



SFI® NEWSLETTER

..... FEBRUARY 2011

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SFI Builds on Grant Program Success — Invites Project Proposals for 2011

AFTER A YEAR OF TREMENDOUS ACHIEVEMENTS in 2010, the Sustainable Forestry Initiative® (SFI®) program launched the second year of its Conservation and Community Partnerships Grant Program with a call for proposals for 2011.

In 2010, SFI Inc. awarded nine grants totaling \$307,500 with some multi-year projects that brought the total commitment to \$675,000 over three years. Through the involvement of partners, these projects are expected to leverage additional resources and achieve a total value of almost \$2.7 million.

“We anticipated far-reaching benefits because we know first-hand how building conservation and community partnerships can lead to tangible, on-the-ground results,” says SFI President and CEO Kathy Abusow. “To say we are impressed with project outcomes so far is an understatement.”

Up to \$200,000 in new grants will be awarded this year. Information is posted at www.sfiprogram.org/

conservation-grant/index.php, and the deadline for proposals is Tuesday, Feb. 15.

“We have added a new category with five to seven smaller grants of up to \$5,000 to support projects such as forestry educational programs for children and projects that support management of culturally important lands,” says Allison Welde, SFI Director of Conservation Partnerships and Communications.

The Conservation and Community Partnerships Grants foster partnerships between organizations interested in improving forest management in the United States and Canada and responsible procurement globally. Applicants are asked to address topics such as improving wildlife habitat management, avoiding controversial sources of fiber such as those resulting from illegal logging, and assisting local communities by supporting activities such as low-income green building projects.

For more information, contact Allison Welde. Read more about 2010 achievements on page 4.

Ohio State Forests Certified to SFI

OHIO'S 21 STATE FORESTS ARE THE FIRST in the state certified to the SFI 2010-2014 Standard.

“The Division of Forestry continues to set the example for proper forest management,” says Sean Logan, Director of the Ohio Department of Natural Resources. “This effort ensures that future generations will be able to enjoy Ohio’s diverse forest habitats and that these same forests will continue to provide an economic boost to the state.”

“This is a milestone achievement for the Ohio Division of Forestry,” says State Forester Dr. David Lytle. “Certification reflects the Division’s dedication to the sustainable management of Ohio’s 200,000 acres (81,000 hectares) of state forest land.”

Former Governor Ted Strickland had issued an executive directive to the department’s Division of Forestry to seek certification to the SFI and Forest Stewardship Council programs. Close to three quarters of the more than 180 million acres/73 million hectares certified to SFI across North America involve public lands.

SFI Participants Act to Benefit Trout Habitat



Members of the Maine SFI Implementation Committee are helping state agencies protect brook trout habitat — see page 6 to read more about their work. This included a bridge building exercise sponsored by Louisiana Pacific in New Limerick, Maine. The bridge mats were built and then installed in a stream on an active harvest operation.

SAVE THE DATE

2011 SFI ANNUAL CONFERENCE
SEPT. 13-15, 2011
Burlington, Vermont

FOUR NAMED TO SFI EXPERT PANEL

Four new members elected recently to the SFI External Review Panel bring a wealth of knowledge and experience to the independent panel of experts.

The new members are:

- **Bryan Burhans**, President & CEO, The American Chestnut Foundation;
- **Lena L. Tucker**, District Forester, Oregon Department of Forestry;
- **Valerie A. Luzadis**, Professor, Department of Forest and Natural Resource Management, State University of New York College of Environmental Science and Forestry; and
- **Robert S. Tomlinson**, Assistant Director, Division of Forestry, Minnesota Department of Natural Resources.

“Bryan, Lena, Valerie and Bob are truly outstanding additions to our team,” says Panel Chair Michael T. Goergen Jr., Executive Vice-President and CEO of the Society of American Foresters. “Their solid expertise and talent means they can offer advice that will keep the SFI program strong.”

The External Review Panel provides diverse perspectives and expertise to the SFI program while contributing to quality assurance and continuous improvement. Panel members make sure SFI’s public documents, including the annual progress report and data, are objective and credible; that the program facilitates public input; and that emerging issues and opportunities are identified.

Panel members offer a balance of technical skills and organizational experience, with four to six members from each of the following categories — environmental/conservation groups, professional/academic groups, and public agencies (local, state, provincial, tribal or federal governments).

The External Review Panel has been part of the SFI program since it began, and became an independent organization with its own charter and member selection in 1997.

