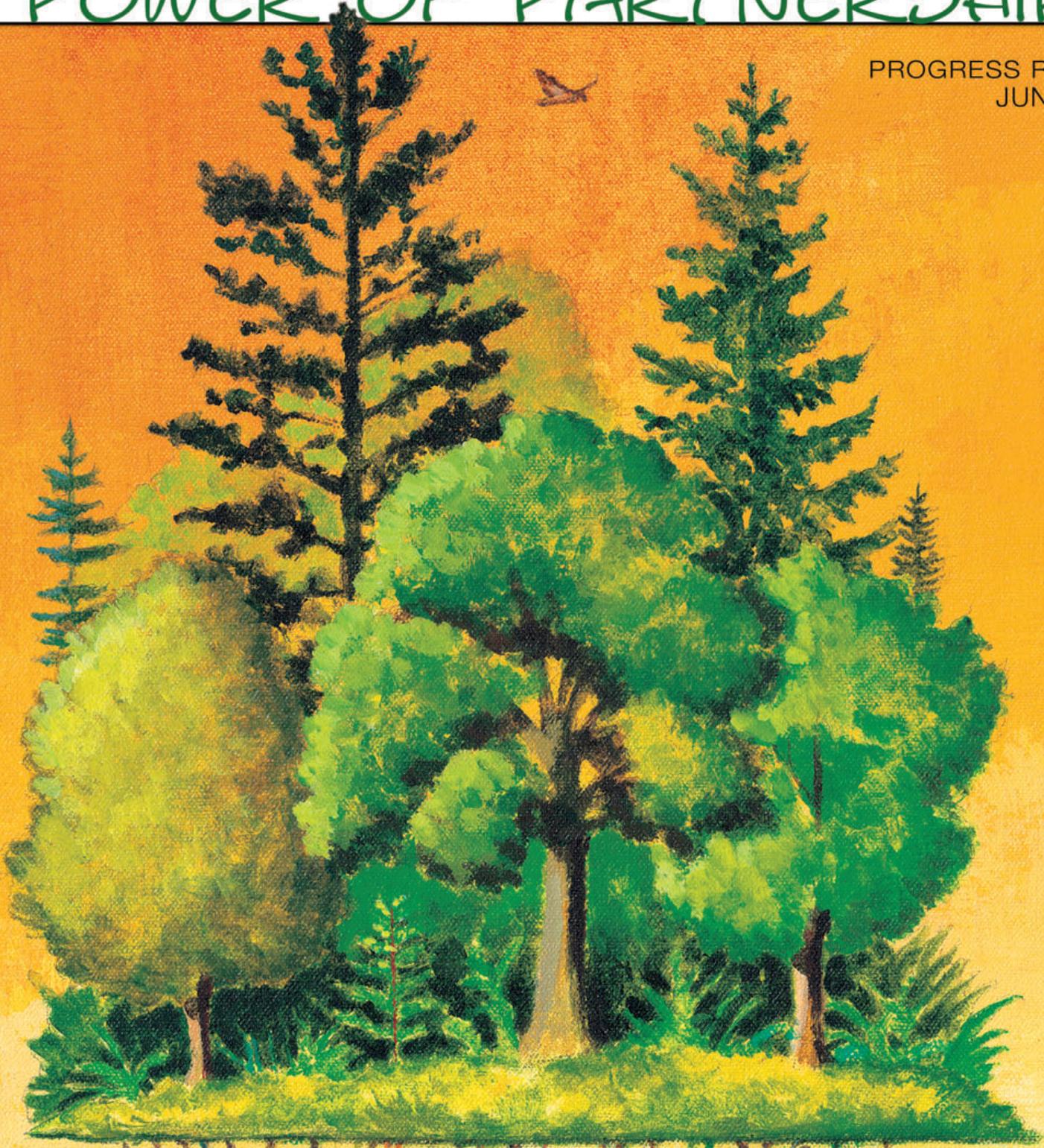


SUSTAINABLE FORESTRY INITIATIVE®

POWER OF PARTNERSHIPS

PROGRESS REPORT
JUNE 2010



SUSTAINABLE
FORESTRY
INITIATIVE

Good for you. Good for our forests.®

MESSAGE FROM THE PRESIDENT



PARTNERSHIPS POWER THE SFI PROGRAM. They breathe life into our work, making it dynamic and exciting.

Together with our many partners, we share ideas and accomplish so much more in the forest, in communities, and in the marketplace. Our partners include community organizations and companies of all sizes, government agencies, conservation groups, Aboriginal peoples, customers and family forest owners.

We have a diverse range of partners because we respect and value all contributions, and believe everyone can benefit through involvement in the SFI program. After all, everyone has a responsibility to our forests and to our communities. This report touches on just a few of the accomplishments resulting from these amazing partnerships.

2010 is a perfect time to be celebrating the power of partnerships. We began the year by introducing our new SFI 2010-2014 Standard, concluding an 18-month open, consultative and inclusive review. The process invited input from more than 2,000 people, and was overseen by the independent External Review Panel. This collaboration did a lot to strengthen existing partnerships, and build new ones.

We also entered 2010 as the largest single forest certification standard in the world. This growth reflects the confidence and respect our program has earned. It places us in a leadership position to bring together people from different backgrounds and viewpoints to achieve our common goal — to strengthen forest practices.

You don't have to look any further than the 950 people who make up our 37 SFI Implementation Committees. These committees are a unique and important part of our program. Close to half of the members are involved not because their organization is an SFI program participant, but because they understand the relevance and value of what we do. They know that they can, and are, making a difference. They include loggers, teachers, biologists and public officials. They are working to meet the needs of communities across the United States and Canada, arranging training sessions and workshops for loggers and family forest owners to expand the reach of responsible forest management.

Another fantastic partnership — one that means a lot to me — is our relationship with Habitat for Humanity. Local participants and SFI Implementation Committees have contributed time and resources to help build Habitat homes in Maine, Manitoba, Minnesota, Ontario and Tennessee — using SFI wood from local communities to build better communities. The SFI partnership includes the first Habitat home certified to the ANSI National Green Building Standard in the United States, the first certified to the Built Green Program in Canada, and the first in a First Nation community in Canada. But what's best is that these projects bring together volunteers to provide decent homes using local resources for hard-working families — people like Timothy Gistover who lives with his son in a Habitat home in Nashville built with the help of the SFI program and its partners.

We have just embarked on a new partnership initiative that will bring us closer to the conservation community. Through an ongoing Conservation and Community Partnerships Grant Program, we have announced support for projects that will, among other things, improve forest habitat and wildlife biodiversity, strengthen knowledge and data, and reduce the risk of illegal products in the global supply chain. Our criteria called for projects that bring together partners and resources so we were not surprised to find that our initial commitment of \$675,000 — \$307,500 so far in 2010 alone — will leverage a total value of \$2.7 million from all of those involved.

What is so heartening about everything we are doing right now — and what motivates SFI staff and all of our partners to work even harder — is the realization that more and more people are voicing their support for third-party certification and the SFI program.

The power of partnerships gives meaning to the work that we do, and motivates us to take on the challenges ahead and to seize the opportunities of the future. From everyone involved in the SFI program and everyone who benefits from this work, sincere thanks to all of our partners — we look forward to continuing to work with you.

KATHY ABUSOW
President and CEO
Sustainable Forestry Initiative Inc.

SUSTAINABLE FORESTRY INITIATIVE —
QUICK FACTS AND STATISTICS

THE SUSTAINABLE FORESTRY INITIATIVE® (SFI) INC. is an independent, 501(c)(3) non-profit charitable organization endorsed and accepted by organizations and governments internationally, and supported by conservation groups, community organizations and forest professionals.

More than 2,500 individuals and organizations are working with the SFI program – meeting its requirements and/or supporting its efforts to encourage and promote responsible forestry. More than 250 participants have certified lands they own or manage.

In 2009 and continuing into 2010, the program continued to register phenomenal growth despite difficult economic conditions.

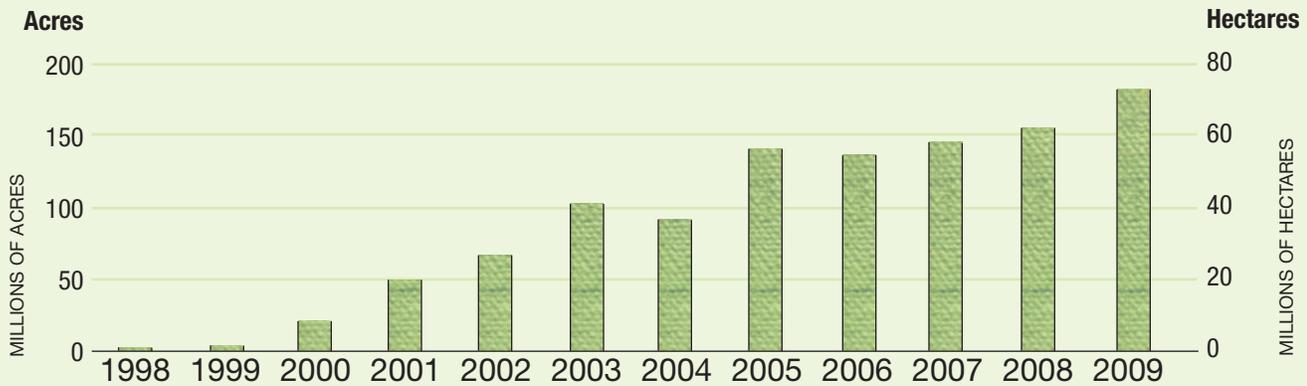
PROGRAM GROWTH:

The SFI program entered 2010 as the largest single forest certification standard in the world.

