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SFI Inc. Presents First Leadership in Conservation Research Award

PARTICIPANTS IN A UNIQUE STUDY of bird populations that is expected to improve forestry practices for Canada's Acadian forests have received the first-ever Sustainable Forestry Initiative® (SFI®) Leadership in Conservation Research Award.

At a recent event in Toronto, SFI Inc. President and CEO Kathy Abusow presented the award to UPM-Kymmene Inc., Time Inc., the Université de Moncton; the New Brunswick Department of Natural Resources; The Nature Conservancy of Canada, and Bird Studies Canada.

The Birds as Bioindicators of Biodiversity Study was launched in April 2007, with the first results expected in two to three years. It is evaluating the reproductive performance of several songbird and woodpecker species in



Celebrating the first SFI Leadership in Conservation Research award are (left to right) Kristy Ciruna, The Nature Conservancy of Canada; David Refkin, Time Inc.; Kathy Abusow, SFI Inc.; Philippe Riebel, UPM-Kymmene; Kerrie Wilcox, Bird Studies Canada; Steve Gordon, New Brunswick Department of Natural Resources.

treated and control areas of public lands managed by UPM-Kymmene in New Brunswick, with a goal to use results in the development of future best management practices

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2012 London Games Will Use Certified Wood

ORGANIZERS OF THE 2012 OLYMPIC GAMES in London want to be sure that wood used for the event's construction projects comes from responsible sources, which includes SFI-certified products.

The Olympic Delivery Authority is looking for 20 timber suppliers who can form a Timber Supplier Panel to supply up to 600,000m2 of hardwood, softwood plywood and other products, plus 40,000m2 of softwood timber to contractors and their suppliers.

"A framework for the responsible sourcing of timber is unprecedented for a project of this size and scale," says authority chief executive

David Higgins. "However, working closely with the timber and construction industries it is an opportunity to break new ground in sustainable sourcing."

The timber suppliers will have to comply with certification schemes that have been approved as meeting the highest designation of legality and sustainability by the United Kingdom's Central Point of Expertise on Timber. This includes programs such as SFI that have also received endorsement by the international Programme for the Endorsement of Forest Certification schemes (PEFC).

SFI ANNUAL PROGRESS REPORT FORMS DUE MARCH 31

Customized SFI Annual Progress Report Forms are posted at www.sfiprogram.org/sfiforms.cfm, and must be submitted by March 31, 2008, preferably by email. This is a requirement for continued participation in the SFI program. Collected information will be included in the 13th annual progress report. For more information regarding the SFI program's annual progress reporting, contact Rachel Dierolf.

NEW CHAIN-OF-CUSTODY CERTIFICATIONS:

Abbott Printing, Maitland, FL
Anstadt Printing, York, PA
Associated Printing, Miami Lakes, FL
Beacon Printing, Waldorf, MD
Boaz Printing, Boaz, AL
Cardinal Colorprint, Chicago, IL
Central Florida Press, Orlando, FL
Corporate Graphics of America Inc., Chicago, IL
Direction Furniture, Newton, NC
Flower City Printing, Rochester, NY
Frank Parsons, Baltimore, MD
Graphic Communications, Lawrenceville, GA
Groupe Produlith, Longueuil, QC
Industrial Timber, Hiddenite, NC
Lake County Press Inc., Waukegan, IL
Metro Label Ltd., Napa, CA
Mulligan Printing, St. Louis, MO
Paradigm Printing Inc., Dalton, GA
PBM Graphics, Durham, NC
Printed Specialties, Carrolton, GA
Response Envelope Inc., Ontario, CA
SAPPI (Muskegon Mill), Muskegon, MI
Superior Printers, Winter Park, FL
The Drummond Press, Jacksonville, FL
The Kelly Companies, Cheverly, MD
Town Crier, Ltd., Pella, IA
Universal Lithographers, Sheboygan, WI
Wolf Envelope, Angola, IN

SFI STANDARD CERTIFICATIONS

TimberStar Southwest, Shreveport, LA

SFI FIBER SOURCING CERTIFICATIONS

Pacific Woodtech Corporation, Burlington, WA
C.W. Zumbiel Co., Hebron, KY

NEW SFI PROGRAM PARTICIPANTS:

Murphy Company
Moncure Plywood LLC
Blue Ridge Paper Products, Inc.
Cooper Marine & Timberlands Corp.
Cumberland Tree Farm

AREA THIRD-PARTY CERTIFIED to the SFI 2005-2009 Standard

152.4 million acres (61.7 million hectares)

CHAIN-OF-CUSTODY CERTIFICATES

147

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.)

468

AC Graphics Joins Certified Green Partners

AC GRAPHICS INC., an SFI-certified printer in Florida, has become part of Certified Green Partners, a non-profit alliance of international business leaders and prominent members of society that aims to inspire customers to buy paper and products that are good for the environment.

