate Container Reading LLC • Interstate Paper LLC • Iowa State University Printing & Copy Services and • IPC Print Services • IPD Printing (RR Donnelley) • IPP Litho Plate Corporation • Island Timberlands • Ivex Specialty Paper LLC

**J**JR Cole Industries - Carton Division • J&A Printing • JD Irving Limited • JJ Collins Printers • Jackson Paper Manufacturing Company • Jacobs Press The • Jamestown Timber II LP • Japs-Olson Company • Jasper Lumber Company Inc • Jay Packaging Group Inc • JBM Envelope Company • JELD-WEN Windows and Doors • JH Huscroft Ltd • Jimmy Whittington Lumber • Joe N Miles & Sons Inc • Joe Piper Inc • John Roberts Company The • JohnsByrne • Johnson Brothers Lumber • Johnson/Anderson and Associates • Jones Packaging Inc • Jones Solutions Company LLC • Jostens Inc • Journal Graphics • Justman Packaging and Display

**K**K & D Graphics Printing and Packaging • K-1 Packaging Group • Kanzaki Specialty Papers Inc • Kapstone Charleston Kraft LLC • Kapstone Container Corporation • Kapstone Kraft Paper Corporation • Katahdin Forest Management LLC • Kaweah Container • KDM Enterprises LLC • Keen Impressions Inc • Kelly Companies The • Editors Press • Kempenfelt Graphics Group Inc

• Kempf Paper Corporation • Kennickell Print • Keystone Paper & Box Company Inc • King Forest Industries • King Printing Company Inc • Kingery Printing • Kirkwood Printing Company • KPAQ Industries LLC • Kronospan LLC • Kruger Inc - Emballages Krupack • KyKenKee Inc

**L**L & B Printing Inc • Lacorr Packaging • Lag Design Custom Wood Doors Inc • Lake Book Manufacturing • Lake Printing • Lakeland Paper Corporation • Lampe & Malphrus Lumber Co • Larson Juhl US LLC • Las Vegas Color Graphics • Lauterbach Group • Lawrence DBA Lawrence Ink • Lawrence Printing • Lebon Press Inc • Ledwidge Lumber • Lee Industries Inc • Lefavor Envelope Company • LeHigh Direct • LeHigh Phoenix (Phoenix Color Corp) • LeNoble Lumber Co Inc • Les Papiers Atlas Inc • Letica Corporation • Lewis Mouldings & Wood Specialties Ltd • Lewis Paper • Lewisburg Printing Company • Liberty Carton Company • Liberty Lumber Co Inc • Liberty Paper • Lightning Source Inc • Lincoln Paper and Tissue LLC • Lindsay Paper Box Co LTD The • Linemark Printing Inc • Linprint Company • Litho Technical Services • Lithographix Inc • Little Rapids Corporation • Logistical Outstanding Inc • Longview Fibre Paper and Packaging Inc • Longview Timberlands LLC • Louisiana Pacific Corporation • Love Envelopes Inc • Loyola Paper • LTI Printing • Lumber One Company Inc • Lyme Adirondack Forest Co LLC • Lynden Door Inc

**M**MPI Paper Mills of Portneuf • Mac Papers Inc • MackayMitchell Envelope Company • Mackenzie Fibre Management Corporation • MagnetNotes Ltd • Maine Dept of Conservation • Maine Printing Company • Malloy Incorporated • Malnove Holding Company Corp Purchasing • Manchester Industries • Manning Diversified Forest Products • Mansir Printing LLC • Maple Press Company The • Maquoketa Web Printing • Marcom Nordic • Marvin Windows and Doors • Maryland Forest Service • Masonite Corporation • Master Graphics/E&D Web Inc • Master Packaging Inc • Master Print • Matheus Lumber Company Inc • MBI Direct Mail Inc • McAdams Graphics • McArdle Printing Company Inc The • McCarty Printing Corp • McGrann Paper Corporation • McLean Packaging Corp • McShan Lumber Company