Maryland State Forester Named to SFI Board

MARYLAND STATE FORESTER STEVEN W. KOEHN, the newest member of the SFI Board of Directors, says he welcomes the opportunity “to work with SFI to raise awareness of the important role certification plays to encourage sustainable management of America’s forests.”

Koehn, who is also Past President of the National Association of State Foresters, was elected to the board’s social chamber in December. His office is responsible for Maryland’s 200,000-acre/81,000-hectare State Forest system, including the 60,000-acre/24,000-hectare Chesapeake Forest, a unique public and private partnership and Maryland’s first SFI-FSC dual-certified forest. The state aims to have all its state forests certified by April 2011.

“Steve is a highly motivated and innovative leader whose work in Maryland has received national recognition,” says SFI President and CEO Kathy Abusow. “The

SFI board will benefit from his enthusiasm, experience and commitment to responsible forest management, certification and green building.”

Koehn has been Director and State Forester of the Maryland Department of Natural Resources, Forest Service, since February 2001. He played a vital leadership role in the passage of the Maryland Sustainable Forestry Act of 2009, which recognizes that an important way to improve the health of Maryland’s vast Chesapeake Bay ecosystem is through healthy forests. Last year, he won a Champion of Trees award from the non-profit Arbor Day Foundation for advancing public forestry policy.

In other board changes, Robert A. (Bob) Luoto, who represents independent professional loggers and the American Loggers Council, was elected chair. Larry Selzer, President and CEO of The Conservation Fund, was named vice-chair.

SFI: What Others are Saying

THE SFI PROGRAM HAS PREPARED a two-page fact sheet listing the many reports and discussions showing the value of all credible third-party forest certification programs, including SFI.

The document includes quotes from organizations such as the United Nations Economic Commission for Europe, the Canadian Council of Forest Ministers, the National Association of State Foresters and

Dovetail Partners — and notes websites where the original materials can be found. It is posted under fact sheets in the resources section of the SFI website (www.sfiprogram.org/forest_certification_resources.php), and copies can be ordered by emailing info@sfiprogram.org.

United Nations Economic Commission for Europe Food and Agriculture Organization

From the 2009-2010 Forest Products Annual Market Review: “Over the years, many of the issues that previously divided the (certification) systems have become much less distinct. The largest certification systems now generally have the same structural programmatic requirements.”¹

Canadian Council of Forest Ministers

From a 2008 statement on forest certification standards in Canada: “Governments in Canada continue to provide technical and policy support to the ongoing development of certification in Canada. ...Customers can be assured that these forest certification standards (Canadian Standards Associations, FSC and SFI) are complementary to and demonstrate each Government’s sustainable forest management regime.”⁴

National Association of State Foresters

From a policy statement passed by resolution in 2008: “While in different manners, the ATFS (American Tree Farm System), FSC (Forest Stewardship Council), and SFI systems include the fundamental elements of credibility and make positive contributions to forest sustainability. . . . No certification program can credibly claim to be ‘best’, and no certification program that promotes itself as the only certification option can maintain credibility.”²

Dovetail Partners Inc.

From a 2010 status report on forest certification: “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.”³

1 2009-2010 Forest Products Annual Market Review Page 121 <http://timber.unece.org/fileadmin/DAM/publications/sp-25.pdf>

2 National Association of State Foresters policy paper on forest certification www.stateforesters.org/node/1032

3 Forest Certification: A Status Report March 2010 <http://www.dovetailinc.org/files/DovetailCertReport0310b.pdf>

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

2011 International Year of Forests

The United Nations General Assembly has declared 2011 International Year of Forests (www.un.org/en/events/iyof2011) to raise awareness on sustainable management, conservation and sustainable development of all types of forests. At the SFI annual conference, Benjamin Singer, Forest Affairs Officer, UN Forum on Forests Secretariat, talked about plans for the year-long celebration, and the opportunity to highlight success stories and innovative solutions that showcase the theme Celebrating Forests for People. SFI will be involved in a number of activities to recognize the year, including a celebration in Washington this spring with other national organizations to raise political awareness about the importance of forests and forest products. If you have suggestions about possible events or opportunities, please contact Nadine Block.



