



**FOR IMMEDIATE RELEASE**

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**NWTF and SFI Sign Agreement for Forest Health**

**EDGEFIELD, S.C.** – The National Wild Turkey Federation (NWTF) and the Sustainable Forestry Initiative Inc. (SFI) announced today an exciting new partnership for future forests. The two organizations have established a memorandum of mutual support that promotes forest management for the benefit of the nation’s forests and wildlife.

“Every year, millions of people enjoy recreational opportunities in forests managed to meet SFI standards,” said NWTF Chief Conservation Officer Becky Humphries. “If we hope to achieve the conservation goals of the NWTF Save the Habitat. Save the Hunt. initiative, partnerships like this one with SFI are critical.”

The agreement establishes a partnership for cooperation and collaboration in promoting well-managed forests that provide wildlife habitat, clean water and recreational access. Both organizations work to promote responsible forestry practices to improve forest health, biological diversity, and recreational opportunities while also supporting conservation, communities and family traditions in North America.

“This agreement exemplifies SFI’s long-standing commitment to balance environmental, social and economic interests to meet the many needs of forests and the communities that rely on them. Our partnership with the NWTF will advance our shared interest in the forests of the future,” said Craig Blair, chair of the SFI board of directors.

SFI and the NWTF agree to recognize, support and promote programs of common interest including, but not limited to:

- SFI Forest Partners Program to increase forest land certification by 10 million acres.
- NWTF Save the Habitat. Save the Hunt. initiative goal to conserve or enhance 4 million acres of wildlife habitat.
- Promote youth education in conservation through the NWTF JAKES program and Families Afield initiative, Boy Scouts of America and other leading outdoor youth education and scouting programs.
- Use SFI-labeled materials for NWTF Turkey Transport Boxes, NWTF publications such as “Turkey Country” and “JAKES Country,” magazines.

Read the full version of the [Memorandum of Mutual Support](#)

“SFI and NWTF share common values and an equally strong commitment to the health and future of forests and the wildlife habitat they provide,” said George Thornton, CEO of NWTF. “I look forward to working together to grow this partnership. It will make a real difference today and for generations to come.”



### **About Save the Habitat. Save the Hunt.**

The NWTF Save the Habitat. Save the Hunt. initiative is a charge that mobilizes science, fundraising and devoted volunteers to give the NWTF more energy and purpose than ever. Through this national initiative, the NWTF has committed to raising \$1.2 billion to conserve or enhance more than 4 million acres of essential upland wildlife habitat, create at least 1.5 million hunters and open access to 500,000 acres for hunting, shooting and outdoor enjoyment. Without hunters, there will be no wildlife or habitat. The NWTF is determined to Save the Habitat. Save the Hunt.

### **About Sustainable Forestry Initiative® Inc. (SFI)**

SFI® Inc. is an independent, non-profit organization responsible for maintaining, overseeing and improving the internationally recognized SFI Program. Across the U.S. and Canada, approximately 270 million acres are certified to the SFI forest management standard. In addition, the SFI Program's unique fiber-sourcing requirements promote responsible forest management on all suppliers' lands. SFI works to ensure conservation of water quality, wildlife habitat and other critical forest attributes through application of the standards, through its unique research requirements, and through grants made in support of conservation and community-related objectives. SFI on-product labels identify both certified sourcing and chain-of-custody claims to help consumers make responsible purchases. SFI Inc. is governed by a three-chamber [board of directors](#) representing environmental, social and economic sectors equally. Learn more at [www.sfiprogram.org](http://www.sfiprogram.org) and [www.sfiprogram.org/Buy-SFI](http://www.sfiprogram.org/Buy-SFI).

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