



# SFI® MONTHLY

..... JANUARY 2008 .....

## SFI Marks Record Growth in 2007

**2007 WAS A YEAR** of phenomenal growth for the Sustainable Forestry Initiative® (SFI®) program. That's no surprise to SFI President and CEO Kathy Abusow who expects the momentum to continue in 2008.

"More companies and more consumers are understanding the benefits of forest certification, and know that when they see the SFI label on a product — be it a juice box, printer paper or a two-by-four — they can be sure the wood fiber in that product is from a legal and well-managed source," Abusow said.

"SFI program participants practice responsible forestry on all the lands they manage. In addition, through our fiber sourcing requirements, we are influencing millions of

additional acres of certified and non-certified lands in North America by training loggers and conducting landowner outreach to promote best management practices and sustainable forestry."

The SFI program experienced an impressive increase in both the amount of certified lands and the number of chain-of-custody certifications in 2007. The amount of SFI-certified land rose to 143.7 million acres (58.1 million hectares) at the end of 2007, up from 135 million acres (54.6 million hectares) at the end of 2006. By the end of 2007, there were 102 chain-of-custody certifications at 408 certified locations compared with 21 certificates at 48 locations at the start of the year.

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### SFI SPONSORS ILLEGAL LOGGING WORKSHOP

SFI is among the sponsors of the 2nd Forest Trends' Potomac Forum *Initiatives to Address Illegal Logging and Associated Trade*, which will be held Feb. 14 in Washington, D.C.

"The goal of the forum is to foster a constructive network of stakeholders interested in collaborative efforts to tackle illegal logging," says Michael Jenkins, president of Forest Trends. "Participants will develop a better understanding of the different perspectives and initiatives currently being undertaken by governments, industry and NGOs."

A number of sessions are planned, including updates by Sen. Ron Wyden and Congressman Earl Blumenauer

on legislative initiatives that combat illegal logging. Other confirmed presenters include Avrim Lazar, president and CEO of the Forest Products Association of Canada; representatives from the U.S. trade representatives office, the U.S. Department of Justice, the European Commission, the World Bank, the U.S. Congressional House Ways and Means Committee, and many others.

SFI President and CEO Kathy Abusow will make a presentation on the role chain-of-custody standards and SFI procurement objectives play in sourcing products that are harvested legally from well-managed forests.

Al Goetzl, Wood Resources National, LLC, and Seneca Creek Associates, LLC will present the results of new research on the extent of illegally logged fiber in the global pulp and paper supply.

For more information, contact Allison Welde.



## More Choice with Triple Certification

More and more environmentally responsible companies are turning to multiple chain-of-custody certification so they can deliver certified products that meet the many needs of their customers.

**Glatfelter**, a global manufacturer of specialty papers and engineered products and a leader in responsible forestry management, earned triple chain-of-custody certification to SFI, the Programme for the Endorsement of Forest Certification schemes (PEFC) and the Forest Stewardship Council (FSC) at its North American production facilities in Spring Grove, PA and Chillicothe, OH. "Triple certification enables Glatfelter to further strengthen its sustainable business platform with official recognition of our green practices, and provides our customers with a range of options to meet their own sustainability objectives," says Chairman and CEO George Glatfelter.

**Quebecor World Inc.**, one of North America's largest printers, achieved triple certification for all 54 of its North American printing locations. "There has never been a time when it was more important to combine economic growth with sustainable development," says Jacques Mallette, president and CEO, Quebecor World, which has 28,000 employees in more than 115 printing and related facilities around the world. "SFI chain-of-custody certification means our customers can state that their products come from legal and sustainable sources."

**Ramsey Press Inc.**, an award-winning, woman-owned, G7 certified Master Printer in Northern New Jersey, also opted for multiple certifications, including SFI. "Ramsey Press decided not to limit the choices of our customers, but rather, increase their choices by obtaining all three predominant environmental chain-of-custody certifications," says Ramsey Press President Nicole Colon. "Each of these organizations maintain very strong advocates in the global printing arena. This enables each of our clients, around the world, to choose the paper and the corresponding logo that has the most meaning to them and to their respective constituencies."

**Xerox Corporation** chose PEFC chain-of-custody certification, an internationally recognized umbrella organization that has endorsed the SFI Standard. Companies with a PEFC chain-of-custody that use fiber from an SFI-certified forest have the option to label their products with either the PEFC or SFI Standard.

For more information about SFI chain-of-custody certification, contact Jason Metnick.

## SFI Inc. Studies New Standard Provisions

**AN SFI PILOT PROJECT** to investigate the impacts and provisions for the Alliance for Zero Extinction program commenced following the SFI 2005-2009 standard review. Several years later, the Alliance for Zero Extinction pilot project is now completed and proposed text was circulated for 60 days of public review.

Although it was expected that the findings could be integrated into the standard following pilot completion, public consul-

tation and board approval, this process is aligning closely with the formal SFI 2010-2014 standard revision process. The SFI Resources Committee and SFI Board of Directors will review the comments received and determine whether changes should be made to the standard immediately or as part of the standard review, which will officially begin this summer.