• Mead Products LLC and ACCO Brands Canada LP • Meadowlands Display and Packing Inc • MeadWestvaco Wuxi Packaging Materials Corporation • Menasha Packaging Company LLC • Mensch Mill & Lumber Corp • Meredith Webb Printing • Metro Group Marketing Services • Metro Label Ltd • Metroland Media Group Ltd - Tempo Division • Miami-Dade County GSA Materials Management • Michigan-California Timber Company LP • Mid Valley Press • Mid-Atlantic Packaging Inc • Mid-Atlantic Printers Limited • Midland Packaging and Display • Midland Paper Company • Midstate Litho • Midstate Printing Corp • Midwest Converting Inc • Miitigoog Limited Partnership • Millar Western Forest Products Ltd • Millet The Printer Inc • Minnesota Corrugated Box Inc • Minnesota Counties Group - (includes Beltrami Carlton Crow Wing Koochiching and Lake) • Minnesota Dept of Natural Resources • Miracle Graphics • MJB Wood Group Inc • MKD International Inc • Modern Litho Print Co • Modern Postcard • MOD-PAC Corp • Molpus Timberlands Management LLC • Momentum Printing • Moncure Plywood LLC • Monroe Litho • Montenegro Paper Ltd • MOR Printing • Moran Printing Inc • More Business Solutions • Morgan Lumber Co • Mossberg & Co • Motion Asia Management Inc • Motivating Graphics Inc • Moulures Blainville Plus Inc • Mountain Lumber Company • MSM Printing • Mulligan Printing • Multi Packaging Solutions - Lakeshore Affiliate • Murphy Company • MWV • MWV Consumer & Office Products • MWV International Sàrl • Mystic Ltd DBA Sheets Unlimited LLC

**N**Nahan Printing • Nampak • Napco Inc • National Graphic Solutions • Nationwide Envelope • NE Opc Inc DBA National Envelope • Nebraska Printing Company Inc • Neiman Enterprises Inc • Nekoosa Coated Products • New York State Department of Environmental Conservation • NewCorr Packaging • NewPage Corporation • Newport Timber LLC (Division of Interstate Resources Inc) • Newton Falls Fine Paper Company LLC • Nicholas Earth Printing LLC

• Nicholas/Earth Printing LLC • No Other Impressions Inc • Noramex LLC Member of Korab International Group • Norbord Inc • Norcom Inc • Norfolk Southern Corporation - Brosnan Forest • Norkol • North American Communications • North Carolina State University • North Cascades Forest Products LLC • North Enderby Timber Ltd • Northern Pulp Nova Scotia Corporation • Northern Sheets LLC • Northwest Mailing Services • Nosco Inc • NPC Inc • NRI DBA Triangle

**O**Oaks Unlimited • Oakworks Inc • Odee Company The • Ohio Department of Natural Resources • Old Town Fuel & Fiber • Oles Envelope Corporation • Olympic Resource Management • Omaha Box Company • Omaha Paper Company • On Demand Technologies • Ontex Global • Orange County Container Group LLC • Oregon Canadian Forest Products • Oregon Canadian Holdings Inc • Original Impressions • Original Smith Printing • Orion Timberlands • Outlook Group Corp • Owl Distribution Inc

**P**PA Hutchison Company • Pac Paper Inc • Pacific Paper Trading Co • Pacific Southwest Container LLC • Pacific West Litho • Pacific Western Container • Pacific Woodtech Corporation • Packageone Inc DBA American River Pack • Packaging Corporation of America • Packaging Graphics LLC • Packaging Logic Inc • Packard Forest Products Inc • Pacon Corporation • Pactiv • Paige Packaging Inc • PAK 2000 Inc • Palmer Printing Inc • Panaprint Inc • Panoramic Press Inc • Papercone Corporation • Paradigm Printing Inc • Paris Business Products • Park Printing Inc • Parton Lumber Company • Patriot Hardwoods Inc • Pazazz Printing Inc • PCI Paper Conversions Inc • PearceWellwood Inc •