Growth to the end of April 2010 from the start of 2009 includes:

- Area certified in North America **↑** 25% to 193.2 million acres/78.2 million hectares from 154 million acres/62 million hectares
- A 2008-2009 United Nations market review of forest products found the SFI program had registered the most significant increase in chain-of-custody certifications in 2009
- SFI chain-of-custody certificates **↑** to 883 from 407
- SFI chain-of-custody locations **↑** to 2,099 from 1,020
- Fiber sourcing label certificates **↑** to 83 from 39
- SFI program participants **↑** to 253 from 230

AREA CERTIFIED TO SFI PROGRAM: 1998 - 2009:



The area certified to the SFI Standard has grown from 700,000 acres/280,000 hectares across North America at the end of 1998, when forests were first third-party certified to the SFI Standard, to a total of 193.2 million acres/78.2 million hectares at the end of April 2010.

“I have had a front-row view of the impressive growth and maturity of the SFI program — both from my position with the SFI External Review Panel and as Dean of Auburn’s School of Forestry and Wildlife Sciences. SFI training and outreach activities are doing a lot to help forest professionals improve practices on the ground, and I am glad I can continue to contribute to this good work.”

— DR. RICHARD W. (DICK) BRINKER, DEAN OF THE SCHOOL OF FORESTRY AND WILDLIFE SCIENCES AT AUBURN UNIVERSITY, MEMBER OF THE SFI BOARD OF DIRECTORS AND FORMER CHAIR, SFI EXTERNAL REVIEW PANEL

SFI FOREST CERTIFICATION DELIVERS WIDE-RANGING BENEFITS ON THE GROUND. IN 2009, THIS INCLUDED:

Community outreach: A network of 37 local SFI Implementation Committees — with 952 members — contributed a total of \$3 million to support local programs such as education and training for loggers and foresters, and outreach to family forest owners. The total contribution since 1995 is \$55.1 million.

Research: SFI program participants invested \$73.2 million for research activities that improve the health, productivity and responsible management of forest resources, bringing the total since 1995 to more than \$1.1 billion.

Reforestation: In 2009, 1.4 million acres (572,200 hectares) of SFI program participants' lands were reforested through planting or natural regeneration.

SEE STANDARD



Education and Training: 6,349 resource and logging professionals were trained in responsible forestry through the SFI program or its recognition of other programs — bringing the total number trained since 1995 to 123,754.¹

Use of trained professionals: 93 percent of the raw material used by SFI program participants was provided by loggers trained in responsible forestry practices, and the new SFI 2010-2014 Standard calls for the use of qualified resource and logging professionals, and certified logging professionals (where available).

Use of certified fiber: About 35 percent of the raw material used by SFI program participants came from forests certified to the SFI Standard or from forests certified by the American Tree Farm System or the Canadian Standards Association program.

Responsible fiber sourcing: The fiber sourcing requirements in the SFI 2010-2014 Standard address the fact that 90 percent of the world's forests are not certified. These requirements continue to improve conservation efforts on uncertified lands across North America. Among other things, they promote conservation of biological diversity and Forests of Exceptional Conservation Value, use of best management practices to protect water quality, and reforestation on forest lands that are not certified.

SEE STANDARD



¹ Provided by the Forest Resources Association

SFI
2010-2014
STANDARD

REQUIREMENTS FOR
REFORESTATION

Performance Measure 2.1. Program Participants shall promptly reforest after final harvest.

Indicators:

1. Designation of all harvest areas for either natural regeneration or by planting.
2. Reforestation, unless delayed for site-specific environmental or forest health considerations or legal requirements, through planting within two years or two planting seasons, or by planned natural regeneration methods within five years.
3. Clear criteria to judge adequate regeneration and appropriate actions to correct understocked areas and achieve acceptable species composition and stocking rates for both planting and natural regeneration.
4. Minimized plantings of exotic tree species, and research documentation that exotic tree species, planted operationally, pose minimal risk.
5. Protection of desirable or planned advanced natural regeneration during harvest.
6. Planting programs that consider potential ecological impacts of a different species or species mix from that which was harvested.
7. Afforestation programs that consider potential ecological impacts of the selection and planting of tree species in non-forested landscapes.

SFI
2010-2014
STANDARD

REQUIREMENTS FOR
FIBER SOURCING²

Performance Measure 10.1. Program Participants shall clearly define and implement policies to ensure that facility inventories and fiber sourcing activities do not compromise adherence to the principles of sustainable forestry.

Indicators:

1. Program for the purchase of raw material from certified logging professionals (where available) and from wood producers that have completed training programs and are recognized as qualified logging professionals.
2. Program to require that harvests of purchased stumpage comply with best management practices.
3. Contracts for the purchase of raw material include provisions requiring the use of best management practices.
4. Program to address adverse weather conditions.
5. Program Participants shall clearly define their fiber sourcing policies in writing and make them available to wood producers

² The SFI 2010-2014 Standard has six objectives, seven performance measures and 21 indicators for responsible fiber sourcing. This includes requirements for offshore procurement and, as shown here, for fiber sourcing in the United States and Canada.

THE EXTERNAL REVIEW PANEL HAS EXAMINED the 15th Progress Report of the Sustainable Forestry Initiative and believes that it represents an accurate appraisal of the program's achievements in 2009. The focus on partnerships is appropriate, given the hundreds of individuals and dozens of organizations that have been actively involved in establishing the new SFI 2010-2014 Standard and the promotion of sustainable forestry.

The SFI 2010-2014 Standard will continue to promote sustainable forestry practices in North America, which is the basic goal of the SFI program. Fifteen years of continuous improvement and testing are reflected in the new Standard. The Panel believes that the changes in the Standard were made using an excellent, transparent revision process that was open to all comments and that evaluated ideas openly and carefully. New requirements indicate the growing capacity and willingness of SFI program participants to achieve notably higher forestry standards with each passing year.

Over the past two years, much of the SFI program's efforts have been aimed at achieving three strategic goals – integrity; conservation and community collaboration; and market outreach and public awareness. As outside observers, one role of the External Review Panel is to review and comment on how and how well the organization has pursued those objectives.

We believe there have been several indicators of the pursuit of integrity. The amount of effort put in by program participants, volunteers, and staff to make the SFI 2010-2014 Standard a scientifically sound, socially and environmentally responsible approach to sustainable forest management was one such indicator. Another indicator was the measured, logical response to critics of the SFI program. From white papers to press releases, the program sought to maintain a robust, responsible dialogue that focused on the promotion of sustainable forestry in North America. We encourage the continuation of this approach in the future.

The pursuit of conservation and community partnerships is well documented in this Report, especially in areas that address forest health, productivity and responsible management of forest resources. Those efforts should continue to grow in the future, particularly with the impact of the new Conservation and Community Partnerships Grant Program that is profiled later in the report. Additionally, continued promotion of SFI through the SFI Implementation Committees will remain critical to ensuring the new SFI Standard is consistently implemented to achieve on the ground success.

The growth and acceptance of the SFI labeling program reflects success in market outreach and public awareness. As the program continues to expand, more and more people will become aware of the benefits of sustainable forest management and certification, and this is a positive development. At the same time, there has been a laudable effort to manage and monitor SFI label usage to maintain the program's integrity, and it is critical to continue vigilance as the program grows.

In addition to maintaining integrity and outreach, the SFI program will need to continue to address the ongoing issues facing the practice of sustainable forestry everywhere. Issues such as the changing land ownership situation, rapid increases in biomass demand, and adapting to climate change all threaten the capacity of North America's forest land owners and managers to maintain healthy, robust forests.

The Panel believes there are two significant opportunities for extending the positive influence of the program. The first is to continue reaching out to the landowners of uncertified forest lands and helping them improve their sustainable practices. The second is evaluating the impact of the 2010 improvements in the SFI Fiber Sourcing Requirements on the expansion of sustainable forestry practices, particularly with family forest landowners.

The forestry community, like all communities, has weathered severe and challenging economic times in the past year or two. During periods of economic stress, it is tempting to abandon environmental and other long-term values in favor of short-term profits. This Progress Report shows that SFI program participants continued to support and improve the long-term future of sustainable forestry as a primary objective. As a result, many new forest management and chain of custody participants joined the program. That is a tangible sign of progress.