For more information, contact Rick Cantrell.

### NEW CHAIN-OF-CUSTODY CERTIFICATIONS:

All Out Print Communications Inc., Woodridge, IL	Kennickell Print, Savannah, GA
Appleton Coated, LLC, Combined Locks, WI	Lee Industries Inc., Newton, NC
Arizona Public Service, Phoenix, AZ	Letter-Perfect Inc., Charlotte, NC
Arkay Packaging, Roanoke, VA	Master Print, Newington, VA
B&G House of Printing, Gardena, CA	NewPage Corporation, Escanaba, MI; Wickliffe, KY; Luke, MD; Rumford, ME
Boise Cascade, St. Jacques, NB	Oles Envelope Corporation, Baltimore, MD
Boise Cascade, International Falls, MN; Jackson, AL; St. Helens, OR	PCI Paper Conversions Inc, Syracuse, NY
Central National-Gottesman Inc., Purchase, NY	Phoenix Color, Hagerstown, MD
ColorMark Printing, Inc., Kansas City, MO	RR Donnelley, Chamblee, GA
Corrugated Supplies, Bedford Park, IL; New Haven, IN; Culman, AL	Sigler Companies, Ames, IA
Creative Press Inc., Anaheim, CA	Steinhauser, Newport, KY
Domtar Inc., Windsor, QC	Sull Graphics Inc, Roswell, GA
Elk Grove Graphics, Elk Grove Village, IL	Terrace Bay Pulp Inc., Terrace Bay, ON
Ellison Graphics Corp, Jupiter, FL	The Veitch Printing Corporation and Veitch Digital Partners, Lancaster, PA
Frank Grupert, Annapolis, MD	Tukaiz, LLC, Franklin Park, IL
Glatfelter, Spring Grove, PA; Chillicothe, OH	United Graphics, Louisville, KY
HM Frame Co. Inc., Newton, NC	

### NEW SFI PROGRAM PARTICIPANTS:

Whitson Lumber Company  
Evergreen Forest

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

143.7 million acres (58.1 million hectares)

## TELL SFI INC. ABOUT CONSERVATION RESEARCH PROJECTS

SFI Inc. wants to hear from program participants and SFI Implementation Committees about their conservation research on SFI-certified lands or projects that involve conservation groups, government agencies or other partners. SFI Inc. will use this information to show how these kinds of constructive, science-based activities are improving forest management across North America. Send information about your activities to Allison Welde at [Allison.Welde@sfiprogram.org](mailto:Allison.Welde@sfiprogram.org)



## SFI IN THE NEWS

### Fortune Highlights Certification

A sponsored supplement in the Feb. 4 issue of Fortune magazine informs readers about the role of forest certification, highlighting SFI certification. It is part of the SFI program's highly successful customer awareness campaign, which is now in its second year. For more information about the campaign, or to find out how to participate, contact Karen Brandt.



### SFI Column in Environmental Design

Look for the sponsored column by SFI President and CEO Kathy Abusow in the current (January) issue of Environmental Design and Construction, a magazine that supports architects, designers, specifying engineers and building developers to enhance the sustainability of new and existing buildings. For more information, contact Karen Brandt.

### SFI Introduction in Graphic Design USA

Graphic Design USA invited SFI Inc. to prepare a short introduction to its chain-of-custody certification, and the benefits to printers. The item will appear in the February issue, and reminds readers that they can reward good forest practices by asking for SFI-certified products. Graphic Design USA is a monthly news and information magazine distributed to more than 30,000 creative professionals including those at graphic design firms, corporate and publishing in-house departments, advertising agencies, institutions and non-profits, and other creative businesses and organizations. For more information, contact Karen Brandt.

### IP Promotes SFI and Environmental Stewardship

International Paper's Ticonderoga mill has produced two 30-second television advertisements to promote its environmental stewardship and the value of SFI certification. The ads began running Jan. 1, and will continue for one year as part of a weather/recreation outlook report during the local evening news on WCAX, the CBS affiliate station out of Burlington, VT

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## Habitat for Humanity and SFI Team Up!

THE MINNESOTA SFI Implementation Committee and the North St. Louis County Habitat for Humanity have pulled together an impressive number of resources so that Kelli Ritz of Hibbing and her daughter Klerysa will be able to move into a new home later this year made with forest products from SFI member companies.

Sen. Tom Bakk donated the trees from his Cook Tree Farm, Cliff Shremer from the Minnesota Logger Education Program harvested them and the SFI-certified Ainsworth Engineered mill in Cook will turn them into OSB. Members of the Minnesota SFI Implementation Committee and other volunteers will build the one-story, 1,100-square-foot home, with additional materials donated by Louisiana Pacific, Marvin Windows and other Minnesota SFI program participants. Sen. Bakk's harvested land will be replanted this spring, using seedlings donated by the University of Minnesota.