Peel District School Board Department of Printing Services • Pella Printing Co Inc • Perez Trading Company inc • Performance Office Papers • Performance Sheets • PGI - Pacific Graphics International Inc • PhilCorr LLC • Philipp Lithographing • Philmont Scout Ranch • Phoenix Color Corp DBA Lehigh Phoenix • Phoenix Lithographing Co • PHOENIX-VETERANS PRINT • Pictorial Corporation • Pingree Associates • Pinnacle Corrugated LLC • Pinnacle Frames and Accents • Pioneer Packaging Inc • Pip of Tennessee Inc DBA Dynamark Graphics Grou • Plum Creek Timber Company • PM Company LLC • Pollard Lumber Company • Ponderay Newsprint Company • Pony Corp • Port Blakely Tree Farms LP • Port Townsend Paper Corporation • Portland General Electric • Precision Art Printing • Precision Press • Preferred Printing Company Inc / Preferred Printing • Premier Press • Premier Printing of Illinois Inc • Prepress Graphic Professionals • President Container Group LLC • Pressworks • Preverco Inc / BFS 2002 Inc • Prime Lumber Company • Princeton Forest Products Inc • Princetonian Graphics Inc • Principal Financial Group • Pprint Corporation DBA Sir Speedy Vienna • Print Three • Printech Plus • Printer Inc The • Printing Concepts Inc • Printing Images Inc • Printing Partners LLC • Printing Resource Inc • Printing Services of Greensboro DBA Phase 3 Communications and DBA Just Push Printing • Printing Source Inc The • Printing Specialist Corporation • PrintingForLess.com • Printwell Acquisition Company Inc • Printxcel Toledo • Priority Envelope • Proactive Packaging & Display • Produits Forestiers Lamco • Produlith Inc • Prographics Communications LLC • Progress Container & Display • Progress Luv2Pak International Ltd •

Progressive • Progressive Converting Inc (Pro-Con) • Progressive Graphics Inc • Prolam - Société en commandite Prolam • Prolamina Corporation • Proteus Packaging Corp • PSI Container Inc • Publication Printers Corp • Publix Super Markets Inc Printing Services • Pyramid Mountain Lumber Inc

**Q** Quad Graphics Inc • Quality Color Graphics • Quality Park Products • Quartier Printing Company Inc • Quebec Ministry of Natural Resources • Queen's Printer for British Columbia • Quest Graphics

**R** RB Converting • Raff Printing Inc • Ram Forest Group Inc • Ramsey Press Inc • Rapid Displays • Rayonier • ReEnergy Holdings LLC • Reid & Wright Inc • Reindl Printing Inc • Reliable Container Corp • Reliable Graphics • Reprodux • Resolute FP Canada Inc • Resolute FP US Inc • Resource Management Service • Response Envelope Inc • Revelstoke Community Forest Corp • Rex Corporation • Rex Lumber • Rex Three • Reynolds Paper Company Limited • Richards Graphic Communications Inc • Richmond International Forest Products • Richwood Industries • Ricoh Canada Inc • Ripon Printers • RIS Distribution Warehouse • Riverhead Building Supply Corp - Riverhead Yard • Riverside Printing Inc • RJ Acquisitions DBA The Ad Art Company • Roaring Spring Paper Products • Roberts & Dybdahl Inc • Rock Communications Ltd • Rock-Tenn Company • Rohrer Corporation • Romanow Container • Ronpak Inc • Rooney Printing Co Inc • Rose City Printing and Packaging • Roselle Paper Company • Rosmar Packaging Group • Ross PPD Corporation • Royal Consumer Products LLC • Royalty Press Group • RR Donnelley • RT Associates Inc • Rufus Deering Lumber Co