INTERNATIONAL YEAR OF FORESTS • 2011

Graphic Communications Backs Certification
Graphic Communications (www.graphiccommunications.com), one of the world's largest independent paper and print brokers, has announced its continued commitment to SFI and PEFC certification schemes. The Ohio-based company, which has offices in the United States, United Kingdom, Belgium and Mexico, was the first of its kind to be triple chain-of-custody certified to SFI, PEFC and FSC. "Paper consumers are increasingly demanding products certified to the highest standards to show their commitment to protecting our forests," says Graphic Communications President Matt Dawley. "Our SFI and PEFC certifications provide that verification. Users want to know that the paper fiber is legally logged from known origins that are not controversial, endangered or in violation of local or federal regulations."

State Forester Calls for Broader Support for Certification

AS FAR AS ALABAMA STATE FORESTER LINDA CASEY is concerned, one of the best ways to improve forest management is to support third-party certification programs like SFI.

In a guest blog posted on the SFI Good for Forests blog (www.goodforforests.com), Casey says SFI certification is one of the reasons why the implementation rate for best management practices stands at 97 percent in Alabama.

"Close to 2.4 million acres of Alabama's forests are certified to the SFI Standard, and I see the benefits almost every day," she says. "And SFI's reach goes far beyond certified lands – it addresses the reality that 80 percent of our 22.7 million acres of

Alabama's forests are owned by more than 440,000 non-industrial private landowners."

Casey, who is a member of the SFI External Review Panel, was reacting to recent reports critical of the SFI program. "Groups like ForestEthics might claim to care about our forests but their tactics suggest otherwise," she says. "Negative, misleading reports do nothing to improve forest management — and risk driving consumers to markets beyond our borders ... Encouraging consumers to buy products certified to all credible programs, which definitely includes SFI, is one of the best ways to make a difference in the forest and in the marketplace."

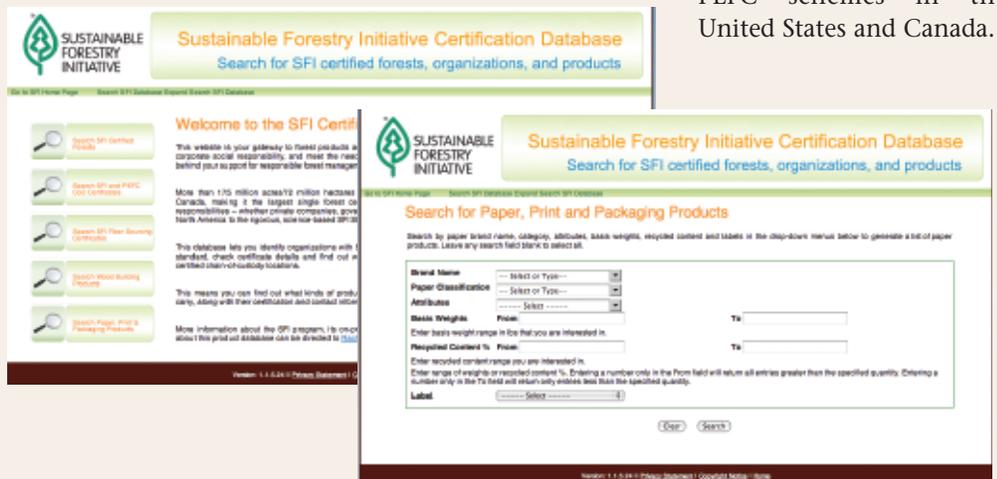
SFI Releases New On-line Certification Database

THE NEW ON-LINE SFI CERTIFICATION DATABASE at www.sfi-program.org/find-sfi-forest-products/index.php helps buyers find wood or paper products from products with content from certified forests and/or certified sourcing.

"The SFI Certification Database offers a one-stop shop to find wood or paper products from certified forests or certified sourcing that can be used by anyone – from building professionals to graphic designers, from printers to procurement specialists," says Rachel Dierolf, SFI Manager, Statistics and Labeling. "This is especially important at a

time when there is growing demand for green building and responsible paper purchasing, and less than 10 percent of the world's forests are certified."

Buyers can search for SFI-certified wood, paper, print or packaging products, as well as find information about SFI-certified forests, organizations with SFI certificates, certificate details and which independent certification body conducted the certification. The database includes all certificates for the SFI forest management, chain-of-custody and certified sourcing standards as well as chain-of-custody certification to the PEFC schemes in the United States and Canada.



Conservation Grants Update

SFI CONSERVATION PARTNERSHIPS YIELD IMPRESSIVE RESULTS

THE SFI CONSERVATION AND COMMUNITY PARTNERSHIPS GRANT projects are delivering wide-ranging results across North America — and they are not yet a year old.

