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STANDARD REVISION WORKSHOPS SCHEDULED

Register on-line at www.sfiprogram.org if you want to attend one of the seven regional workshops to be held across the United States and Canada as part of the 2005-2009 SFI Standard revision process that will lead to the 2010-2014 SFI Standard.

The workshops will be held:

- **February 18 in Sacramento, California**
- **February 19 in Vancouver, British Columbia**
- **March 3 in Minneapolis, Minnesota**
- **March 26 in Charleston, South Carolina**
- **April 2 in Little Rock, Arkansas**
- **April 7 in Portland, Maine**
- **April 16 in Montreal, Quebec**

At the end of January, SFI Inc. will also post a draft new standard on its website. An on-line, 30-day open comment period will begin once the revised standard is posted. Individuals who participated in the first comment period last summer or received a password will receive a new user name and password when the survey is launched.

The standard development workshops will be facilitated by The Keystone Center, a non-profit organization dedicated to providing leadership in addressing environmental issues. Members of the SFI Resources Committee, who are responsible for developing the SFI 2010-2014 Standard, will attend to lead discussions and answer questions.

For more information about the standard development process and the regional workshops, contact Allison Welde.

Revised Requirements Documents Posted

THE SFI PROGRAM has completed its one-year review of the Requirements for Fiber Sourcing, Chain of Custody and Product Labels document, and posted the revised standards under resources at www.sfiprogram.org.

Major enhancements to the documents include organization of the definitions under a separate Annex 4, further guidance on controversial sources, requirements for counting post- and pre-consumer content in

chain-of-custody labels and claims, and clarification on the different SFI labels. Companies will have until Dec. 31, 2009 to meet the revised standards.

The new SFI on-product labels are available on the members' area of the website for download, and are already appearing on envelopes, print jobs and lumber wraps. For access to the members' area or information about the revised standards, please contact Jason Metnick.

KATHY ABUSOW LOOKS BACK AT 2008

The SFI program has just ended another successful year.

You will find a message from President and CEO Kathy Abusow and highlights from 2008 on page 2.

SFI Program Meets Rigorous UK Criteria

THE SFI PROGRAM once again has met strict requirements for 'legality' and 'sustainability' set by the United Kingdom's Central Point of Expertise on Timber (CPET).

This is the second time the SFI program has passed the rigorous CPET assessment, one of the most comprehensive studies on forest certification, and a major reason why the United Kingdom government is viewed as a leader in sustainable procurement of forest products. As a result, SFI-certified products can be used for the London 2012 Olympic Games, which is committed to breaking new ground in sustainable and responsible sourcing.

CPET is funded and operated by ProForest, an

independent company with wide experience in responsible purchasing. Its assessment includes 26 criteria across four categories related to forest standards, certification, accreditation and chain of custody.

A technical review panel of four experts selected for their certification expertise, independence and international input makes recommendations to the CPET Reference Board, and scores are reviewed by the UK Department for Environment, Food and Rural Affairs, which makes the final decision. The SFI program's assessment results are posted at www.proforest.net/cpet/documents. For information, contact Allison Welde.

2009 ANNUAL CONFERENCE: "SFI — 2010 AND BEYOND"

You won't want to miss the 2009 SFI Inc. Annual Conference "SFI - 2010 and Beyond", which will take place Sept. 22 to 24 in Nashville. Details about sponsorship opportunities will be posted on the SFI website, or you can contact Allison Welde.

LOOKING BACK AT 2008

2008 HAS BEEN A SENSATIONAL YEAR for the SFI program on all fronts, thanks to the enthusiastic involvement of our many participants, partners, supporters and clients.

SFI certification continues to grow exponentially — with 20 or so label approvals every day — as more companies and consumers learn how our program can meet their high expectations for responsible forest products. Everything from packaging, direct marketing, lumber products and envelopes is using the SFI label.