The SFI External Review Panel is a distinguished group of independent experts representing conservation, environment, professional, academic and public organizations who advise the SFI Board of Directors on ways to improve the SFI program. Its mission is to conduct an independent review of the SFI program 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 while seeking steady improvements in responsible forestry practices.

MICHAEL T. GOERGEN JR. (CHAIR)
Executive Vice President, Society of American Foresters

DANIEL B. HAYES (VICE-CHAIR)
Professor, Department of Fisheries and Wildlife, Michigan State University

PAT MCELROY (VICE CHAIR)
Washington State Forester (Retired)

LINDA S. CASEY
State Forester, Alabama Forestry Commission

FREDERICK CUBBAGE
Professor, Department of Forestry and Environmental Resources
North Carolina State University

PETER DEMARSH
President, Canadian Federation of Woodlot Owners

FRED DENEKE³
Forestry Projects Coordinator,
National Association of Conservation Districts

DEBORAH GANGLOFF³
Executive Director, American Forests

JONATHAN W. GASSETT
Commissioner, Kentucky Department of Fish and Wildlife

JOHN A. HELMS
Professor Emeritus, University of California Berkeley

DAVID L. LEDFORD
President, Appalachian Wildlife Foundation

ROBIN MORGAN
Deputy Director, Northern Research Station,
USDA Forest Service

THOMAS A. PETERSON
Director, Forest Mgt. Staff, NFS
USDA Forest Service

R. NEIL SAMPSON
(EXECUTIVE SECRETARY)
President, The Sampson Group Inc.

³ Term ended in 2009

THE POWER OF PARTNERSHIPS - A STRATEGIC VIEW

THE SFI PROGRAM WELCOMES THE INVOLVEMENT of anyone who shares a passion for responsible forest management and believes it is possible to make a positive difference in the forest and in the marketplace by working together.

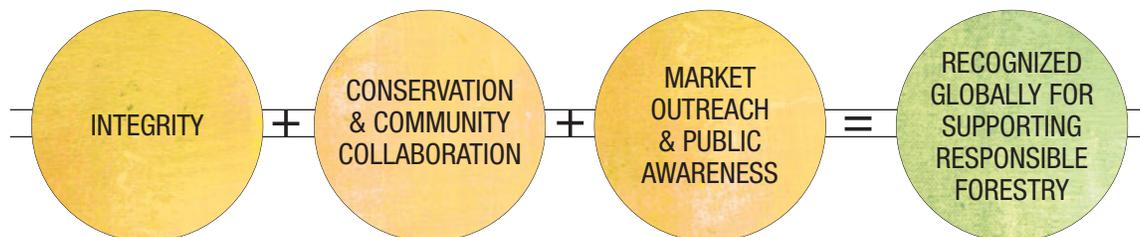
Everything the SFI program and its partners do supports the strategic objective of the SFI program:

“To ensure the integrity of the SFI program is strong, grounded in science and research, and based on conservation and community collaboration, resulting in a program that is recognized globally as supporting responsible forestry.”

All SFI activities reflect this objective and three strategic goals — integrity; conservation and community collaboration; and market outreach and public awareness.



STRATEGIC GOALS 2010



This year’s Progress Report reflects on the many contributions made to each of the SFI program’s strategic goals:

INTEGRITY

Maintaining and building on the integrity of all aspects of the program including the SFI standard, labels, claims, branding, and governance.

CONSERVATION AND COMMUNITY COLLABORATION

Achieving shared objectives with conservation and community partners to improve forestry practices at the local, North American and global levels; and invest in research activities to strengthen forest management.

MARKET OUTREACH AND PUBLIC AWARENESS

Reaching out through public, consumer and government relations to make customers aware of SFI products and embrace them as a sound environmental choice. This is important at a time when less than 10 percent of the world’s forests are certified to a credible program like SFI that delivers benefits to local communities and to the environment.

INTEGRITY IS AT THE CORE OF ALL SFI VALUES — it dictates how the program is governed and how it chooses and conducts all of its activities. This dedication to integrity is why wood and paper products bearing the SFI label are accepted around the world. A number of changes in the last year have strengthened the program integrity so SFI and its partners can continue to work together to raise confidence in the program and in third-party forest certification.

- The SFI program released the new SFI 2010-2014 Standard, reinforcing its role in supporting and promoting sustainable forest management as one of the world’s leading third-party forest certification programs.
- SFI Inc. maintained its balanced approach to governance with the election of Oregon State Forester Marvin Brown as Chair of the SFI Board of Directors. New members recently elected to the board include Dr. Richard W. (Dick) Brinker, Dean of the School of Forestry and Wildlife Sciences at Auburn University, and William V. Street, Jr., Director of the Woodworkers Department for the International Association of Machinists and Aerospace Workers.

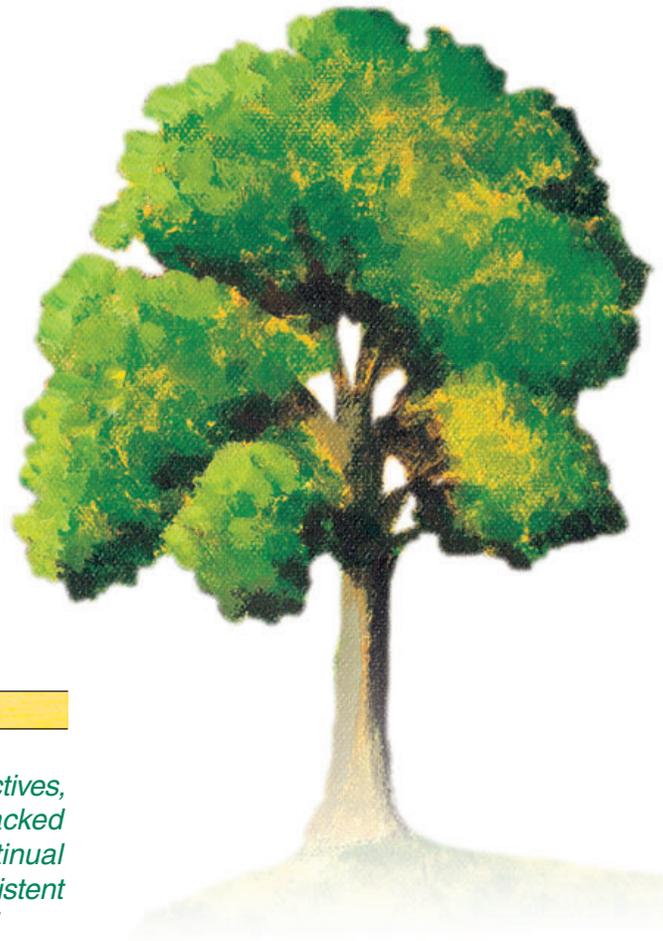


DICK BRINKER
academic



WILL STREET
labor

- SFI on-product labels were once again listed as among the most widely recognized legitimate eco-labels by TerraChoice Environmental Marketing in its Seven Sins of Greenwashing summary report.⁴ The SFI program meets key stated criteria – it is third-party certified, its standard is publicly available and its standard development process is transparent. A Manitoba television broadcast referred to the TerraChoice findings when it advised consumers to watch for the SFI logo when seeking environmentally friendly products.



“SFI certification offers a common framework, with objectives, performance measures and indicators that can be tracked and compared — and that provides a basis for continual improvement in planning, practices and reviews in a consistent manner, and builds credibility at home and internationally.”

— MINNESOTA STATE FORESTER DAVE EPPERLY

⁴ <http://sinsofgreenwashing.org>

DR. SHARON G. HAINES MEMORIAL AWARD



DR. SHARON G.
HAINES
leader



LARRY SELZER
conservationist

Larry Selzer, President and CEO of The Conservation Fund, won the first Sharon G. Haines Memorial Award for Innovation and Leadership in Sustainability in 2009. The award was created by SFI Inc. and International Paper in 2008 to honor the values and leadership of one of the leaders in forest and environmental stewardship. Dr. Haines, who welcomed and valued diverse views in an effort to promote responsible forest management, was International Paper's first Director of the Office of Sustainability when she died in 2007.

In accepting the award, Selzer said: "Like a giant redwood, Sharon towered above the rest of us working in the sustainable forestry arena. She was there in the beginning, she was there in the trenches, and she was there to see sustainable forestry spreading across the land. She was smart, funny, headstrong – and once she got rolling, there was no stopping her. To be recognized in this way, as the first recipient of the Dr. Sharon Haines Memorial Award, is for me an honor beyond words. She was my colleague, my hero, and my friend."

A MESSAGE FROM SFI INC. BOARD CHAIR



MARVIN BROWN
state forester

The SFI program is relevant and effective because our door is always wide open. The standard review process that started in June 2008 and ended with the release of the SFI 2010-2014 Standard this year is a great example. We not only invited comments from thousands of people — we heard what they had to say.