“One of the best ways to keep our forests strong and healthy is to give those who care about them a chance to work together,” says Charles Tattersall (Tat) Smith Jr., Professor, Faculty of Forestry, University of Toronto, and a member of the SFI Board of Directors. “One of the real strengths of the SFI program is its willingness to provide opportunities for diverse groups to collaborate so they can broaden our knowledge and make a difference.”

Achievements and upcoming deliverables from the 2010 SFI Grant Recipients include:

- Bird Studies Canada harnessed 37,000 volunteer hours to collect data to improve management of forest habitats for endangered bird species.
- Wildlife management students at Clemson University evaluated the effects of select

silvicultural practices on wildlife habitat, and the findings are being shared with forest landowners on the university's website (www.clemson.edu/public/whip/).

- The South Coast Conservation Program created on-line fact sheets (www.geog.ubc.ca/biodiversity/factsheets/) to help land managers identify and protect species at risk on British Columbia's south Pacific Coast, and the British Columbia Ministry of Environment worked with the organization to review 1,200 grizzly bear habitats to assist with ecosystem management.
- The Ruffed Grouse Society sponsored two Wisconsin Coverts workshops where 49 private forest landowners learned how to manage their lands to better support wildlife, and pledged to pass the knowledge on to hundreds of others.
- The National Council for Air and Stream Improvement examined the relationship

between species at risk and habitat in the Southeast, Pacific Northwest and Great Lakes regions.

- Forest Trends and the World Resources Institute will develop resources to help U.S. organizations navigate legality in the global supply chain and avoid illegal sources of fiber.
- The American Chestnut Foundation will plant the first blight-resistant American chestnuts in the southeastern United States, with a web-based database to monitor and assess the test plantings.
- The National Fish and Wildlife Foundation will achieve habitat gains for birds and wildlife dependent on younger forests, with access to as much as 175 million acres/71 million hectares of certified forests.

More information about conservation grant projects is posted at www.sfiprogram.org/conservation-grant/index.php.

LINKING BIRD STUDIES CANADA AND INDUSTRY

BIRD STUDIES CANADA'S PETE DAVIDSON is finding that the stronger partnerships with SFI program participants made possible by an SFI Conservation and Community Partnerships Grant are a great way to collect information about bird species in some of Canada's more remote regions.

“Forest companies not only operate in remote areas that are tough for us to reach with volunteers, but they are keen to support our work because they need this kind of data,” says Davidson, Manager of Bird Studies Canada's British Columbia Program. “As a result, we were able to collect rigorous data in areas that had seldom, or in some cases never, been surveyed by ornithologists. We are not only generating valuable new information but there are more representative samples.”

The data collection provides information on where birds are found, their abundance and breeding status, which is crucial to know for the most effective direct conservation efforts. The next step is to engage more SFI program participants in the project, and integrate this information into their forest management plans.

Bird Studies Canada partners with Environment Canada and more than 100 provincial government agencies, NGOs, industries, foundations, environmental consultancies and thousands of volunteers to

deliver the Breeding Bird Atlas projects in the Maritimes, Ontario, Manitoba, Quebec and British Columbia, including seven SFI program participants — NewPage, Port Hawkesbury Corporation, Bowater Mersey Paper Company Ltd., Abitibi-Bowater, J.D. Irving Ltd., Acadian Timber and Louisiana-Pacific Corp.

Bird Studies Canada is keen to work with more SFI program participants as the project develops — if you are interested in learning

more, contact Pete Davidson at pdauidson@birdscanada.org.

Through the conservation grant program, Bird Studies Canada will receive \$240,000 for three years to provide scientific data and web-tools that SFI program participants can use to improve forest habitat management beyond regulatory compliance for the conservation of bird biodiversity and species at risk across Canada.

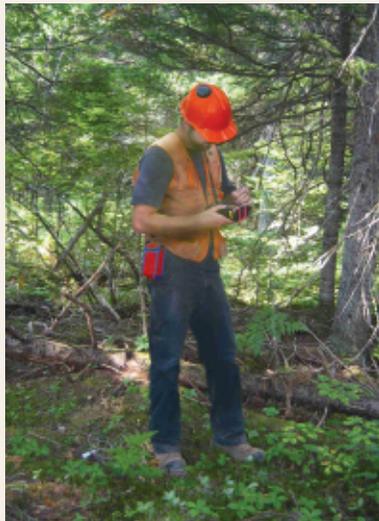


PHOTO BY J.D. IRVING LIMITED

J.D. Irving Limited employee records forest habitat data



PHOTO BY CHRISTOPHER DI CORRADO

John Woods conducts point count for BC Breeding Bird Atlas 2010

GRANT SUPPORTS WORK TO PROTECT AT-RISK SPECIES

NATURESERVE HAS COMPLETED THE FIRST STEP of an SFI Conservation and Community Partnerships Grant project led by the National Council for Air and Stream Improvement (NCASI) to determine whether a habitat-based approach can be used to protect at-risk imperiled species and communities.