We started 2008 with 102 certificates at 408 certified locations — last month Hearne Hardwoods became our 1,000th certified location and we began 2009 with 407 certificates. We started 2008 with 143.7 million acres (58.1 million hectares) of certified lands in North America, and started 2009 with 154 million acres/62 million hectares.

Obviously, this kind of growth is the result of a lot of hard work. In 2008, this included:

- The revision process leading to the SFI 2010-2014 Standard began with a 60-day public comment period last summer.
- The simpler, clearer SFI on-product labels introduced after thorough market testing are making it easier for consumers to find the information they want.
- The SFI program once again met the tough conditions of the UK's Central Point of Expertise on Timber for 'legality' and 'sustainability'.
- Two SFI Implementation Committees — Minnesota and Maine — partnered with Habitat for Humanity to build homes with products from well-managed forests.
- A new www.sfi-program.org website was unveiled, and our blog, www.goodforforests.com, was launched.
- SFI Inc. was among sponsors of Forest Trends' 2nd Potomac Forum on Illegal Logging and Associated Trade, where international experts examined complex issues around illegal logging.
- At our annual conference, about 170 delegates from every link of the forest product supply chain explored opportunities ahead for certification and for the SFI program.

Much of our success is tied to the fact that more organizations are coming to appreciate and respect SFI's forest, fiber sourcing and chain-of-custody standards, including:

- A guide from the Competition Bureau of Canada (Environmental Claims: A Guide for Industry and Advertisers) noted claims of sustainability for forest products can be verified if the products are certified to a sustainable forest management standard such as SFI, CSA (Canadian Standards Association), FSC (Forest Stewardship Council) or PEFC (Programme for the Endorsement of Forest Certification schemes).



In 2008, the Minnesota SFI Implementation Committee partnered with Habitat for Humanity to build a home in Hibbing, MN, with products from well-managed forests. Kelli Ritz, who moved into her new home with her daughter late in the year, said they "feel very blessed to have worked with the Sustainable Forestry Initiative, who partnered with Habitat to provide certified materials, volunteers and funds for building our wonderful home."

When the project concluded, Habitat for Humanity received \$3,000 from several Minnesota forest products companies that are SFI members. From left: Tim O'Hara, coordinator, Minnesota SFI Implementation Committee; Nathan Thompson, executive director, North St. Louis County Habitat for Humanity; Ritz; Terry Worthman, chair, SFI Implementation Committee.

Also in 2008, the Maine SFI Implementation Committee teamed up with Habitat for Humanity and Bank of America to build a home in Portland, ME, that will be the first Habitat home certified to the National Association of Home Builders green building guidelines.

- GfK Roper Public Affairs & Media and the Yale School of Forestry & Environmental Studies found Americans appreciate the value of eco-labels, and more respondents are familiar with the SFI label (19 percent) than the FSC label (12 percent).
- TerraChoice Environmental Marketing's EcoMarkets™ survey (www.terrachoice.com) of procurement professionals found the SFI label was on the list of the top 10 eco-labels they relied on frequently to make buying decisions.

At a time when only 10 percent of the world's forests are certified, it was refreshing to see a more inclusive approach being taken to forest certification in 2008, such as:

- The U.S. Green Building Council has proposed changes to its Leadership in Energy and Environmental Design (LEED) rating systems which, if approved, would mean wood certification programs meeting a set of measurable benchmarks can earn points under LEED.
- The states of Minnesota and Washington both publicly supported a more inclusive approach to certification, saying this has the potential to include more forest products from family forest owners in their states, and other small forest parcels.



Carnation Instant Breakfast Displays SFI Label

Nestlé Carnation Instant Breakfast has joined many other high-profile products that are promoting their SFI certification on their labels.

- The Maine government directed state officials to buy wood or paper products that come from forests certified to standards that include the SFI 2005-2009 Standard.
- Florida and Indiana joined 16 other states in formally recognizing the Green Building Initiative’s Green Globes environmental assessment and rating system, which provides points for using wood from sustainable sources such as SFI-certified products.

