



PEFC PLANS FOR THE FUTURE

PEFC held a 2-day strategic planning meeting in Paris, France on January 24th and 25th. In addition to PEFC US representatives, Bill Banzhaf and Allison Welde, about 20 other PEFC member countries participated in the session. The goal of the meeting was to provide the PEFC Board direction on the strategic elements critical to the advancement of the PEFC program. At the end of the meeting, the participating PEFC National Governing Bodies agreed on a few major areas for PEFC to focus on in the coming years. The issues that PEFC will target in the coming years are: heightened market access and brand promotion, increased engagement of environmental and social non-profit groups, and improvement of the PEFC Councils infrastructure. The PEFC Board will produce a draft strategic plan and budget for the National Governing Bodies to comment on in late March. For more information on PEFC, contact Allison Welde.

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The Sustainable Forestry Initiative Program Is Now Fully Independent

ON JANUARY 1, 2007, the Sustainable Forestry Initiative[®] (SFI) program became a fully independent forest certification program. Although the multi-stakeholder Board of Directors of the Sustainable Forestry Initiative, Inc. has had authority over the SFI Standard since 2002, it is now the sole governing body over all aspects of the program. This includes labels, licensing, SICs, and promotion.

We are very excited about the opportunities for our new organization. We have already begun work on an aggressive marketing and promotion campaign to raise the visibility of the SFI brand in the marketplace, as well as to recruit new SFI program participants. We are, meeting with customers to encourage them to recognize the SFI program in their purchasing policies, and we are working with other groups to ensure the SFI program is recognized in Green Building standards. We also have ambitious plans for moving forward this year on several pilot projects that will help us improve the SFI



Standard in the future.

Everything is now in place. We have assembled an excellent staff — you will see the team members highlighted elsewhere in this first edition of the SFI, Inc. newsletter. We have also established a new office in Arlington, VA. Please note the new contact information listed in the staff directory. This information is effective immediately.

The new SFI, Inc., like the SFI Standard, will also be built on the premise of continuous improvement. Customer service will be a priority for us. Please do not hesitate to contact any member of our team when you need assistance, or have suggestions on how we can better serve you or improve the SFI program.

Look for updates from me in future editions of this newsletter and in special announcements. We are looking forward to working with you to make 2007 a great year for the SFI program!

Bill Banzhaf
President & CEO

xpedx ACHIEVES SFI[®] CHAIN OF CUSTODY

xpedx, North America's largest marketer and distributor of printing papers and graphics supplies and equipment, announced they have achieved a Sustainable Forestry Initiative[®] (SFI) chain-of-custody certification from Bureau Veritas Certification.

xpedx is a critical link that moves certified paper grades through the supply chain to printers. xpedx has

long been one of the largest providers of post-consumer waste content and recycled printing papers in North America and now offers a variety of SFI certified papers in the U.S.

To view the full press release, visit https://www.xpedx.com/util/press_view.asp?news_id=58. For more information, please contact Jason Metnick.

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Jay manages field-oriented efforts that protect SFI integrity and promote SFI Standard conformance. He provides guidance and support to SFI Implementation Committees (SICs) to deliver local training, outreach, and inconsistent practices monitoring programs that enhance sustainable forestry practices and SFI recognition. This includes documenting and communicating progress through annual SIC awards and reports.
- **JASON METNICK, ext. 23**
Manager, SFI Label and Licensing
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Jason manages all aspects of the SFI and PEFC licensing, labeling and chain of custody programs. He is also the contact for the SFI annual survey forms and ensuring SFI is recognized in green building standards.
- **ALLISON WELDE, ext. 24**
Manager, Conservation Partnerships
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Allison is the principle liaison with conservation and social interest organizations that work on forest certification and conservation issues. She works with existing SFI Program supporters and engages new organizations to support SFI. Currently, Allison is also the US PEFC National Secretary and the main contact for PEFC in the US.
- **AMY DOTY, ext. 21**
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Amy manages the SFI Inc headquarters office and is the main contact for general inquiries and publication requests. She also organizes all SFI events such as meetings, workshops and the SFI Annual Conference and is staff liaison on all marketing and communication efforts.