"These green practices allow AC Graphics to continue providing the high-quality work for which we are known while also

safeguarding the environment, all at no additional cost to customers," says AC Graphics President Tico Casamayor.

AC Graphics has posted media clips and videos under the sponsors section of the Certified Green Partners website (www.certifiedgreenpartners.com) that include reference to the benefits of certification programs such as SFI. For more information, contact Jason Metnick.

FIND SFI-CERTIFIED PAPER

The SFI Inc. website has posted a new link on its website of paper companies with SFI program certification, including the mills that are certified, the type of paper available and the SFI label available.

The chart will help distributors and printers meet the growing demand for certified products by showing them the wide range of SFI-certified paper that is available, and helping them match the paper they need with the correct SFI on-product label. The listing, under Printing and Paper, will be updated as new information is available. For more information, contact Jason Metnick.

SFI INC. CONSERVATION PROJECT SURVEY RELEASED

On Monday March 10, SFI Inc. distributed a survey to all SFI-certified companies asking for submissions on conservation projects implemented under the SFI program. We look forward to hearing about all the great work you are doing on behalf of the SFI program. If you did not receive the email or have questions, please contact Allison Welde.

Save the Date

The 2008 SFI® Annual Conference
September 23-25
Hilton Minneapolis

Details about sponsorship opportunities are posted at www.sfiprogram.org/events.cfm or contact Allison Welde

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SUSTAINABLE FORESTRY INITIATIVE



SFI IN THE NEWS

Paper Leadership Seminar

Jason Metnick, SFI Inc.'s Director, Market Access and Product Labeling, was among the presenters at a Leadership in Paper and the Environment seminar on Feb. 21 in Houston, TX, attended by about 50 printers, graphic designers, merchants and end users. The seminar, led by Derek Smith and Associates, explored the links between paper, print and global warming and identified business opportunities for printers, designers and paper distributors in the growing environmental market.

Paper Mill Features SFI Interview

The Paper Mill Store celebrated its SFI chain-of-custody certification by featuring an interview with SFI Inc. President and CEO Kathy Abusow in its Feb. 20 on-line newsletter (www.thepapermillstore.com/pages.php?pageid=188), which is sent to 7,000 printers, graphic designers and people in the marketing industry. Among other things, Abusow reviewed some of the benefits SFI-certified papers offer designers and printers. For more information, contact Jason Metnick.

SFI Program included in Web-Based Encyclopedia

Information about the SFI program is included in a web-based encyclopedia, sponsored by the Society of American Foresters and the International Society of Tropical Foresters. *Forests and Forestry in the Americas: An Encyclopedia*, found at <http://forestryencyclopedia.jot.com/WikiHome>, is written for persons not familiar with forestry, including the general public and students, teachers, journalists, and professionals who want a brief summary of a subject outside their area of expertise. The SFI submission can be found under forest policies and administration.

Addressing Hardwood Issues

The SFI program was recently featured in *Hardwood Matters* magazine, providing an opportunity to show how SFI services are addressing the hardwood industry's questions about forest certification.

SFI Inc. President and CEO Kathy Abusow acknowledged that the growth in the demand for certified products represents a challenge for National Hardwood Lumber Association members who source much of their timber from private lands — often from small family-owned operations. These smaller operations are not as likely to be certified for a variety of reasons, including perceived or real concerns about the cost and complexity of certification.

Abusow pointed out that the SFI program stands apart from other certification programs by addressing this issue head-on through procurement requirements that allows program participants to source raw materials from forests that are not certified as long as there is assurance that the fiber is from known and legal sources, and is the result of responsible forest practices. Read the entire column in the March issue of *Hardwood Matters* at www.nhla.com/hm.asp. For more information, contact Jason Metnick.

INTERNATIONAL EXPERTS CONVENE TO DISCUSS ILLEGAL LOGGING

SFI Inc. was among the sponsors and presenters at the Forest Trends' 2nd annual Potomac Forum on Illegal Logging and Associated Trade where more than 100 international experts from as far away as China examined complex issues around illegal logging.

The participants, who met in Washington on Feb. 14, concluded that while some major initiatives are being developed, stakeholders around the world must work together to create tools to address the problem of illegal logging.

Illegal logging and associated trade is a major international problem that depresses prices, frequently leads to unsustainable harvesting and great environmental damage, deprives governments and local economies of revenues, undermines the rule of law and sometimes generates funds to

support and perpetuate armed conflicts. According to the World Bank, illegal logging globally results in annual losses of at least US\$10 billion to US\$15 billion of forest resources from public lands alone.

"The Potomac Forum clearly underlines that good governance and a stable institutional, legal and policy framework are key factors for countries with the greatest need of incentives to maintain forests and discourage deforestation," said Gerhard Dieterle, forestry advisor for the World Bank, also one of the forum sponsors.