Throughout the year, SFI staff and supporters accepted marketing challenges head-on, taking every opportunity to promote the SFI program’s environmental, social and economic strengths. We recognized the good work of many participants:

- The Minnesota SFI Implementation Committee won the 10th annual SFI Implementation Committee Achievement

Award for outstanding community service — including its Habitat for Humanity partnership.

- The Minnesota Division of Forest Capital Partners LLC won the SFI and Congressional Sportsmen’s Foundation Wildlife Stewardship Award.
- UPM-Kymmene Inc. and Rayonier Inc. and their many partners each won an SFI Leadership in Conservation Research Award.
- Harden Furniture Inc., JELD-WEN Windows and Doors, National Envelope, Sierra Pacific Industries and Smead Manufacturing Company received President’s awards for activities promoting the benefits of their SFI certification.

There were changes to our board, the SFI External Review Panel and the SFI program:

- Rick Holley, President and CEO of Plum Creek Timber Co. Ltd., replaced John A. Luke Jr., Chairman and CEO of MWV, as chairman of the SFI Inc. Board of Directors.
- New board members included Tom Franklin of the Theodore Roosevelt Conservation Partnership; Roger Sedjo of Resources for the Future; Larry Selzer of the Conservation Fund; Mike Zagata of the Ruffed Grouse Society; Robert A. (Bob) Luoto, representing independent logging professionals and the American Logging Council; Henry (Hank) Ketcham of West Fraser Timber Co. Ltd., and Daniel S. Fulton of Weyerhaeuser Company
- Michael T. Goergen Jr., Executive Vice-President and CEO of the Society of American Foresters, became chair of the independent SFI External Review Panel, replacing Richard W. (Dick) Brinker, Dean and Professor in the School of Forestry and Wildlife Sciences at Auburn University.
- We filled two new senior positions — Rob Worthington is Director, Green Building, and Danny Karch is National Director, Market Access (Canada).

It is heartening to look back at the many achievements of 2008 and to know that at this time next year we will be celebrating new successes — including the completion of our transition to the new SFI on-product labels and the start of our transition to the SFI 2010-2014 Standard.

K. Abusow
KATHY ABUSOW
 President & CEO

NEW SFI CERTIFICATIONS (EFFECTIVE DEC. 31, 2008)

More than 600 organizations are meeting the SFI program's rigorous forest certification standard, tracking the source of their fiber through its chain-of-custody certification and/or applying its comprehensive fiber procurement requirements. You can find lists of all SFI program participants and certifications at www.sfiprogram.org under resources.

NEW SFI CHAIN-OF-CUSTODY CERTIFICATIONS:

Acme Printing Company Inc.
Advanced Printing Solutions Inc.
Advertisers Press Inc.
Ambrose International
Ansun Graphics
ARC Paper L.L.C.
Arrowhead Press
Benson Media Inc.
Cape Breton Post
Cape Cod Lumber Company Inc.
Cenveo Minneapolis East
Cenveo-Toledo
Certified Ad Services
Colortree Inc.
Copicats Second Avenue Corporation
Custom Index Inc.
EBSCO Media
Edwards Brothers
Envelope 1 Inc.
Evans Printing Solutions
Fellowes Inc.
Force Enterprises
Franklin Press Inc.
Graphic Innovations LLC
Hearne Hardwoods
Heinrich Envelope Corporation
Homewood Press
J.W. Boarman Co. Inc., The
Justman Packaging and Display
Love Envelopes Inc.
Lumber One Company Inc.
Matrix Imaging Solutions Inc.
Monroe Litho
Motivating Graphics Inc.
Pacific Printing
Papercone Corporation
Printer Inc., The
Richard Graphics Communications Inc.
Ritter's Printing
Roaring Spring Paper Products
Roberts & Dybdahl Inc.
RPN
Sauers Group, The
Shaughnessy Kniep Hawe Paper Company
St. Croix Valley Hardwoods Inc.
Sun Printing of Ohio Inc.
Taylor Publishing Company
The Maple Press Company
The Telegram
Thoro Packaging
Time Herald
Transcontinental Direct
UBS
UPM Raflatac Inc.
Western Star