All of the standard revisions listed in this report are the result of comments — they include improvements to requirements that are unique to the SFI program such as logger training, responsible fiber sourcing and investment in research.

This led to dramatic changes in our forest management certification standard, a standard that was already delivering results. The new requirements are comprehensive, and the guidance documents are easier to use. Program participants and independent certification bodies know what's expected of them, and that means buyers know what they are getting when they choose a product bearing an SFI label.

The review process and the resulting standard owe a lot to the involvement of our many partners. The SFI External Review Panel once again made sure we considered all comments fairly and fully. Members of SFI Implementation Committees helped us address local needs across the United States and Canada. Throughout the 18-month review, we called on many partners to challenge views, study comments and recommend revisions.

It was an enormous effort, but it was more than worth it. As is the case with every review, we have a stronger standard that meets today's needs with clarity and confidence. On behalf of the Board of Directors, I want to thank everyone who was involved — and encourage you to continue to provide your advice and views.

We're proud of the new standard, and you will see there are sections noted throughout this report — the full document is posted on the SFI website at www.sfiprogram.org/forest_certification_resources.php.

Oregon State Forester Marvin Brown was involved in the standard development process as a member of the SFI Inc. Board of Directors, and has since been elected board chair. He has been involved with the SFI program for more than 15 years.

THE NEW SFI 2010-2014 STANDARD

On Jan. 1, 2010, the new SFI 2010-2014 Standard went into effect — the outcome of 18 months of open discussion that drew on the immense knowledge and expertise of SFI partners and interested individuals and organizations across North America.

All views and suggestions were considered, shaping a standard that reinforces the SFI program's position as one of the world's leading third-party forest certification programs. Through the transparent standard development process, thousands of people were invited to participate through two public comment periods and seven regional workshops. This not only led to a stronger standard; it also helped to strengthen existing partnerships and build new ones.

As a result of those comments, some of the new provisions in the standard:

- Strengthen **illegal logging provisions**, which require program participants to perform risk assessments on off-shore fiber sources to avoid controversial sources such as illegal harvesting operations. This builds on the foundation of responsible sourcing and legality throughout the SFI 2010-2014 Standard, and is supported by the SFI Inc. Policy on Illegal Logging.⁵
- Improve the **conservation of biodiversity** in North America and offshore — program participants must continue to promote the conservation of biodiversity hotspots and high-biodiversity wilderness areas, and this has been expanded to include new sources of information.
- Strengthen **unique SFI fiber sourcing** requirements, which address the fact that 90 percent of the world's forests are not certified, and broaden the practice of sustainable forestry in North America.

- **Expand logger training** — program participants must require, rather than encourage, the use of trained loggers and resource professionals; and logger training requirements have been expanded to address invasive exotic plants and animals, special sites, and emerging technologies and markets such as carbon offsets and bioenergy.
- Recognize the emergence of **logger certification programs**, and require that, where possible, program participants promote and support these programs.
- Support **investments in research** and expand the definition of relevant research so it includes the environmental performance of forest products and climate change impacts on forests, wildlife and biological diversity.
- Address the fact that sustainable forestry makes an important contribution to **addressing climate change** and adapting to changing ecosystems by adding provisions related to carbon management and bioenergy feedstocks, tempered by the recognition that science and regulatory frameworks are still evolving.

⁵ SFI Legality Requirements and Policies for the Avoidance of Illegal Logging www.sfiprogram.org/files/pdf/Section7_sfi_requirements_2010-2014.pdf

"SFI 2010-2014 STANDARD

Performance Measure 12.1. Program Participants shall ensure that their fiber sourcing programs support the principles of sustainable forestry, including efforts to thwart illegal logging."





SFI REQUIREMENTS KIT

With the new standard, the SFI program introduced a Requirements kit, bringing together all the program components into one binder – making the SFI 2010-2014 Standard more accessible and transparent. There are unique sections for the forest and chain-of-custody standards, rules for label use, procedures, guidance and more. This is in keeping with the SFI program’s efforts to ensure its standard is practical and that all guidance materials are clear, avoid unnecessary complexity and are easy to find.

The materials are freely available at www.sfiprogram.org/sustainable_forestry_initiative_standard.php. A copy of the printed binder can be ordered for \$20 US to cover shipping and printing costs by emailing info@sfiprogram.org.

One feature of the Requirements kit is a section for optional modules, allowing the SFI program to offer guidance on emerging issues or opportunities such as bioenergy and carbon markets or conservation easements.

"People have been great about voicing their concerns AND providing proposals on how the standard language can address those issues. It is easy to poke holes in something; it is harder to help fix it."

— JODY ERIKSON OF NON-PROFIT KEYSTONE CENTER
MODERATED THE SFI STANDARD REVIEW REGIONAL WORKSHOPS

"The review was truly a model of open, transparent, and responsible consideration of public input, scientific and economic factors, and conflicting demands. The SFI program has grown and evolved over time, largely due to its willingness to work with individuals and groups who share its dedication to responsible forest management in North America."

— MICHAEL GOERGEN, CHAIR, SFI EXTERNAL
REVIEW PANEL AND EXECUTIVE VICE PRESIDENT,
SOCIETY OF AMERICAN FORESTERS

CONSERVATION AND COMMUNITY COLLABORATION

THE SFI PROGRAM GROWS STRONGER thanks to the energy, creativity and collaboration of a diverse group of supporters and partners who work with the program and its participants to strengthen forest management and deliver tangible benefits on the ground. They support and deliver the ongoing research and up-to-date science needed for responsible forest management.

In 2009 alone, SFI program participants invested \$73.2 million for research activities that improve the health, productivity and responsible management of forest resources, bringing the total since 1995 to more than \$1.1 billion. In 2009, program participants informed SFI Inc. they were involved in or had recently completed a total of more than 100 conservation-based projects, most involving collaboration with conservation organizations, state or provincial agencies, academic institutions, family forest owners and other forest products companies.

Through this wide variety of projects, solutions were found to issues related to biodiversity, wildlife habitat, water quality, cultural concerns, and much more. SFI Inc. values and facilitates this work through awards and support for collaborative activities that illustrate the on-the-ground benefits of the SFI program.

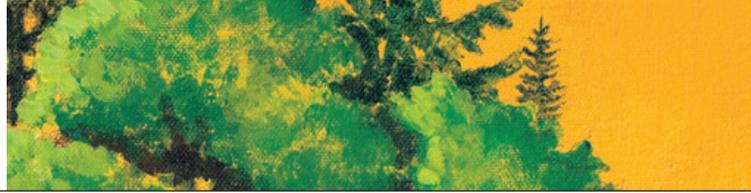
CONSERVATION AND COMMUNITY PARTNERSHIPS GRANT PROGRAM

In 2010, the SFI program introduced its ongoing Conservation and Community Partnerships Grant Program to fund projects that will support partnerships between organizations interested in improving forest management in the United States and Canada and responsible procurement globally, and illustrate how SFI certification complements existing government initiatives in North America. Applicants were encouraged to address topics of current importance to the SFI program such as activities to improve wildlife habitat management or avoid controversial sources of fiber such as those resulting from illegal logging.

In May, the program announced an initial commitment of \$675,000 to support the initiatives shown in the table to the right. Some are multi-year activities — the total invested by the SFI program so far in 2010 is \$307,500.

2010 PROJECTS: CONSERVATION AND COMMUNITY PARTNERSHIPS PROGRAM

PROJECT LEAD	PROJECT SUMMARY	PARTNERS
Bird Studies Canada 	Provide science-based data and tools to improve forest habitat management beyond regulatory compliance for the conservation of bird biodiversity and species at risk across Canada.	Canadian Wildlife Service, Regroupement QuébecOiseaux, Breeding Bird Atlas projects (Maritimes, Ontario, Manitoba, and British Columbia) Program participants: NewPage, Port Hawkesbury Corp., Bowater Mersey Paper Co. Ltd., Abitibi-Bowater, J.D. Irving Ltd., Acadian Timber, Louisiana-Pacific Corp.
Clemson University 	Help forest landowners adopt and implement practices to improve wildlife habitat on managed lands in the southeast United States.	Upstate Forever, Nemours Wildlife Foundation, Quality Deer Management Program, National Wild Turkey Federation
Forest Trends 	Hold Fourth Potomac Forum on Illegal Logging. Also create a policy brief to help U.S. suppliers meet market/policy demands for legally sourced wood products.	Sponsors of previous forums have included USAID, U.S. Forest Service, World Bank.
South Coast Conservation Program 	Develop materials and tools to identify and protect habitat and populations of forest-dependent plant and animal species at risk on British Columbia's Pacific Coast.	British Columbia Ministry of Environment Program participants: Capacity Forest Management on behalf of coastal First Nations), International Forest Products Ltd. (Interfor)
The American Chestnut Foundation 	Establish plantings of blight-resistant American chestnuts; develop web-based database to monitor and assess test plantings; create reintroduction guidelines.	Tennessee SFI Implementation Committee, Tennessee Tree Farm Program participants: Georgia-Pacific, MWW
The National Council for Air and Stream Improvement ncasi 	Pilot habitat-based approach to at-risk biodiversity conservation in the Southeast, Pacific Northwest, Great Lakes regions.	NatureServe Program participant: Weyerhaeuser
The National Fish and Wildlife Foundation 	Enhance biodiversity of young forest habitats by providing technical assistance, helping to reverse declines of some 80 species of highly imperiled birds and other wildlife species.	Ruffed Grouse Society, National Wild Turkey Federation, Wildlife Management Institute, 11 state resource departments 30 SFI program participants in 14 U.S. states and two Canadian provinces, including Lyme Timber Company, Plum Creek Timber Company, Wagner Woodlands, J.D. Irving Woodlands
The Ruffed Grouse Society 	Increase impact of Wisconsin Coverts-A Woodland Wildlife Management Program for Private Landowners in the Great Lakes Region.	University of Wisconsin - Extension, the Department of Forest and Wildlife Ecology at UW Program participant: Louisiana-Pacific US
World Resources Institute 	Create online dynamic risk assessment tool to reduce proportion of wood and forest products of illegal origin imported into the United States.	One activity of the Forest Legality Alliance, which is made up of many retail, industry, government and conservation organizations.