In collaboration with NCASI and Weyerhaeuser Company, NatureServe examined the extent to which globally imperiled and critically imperiled species and communities are associated with generalized habitat types in three U.S. regions — the Southeast, Pacific Northwest and Great Lakes.

“Imperiled species and communities could be conserved in a more cost-effective manner if we find they are associated with generalized habitat types that landowners, land managers and resource workers can easily recognize,” says Ben Wigley, NCASI Manager of Sustainable Forestry Research. “We are currently developing plans for a field test to validate the NatureServe findings.”

For each of the three regions, NatureServe established lists of globally imperiled species and communities of conservation concern to the forest products industry, documented occurrences by county, and characterized the generalized habitat types as optimal, suitable,

marginal, or unsuitable for each imperiled species/community. It also characterized associations with finer-scale habitat attributes such as special habitat elements (e.g., tree cavities, logs) and soil characteristics.

This information was entered into a searchable database so reports can be developed to identify potential occurrences of imperiled species/communities. It will help program participants meet SFI Standard requirements around the protection of imperiled species and communities. For more information, contact Ben Wigley of NCASI at bwigley@ncasi.org or Milo Pyne of NatureServe at milo_pyne@natureserve.org.

UPDATE ON USGBC, LEED AND FOREST CERTIFICATION

Proposed benchmarks fail USGBC vote

THE FAILURE OF THE U.S. GREEN BUILDING Council's forest certification benchmark to pass the member ballot process marks a new opportunity to find a better and more workable way for LEED to recognize the benefits of certified wood products.

“The council should realize it is time to stop the endless debate and bring in a workable solution,” says SFI President and CEO Kathy Abusow.

She says SFI is encouraging USGBC to work with all stakeholders, including forest conservation and forest certification experts, small family forest landowners, social and environmental interest groups, government agencies, and designers and builders. “We hope for a swift end to this issue so we can support one another in promoting green building and recognizing the value of wood and all credible forest certification standards as a proof point of responsible forestry,” she says.

Until then, the building community can either give up the one point for the LEED certified wood credit so it can use SFI-certified products and demonstrate pride and support for North American forests, communities, and jobs, or turn to other green building programs available in North America that promote the

environmental benefits of wood and have an inclusive approach to forest certification

SFI Inc. will continue work with governments across North America at the municipal, state, provincial and federal level to promote green building choices. Current and former governors from Alabama, Arkansas, Idaho, Georgia, Maine, Michigan, Minnesota, Mississippi, Montana, Oklahoma, Oregon, Virginia and Washington have written to the USGBC, encouraging it to recognize all credible forest management certification schemes.

They include Governors Bob Riley of Alabama and Sonny Perdue of Georgia who sent letters shortly before leaving their positions due to term limits. Governor Riley said USGBC should “cease discriminating against domestically produced wood building products”, adding that the differences between certification programs “do not detract from the basic sustainability principles found in each system.”

The letters are on the SFI website and a summary of all letters sent to the council from leaders across the United States and Canada is posted at www.sfiprogram.org/files/pdf/statements_leed_us.pdf.

Contact Jason Metnick for more information about LEED and certification.

LEED ADVISED TO RECOGNIZE WOOD AND FOREST CERTIFICATION BENEFITS

THE SFI PROGRAM reinforced the benefits of wood and inclusion of other credible forest certification standards as an excellent choice for any new construction or renovation in comments it submitted as part of the first public comment period for the next version of the LEED rating system, which is projected to be in place by November 2012.

SFI submitted comments on the seven credits related to forest certification. It recommended that USGBC give one point for the use of wood products based on wood's superior environmental attributes, and a second point for products certified to any credible certification program. It suggested USGBC use criteria set out by the National Association of State Foresters (<http://stateforesters.org/files/2008.Forest%20Certification.pdf>) to determine what constitutes a credible certification program. For a copy of SFI's submission, contact Jason Metnick.