NEW SFI FIBER SOURCING (SFI ANNEX 1) & PROCUREMENT CERTIFICATIONS (SFI 2005-2009 STANDARD OBJECTIVES 8-13)

McShan Lumber
Norcom Inc.
Ontex Global
Rock Tenn Consumer Packaging

Join the Discussion: Log onto Our Blog

CHECK OUT THE SFI BLOG www.goodforests.com if you want to be part of an ongoing dialogue about responsible forestry with SFI President and CEO Kathy Abusow. You'll learn what she has to say about topics ranging from public lands to green building — and have a

chance to weigh in with your own views or ask questions.

The Amazon Green Scene blog (www.amazon.com/green) introduced the SFI blog shortly after it was launched, noting: "It's always good to have another Green Blog in the neighborhood."

SFI Featured in Info Trends Webinar

INFO TRENDS has posted a three-part webinar at www.infotrends.com/public/InfoCasts.html providing information about sustainability and featuring commentary from SFI President and CEO Kathy Abusow on the SFI program.

Info Trends, a worldwide market

research and strategic consulting firm for the digital imaging and document solutions industry, approached SFI Inc. shortly after releasing a study showing that social responsibility and customer demand sustainability are two of the reasons why printers adopt green policies.

SFI Inc. Welcomes New Staff

SFI INC. HAS HIRED FOUR NEW STAFF MEMBERS to deal with its phenomenal growth and improve service for program participants and stakeholders. They include two new directors — Rob Worthington as Director, Green Building, and Danny Karch as National Director, Market Access (Canada).

"Rob and Danny have immense knowledge about the needs of both program participants and markets," says SFI President and CEO Kathy Abusow. "They will help us make sure the current public enthusiasm for certification results in solid opportunities for the SFI program across North America."

Worthington will lead the SFI program's green building outreach initiatives, including stakeholder relations, marketing, and encouraging growth of SFI-labeled products in the solid wood sector. He was marketing business development manager for JELD-WEN Windows and Doors where he led the integration of SFI certification into the sales program for the company, one of the North America's leading window and door companies.

"I am both appreciative and eager for the opportunity to further expand the SFI brand across North America and I look

forward to broadening the awareness of sustainable forestry among all segments of our industry," says Worthington.

Karch will lead a marketing campaign in Canada that is to be launched early this year. He joins SFI Inc. after a 15-year career with the forest products industry in Canada, most recently as national director of forest products for RONA, Canada's largest distributor and retailer of hardware, home renovation and gardening products. He speaks English and French, and will work out of the SFI Inc. office near Montreal.

"I look forward to building on the fantastic opportunities to expand SFI forest, fiber sourcing and chain-of-custody certification across Canada," Karch said.

SFI Inc. also recently strengthened its program administration — hiring Lisa Fox as the new SFI Marketing Coordinator and Kathy Lance as Executive Assistant to Kathy Abusow. Fox, who worked for more than six years in advertising and marketing in Atlanta, will be involved with events, publications, presentations and advertising, and work with the Office of Label Use and Licensing to distribute label agreements and artwork, approve label use and answer questions.

CURRENT PROGRAM STATISTICS (AS OF DEC. 31, 2008)

SFI PROGRAM PARTICIPANTS

230 (unchanged from October 2008)

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

154 million acres/62 million hectares (from 150 million acres/60 million hectares in October 2008)

CHAIN-OF-CUSTODY CERTIFICATES

407 (from 359 in October 2008)

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.)