Through the involvement of partners, the projects will leverage additional resources and achieve a total value of almost \$2.7 million.

SEE STANDARD 

SFI LEADERSHIP IN CONSERVATION RESEARCH AWARDS

In 2008, the SFI program created the SFI Leadership in Conservation Research Awards to recognize the collaborative and leading-edge research SFI program participants engage in that improve forest management in the United States and Canada. Those honored in 2009 included:

- Crown Pine Timber LP for conservation partnerships with organizations such as the Nature Conservancy of Texas and Texas Parks and Wildlife Department that will protect and restore longleaf pine woodlands in east Texas.
- Louisiana-Pacific Corporation and Ducks Unlimited Canada (DUC) for research collaboration and forest inventory improvements, including an enhanced wetland inventory, information transfer and environmental education on public lands in Manitoba.

SEE STANDARD 

AVOIDING ILLEGAL FIBER SOURCES

Given that 90 percent of the world's forests are not certified, program participants must perform risk assessments on offshore fiber supplies to avoid controversial sources such as illegal harvesting operations or areas of civil unrest.⁶

The SFI program works with organizations to address the issue of illegal logging. In 2009, this included two partnership activities:

- SFI Inc. was once again among sponsors of Forest Trends' Third Potomac Forum on Illegal Logging and Associated Trade, which heard how forest certification can help avoid the risk that wood fiber is from illegal or controversial sources. Other sponsors included the U.S. Agency for International Development (USAID), the U.S. Forest Service and the World Bank.
- SFI Inc. also partnered with Forest Trends to lead a discussion at the XIII World Forestry Congress (WFC) 2009 in Buenos Aires on responsible procurement in a global supply chain, and the role of certification related to legal sourcing of wood products. More than 125 people attended the session, which also involved representatives from the Environmental Investigation Agency, the Programme for the Endorsement of Forest Certification schemes and Forest Stewardship Council International.

SEE STANDARD 

⁶ The definition of illegal logging in the SFI 2010-2014 Standard includes: "The theft of timber or logs and cutting in parks, reserves or other similar areas where otherwise precluded by laws such as the United States Lacey Act, as amended in 2008." More detail is available in the SFI Legality Requirements and Policies for the Avoidance of Illegal Logging www.sfiprogram.org/files/pdf/Section7_sfi_requirements_2010-2014.pdf

SFI 2010-2014 STANDARD REQUIREMENTS FOR RESEARCH

Performance Measure 15.1. Program Participants shall individually and/or through cooperative efforts involving SFI Implementation Committees, associations or other partners provide in-kind support or funding for forest research to improve forest health, productivity, and sustainable management of forest resources, and the environmental benefits and performance of forest products.

Indicators:

1. Financial or in-kind support of research to address questions of relevance in the region of operations. The research shall include some of the following issues:
 - a. forest health, productivity, and ecosystem functions;
 - b. chemical efficiency, use rate and integrated pest management; water quality and/or effectiveness of best management practices including effectiveness of water quality and best management practices for protecting the quality, diversity and distributions of fish and wildlife habitats;
 - c. wildlife management at stand- and landscape-levels;
 - d. conservation of biological diversity;
 - e. ecological impacts of bioenergy feedstock removals on productivity, wildlife habitat, water quality and other ecosystem functions;
 - f. climate change research for both adaptation and mitigation;
 - g. social issues;
 - h. forest operations efficiencies and economics;
 - i. energy efficiency;
 - j. life cycle assessment;
 - k. avoidance of illegal logging; and
 - l. avoidance of controversial sources.

SFI 2010-2014 STANDARD REQUIREMENTS TO AVOID FIBER FROM ILLEGAL LOGGING SOURCES

Objective 12. Avoidance of Controversial Sources including Illegal Logging. To broaden the practice of sustainable forestry by avoidance of illegal logging.

Performance Measure 12.1. Program Participants shall ensure that their fiber sourcing programs support the principles of sustainable forestry, including efforts to thwart illegal logging.

Indicators:

1. Process to assess the risk that the Program Participant's fiber sourcing program could acquire material from illegal logging.
2. Program to address any significant risk identified under 12.1.1.
3. Program with direct suppliers to promote the principles of sustainable forestry.
4. Documented information that includes knowledge about direct suppliers' application of the principles of sustainable forestry.

SFI IMPLEMENTATION COMMITTEES — GRASSROOTS PARTNERS

The unique network of SFI Implementation Committees delivers the power of partnerships to local communities across the United States and Canada. In 2009, there were 952 members — about 550 representing SFI program participants and the rest representing other community groups, including conservation organizations, academia, loggers and public agencies.

Through the 37 state, provincial and regional SFI Implementation Committees, the SFI program responds to diverse local needs and issues. In 2009, the committees contributed a total of \$3 million to support local programs such as education and training for loggers and foresters, and outreach to family forest owners — bringing the total since 1995 to \$55.1 million.

Many raise public understanding about forestry through websites, articles, radio announcement, tours, advertising, signs, exhibits and billboards, and members attending community events and trade shows. They support teacher and student educational activities, and many have invested time and resources to support Project Learning Tree — a multi-disciplinary environmental education program for educators and students — including financial contributions of more than \$31,600 in 2009.

Examples from 2009 are wide-ranging. Alabama sponsored a wood design competition for architecture students at Auburn University. Florida provided funds so the University of Florida could include a Tree Farm section in its newsletter and distribute it to certified tree farms. Nova Scotia was involved in annual private woodland owner conferences. West Virginia provided a web-accessed database with information about professional loggers in the state who completed SFI training requirements. Arkansas' outreach activities included an online database to help landowners link to contractors who can safely and correctly perform prescribed fire. The Maine SFI Implementation Committee won the 11th annual SFI Implementation Committee Achievement Award for its community outreach and activities to support responsible forest management — including a partnership with Habitat for Humanity.

SFI Implementation Committees promote the SFI Standard as a means to broaden the practice of responsible forestry and achieve on-the-ground progress. They ensure the SFI Standard is implemented consistently while meeting the specific needs of each region. They offer a forum to provide information or answer questions about local forestry operations, and most have a hotline for individuals who have concerns about forestry practices on lands in the SFI program.

The first SFI Implementation Committees were established in 1995, and in 2009 the governance document for these committees was updated and clarified to ensure consistency with the new SFI 2010-2014 Standard.

HABITAT FOR HUMANITY — PARTNERSHIPS THAT EMPOWER

The first Habitat for Humanity-SFI project was launched in Minnesota in 2008, and since then there have been projects in Maine, two in Ontario, in Manitoba and in Tennessee — and more are being planned. The SFI program and its partners have invested time and resources to help build homes using SFI wood products.

SFI-Habitat for Humanity partnerships have included many firsts:

- The first Habitat home certified to the ANSI National Green Building Standard — in Portland, Maine.
- The first Habitat home certified to Built Green Canada — in Oakville, Ontario.
- The first Habitat home in a First Nations community in Canada — in Alderville, Ontario.

A project in Tennessee received funding through a grant SFI Inc. received from the non-profit Natural Resources Council of America to facilitate projects involving SFI Implementation Committees and Habitat for Humanity.

Habitat for Humanity (www.habitat.org) builds homes for hard-working, low-income people, who are chosen according to three criteria:

- *the applicants' level of need*
- *their willingness to become partners in the program, and*
- *their ability to repay the no-profit, no-interest loan.*

Future homeowners put in hundreds of hours of sweat equity, share the labor of homebuilding, and participate in valuable training and preparation sessions. In return, their lives are transformed by the positive experience of working with their community in building their home, and the many benefits that come from having a place to call home.