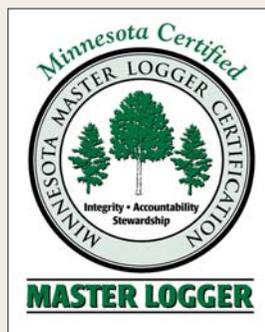
GUEST COLUMN

Minnesota's First Third-Party Audited Logging Businesses Certified

THE CERTIFYING BOARD of the Minnesota Master Logger Certification (MMLC) program has certified 25 logging businesses as "Minnesota Certified Master Loggers". Loggers who become certified are able to provide certified wood to the market place. This means loggers and mills in Minnesota will be in a strong position to provide certified wood from family forestlands to customers that demand it.

Minnesota is a leader in the United States with its third-party certifications of state, county and industrial forests. However, efforts to certify family forests have been less successful. The relatively large number of those landowners and the associated turnover rate of family forest lands, combined with their low level of interest in certification, make them a complicated target for certification efforts. This presents a significant challenge to the forest products industry as demand for certified content and products continues to increase. Logger certification is a means to certify timber from private forest landowners who are not likely to otherwise certify their forests.

Logger certification provides customers and the general public assurances that the person or company performing the job has the education, training, and experience to do the job correctly



and that appropriate practices are being implemented. Overall, logger certification helps "raise the bar" of logging in terms of safety and the on-the-ground application of best management practices.

The MMLC program promotes sustainable forestry and provides an independent, third-party audit of a logging business's harvest, safety and business practices. The program was developed transparently by a working group which included representatives from the Minnesota Department of Natural Resources, The Nature Conservancy, Minnesota Forestry Association, University of Minnesota, Minnesota Forest Industries, Minnesota SFI Implementation Committee, Associated Contract Loggers and Truckers of Minnesota, Minnesota Timber Producers Association, Izaak Walton League and Dovetail, Inc. The Minnesota Master Logger Certification program is one of only a few master logger certification programs to be recognized Time, Inc as meeting the requirements of their Certified Sustainable Forestry program.

More information about the Minnesota Master Logger Certification program, including a listing of Minnesota Certified Master Loggers can be found online at: www.mlep.org/MMLC.htm or by contacting Dave Chura at 218-722-5442 or dchura@mlep.org.

SICs Promote Conservation

SFI IMPLEMENTATION COMMITTEES (SICs) in Tennessee and New York are working with state agencies to promote conservation objectives through SFI certification. In both states, public officials concerned with forest fragmentation and development view the SFI program as an asset.

The Tennessee SIC is sponsoring an upcoming SFI workshop in Nashville for large landowning organizations. This is part of a collaborative effort with the Tennessee Division of Forestry to demonstrate and promote sustainable forestry practices through SFI certification. The workshop will provide prospective SFI participants with information on the benefits of SFI certification. Under the leadership of SIC Chairman Kevin Hoyt, Huber Engineered Woods LLC, the TN SIC is taking a proactive approach to recruiting new participants and growing the SFI program.

Stephen Satterfield (New York SIC Chair, Finch Pruyn, & Co.) and Mike Burns (NY SIC Coordinator, Empire State Forest Products Association) are leading SIC outreach efforts with the New York Department of Environmental Conservation. The SIC is exploring opportunities to promote conservation easements as a means of maintaining working forests.

The State of New York paid Rayonier approximately \$6.5 million to acquire a conservation easement that protects 51,000 acres within the Adirondack Park. The NY SIC hopes to identify new conservation easement opportunities through SFI certification efforts. A related goal is to increase SFI-certified acreage in the state, which will facilitate long-term forest management commitments. Please contact Jay Farrell for more information on SICs.