1,020 (from 912 in October 2008)

FIBER SOURCING CERTIFICATES

39 (from 38 in October 2008)

PEFC ANNEX 4 (U.S.) CHAIN-OF-CUSTODY CERTIFICATIONS

129 PEFC chain-of-custody certificates (from 103 in October 2008)

515 PEFC certified locations (from 491 in October 2008)

SFI IN THE NEWS

Workshop for Sawmill Operators

Operators of smaller hardwood and pine sawmills in Tennessee and Kentucky were among the 25 people who learned about the benefits of SFI certification at an October workshop in Nashville. The event was sponsored by SFI Inc., the Tennessee SFI implementation Committee, the Tennessee Forestry Association, the Tennessee Department of Agriculture-Forestry Division, the Tennessee Tree Farm Committee, F&W Forestry Consulting and the University of Tennessee — Forest Products Center. Speakers discussed forest certification trends, status of the SFI program and American Tree Farm System and detailed information on how to develop and implement their own policies and programs in order to qualify for certification to the SFI Standard.



WHAT SFI-CERTIFIED COMPANIES ARE SAYING

SFI Inc. continues its rapid growth — with Hearne Hardwoods Inc., one of the largest specialty lumber-yards in the world, becoming the 1,000th location certified to its chain-of-custody standard.

In less than one year, the SFI program has expanded to more than 400 chain-of-custody certificates at 1,000 locations from about 100 certifications at 400 locations — that represents a 400 percent increase in certificates and a 250 percent increase in locations, with no sign of slowing down.

Hearne Hardwoods

President Rick Hearne: “Our customers include some of the most discerning woodworkers, artists, boat builders, jet airplane companies, musical instrument builders and architects. Over the last several years, we have been getting many more requests from our customers for documentation about the sustainability of their products. SFI certification is an invaluable tool for promoting these beautiful woods.”

DG3 North America Inc.

Dr. Michael Cunningham, Chief Executive Officer: “DG3 is aware of and aggressive about its obligation to reduce its impact on the environment. We are committed to the environment today and in the long term and will continue to strive to lead our industry in environmental responsibility.”

Avery Dennison Corporation —

Fasson Roll North America Division

Kevin Rinehart, Market Segment Leader, Fasson Roll North America: “With SFI chain-of-custody certification, we are strengthening our environmental commitment, and helping our customers demonstrate their own environmental commitment.”

Finch Paper

Roger Dziengeleski, Executive Vice President and Chief Operating Officer: “We fully support the efforts of SFI to not only provide comprehensive third-party certification, but also extensive outreach and training for loggers, foresters and family landowners.”

Malloy Incorporated:

President Bill Upton: “Both FSC and SFI were created to ensure that our practices for harvesting wood are sustainable and protect the natural resources contained in our forests. The goals of the FSC and SFI programs are similar, and their standards contain many common elements. Each program spells out objectives for the protection of endangered species, wildlife, soil quality and water quality. Both systems were developed by diverse groups of stakeholders, and adherence to their respective standards is certified by accredited independent third-party auditors.”

Manchester Wood

Ed Eriksen, owner and operator: “We understand that the move toward environmentally sustainable manufacturing needs to be initiated and promoted by small businesses. Our goal is to create top-quality furniture from beautiful American hardwoods for homes and offices with minimal impact on the environment. In fact, we believe that by sourcing our wood from sustainable forests, we are greatly enhancing the crafts that we offer to our customers.”

Monroe Litho

CEO Chris Pape: “We’ve worked incredibly hard over the past several years to redefine the way we run our business. We’ve reworked virtually every area of our operations to ensure that our printing processes are as environmentally friendly as possible. This certification is a testimony of this hard work.”

Valassis

William F. Hogg, Jr., Executive Vice President, Manufacturing and Client Services: “Triple chain of custody displays that as a company we offer long-term solutions to our 15,000 clients to help them make responsible environmental choices in regard to their purchase decisions and to achieve their environmental goals.”

The Journal of Forestry Bears SFI Label

The Journal of Forestry, the most widely circulated scholarly forestry journal in the world, now carries an SFI fiber sourcing label.