TENNESSEE



ONTARIO



MAINE



MINNESOTA

PROUD OWNERS OF HABITAT HOMES BUILT WITH THE HELP OF SFI PARTNERS

WORKING WITH ABORIGINAL PARTNERS

The SFI program addresses Aboriginal interests through its standard, and works with Aboriginal partners and communities through a number of activities. In 2009, it produced a fact sheet that looked at many of these initiatives.⁷

In March 2010, Capacity Forest Management, which manages forest tenures for First Nations companies across British Columbia, certified 32 forest tenures — a total of 1.16 million acres/467,778 hectares — to the SFI 2010-2014 Standard. Company President Corby Lamb said: “For First Nation tenure holders new to the forest industry, it is important to them that economic growth and environmental stewardship go hand in hand. The First Nations we work for place a high importance on conservation and sustainability, in concert with economic development for their communities. Certification to the SFI standard assists them in achieving this balance.”

In a partnership with Habitat for Humanity Northumberland and the Alderville First Nation in Ontario, the SFI program helped to build the first Habitat home in a First Nation community in Canada. Chief James Marsden of Alderville First Nation said the involvement of the SFI program “allows us to reinforce our respect for land and forests.” In Manitoba, the SFI program worked with Habitat for Humanity Winnipeg to support a unique partnership resulting in 11 energy-efficient homes, including three for members of the Manitoba Métis Federation.

In Washington State, tribes and forest landowners have worked closely together for more than 20 years, leading progressive improvements in state forest regulations and best management practices through an innovative partnership known now as Forests and Fish. SFI program participants were among the companies involved in this partnership, and the work contributed directly to the content of the SFI Standard.

Winners of a 2009 SFI Leadership in Conservation Research Award included the Nanwakolas Council — a leadership group for 12 First Nations along British Columbia’s Pacific Coast — and International Forest Products Ltd. for a partnership that will ensure a suitable supply of monumental cedar trees to meet cultural needs for the next 300 years.

Aboriginal Printing Corporation, Canada’s largest Aboriginal printer, achieved SFI chain-of-custody certification in 2009. Company President Steven Bolduc said: “I have been respectful of the environment throughout my life, and I want Aboriginal Printing Corporation to reflect this. We chose SFI certification because our customers were asking for SFI-certified products, and it’s a good fit. The SFI program stands for responsible forest management, and ensures companies confer with Aboriginal people, understand and respect their traditional knowledge, and protect sites with cultural importance.”

ABORIGINAL COMMUNITIES ARE INVOLVED WITH SFI CERTIFICATION, CONSERVATION RESEARCH, COMMUNITY PROJECTS AND MUCH MORE.

⁷ The SFI Program: Addressing Aboriginal Interests www.sfiprogram.org/files/pdf/Aboriginal%20Interests_LowRes3.pdf

MARKET OUTREACH AND PUBLIC AWARENESS

AT A TIME WHEN LESS THAN 10 PERCENT of the world's forests are certified, SFI Inc. is building on the power of partnerships to raise awareness of the value of forest certification as a tool to promote responsible forest management. As the largest single forest certification standard in the world, SFI Inc. has taken a leadership role in demonstrating the many benefits of third-party forest certification while confirming its position as a responsible and science-based standard. One of the ways it achieves this is by bringing together partners and working with them to make a difference in our forests, in our communities and in the products we buy. SFI market outreach activities are aimed at promoting forest certification to businesses so they have the information they need to source responsibly; and its public awareness program provides information to governments, policy and community leaders, and consumer groups about the benefits of independent forest certification programs like SFI.

MARKET OUTREACH

Through its 2009 market outreach, the SFI program focused on the merits of third-party forest certification — with materials that encouraged buyers to “Support Responsible Forestry.” Its goal was to find common ground and advocate for more forest certification.

- In 2009, there were more examples of organizations embracing all accepted certification programs in procurement policies so they could be assured they would have a stable supply of products from responsible sources. Sears Holdings released a Sustainable Paper Procurement Policy giving preference to paper from sources certified to widely accepted programs, including SFI.
- In 2009, SFI Inc. was involved in activities to increase the amount of certified land in North America, including a pilot project led by Time Inc. and Hearst Enterprises and also involving the American Tree Farm System, Verso Paper, NewPage Corporation and Sappi Fine Papers. It aims to help small- and medium-sized landowners find an approach that will act as a model for future cost-effective certification programs — and could lead to one million more acres of certified forest land in Maine.



- The power of partnerships is an important element of market outreach. The 2009 SFI President's award recognized two of many SFI program participants who were able to find unique ways to work with partners and buyers:
 - Irving Consumer Products introduced consumer education activities, including a partnership with Tree Canada that resulted in thousands of trees being planted across Canada.
 - Georgia-Pacific Corporation identified a number of ways to increase understanding of how the SFI fiber sourcing program supports family forest owners, including a partnership with Walmart.

PUBLIC AWARENESS

Everyone in the supply chain — from land manager to consumer — has an important role to play in managing forests responsibly. Through its public awareness initiatives, the SFI program and its partners deliver information to a wide range of consumer, government and business audiences to show how third-party forest certification contributes to this purpose — from the forest floor to the store shelf.

- Research conducted for SFI Inc. by Harris Interactive shows forest certification is increasingly top-of-mind and important to industrial wood and paper buyers, and familiarity with the SFI program tripled from 15 percent in 2006 to 61 percent in 2009. Respondents say forest certification demonstrates environmental responsibility to customers, provides an objective validation of responsible forestry, and helps to prevent illegal logging.
- TerraChoice Environmental Marketing's Eco Markets 2009 report says the SFI on-product label remains one of the top 10 eco-labels in the United States and Canada. When procurement specialists were asked to identify the eco-labels they most use and/or recognize to help them making purchasing decisions, 23 percent in the United States and 17 percent in Canada chose SFI.

PROMOTING RESPONSIBLE FORESTRY THROUGH GREEN BUILDING PROGRAMS

The SFI program has assumed a leadership role in showing the importance of accepting multiple certification standards — but it is far from alone.

Prominent organizations understand that renewable wood products are a critical component of sound architectural design — as long as they come from a legal and responsible source. The green building rating systems listed in the table below are to be commended for encouraging the use of wood by recognizing all credible forest certification programs.

Rating System	Location	Recognizes all credible certification programs (including SFI)
ANSI/ICC 700-2008: National Green Building Standard 		YES
ANSI/GBI 01-2010: Green Building Assessment Protocol for Commercial Buildings (formerly Green Globes U.S.) 		YES
Built Green Program 		YES
Green Globes 		YES
CASBEE 		YES
Green Star Program		YES
BREEAM		YES

Non-profit Dovetail Partners Inc. released a status report on forest certification in March 2010 that says: "Significant changes have occurred within the major certification programs in recent years, and, in several ways, it is increasingly difficult to differentiate between certification systems in North America."⁸

Dovetail also released a report on green building in 2010 that said recent developments point to increasing convergence in green building requirements among various standards. "Consistent elements of such green building programs and standards are: third-party certified wood, regional materials, recycled-content materials, and reuse of salvaged materials. And, as indicated, programs are beginning to align in awarding use of life cycle assessment to inform building design and materials selection."⁹

⁸ Forest Certification: A Status Report March 2010
www.dovetailinc.org/files/DovetailCertReport0310.pdf

⁹ Potential Game Changers in Green Building: New Developments Signal a Fundamental Shift and Perhaps Significant Opportunity for Building Materials Suppliers
<http://dovetailinc.org/files/DovetailGrnBldg0410.pdf>

- Government leadership can help to raise awareness of the value of third-party certification. It can be as simple as choosing products and packaging certified to SFI and other credible programs for the White House's official Easter Egg Roll souvenir eggs. Or government agencies or professional groups can take policy decisions that recognize credible certification standards, for example:
 - The U.S. National Association of State Foresters passed a resolution saying SFI, American Tree Farm System and Forest Stewardship Council (FSC) "are examples of forest certification programs that can make positive contributions to our nation's public and private forests."¹⁰
 - The Canadian Council of Forest Ministers issued a statement on forest certification standards in Canada, saying the Canadian Standards Association (CSA), FSC, and SFI "are complementary to and demonstrate each Government's sustainable forest management regime."¹¹
 - The United States General Services Administration encourages the use of independently certified forest products for all new installations of wood products;
 - Public Works and Government Services Canada requires all wood products used in its building projects to be certified to one of three certification programs that operate in Canada: SFI, CSA and FSC.¹²
 - The Competition Bureau of Canada says the preferred approach when making claims about forest products is to identify them as coming from a forest certified to a standard such as SFI, FSC, CSA or standards endorsed by PEFC.¹³
- In 2010, SFI Inc. created a position of senior director, government outreach, and is communicating with government and elected officials about the role that forest certification plays in demonstrating the sustainability and positive contribution of forest products.