**S** S & W Forest Products Ltd • Sacramento Container Corporation •

Saint Louis Print Group • Sandy Alexander Inc • Sanford and Hawley Inc • SAPPI Cloquet LLC • SAPPI Fine Paper • SAS Institute Inc • Sauers Group The • Schneider Graphics Inc • Schutte Lumber Company • Schwarz Partners Packaging LLC DBA MaxPak • Scotch & Gulf Lumber Company • Scotch Plywood Co Inc • Scott Lithographing • Sealed Air Corporation • Seaman Paper Company of MA Inc • SEDA Italy SPA • Segerdahl Group • Seibel Group Inc The • Selco Industries • Senior Paper Corporation • Service Communication and Solutions LLC • SF & C Divisions Specialty Industries and Krafcor • Shafi's Inc DBA Tiger Press DBA Tiger Packaging • Shamrock Printing • Shandong Tralin Packaging and MWV China • Shaughnessy Kniep Hawe Paper Company Inc • Shawmut Advertising Inc DBA Shawmut Printing • Sheets LLC • Sherwood Lumber Corporation • Shorewood Packaging • Sierra Pacific Industries • Sigler Companies • Sigma Graphics • Sigma Press Inc (DBA Sigma Marketing) • Simpson Investment Company • Simpson Lumber Company LLC • Sina Printing Inc • Sinclair Group Forest Products Ltd • SMC Packaging Group • Smead • Smith Print Inc The • Solo Printing Inc • Solvay Recycled Containerboard Mill • Sonderen Packaging Inc • Sonoco Products Company • Soporcel North America Inc • Soterra LLC • South Coast Paper • Southern Champion Tray LP • Southern Index Inc • Southern Veneer Products • Southland Envelope Co Inc • SP Newsprint Co LLC • Spearfish Pellet Company LLC • Special Editions Inc • Specialist Printing and Direct Mail • Specialized Packaging Group Inc London The • Specialty Print Communications • Specialty Wood Products Inc • Spectrum Marketing Services • Speonk Lumber Corp • Spicers Canada Limited • Spire • Springdot Inc • Spruceland Millworks Inc • St Charles Community LLC •

St Croix Valley Hardwoods Inc • St Joseph Communications • St Louis County Land Department • Standard Press Inc • Standard Register Company • Staples Print Solutions - Headquarters • Starfire Lumber Company • States Industries • Steen Macek Paper Co • Sterling Paper Company • Stimson Lumber Company • Strata Companies The • Strategic Content Imaging - SCI • Streeter Printing & Graphics Inc • Strine Printing Company Inc • Stromberg Allen & Company • Stuart Packaging Inc • Stuwix Resources Ltd • Stylecraft Printing Company • Sull Graphics Inc • Summit Container Corporation • Sun Incorporated - Sun Printing of Orangeburg • Sun Litho • Sun Printing of Ohio Inc • Sunbelt Graphics Inc • Suncraft Technologies • Sundance Graphics LLC • Super Enterprises - USA Inc • Superior Lithographics • Superior Printers Inc • Supremex Inc • Sustainable Conservation Inc • Sutherland Packaging Inc • Swanson Group Manufacturing LLC • Swift Print Communications • Symcor Inc • Systel Printing Services

**T** Tabs Direct • Tangent Graphics • Tangent Press Inc • Tavo Packaging • Taylor Graphics Inc • Taylor Publishing Company • Tecumseh Packaging Solutions Inc • Tegrant Corp Alloyd Printed Products • Tension Corporation • Terrace Paper Inc • Texcorr LP • Textile Printing Company DBA TPC Printing & Packag • TFP Data Systems • Thames Printing Co Inc • The Campbell Group - East Coast Region • The Campbell Group - Northwest Region • The Campbell Group - Southeast Region • The Campbell Group - Southwest Region • The Central Group • The Conservation Fund • The Lane Press • The Mid-York Press Inc • The MillCraft Paper Company • The Nature Conservancy - Montana • The Odee Company • The Offset House • The Paige Company Containers Inc • The Printing House • The Robinette Company • The Royal Group • The Sheridan Press Inc • The Westervelt Company • The YGS Group • The Zenger Group • Thelamco Inc

• Thilmany LLC • Thompson Hardwoods inc • Thoro Packaging • Three Man Corporation DBA San Diego Printers • Three Z Printing Co • Tigerton Lumber Florence LLC • Timbar Packaging & Display • Timber Products Company • Timbervest LLC • TimberWest • Timeplanner Calendars Inc Journalbook • Times Printing Co Inc • Tolleson Lumber Company • Top Flight Inc • Topknotch Prep & Print Ltd • Torlys Inc • Torstar Printing Group-Tempo Division • Tower Litho Company Ltd • Town Crier Ltd • Transcontinental Inc • Trebio Inc • Trend Offset Printing Services • Triangle Printers • Tri-State Envelope Corporation • Triumph Packaging Group • Tucker-Castleberry Printing Inc • Tukaiz LLC • Tumac Lumber Co Inc • Tweddle Group • Twenty-First Century Press Inc • Twin Rivers Paper Company • Two C Pack Systems Corp • TWP Enterprises DBA TW Perry