Minnesota SFI participants that pitched in with cash donations included paper com-

panies Boise, Inc., NewPage Corporation, Sappi Fine Paper North America, UPM Blandin Paper Mill, and Verso Paper and Sartell Mill, as well as Forest Capital Partners LLC.

Nathan Thompson, executive director of the North St. Louis County Habitat for Humanity, said his organization is proud and grateful to be the first Habitat organization in the country to team up with an SFI Implementation Committee.

"This Habitat for Humanity project is a great way to demonstrate how Minnesotans come into contact with practices that promote responsible forestry every day," said Tim O'Hara, coordinator of the Minnesota SFI Implementation Committee. "More and more people are realizing the importance of responsible forestry, and SFI is pleased to be a leader in that area."

There was extensive media coverage of the event held Jan. 26 when the trees were harvested. For more information about the project, contact Lisa Stocker.



Nathan Thompson of North St. Louis County Habitat for Humanity and Kelli Ritz celebrated the start of a process that will lead to a new home for Ritz and her 12-year-old daughter Klerysa.

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and Plattsburgh, NY, with a coverage area that also reaches into Quebec and New Hampshire. For more information, contact Karen Brandt.

### SFI Certification Helps Meet 'Green' Demand

The Savannah Morning News featured an item about Kennickell Print & Global Marketing in January after it was approved for SFI chain-of-custody certification. The article quoted company president Al Kennickell as saying that "most everyone now wants to print (on certified paper) not to be a show off, but they really care". He said that shortly after the printing company applied for certification, customers wanted it. "Then almost everyone was demanding it." For more information, contact Jason Metnick.

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SFI 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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## Report Shows Strong Demand for Certified Products

A **GROUND-BREAKING** market study shows that demand for chain-of-custody certified papers will continue to grow sharply over the next five years. The report, Global Markets for Chain-of-Custody Certified Papers, estimates that PEFC-certified paper consumption will grow by 92.7 per cent to almost 2 million tonnes by 2012, while SFI paper will grow to 500,000 tonnes.

The study, conducted by Pira International, is the first to quantify and forecast the market for chain-of-custody paper markets, broken down by certification type, end-use sector, grade, region and key country. It is based on a major primary research survey, including in-depth interviews with leading suppliers, printers, converters, end-users and brand owners.

It found that the push for certified paper

is largely the result of concerns about irresponsible and harmful logging as well as increasing awareness of global warming and the carbon footprint of companies and production processes. Some corporate purchasers see certified papers as giving them a competitive edge and/or protecting their company against negative publicity, and this is having an impact throughout the supply chain.

SFI President and CEO Kathy Abusow said the SFI program is well positioned to meet these future demands. "We have more than 143 million acres of certified lands, a significant number of chain-of-custody as well as SFI fiber sourcing certifications. Customers can be confident we will have a secure supply of fiber harvested legally from well-managed forests."

## Chicago Carbon Exchange Endorses SFI in its Protocol

**THE CHICAGO CARBON EXCHANGE** (CCX) has endorsed the SFI Standard as evidence of sustainable forest management under its rules for forest carbon sequestration projects.

CCX is a legally binding integrated trading system to reduce emissions of major greenhouse gases, including carbon dioxide, with offset projects worldwide. Projects eligible for forest carbon sequestration include afforestation and forest enrichment, urban tree planting, and, in specified regions, combined afforestation and forest conservation projects.

"By practicing sustainable forestry or planting trees, landowners can help by counteracting industrial greenhouse gas emissions through carbon sequestration, a service for which companies are willing to pay," said Michael Walsh, executive vice president of the CCX. "This market-based approach pays landowners for providing a valuable ecosystem service."

Under CCX's protocol for sustainably managed forests, there must be must be evidence of sustainable forest management of all managed forest land through approved certification schemes. The SFI program is listed as an endorsed certification system in North America, which

means SFI-certified companies meet one of the requirements for entry into the CCX. For more information, contact Allison Welde.

### SFI ADS USE HUMOUR TO DELIVER A MESSAGE

The SFI program's latest print advertisements are using a thought-provoking and playful approach to show how SFI certification supports responsible forestry practices and can assure a secure supply of product. The ads will complement an enhanced media strategy in 2008.



**SFI CERTIFICATION HAS A LOT OF FANS.  
(MANY OF THEM, HAPPILY, ARE ALSO CUSTOMERS.)**

In today's marketplace, green is beautiful. Promoting sustainable forestry has become a basic requirement for good business and the environment. It's no wonder SFI certification – the only North American-wide standard – is the growing choice of forest companies and their customers. More than 150 million acres of forestland are now independently, third-party audited to the rigorous SFI standard. Join our more than 200 SFI members who, with the support of conservation groups, are meeting the demand for wood and paper products, while expertly managing the world's most renewable resource and protecting the environment. It's a tree-tilt in the forest.

Find out more at [sfiprogram.org](http://sfiprogram.org)

