



SUSTAINABLE FORESTRY INITIATIVE

*Good for you. Good for our forests.™*

FOR IMMEDIATE RELEASE

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## **TROPICANA SHOWS ENVIRONMENTAL LEADERSHIP BY USING THE SFI LABEL**

**ARLINGTON, VA** – As part of a broad commitment to corporate social responsibility, Tropicana Products Inc., a leading producer and marketer of branded fruit juices, announced today the paper board used in its juice cartons has received certification to the Sustainable Forestry Initiative® (SFI®) fiber sourcing standard.

“Tropicana is committed to using natural resources in a responsible manner and has made sustainability part of its mission,” said Andrew Hartshorn, Senior Marketing Manager, Tropicana Products Inc. “Using the SFI fiber sourcing label on our products plays a critical role in our environmental policy, and empowers our customers to make an educated environmental choice about the Tropicana products they buy.”

With more than 160 million acres (65 million hectares) certified across North America, the SFI sustainable forestry certification program is one of the largest in the world, with a standard based on principles and measures that promote responsible environmental behavior and sound forest management, including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value. Fiber sourcing certification means a company has verified that at least 66 percent of its supply comes from an SFI-certified procurement operation.

The SFI program stands apart from other certification programs by addressing the fact that 90 percent of the world’s forests are not certified to a credible standard. Through the SFI Standard, program participants are required to track the uncertified content and promote responsible forestry by encouraging landowners to reforest areas that have been harvested, to use best management practices for protecting water quality, and to identify and protect important habitat elements for wildlife, including imperiled and critically imperiled species and communities. For areas outside of North America without effective laws, SFI program participants must take measures to procure fiber from known and legal sources. In these circumstances, program participants also must complete a risk assessment to avoid illegal sources and promote conservation of biodiversity hotspots and major tropical wilderness areas as defined by Conservation International.

“Demand for products from responsibly managed forests is increasing worldwide, and with today’s announcement Tropicana joins a growing number of companies that are demonstrating their environmental commitment by using the SFI label on its products,” said SFI Inc. President and CEO Kathy Abusow. “At a time when just 10 percent of the world’s forests are independently certified, Tropicana has taken a leadership role by supporting global efforts to improve forest practices.”

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“Tropicana is dedicated to minimizing its impact on the environment and making it easy for consumers to do their part through recycling and waste reduction initiatives,” Hartshorn said. “Using paper board that’s approved for the SFI fiber sourcing label is just one more way we will be able to meet the increasing market demand for more environmentally friendly products, which is good for our business and good for our forests.”

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### **About PepsiCo**

PepsiCo is one of the world's largest food and beverage companies, with 2007 annual revenues of more than \$39 billion. The company employs approximately 185,000 people worldwide, and its products are sold in approximately 200 countries. Its principal businesses include: Frito-Lay snacks, Pepsi-Cola beverages, Gatorade sports drinks, Tropicana juices and Quaker foods. The PepsiCo portfolio includes 18 brands that generate \$1 billion or more each in annual retail sales. PepsiCo's commitment to sustainable growth, defined as Performance with Purpose, is focused on generating healthy financial returns while giving back to communities the company serves. This includes meeting consumer needs for a spectrum of convenient foods and beverages, reducing the company's impact on the environment through water, energy and packaging initiatives, and supporting its employees through a diverse and inclusive culture that recruits and retains world-class talent. As a member of the Dow Jones Sustainability World Index (DJSI World) and the Dow Jones Sustainability North America Index (DJSI North America), PepsiCo is a recognized leader in sustainability. For more information, please visit [www.pepsico.com](http://www.pepsico.com)

### **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](http://www.sfiprogram.org)), that is internationally recognized and among the largest in the world. It is one of the fastest-growing forest certification programs with over 160 million acres (65 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 is 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 schemes, 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](http://www.sfiprogram.org)