Michael T. Goergen, executive vice-president and CEO of the Society of American Foresters, says the Journal of Forestry is printed by a printer with SFI chain-of-custody certification and uses paper approved for the SFI certified fiber sourcing label. Goergen, who is also chair of the SFI External Review Panel, says the society will continue to print its publications on certified paper wherever possible.

The Journal of Forestry keeps North America's leading forest and land management professionals informed about significant developments and ideas in forest science, natural resource management, forest policy, and technology.



RONA Backs Responsible Wood Procurement

RONA is supporting responsible purchasing in corporate Canada with a new wood products procurement policy.

RONA's policy includes a commitment to source products from responsibly managed forests certified to one of Canada's three major forest certification standards: SFI, the Canadian Standards Association and the Forest Stewardship Council.

Among specific objectives, RONA plans to increase the amount of certified commodity SPF lumber and western redcedar in corporate and franchise stores to 100 percent by 2010, up from 90 percent. By the end of 2011, it will require all suppliers to provide chain of custody or traceability of fiber back to the area of origin. RONA is the largest Canadian retailer and distributor of hardware, home renovation, and gardening products.

SFI Marketing Campaign Wins Silver

THE LEAGUE OF AMERICAN COMMUNICATIONS PROFESSIONALS has awarded silver to the SFI marketing campaign as part of its 2008 Magellan Awards.

The SFI campaign ranked 28th out of 459 entries from eight countries. It received 95 of a possible 99 points for the third-highest score and silver award in the product/service communications category: B2B, up to \$100 million.

"While this kind of recognition is great, what's even better is knowing our cam-

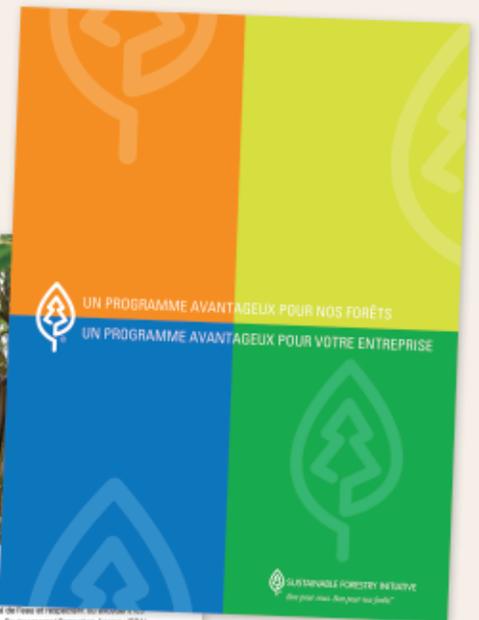
paign is raising awareness about certification and helping the SFI program grow," says Karen Brandt, SFI Vice-President, Market Affairs. "The Magellan Awards judges said they were impressed by how the campaign anticipated the needs of the target audience, connected with the right people and delivered a highly applicable and persuasive message."

For information about how you can participate in the 2009 campaign, contact Karen Brandt.



Promoting SFI Certification in French

TO MEET THE GROWING INTEREST in SFI certification by many French-speaking audiences in Canada, the SFI program has translated its on-product labels and some of its most popular promotional materials into French, including the recently updated program tri-fold brochure and the customer service folder. You can order the documents by contacting Lisa Fox.



Le programme SFI utilise des pratiques responsables et a une influence sur des millions de consommateurs à travers le monde.

Le programme SFI promeut le respect de la qualité de l'eau et l'application de protocoles stricts de gestion des déchets.

Le programme SFI gère les habitats de la faune, y compris ceux d'espèces en péril, pour assurer la préservation de la diversité biologique.

La certification SFI est fondée sur des données scientifiques, est axée sur la recherche, et a pour tous les cinq ans un engagement d'investissement engagé à l'égard de pratiques saines de foresterie et s'appuie sur les résultats des activités d'amélioration continue de la SFI.

Le programme SFI prendra les mesures requises pour fournir du bois qui provient de sources convenues et légales.