Comments and recommendations will be reviewed by USGBC staff and LEED committees in the next several months, and a second comment period for LEED 2012 is expected to begin in July 2011.

Green Building Council Italia Promotes Forest Certification

ITALY'S GREEN BUILDING COUNCIL has signed a protocol agreement with PEFC Italy to promote the benefits of forest certification and the use of certified wood products in the building sector.

The agreement notes that the organizations share common goals — PEFC Italy promotes sustainability across the wood supply chain with a focus on local resources and sustainable construction practices, and Green

Building Council Italia promotes a culture of sustainability in building at the national level.

Green building rating systems around the world recognize certified wood as an excellent choice for green building. On Jan. 1, 2010, the Green Building Council of Australia began giving equal consideration in its Green Star Timber Credit to the Forest Stewardship Council and forest certification standards accepted by PEFC, which include SFI.



Project Learning Tree Honors Florida SIC

The Florida SFI Implementation Committee has been named Project Learning Tree's 2010 Florida Business Partner of the Year for important contributions to the work of the environmental education program.

Nancy Peterson, Coordinator of Florida Project Learning Tree (www.sfrc.ufl.edu/plt/), says SFI support has had a significant impact on PLT's ability to train Florida teachers about forests and associated industries. "The SFI Implementation Committee sponsored 651 educators who participated in 30 PLT teacher training workshops – and in the last year these educators taught PLT curriculum to 55,000 students," she says. "It also co-sponsored two state-wide PLT conferences."

Peterson, Associate Director for Research and Services at the University of Florida, says PLT draws on the SFI certification program to make its Forests of the World curriculum more relevant and meaningful. "We make sure everyone, even the youngest students, know they should look for the SFI label when making a purchasing decision," she says.

Project Learning Tree (www.plt.org) is a national non-profit multi-disciplinary environmental education program of the American Forest Foundation.



Kathy Brooks, wood procurement region manager at Buckeye Florida, accepted the award on behalf of the SFI Implementation Committee.

Maine SIC Helps Enhance Trout Habitat

THE MAINE SFI IMPLEMENTATION COMMITTEE is supporting state agency efforts to protect brook trout habitat by installing coarse woody debris at two sites and holding workshops so foresters and loggers can learn how to enhance trout habitat through the management of forests alongside waterways such as streams and lakes.

The project, led by the Maine Forest Service and Maine Department of Inland Fisheries and Wildlife and funded by the U.S. Forest Service, will also allow the state forest service to expand its temporary forest bridge loaner program in cooperation with the Maine SFI Implementation Committee. In 15 workshops around the state, participants learned how to build temporary skidder bridges that in some cases eliminated the need for permanent crossings, reducing the impact on fish.

"The Maine Forest Service has worked cooperatively with Maine SFI and Maine forest landowners for many years on many fronts, refining techniques for coarse woody debris trout habitat enhancement and gaining greater acceptance of this practice is just the latest chapter in our ongoing partnership," says Keith Kanoti, Water Resources Forester with the Maine Forest Service.

Jason Castonguay, Forest Manager for Orion Timberlands, one of the

SFI-certified landowners involved in the project, says: "When we were asked by the Maine Forest Service to help out with this trout project, we felt that the project would be beneficial to everyone. These partnerships work well because each group can offer resources that the other might not have available. By working together a lot can be gained for a good cause."

Kanoti says Maine's healthy native brook trout population is largely due to the fact much of the state is forested — and the forests that produce excellent water quality and habitat conditions for trout also sustain Maine's forest products industry. He says the forest service is in discussions with other SFI program participants to implement further projects on their lands.



SFI Strengthens BMP in Maine

MAINE IS THE LATEST STATE to credit SFI for helping it achieve high implementation rates of best management practices to protect water quality.

A study by the Maine Forest Service of 500 randomly selected harvest sites found that between 2005 and 2009, loggers used BMP at 84 percent of timber harvest sites to prevent sediment from entering water bodies. The report can be found at http://www.maine.gov/doc/mfs/pubs/pdf/bmp_annual_rpt/bmp_rpt_05_to_09.pdf.

Donald Mansius, Acting Director of the Maine Forest Service, thanked the Maine SFI Implementation Committee and key partners involved in BMP training, development and presentation. Recent reports in Texas, South Carolina and Tennessee showed consistent improvement in BMPs, largely as a result of logger training through the SFI program.

"Clean water is one of Maine's most important forest products," Mansius says. "Well-managed forests such as those found in Maine do an outstanding job of protecting water

quality. Keeping forests as forests and in active management helps maintain this vital resource for the current and future generations."