Other forum sponsors included the U.S. Agency for International Development (USAID) and the U.S. Forest Service. Forest Trends (www.forest-trends.org) is an international non-profit organization that works to expand the value of forests to society by promoting sustainable forest management and conservation. For more information, contact Allison Welde



SFI Inc. Supports 3 Conservation Conferences

SFI INC. sponsored the Fourth International Partners In Flight Conference from Feb. 21-24. This event brings together hundreds of the foremost migratory bird researchers and conservation organizations in an effort to promote migratory bird habitat all over the world.

SFI Inc. also sponsored this year's Elk Camp, the annual Rocky Mountain Elk Foundation convention, which attracted more than 2,500 people from Feb. 21-24. A silent auction held during a reception sponsored by SFI Inc. raised a record-breaking \$1.6 million for future conservation work.

SFI Inc. was a featured partner at the National Wild Turkey Federation's annual convention and Sportshow held Feb. 20-24 in Atlanta, GA. The SFI program, along with the Georgia Forestry Commission and the Forest Stewardship Program, sponsored Rolling Stones keyboard player and tree farmer Chuck Leavell who gave a presentation on the importance of sustainable forest management at the Saturday

Awards Banquet, attended by more than 2,000 people. An SFI banner was hung in the convention's main exhibit hall, which drew over 30,000 visitors.



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



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Program participants who want to reserve SFI Inc.'s tradeshow materials for local shows or events should contact Amy Doty. The SFI program has a table-top exhibit and easily assembled "pop-up" vertical banners for use, as well as copies of materials posted on its website at www.sfiprogram.org/partresources.cfm

Trade Show Update

SFI INC. STAFF will be at the Sustainability in Packaging conference from March 11-13 in Orlando, FL. Also, look for the SFI program booth at the New York Forestry Symposium on March 10 and at the 7th Annual East Tennessee Environmental Conference on March 18-19.

The SFI program had an exhibit at the IBS, and there were numerous inquiries from some of the more than 30,000 attendees about where to find SFI-certified products for building under the NAHB Green Building Guidelines. For more information, contact Lisa Stocker.

AHMI Offers SFI Certification Through Pilot Project

APPALACHIAN HARDWOOD Manufacturers Inc. (AHMI) is offering its members forest and chain-of-custody certification through a pilot project with SFI Inc.

"This is a very exciting project and will allow AHMI members to have access to a third-party audited certification program," said AHMI President Tom Inman. "Companies are receiving more inquiries about certified products and AHMI has been working for more than one year to meet those needs."

SFI Inc. will work with AHMI to develop strategies for the development of multi-site

chain-of-custody and forest certification procedures or programs, and also provide support with communications and training as needed. AHMI will lead communication and outreach to members and provide critical analysis and feedback on the proposed strategy.

AHMI, which released the details of the pilot project at its 2008 annual meeting in Florida, plans to offer training workshops on certification programs, including the SFI program, in Knoxville, TN, on March 20 and in western Pennsylvania on April 23. Contact Rick Cantrell for more information.

SFI IMPLEMENTATION COMMITTEE CORNER

The **23rd Annual A.B. Brooks Forestry Symposium** was held Feb. 6-7 in conjunction with Agriculture and Forestry Day at the West Virginia Legislature. Legislative topics and current forestry issues were included on the agenda. The **West Virginia SFI Implementation Committee** meeting, chaired by Stacy Jiles and held immediately after the symposium, discussed the 2010-2014 SFI Standard Review Process (www.sfiprogram.org/standardReview.cfm)

along with the status of the Alliance for Zero Extinction.

Topics at the well-attended **Pennsylvania SFI Implementation Committee** meeting on Feb. 21, led by chair Tom Buzby, included the SFI program and green building, logger training and measuring best management practices compliance.

SFI Implementation Committees are reminded that 2007 Progress Reports, which were emailed to chairs in January, are due on March 31.

AWARD from page 1

"This study fits perfectly with UPM's global biodiversity program, which aims to develop best practices for all of our forest operations around the world and to monitor the progress we are making," said Phil Riebel, Director, Environmental Affairs for UPM-North America.

"The world's forests are vital natural resources," said David Refkin, Time Inc.'s Director of Sustainable Development. "It is important for customers to support work that will strengthen forestry practices and we are honored to be recognized for our leadership role by SFI."

John Foley, Associate Regional Vice President, Conservation, for the Atlantic Region of The Nature Conservancy of Canada, said the benefits of this study will help to conserve biodiversity in forested regions extending far beyond the borders of New Brunswick.

SFI Inc. selected the Birds as Bioindicators of Biodiversity Study for its new conservation research award because of the strong collaborative partnerships and an impact that will go well beyond lands managed by UPM. For more information, contact Allison Welde.