¹⁰ Forest Certification as it Contributes to Sustainable Forestry <http://stateforesters.org/files/2008.Forest%20Certification.pdf>

¹¹ Canadian Council of Forest Ministers Statement on Forest Certification Standards in Canada http://www.ccfm.org/pdf/CCFM_Statement_FRandEN.pdf#page=2

¹² Public Works and Government Services Canada Questions and Answers <http://www.tpsgc-pwgsc.gc.ca/biens-property/questions-eng.html>

¹³ Environmental Claims: A Guide for Industry and Advertisers www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/02700.html

WORKING WITH PEFC



The SFI Standard is recognized by the Programme for the Endorsement of Forest Certification schemes (PEFC), which endorses national and/or regional forest certification standards from around the world that meet its rigorous assessment requirements.

PEFC is the world's largest forest certification umbrella organization — it has endorsed 28 national and/or regional standards, which have certified a total of 544 million acres/220 million hectares. This includes two other standards in North America — the Canadian Standards Association (CSA) and the American Tree Farm System (ATFS). Less than 10 percent of the world's forests are certified, and two-thirds of those forests are certified to standards endorsed by PEFC. The SFI on-product label can be used to identify fiber certified to any PEFC-endorsed standard in North America, as long as there is a valid SFI or PEFC chain-of-custody certificate. The SFI, CSA and ATFS programs account for 75 percent of the certified fiber in North America.

The SFI, ATFS, CSA and PEFC programs work together to support responsible forestry by promoting the benefits of certification and encouraging public and private agencies to develop procurement policies that recognize all certification standards. In 2009, the SFI program advanced its international collaboration by setting up an office in Europe.

SFI representatives sit on PEFC committees and support international initiatives such as PEFC Asia. The two programs are involved in activities to strengthen the entire supply chain — from market acceptance for the PEFC and SFI labels to joint efforts to tackle international issues such as illegal logging.

IN SUMMARY

AS THIS PROGRESS REPORT SHOWS, the SFI program is well positioned to advance responsible forest management and raise awareness about the value of third-party forest certification.

It has global recognition as the largest single forest certification standard in the world, backed by astounding growth in its chain-of-custody certifications. It is widely accepted as rigorous and transparent thanks to the new SFI 2010-2014 Standard and the open public review leading to it. The new standard includes stronger measures to protect water quality, biodiversity and wildlife habitat, and to avoid illegal fiber sources. It does even more to address the fact 90 percent of forests are not certified, requiring that participants reach out to improve practices on lands in North America that are not certified.

But most important, the SFI program is well positioned because it has an amazing array of partners at every link of the supply chain — individuals and organizations keen to contribute, and willing to act to make a difference on the ground. That's the true power of partnerships.

These partners include the companies and the SFI Implementation Committees who are working with Habitat for Humanity affiliates so hard-working families can have a decent home.

They include professionals and researchers from conservation organizations, universities, industry, public agencies and more who are always looking for ways to increase knowledge through research — and welcomed the chance to participate in the new SFI Conservation and Community Partnerships Grant Program.

They include the many different members of SFI Implementation Committees who respond to local needs and lead training activities. Since 1995, close to 124,000 resource and logging professionals have been trained.

They include companies that understand the value of third-party certification, and are doing their part to encourage more certified lands through procurement policies open to all credible certification programs.

They include customers who appreciate that they are part of the solution when they make responsible buying choices.

They include government agencies across North America — both land managers and procurement specialists — who appreciate that certification programs like SFI complement their efforts to manage lands responsibly and help them make the best buying decisions. Members of the U.S. National Association of State Foresters have unanimously stated that forest certification has emerged as another tool to promote sustainable forestry practices, one that is making positive contributions in public and private forests. They encourage competition among certification programs, saying it “produces innovation and continuous improvement in certification processes and on-the-ground forestry practices.”

Through its collaboration with many diverse partners, the SFI program is able to support strong, science-based actions that deliver results on the ground where it matters most. This yields enormous benefits for communities, for the environment and for the economy



SFI CERTIFICATE HOLDERS AND PROGRAM PARTICIPANTS

More than 1,100 organizations are meeting the requirements of SFI forest, chain-of-custody certification and/or responsible fiber sourcing. They include forest products companies, forest landowners, conservation groups, universities, public agencies, manufacturers, retailers, printers, publishers and many others.