Les participants travaillent avec les Autochtones pour mieux comprendre et respecter le savoir traditionnel sur la forêt et pour identifier et protéger les sites traditionnels importants pour eux.

Les collaborateurs de la SFI plantent plus de 450 millions d'arbres chaque année, et ils ont investis 800 millions de dollars dans la recherche sur la gestion forestière depuis 1995.

Biodegradable Window Envelopes Use SFI-Certified Pulp

Mail and Print Services UK Ltd. (MPS) has created the first fully biodegradable mailing window envelope to be approved by Royal Mail — complete with window film made from SFI-certified cellulose-based wood pulp instead of plastic film.

The Envirolope has been approved for machine readability by postal authorities in the United Kingdom, America and France, and is being used by the financial sector in the United Kingdom. The window material provides excellent surface tension and high machinability at all speeds.

"The Envirolope is no different to any other window envelope and costs about the same," says Rob Fagnani, managing director of MPS. "Normal production processes can be applied and it carries the same qualities as a conventional envelope, except it is 100 percent biodegradable."

Certification Supports 'Green' Packaging Claims

Linda Casey, associate editor of Packaging Digest (www.packagingdigest.com), says sustainable forest certification can help packagers authenticate green packaging claims by providing evidence of compliance to reporting standards.

"By using FSC- or SFI-certified products or becoming a certified supplier, a packaging operation can ensure a measure of protection against claims of greenwashing," Casey says in a recent article. The item was also cited in Environmental Leader (www.environmentalleader.com).

Casey points out products made from recycled fibers can only go through a finite number of recycling cycles before they are no longer usable. "Packaging managers who want to avoid the potentially negative perception associated with packaging made with virgin fibers might want to consider the use of certified, sustainably forested fibers," she says.

The article also quotes Cliff Schneider, Vice-President of Stewardship and Sustainability for MWV. "Essentially, every packaging solution that uses MWV paperboard from one of our U.S. mills uses SFI-certified material," he says. "For customers concerned with the impact of paperboard packaging on the world for us, choosing a partner with the certified chain-of-custody program provides added confidence that the packages that carry their brand comes from well-managed, legal sources."

Seeing the Benefits of SFI Fiber Sourcing

AS FAR AS SFI PRESIDENT AND CEO KATHY ABUSOW IS CONCERNED, the only thing better than talking about how the SFI program promotes responsible forest management through landowner outreach to family forest owners and logger training is having a chance to see the results first hand.

In December, Abusow and Karen Brandt, SFI Vice-President, Market Affairs, spent three days touring forests and mills in Georgia and Florida, meeting family forest owners and learning how companies are meeting the SFI responsible procurement requirements. Georgia Pacific, Louisiana Pacific, Rayonier, Smurfit Stone and Weyerhaeuser hosted the tour.

"The tour reinforced for me why we should be so proud of the SFI program's unique approach to sustainable forest management on all forestland, certified and uncertified," says Abusow. "I met

family forest owners, loggers, foresters and SFI program participants whose commitment to responsible forest management is outstanding. For many family forest owners, certification is not a cost-effective option, and they truly appreciate the fact that the fiber from their well-managed lands can carry the SFI Certified Fiber Sourcing label."

More than 10 million small family-owned forests in the United States produce 60 percent of the fiber in forest products manufactured in the country. They include people like Joe Hopkins who represents four generations of family forest owners, and is one of thousands across the United States who participate in the SFI fiber sourcing program. He showed Abusow a forest he had recently planted, explaining: "I'm not planting these forests for me, I'm planting them for my children and their children . . . because it's the right thing to do."



Kathy Abusow and Karen Brandt from SFI Inc. joined SFI program participants for a tour of family forests in Georgia, including land owned by Joe Hopkins, which has been in his family for four generations and is being managed for a number of values including commercial forestry, recreation, critical bird habitat and water values.