Keith Kanoti, Maine Forest Service Water Resources Forester, says the occurrence of sediment entering streams and other water bodies at harvest sites decreased from 17 percent of the sites in 2005 to 10 percent in 2009. "The current trend is we're getting better, we're seeing improvement," he says. "Most loggers are using some BMPs."

Building Community Partnerships

Thanks to the work of close to 1,000 members of SFI Implementation Committees, the SFI program responds to local needs and issues across North America — including training for the people who work in our forests.

SFI is the only forest certification program in North America with community-based committees that work with local conservation groups, government agencies, forestry and professional associations, landowner groups and many others in landowner outreach and community involvement activities. Since 1995, more than 123,000 resource and logging professionals have been trained in responsible forestry through the SFI program or its recognition of other programs.

Through SFI Implementation Committees, program participants work with local organizations and individuals, providing leadership and sharing best practices to improve forest management on both certified and uncertified lands. A map on the SFI website (www.sfiprogram.org/sic-maps.php) provides links to committee websites. If your local committee does not have a website and you would like to learn more or find out how to join, email info@sfiprogram.org.

Meeting with Suppliers



James Norris of Gilman Building Products represented SFI at the Institute for Supply Management Sustainability and Social Responsibility Conference in Orlando, FL, on Nov. 4. Norris, who is a member of the Georgia SFI Implementation Committee, said he came away with a greater appreciation of the value of forest certification for supply management professionals. “Markets are so complex and there are so many choices,” he said. “I enjoyed having a chance to talk to delegates about the fact the SFI label is a great way to identify paper and wood products from responsible sources.”

Trade Shows

The SFI program was represented at a number of recent trade shows, including:

Unisource Chicago Paper Show, Nov 2



GovGreen, Washington, DC, Nov 30-Dec 1



GreenBuild (USGBC), Chicago, Nov. 17-19



Design City 2010 (Part of Print World 2010), Toronto, Nov. 20-22



Institute for Supply Management Sustainability and Social Responsibility Conference, Orlando, FL, Nov. 4



International Builders Show, Orlando, Florida Jan 12-15



Are Campaigners Misleading Consumers?

SUSTAINABILITY ADVISOR PHIL RIEBEL recently posted two blogs on RISI questioning whether environmental activists are misleading the public when it comes to certification and recycling.

“There are many elements to consider in the design and production of sustainable paper,” Riebel writes. “Pressuring the marketplace to use certain fiber types when it doesn’t make sense may not benefit the environment or the economy.”

In his first blog, Riebel, an advisor to the forest, paper and print sector, says recycled fiber is a key element of sustainable paper procurement but there are a lot of other economic and environmental factors to consider.

His second blog challenges claims that certain certification standards, such as FSC, are more protective of the environment at a global scale. He cites a 2005 international study that looked at on-the-ground differ-

ences between certification schemes in Canada, Finland and the UK, and did not identify any as “destructive and inferior” nor did it identify any as “much better”.

Competition has been healthy and improved all certification programs, Riebel says, and this in turn supports responsible forest management as well as price and supply stability. And since 75 percent of certified forests in North America and 65 percent worldwide are certified to standards other than FSC, an approach that recognizes all forest certification standards is more likely to benefit communities in the United States and Canada.

The blogs are posted at www.risiinfo.com/blogs/Are-environmental-campaigns-misleading-the-public-1335.html (part 1) and www.risiinfo.com/blogs/Are-environmental-campaigns-misleading-the-public-Part-II.html (Part 2).

WEBINAR TO REVIEW REVISED PEFC COC

Last November, PEFC standards were revised for sustainable forest management, chain of custody, standard setting, group certification, and logo usage. PEFC International will hold a webinar on Wednesday, Feb. 16 at 11 a.m. EST so technical staff can review the revised PEFC chain of custody standard with SFI program participants and PEFC chain-of-custody certificate holders. Contact Rachel Dierolf for more information about the webinar. Visit the PEFC International website at www.pefc.org for more information about the revised standards.

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The SFI program is endorsed by the Programme for the Endorsement of Forest Certification schemes (PEFC), an international umbrella organization recognizing rigorous forest certification programs. PEFC and its endorsed standards are accepted by governments around the world.



- **RACHEL DIEROLF**, 613-274-0124
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ABOUT SFI INC.