**U** US Corrugated Inc / Kampack Inc • UBS • UC Davis Repro Graphics • Unadilla Laminated Products Inc • Unicorr Packaging Group • Unifoil Corporation • Unimac Graphics • Union Packaging LLC • Unisource Worldwide Inc • United Book Press Inc • United Corstack LLC • United Envelope • United Graphics • United Press & Graphics Inc • Universal Lithographers • Universal Wilde • University Lithoprinters • UPM Madison • UPM Blandin (includes UPM-Kymmene) • Upper Hudson Woodlands ATP LP • US Corrugated of Milwaukee • Useful Products LLC • Utah Paperbox Company DBA UPB

**V** V G Reed & Sons Inc • Valassis Communications Inc • Valley Lumber Company • Valpak Direct Marketing Systems Inc • Vanguard Companies • Verso Paper • Victor Envelope Co • Victor Graphics Inc • Visographic Inc • Vox Printing Inc

**W** Wagner Forest Management (Includes Bayroot LLC Cumberland Tree Farm Merriweather LLC North Star Forestry LLC Typhoon LLC Yankee Forest LLC) • Wallace Printing Inc • Wallis Printing Company • Walsworth Publishing Company • Walton Press Inc • Warren's Printing Place Inc • Warren's Waterless Printing Inc • Washburn Graphics Inc DBA Cadmus DBA Cadmus A C • Washington Dept of Natural Resources • Watkins Sawmills Ltd • WD Chips LLC • Weaber Inc • Webb Communications DBA Bayard Printing Group • Webcrafters Inc • Weber Display & Packaging • Welch Packaging Group • Weldon Williams & Lick Inc • Wellborn Cabinet • Wells Printing Company • Wells Real Estate Funds • Wertheimer Box Corporation • West Fraser Mills Ltd • West Linn Paper Company • Western States Envelope & Label • Western Web Envelope • Western Wood Solutions Inc • Westervelt Company • Weston Forest Group • Weston Premium Woods • Weston Wood Solutions • Weyerhaeuser NR Company • Wilen Direct • Wilen Press LLC • Winston Packaging A Winston Printing Company • Wisco • Wisconsin Dept of Natural Resources • Wisconsin Packaging Corp • Wolf Colourprint • Woodbury Supply Company Inc • Woodland Paper Inc • Woodland Pulp LLC • WorkflowOne • Worzalla Publishing Company • Wright Business Graphics • Wright Graphics • Wright's Printing LLC • Wynndel Box & Lumber Co Ltd