3M Company • A&A Trading Ltd. • A&B Printing • A&H Lithoprint Inc • A. Johnson Co. LLC • A.T. Clayton and Co. Inc. • A.T. Limited Partnership • Abbott Printing • ABC Imaging • AbitibiBowater • AbitibiBowater Inc. - US Wood Products • Aboriginal Printing • Absolute Printing Trading DBA Fuse Graphics • AC Graphics • Academy Graphic Communication Inc. • Accell Graphics • Access Business Group • Accord Carton • AccuCopy of Greenville Incorporated • Ace Graphics • Acme Printing Company Inc. • Action Envelope • Adams Lithographing • Adden Furniture • Admore Inc. • Advance Packaging Corporation • Advance Paper Box Company / Packaging Spectrum • Advanced Printing of NY • Advanced Web Offset • Advertisers Press Inc. • Advocate Printing and Publishing Company Ltd. • AGI, A MWW RESOURCE • Agillity Press Inc. • Ainsworth Engineered Canada LP-BC Woodlands • Ainsworth Engineered Canada LP – Barwick • AJM Packaging • Alabama River Woodlands Inc. • Alaska Dept. Of Natural Resources • Albuquerque Printing Company • Alexandre Côté Ltée • All Out Print Communications Inc. • All Packing Company • Allegheny Dimension • Allegheny Plywood Company • Allen Group Marketing SMC Co. Inc. • Alliance Packaging LLC/SP Holdings • Allied Litho Inc • Allied Printing & Graphics, Co. Inc. • ALLPAK TROJAN • Allstate Insurance Company • Alpha Printing • Alpine Litho Graphics • Alta Systems Inc. • AM Lithography • Ambrose International • American Color Graphics Inc. • American Greeting Corporation • American Pad and Paper • American Press LLC • American Printing Company Inc. • American Sheeffed • American Web Inc. • Ames Plantation • Ample Industries Inc. • Anbrook Industries 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 & Associates • Appalachian Timber Products Inc. • Appleton Coated LLC • Applied Paper Pulp & Substrate Sources DBA Princeton Papers • Arandell Corporation • Arbor Press LLC (DBA Think Arbor) • Arc Paper LLC • Arcade Marketing Inc. • Arizona Public Service (APS) Company • Arkay Packaging • Arma Container Corporation • Arna Marketing Group Inc. • Arrowhead Press • Art & Negative Graphics • Art for Everyday • Art Print Company • Arthur Press (1978) Ltd., The • Aspen Press • Aspen Printing Co. Inc • Associated Hardwoods • Associated Printing • Atco Wood Products Ltd. • Athens Paper Company • Atikokan Forest Products • Atlantic Corporation of Wilmington Inc. • Auburn University • Augusta Lumber LLC • AV Nackawic Inc. • Avery Dennison • B&B Forest Products Ltd. • B&G House of Printing Inc. • Baesman Printing Corporation • Baldwin Paper Co. Limited • Barn Door Lumber Company Inc. • Barton-Cotton • Bassette Company • Bates Container • Bay Cities Container Corporation • Bayroot LLC • Baywood Paper Limited • BBF Integrated Solutions • Beacon Printing • Beasley Forest Products • Bedwick Jones Printing Inc • Beisser Lumber Company • Bellwyck Packaging Solutions • Beltrami County Natural Resource Management. • Ben Franklin Press & Label Co. • Bennett Lumber Products Inc. • Benson Media Inc. • Bentley Graphic Communications • Berea College Printing Service • Bert-Co. Industries • Best Deal Graphics • Best Press Inc. • BFC Form Services Inc. • Bibler Bros. Lumber Co. • Bind-Rite Robbinsville • Black Bear Forest Inc. • Blooming Color Inc. • Blue Ridge Paper Products Inc. • Blue Ridge Printing • Boaz Printing • Bois Expansion Inc. • Boise Cascade LLC • Boise Paper Holdings LLC • Bonhaft Printing Group • Booser Laminated Beam Company Inc. • Boutwell, Owens & Co. Inc. • Bowater Canadian Forest Products • Bowater Mersey Paper Company Limited • Bowers Forest Products • Bowne & Co. Inc. • Bowne Business Communications • Bowne of Atlanta • Bowne of Canada • Bowne of Houston • Bowne of Los Angeles • Bowne of Toronto • Boxes R US Inc. DBA Ultimate Paperbox Co. • Boyd Brothers Inc. • BPM Inc. • Bradner Smith and Company • Bridgeport Forest Products Inc. • Bridgewater Wholesalers Inc. • Brilliant Graphics • British Columbia Timber Sales • Brown Industries Inc. DBA Brown Printing • Brown Printing • Bryant & Young • BSC Acquisition Sub LLC, DBA Double Envelope, Convertgraphics and Champion Printing Company • BST Printing DBA SVEC Conway Printing • Buckeye Florida LP • Buckeye Technologies Inc. • Burd and Fletcher • C & S Press Inc. • C&B Display Packaging Inc. • C&D Lumber Co. • C.J. Duffey Paper Company • C.W. Zumbiel Co. • Cadmus Communications, A Cenveo Company • California Cedar Products Co. • California Litho-Arts • California Redwood Company • Caliper Woodworking Corp • Callaway Gardens • Cal-Tex Lumber Company • Cambium Hardwood Inc. • Campbell Printing • Canadian Paper and Film Converters • Canfield & Tracking Printing • Canyon Lumber Co. • Capacity Forest Management • Cape Cod Lumber Company Inc. • Capital Printing • Capital Printing Corporation • Carastar Industries Inc. • Cardinal ColorPrint • Carlton County Land Dept. • Carolina Container Company • Cascade Hardwood LLC • Catawissa Lumber and Specialty Company • CedarPrime Inc. (Includes International Forest Products) • Central Florida Press • Central Group, The • Central Michigan Hardwoods • Central National-Gottesman Inc. • Cenveo - Amarillo • Cenveo - St. Louis • Cenveo Cadmus - Port City Press • Cenveo Commercial Envelope Manufacturing • Cenveo McLaren Morris & Todd Company • Cenveo Minneapolis East • Cenveo-Baltimore • Cenveo-Sidney • Cenveo-Toledo • Certified Ad Services • Chaleur Sawmills Associated • Chicago Press Corporation • Chicago Tag & Label Inc. • Chilco Lake Lumber Company • Chroma Graphics Inc. • Chromatic Inc., Lithographers • Circle Incorporated • Clampitt Paper Company • Clark Graphics • Classic Color Inc. • Claude Howard Lumber Co. • Clear Lake Press • Clearwater County Land Department • Clearwater Paper Corporation • Clemson University • Clifford Paper Inc., also trading as World Pac Paper and Inner Link • Cloquet Forestry Center • CMYK Printing • Co/Color • Coastal Printing Inc. • Coating Excellence International LLC • Cogent Fiber LLC • 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 • Colortree Inc. • Colour Innovations • Columbus Productions • Command Web Missouri • Command Web Offset • Commencement Bay Corrugated • Commercial Communications Inc. • Concord Litho • Conifex • Conservation Forestry LLC • Consolidated Graphics • Continental Press • Cooper Marine & Timberlands Corp. • Copy General Corporation • Copycats Second Avenue Corporation • Corpap Inc • Corporate Communications Group DBA CCG Marketing Solutions • Corporate Express Document & Print Management • Corporate Graphics of America Inc. • Corrugated Services Inc. • Corrugated Supplies LLC • Corrugated-Kraft Company • Courier Corporation • Cox Industries Inc. Carolina Pole Leland • CPS Printing • Craffline Printing • Creative Automation Company • Creative Carton DBA CustomBoxesNow.com, CreativeDisplaysNow.com, PackNBoxNow.com and StockBoxesNow.com • Creative Press Inc. • Cross Tech Communications Inc. • Crow Wing County Land Department • Crown Pine Parent LP • CTI Paper Group Inc. • Cultivate Communications • Cumberland Tree Farm • Curtis Packaging • Custom Index Inc. • Custom Lithographic Inc. • CV Studio • Daniels Graphics • Dartmouth Printing Company • Darwill Press Inc. DBA Darwill • Data Graphics Inc. • Datatel Resources Corporation • Davis Printing • Day-Timers Inc. • Delta Natural Kraft • Deltacraft Converting • Deltic Timber Corporation • Democrat Printing & Lithographing Co. • Deschamps Printing Co. Inc. • Desert Paper and Envelope Co. Inc. • Design Printing • Devereaux Sawmill Inc. • DG3 North America Inc. • Diamond Graphics Inc. • Dickson Press Inc. • Digital joint Corporation • Direct Impressions Inc. • Direction Furniture • Discovery Communications LLC • Display Pack Inc. • Distribution Toiture Mauricienne Inc - DBA Distribution Open Joist 2000 Inc. • District Creative Printing Inc. • Dixie Printing & Packaging LLC • DMI • Dobi & Associates Inc. • Documentation LLC • Dolce Brothers Printing Inc. • Dominion Holdings Inc. DBA Source 4 • Domstar Distribution Group • Domtar Inc. • Dopaco Inc. • Dow Jones & Company • Downie Street Sawmills • Drummond Press, The • Dryden Forest Management Co. Ltd. • DST Output LLC • Dubreuil Forest Products • Dunkley Lumber Ltd. • Dura-Fibre LLC • Durgin and Crowell Lumber Co. • Dutton Press Inc. • Dyerich Flooring Design Ltd. Traded as Terra Legno • Dynacolor Graphics Inc. • E&D Web Inc. • EarthColor • Eastern Engineered Wood Products • Eastwood Litho Inc. • Eastwood Printing Inc. • EBSCO Media • Edgefield Lumber • Edgewater Partners LLC DBA LoyaltyExpress/Little Moose LLC • Edison Lithograph & Printing • Edwards Brothers • ElandersUSA • Elk Grove Graphics • Ellis Packaging Limited • Ellis Packaging West • Ellison Graphics Corp. • Emballages Netpak Inc. • Emery Panel Products Limited • Enap Inc. • Endura Products Inc. • Ennis-Leipsic Inc. • Envelope 1 Inc. • Envelope Printery Inc., The • EnvelopeAmerica • Envelopes and Forms DBA Surebill • Envision Graphics LLC • Esselte Corporation • Estate of J.G. Gray • EU Services • Evans Printing Solutions • Evergo Printing Co. Ltd. • Evergreen Forest (Tamarack Mill Ltd.) • Evergreen Packaging Inc • F.H. Stoltze Land and Lumber Co. • Falcon Lumber • Fantasia Ltd. • Faribault Foods Inc. • FCL Graphics • Federal Envelope Company • Federated Co-Operatives Limited • Fellowes Inc. • Fibercorr Mills LLC • FiberMark North America Inc. • Field Packaging Group LLC • Filler King Company • Financial Graphic Service Inc. • Finch Paper LLC • Fineline Printing Group • First Capital Paper Company LLC • Fleetwood Fibre Packaging & Graphics • Flesh Company, The • Flower City Printing • Focalprint Marketing Inc. • Fontana Wood Products • Forbes Printing • Force Enterprises • Forest Capital Partners LLC • Forest Investment Associates • Forestar (USA) Real Estate Group Inc. • Forham Printing Co. Ltd. • Forms Associates DBA FAC • Fornebu Lumber Company Inc. • Forum Communications Printing • Frank Grumpert Printing • Frank Parsons • Franklin Press Inc. • Fraser Papers Inc. • Freedom Graphics Systems • French Paper • Frisby Litho • FSA Group, The •

Furci Communications Inc. DBA Printeck • Futurewood Corp. (Johnson Timber and Flambeau River Papers) • Gannett Offset - Minneapolis • Garvey Group, The • Gateway Press Inc. • GBS Filing Solutions • General Converting Inc. • Genesis Innovations LLC. • George H. Dean • George Kellett and Sons Inc. • Georgia-Pacific Corporation • Georgia-Pacific Consumer Products LLC • Georgia-Pacific Wood Products LLC • Gilman Building Products • Giustina Land & Timber Co. • Glatfelter • Glatfelter Chillicothe Woodlands • Glatfelter Pulp Wood Co. • Global Forest Partners LP • Global Group • Globus Printing and Packaging • Glory Moon Greeting Cards Co. Ltd • Glover Printing Inc. • GLS Companies • GM Wood Products • GMO Renewable Resources - Washington • GMO Threshold Timber - Michigan • GMO Threshold Timber Corp. • Goetz Printing Company, The • Gould Paper Corp. • GP Cellulose GmbH • Grant Allendale • Graphic Arts Studio, The • Graphic Communications • Graphic Communications Corporation • Graphic Impressions Inc. • Graphic Innovations LLC • Graphic Management Specialty Products • Graphic Packaging Corp. • Graphic Packaging International Inc. • Graphic Visual Solutions • Great Lakes Veneer Corp • Great Northern Corporation • Great West Timber Ltd. • Green Bay Mill Division (CENTRAL) • Green Bay Packaging Inc. • Green Circle Bio Energy • Green Depot • Green Diamond Resource Co. • Green Dot Litho Ltd • Greenmantle Forest Inc. • Greif Inc. • Greif LLC – MN • Greif Packaging LLC • Greystone Graphics Inc. • Groupe Produlith • Groupe Savoie Inc. • Grupo Papelero Scribe S.A. • Grupo PIPSAMEX • Gussco Manufacturing LLC • H.W. 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(MAY 2010)

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ABOUT THE COVER

SFI Inc. asked award-winning illustrator Paul Zwolak (www.paulzwolak.com) to capture the Power of Partnerships for the cover illustration. Paul's work has been utilized by a diverse range of corporate and editorial clients throughout North America and the world. He currently lives in Victoria, British Columbia.

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