SFI Inc. is an independent 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative (SFI) program (www.sfiprogram.org). Across North America, more than 180 million acres/73 million hectares are certified to the SFI forest management standard, making it the largest single standard in the world. SFI chain-of-custody certification tells buyers how much of the fiber in a product is from certified forests, certified sourcing and/or post-consumer recycled content. The SFI program's unique fiber sourcing requirements promote responsible forest management on all suppliers' lands. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.

NEW SFI CERTIFICATIONS (EFFECTIVE DECEMBER 31, 2010)

More than 2,500 individuals and organizations are meeting SFI requirements and/or working with the program to strengthen forest practices and fiber sourcing. They include forest products companies, industrial and family forest owners, conservation groups, universities, public agencies, manufacturers, retailers, printers, resource professionals and many others who share a passion for responsible forest management. You can find lists of all SFI program participants and certifications on the SFI website under resources.

NEW SFI CHAIN-OF-CUSTODY CERTIFICATIONS

Ainsworth Engineered Canada LP; Alpha-Omega Graphics and Print Media Services Inc.; Business Ink Co.; Capital Corrugated & Carton; Command Web Offset; Comptex Inc.; Crownhill Packaging Ltd.; CRT, Custom Products Inc.; Forest City Trading Group LLC; Hitchcock Printing; Itek Graphics; Menasha Packaging Company LLC - Display Philadelphia; Mid South Packaging LLC; Multi Packaging Solutions - Lakeshore Affiliate; North Cascades Forest Products; Quad Graphics Inc.; Serenity Packaging Corporation; Special Editions Inc.; Specialty Wood Products; Strategic Content Imaging; Streeter Printing & Graphics Inc.; Structural Roof Systems Inc.; The Mid-York Press Inc.; Wright Business Graphics

NEW SFI PROGRAM PARTICIPANTS

Ethan Allen Operations; Ohio Department of Natural Resources; Enviva LP; Thompson Hardwoods Inc.; Beasley Timber Management LLC; Norfolk Southern Railway Company - Brosnan Forest

NEW SFI CERTIFIED SOURCING CERTIFICATES

(INCLUDES SFI REQUIREMENTS: SECTION 2 - SFI 2010-2014 STANDARD, OBJECTIVES 8-20, AND SFI REQUIREMENTS: SECTION 4 - RULES FOR USE OF SFI ON-PRODUCT LABELS)

Lacorr Packaging; Mystic Ltd. DBA Sheets Unlimited LLC; Useful Products Inc.; Welch Packaging Group

NEW SFI FOREST MANAGEMENT CERTIFICATIONS

Ainsworth Engineered Canada LP; F.H. Stoltze Land & Lumber Co.; Pyramid Lumber

CURRENT PROGRAM STATISTICS (AS OF DECEMBER 31, 2010)

SFI PROGRAM PARTICIPANTS:	235
AREA THIRD-PARTY CERTIFIED TO THE SFI 2005-2009 STANDARD OR SFI 2010-2014 STANDARD:	181.1 MILLION ACRES/73.3 MILLION HECTARES
CHAIN-OF-CUSTODY CERTIFICATES:	964
CHAIN-OF-CUSTODY CERTIFIED LOCATIONS (A company with multiple facilities, such as a paper merchant or printer, has the option of including more than one facility under its certificate.):	2,342
CERTIFIED SOURCING CERTIFICATE ISSUED TO PRIMARY PRODUCERS CERTIFIED TO SECTION 2 - SFI 2010-2014 FIBER SOURCING OBJECTIVES 8-20:	81
CERTIFIED SOURCING CERTIFICATE ISSUED TO SECONDARY PRODUCERS CERTIFIED TO SECTION 4 - SFI CERTIFIED SOURCING LABEL USE REQUIREMENTS:	79
PEFC ANNEX 4 (U.S.) CHAIN-OF-CUSTODY CERTIFICATIONS:	347

ORION ACCREDITED FOR SFI COC CERTIFICATION

Orion Registrar Inc. (<http://www.orion4value.com>) has become the ninth certification body accredited for SFI and PEFC chain-of-custody certification. Orion Registrar, a quality and environmental systems registrar headquartered in the Denver, Colorado area, has partners and associates located throughout the United States and the world. Orion is internationally accredited by the United State's ANAB, and the Dutch Council for Accreditation (RvA). Each of these accreditations is recognized throughout the world for Quality and Environmental Programs. In addition, all of our auditors are qualified to the International Registrar of Certified Auditors (IRCA) or the RABQSA requirements.