**X** xpedx

**Y** Yakama Forest Products • Yakama Nation • York Container • Yorke Print Shoppe • Yurchak Printing

**Z** Zimmermann Printing Co

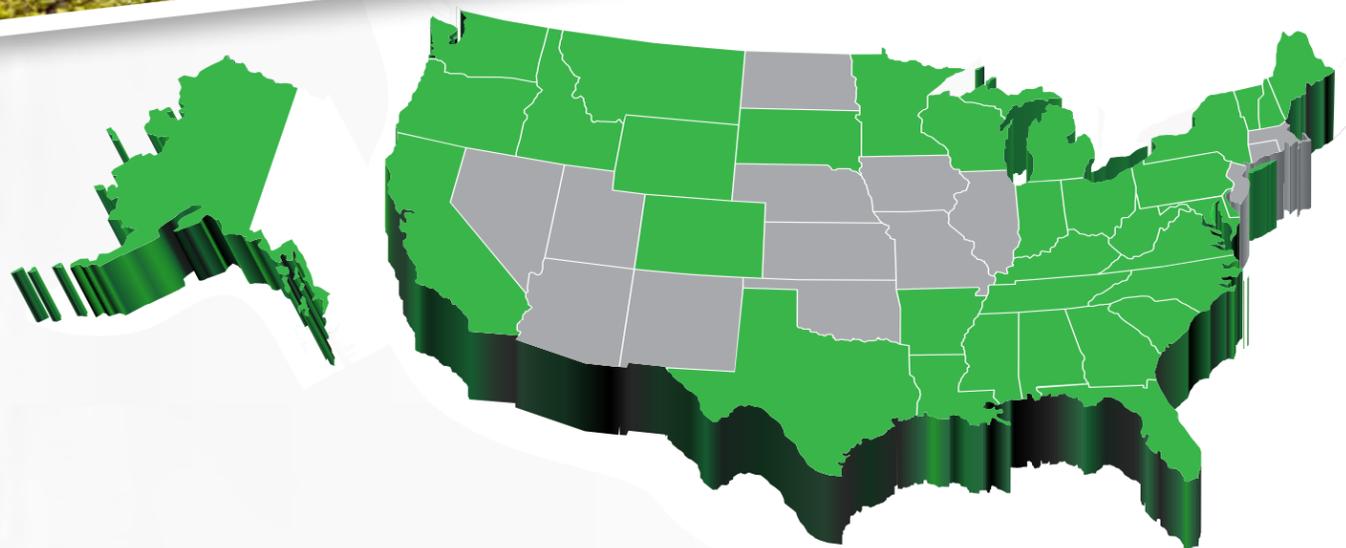
### SFI Funding

SFI is primarily supported financially by SFI Program Participants who use the program's forest management and fiber sourcing standards. These SFI Program Participants are listed on the SFI website ([www.sfi-program.org/files/pdf/SFIProgramParticipants.pdf](http://www.sfi-program.org/files/pdf/SFIProgramParticipants.pdf)) and include forest product and paper companies, conservation organizations, state and local public agencies, tribal and aboriginal lands, and universities. In 2012, SFI Program Participants provided 93 percent of the funding for SFI, and the remaining seven percent came from annual conference revenue, various services agreements, investment income and other miscellaneous sources. Certified SFI Program Participants are audited by independent certification bodies accredited by ANSI, ANAB and/or the SCC. SFI has no role in determining whether a certificate gets granted.

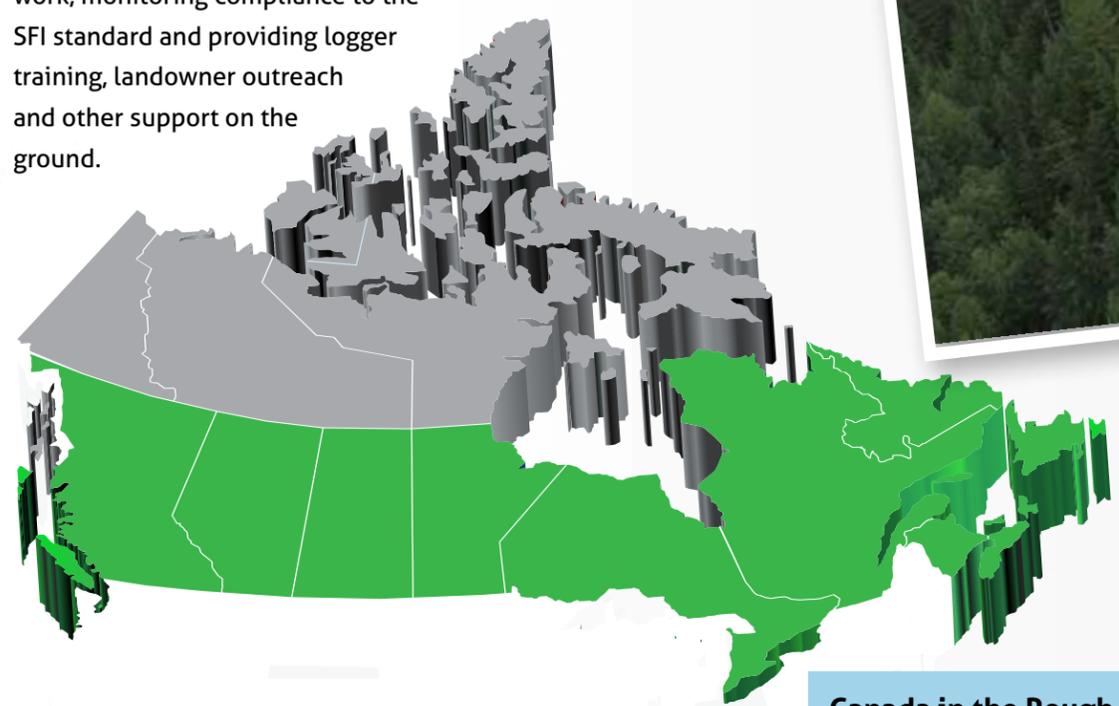
# SFI Implementation Committees: On the Ground, Across North America



Today, the future of our forests is being supported by the work of 35 regional, state and/or provincial SFI Implementation Committees representing 43 states/provinces across North America. These are primarily volunteers who engage in local community work, monitoring compliance to the SFI standard and providing logger training, landowner outreach and other support on the ground.