Connecting with SFI by Webinar

LOOKING FOR AN EASY WAY to help your sales or technical staff learn more about the SFI program? Just let us know, and SFI staff will come to you via a live webinar.

Webinars are a simple and effective way to bring together people from across the country. Participants connect by conference call and take part in the presentation via their computer. It is an excellent way to share information and answer questions about certification and the SFI program.

Webinars can be arranged for any number of topics, such as:

- SFI On-Product Labels (Jason Metnick, Director, Market Access and Product Labeling)
- SFI and Green Building (Rob Worthington, Director, Green Building)
- SFI Market Outreach (Karen Brandt, Vice-President, Market Affairs)

To arrange a webinar, contact Karen Brandt at karen.brandt@sfiprogram.org.

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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.



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SFI TRADE SHOW UPDATE

SFI staff at the U.S. Green Building Council's Greenbuild Conference and Expo answered a lot of questions about the proposed changes to the Leadership in Energy and Environmental Design (LEED) rating systems related to certification benchmark.

More than 25,000 people attended the conference, including many who stopped by the SFI booth to ask about similarities and differences between SFI and FSC certification schemes. GreenBuild was just one of many trade shows SFI staff attended in late 2008.

At GreenBuild, SFI President and CEO Kathy Abusow introduced Stefan Behnisch, the founding member of international design firm Behnisch Architekten, and a long-time advocate and educator of sustainable building design.

She noted that architects are leading the green building movement, adding: "Through their innovative design and the use of environmentally sound materials,

including wood from certified forestland, architects can greatly reduce overall environmental impact while exhibiting maximum function and style."

Look for SFI staff at key trade shows in early 2009 — including the International Builders' Show in Las Vegas, Jan. 20-23; Sustainability in Packaging 2009 in Orlando, March 2-4; Paper Week in New York, March 21-24 and the Green Living Show in Toronto, April 24-26.

If you are participating in a trade show, don't forget that the SFI program has a table-top exhibit and easily assembled "pop-up" vertical banners you can use — and there are copies of materials posted to the member areas of its website. Program participants who want to reserve SFI Inc.'s tradeshow materials for local shows or events should contact Lisa Fox (lisa.fox@sfi-program.org).

BRIEFS

Plum Creek Wins Environmental Award

The Wisconsin Association for Environmental Education has awarded Plum Creek Timber Company the 2008 Dave Engleson Award for promoting sustainable forestry and responsible environmental consciousness. Plum Creek was the first company in the United States to certify all of its land under the SFI program and, as part of its certification, it educates woodland owners, recreational users and the public on environmental consciousness and proper forestry practices. "As Wisconsin's largest private landowner, we respect the heritage of Wisconsin's forestland, and we are committed to sustainably managing it for future generations," said Scott Henker, senior resource manager for Plum Creek Wisconsin.

Print on Demand with Certified Paper

Aspirations Publishing of Toronto is reducing its carbon footprint by printing its books to order and using paper certified to credible programs such as SFI. Rather

than printing books offshore, shipping them to warehouses and bookstores, and pulping unsold copies when they are returned, Aspirations Publishing (www.aspirationspublishing.com) will print each book within 24 hours when an order is generated and ship it directly to the customer.

Improve Direct Marketing: Go Green

One way to make direct marketing easier and more effective is to go green — and that includes working with certification schemes such as the SFI program. In a feature in B2B magazine, Crystal Uppercue, marketing manager for direct marketing specialist EU Services, lists ways to improve direct marketing efforts. Under go green, she says it is important to help marketing managers choose products that minimize the environmental footprint. This includes working with certified production companies, frequently purging mailing lists, using variable data printing to effectively target direct mail recipients and choosing lighter-weight paper stocks.

ABOUT SFI INC.

SFI Inc. is a 501(c)(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program (www.sfi-program.org), that is internationally recognized and among the largest in the world. It is one of the fastest-growing forest certification programs with 150 million acres (60 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 can communicate to 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, 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.