



SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.™

FOR IMMEDIATE RELEASE

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SFI® Launches New Blog

First of its Kind Forum for Forest Certification

Arlington, VA –The Sustainable Forestry Initiative® Inc. (SFI) has launched a blog, www.goodforforests.com, providing a new digital forum for President & CEO Kathy Abusow to share thoughts and invite comments on trends, hot button issues, developments related to the SFI program, the health of our forests and forest certification.

“The [Good for Forests](http://www.goodforforests.com) blog will allow us to quickly spread the word on important developments or respond to items about our forests,” said Abusow, adding, “I also hope to stimulate a dialogue with anyone interested in responsible purchasing of forest products be it lumber, office paper or the packaging your favorite product comes in – and ensuring forests for future generations.”

The new blog and recent revamp of SFI’s Web site, www.sfiprogram.org provide essential communication tools to the SFI program, which has seen tremendous growth over the past year. Nearly 700 organizations across the United States and Canada are now involved, more than twice as many as at the start of 2007. In addition, SFI accounts for 319 chain-of-custody certifications at 849 locations, 225 program participants, 36 fiber sourcing certifications and 150 million acres (60 million hectares) of certified forestland.

“We’re really seeing an increased interest in consumers searching out products from well-managed forests and this new blog provides a venue for all stakeholders to get a fresh perspective on forest certification,” said Abusow. The interactive blog features video and RSS feeds which allow users to be notified when information is updated to the site, as well as useful links.

Abusow offers a unique outlook on sustainable forestry stemming from her extensive international experience, which includes conducting forest policy reviews in Russia for the World Bank; serving fifteen years as a forest certification consultant, with involvement in the development of various standards including the Forest Stewardship Council's (FSC) Great Lakes St-Lawrence Standard and the Canadian Standards Association (CSA) certification program; and today, leading SFI, one of the world’s largest and fastest growing forest certification programs and representing the PEFC US Governing Body.

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About SFI Inc.

SFI Inc. is a 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program (www.sfiprogram.org), which is internationally recognized and among the largest in the world. It is one of the fastest growing forest certification programs with over 150 million acres (60 million hectares) of SFI-certified forests across North America. The SFI Standard also includes unique fiber sourcing requirements that promote responsible forest management on all suppliers’ lands and a chain-of-custody certification, which can be used to tell buyers how much certified fiber is in a specific product. The SFI forest standard is endorsed by the Programme for the Endorsement of Forest Certification (www.pefc.org), a global umbrella organization that has strict requirements for endorsement. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally. For more information about the SFI program, visit www.sfiprogram.org