■ SFI Implementation Committee  
■ No SFI Implementation Committee



## 2012 SFI Implementation Committee Achievement Award Winner

The Virginia SFI Implementation Committee earned the 14th Annual SIC Achievement Award in 2012 for harnessing the enthusiasm and knowledge of its many partners to show the environmental benefits of building with certified wood.

*"Thanks to our diverse membership, we've been able to raise awareness in the state's green building community about the great value of forest certification. We want architects, builders and engineers to see for themselves how certification improves forest management, and to understand they are supporting local communities and workers by choosing SFI-certified forest products."*

— 2012 Committee Chair James Fretz of International Paper Company

View the episode:  
[www.youtube.com/user/SFIProgram](http://www.youtube.com/user/SFIProgram)



## Canada in the Rough



SFI and the Canadian SICs were featured on an exclusive conservation, wildlife, and forestry education episode of the three-time award winning television program Canada in the Rough on "Episode 3: Up Close with Roosevelt Elk."

The episode spotlighted a unique Roosevelt Elk recovery program. Host Keith Beasley and SFI's Danny Karch talked about why the SFI forest certification standard is so vital to wildlife habitat and also how SFI helps promote responsible forest management.

# Balanced Oversight from All Parts of the Forest Community



## A Message from the External Review Panel

The External Review Panel has reviewed the background data that underlie the preparation of this Annual Progress Report, and finds the report to be an accurate and fair representation of the SFI program's achievements in the past year. If anything, the Report understates SFI's progress, as it avoids burdening the reader with the tremendous amount of data that are involved. That information, however, was essential in giving the Panel an "inside" look at the progress reported to be able to assure the public that the Report is a credible presentation of the achievements toward sustainable forestry in North America during the past year.

The SFI program seeks to maintain and build on the program's integrity, and the Panel found evidence that this goal is being effectively pursued. Included in the evidence were:

- The impact of the web-based progress reporting system on data accuracy and integrity;
- The growth and continued efforts to improve logger training programs within the regional, provincial, and state SFI Implementation Committees (SICs);

## External Review Panel Members

The SFI External Review Panel is a distinguished group of independent experts representing conservation, professional, academic and public organizations. The ERP conducts an independent review of the SFI program for both objectivity and credibility and to ensure the annual SFI Progress Report fairly states the status of SFI program implementation. The volunteer panel provides external oversight through its independent review of the current SFI program and standard revision process while seeking steady improvements in responsible forestry practices.

- The increase in SFI-certified lands that speaks to landowner satisfaction with the program as well as the organization's pursuit of the goal to increase sustainably managed forests across North America;
- The reasoned, factual and calm communications that the program's leaders develop in response to the continuing attacks on the program by some campaign groups;
- The continued growth of SFI Chain-of-Custody certificates and the increasing array of public officials and others encouraging the appropriate recognition of certified wood products in the green building systems;
- The sound programs run by the SICs that allow the public to question forest practices that seem inconsistent with the SFI Standard, and the capacity of the SICs to assure that any such situations that involve SFI Program Participants are resolved quickly and fairly;

- The investments that SFI Program Participants make to support forestry research as well as community and conservation programs continue to grow and set the SFI program apart as a strong contributor to the continual improvement of sustainable forestry practice;
- The creation of the Forest Partners Program, with its focus on expanding the practice of sustainable forestry on small and medium-sized forest ownerships that might otherwise be unable to economically participate; and,
- The open and transparent process that has been established for the review and updating of the SFI Standard for 2015-2019.

In addition to this evidence, the SFI program demands continual improvement. In seeking that improvement, the Panel looks forward to the upcoming SFI Standards Review and urges Program Participants, interested organizations, and the general public to take advantage of the opportunity to contribute suggestions for improving both the Standard and the SFI program in general. All contributions are welcomed for inclusion in this important review. As we conduct our oversight of the fairness and transparency of the review process, we will ensure that your comments receive careful and thoughtful consideration.

**Robin**

Chair - External Review Panel



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June 2013

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