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**The new SFI 2010-2014 Standard has been completed and now is in effect. Learn more about the review process and what has changed in a series of articles on pages 2, 3 and 4.**

A session introducing the new SFI 2010-2014 Standard is among the webinars planned for 2010. For details, [see page 4](#).

The Green Building Council of Australia will give equal consideration to certification standards endorsed by FSC and PEFC for its Green Star Timber Credit. [See page 5](#).

A World Resources Institute fact sheet advising companies about the Lacey Act and how to avoid illegally sourced wood and paper says third-party forest certification is a good way to demonstrate due care. [See page 6](#)

SFI Inc. will offset carbon created through its day-to-day activities in 2009 with donations to The Conservation Fund's Go Zero® program and to Tree Canada's Grow Clean Air program. [See page 6](#)

Sears Holdings' new Sustainable Paper Procurement Policy gives preference to paper from sources certified to widely accepted programs such as SFI. [See page 7](#).

Bill Street has become the first union official and first North American elected chairman of PEFC. [See page 7](#).

## SFI Maintains Leadership with New Standard

**THE SUSTAINABLE FORESTRY INITIATIVE® (SFI®) INC. HAS RELEASED A NEW STANDARD** that reinforces its important role in supporting and promoting sustainable forest management as one of the world's leading third-party forest certification programs.

The SFI 2010-2014 Standard is the outcome of an 18-month public review that invited comments from thousands of people. The result is a standard with revisions that, among other things:

- improves conservation of biodiversity in North America and offshore, and addresses emerging issues such as climate change and bioenergy;
- strengthens SFI fiber sourcing requirements,

which broaden the practice of sustainable forestry in North America and avoid unwanted offshore sources;

- complements SFI activities aimed at avoiding controversial or illegal offshore fiber sources, and embraces Lacey Act amendments to prevent illegal logging; and
- expands requirements for logger training and support for certified logger programs.

The new standard, posted at [www.sfiprogram.org/sustainable\\_forestry\\_initiative\\_standard.php](http://www.sfiprogram.org/sustainable_forestry_initiative_standard.php), took effect on Jan. 1, 2010. Read more about the new SFI 2010-2014 Standard on pages 2, 3 and 4.

## GOVERNMENTS TAKE A STANCE ON LEED FOREST CERTIFICATION CREDIT

**GOVERNORS FROM ACROSS THE UNITED STATES** are urging the U.S. Green Building Council (USGBC) to ensure its new forest certification benchmarks for the certified wood credit in the Leadership in Energy and Environmental Design (LEED) rating tool are inclusive.

Many – including Montana Governor Brian Schweitzer and Oregon Governor Theodore R. Kulongoski — note that the current preference for Forest Stewardship Council (FSC) is biased against forest products from North America where more than 80 percent of the forests are certified to SFI, Canadian Standards Association (CSA) or American Tree Farm System (ATFS) standards.

In his letter, Governor Schweitzer said: "Under the proposed benchmarks bamboo from China and Forest Stewardship Council (FSC) certified wood from Russia and Brazil would be certified, whereas Montana wood would not. I am confident Montana's environmental protections exceed those of China and Russia."

Governor Kulongoski noted that most of Oregon's wood products industry is certified to the SFI standard. "Like FSC participants, their management under SFI third-party certification represents a commitment to responsible forestry that goes well beyond Oregon's comprehensive forest practice laws."

Maine Governor John Baldacci urged the USGBC to ensure "its proposed Forest Certification Benchmark accommodates all of the major forest certification schemes recognized in the marketplace. At this time, we are not convinced that this is the case."

These are just the latest voices to be heard. In 2008, Minnesota Governor Tim Pawlenty and Washington Governor Christine Gregoire both called on the USGBC for a more inclusive

approach to certification. And in 2007, California Governor Arnold Schwarzenegger vetoed a bill that would have required builders to reach the LEED gold rating for commercial buildings. He said it would create a bias for certain building materials over others without a clear benefit: "For instance, the use of California wood building construction materials is highly discouraged in favor of foreign grown bamboo and wheatgrass."

The governors were not the only ones to express their views. South Carolina State Forester Henry G. (Gene) Kodama also sent a letter to USGBC, stating: "The State of South Carolina currently has 2.1 million acres certified under the Sustainable Forestry Initiative (SFI) and the American Tree Farm System (ATFS) programs. . . . If the final benchmarks issued by USGBC contain the same restrictive language that favors only FSC certification, only 6,000 acres of forestland in South Carolina will qualify."

And in Canada, Kathy Dunderdale, Chair of the Canadian Council of Forest Ministers, told USGBC the draft benchmarks "are so detailed and prescriptive that they would likely exclude most credible forest certification programs. . . ." In her letter, she said "the environmentally preferable, as well as administratively more manageable, solution is for the USGBC to recognize all credible forest certification programs" including SFI, FSC, CSA and the Programme for the Endorsement of Forest Certification schemes (PEFC).

Many other Canadian government agencies, such as the Competition Bureau of Canada, the Canadian Forest Service and Public Works and Government Services Canada also recognize SFI, FSC and CSA, the three forest certification programs used in Canada.

## Message from Kathy Abusow

**IN THE FIRST SFI NEWSLETTER LAST YEAR,** I revisited achievements made possible through our program's many partnerships. This year, I want to focus on one major achievement — the process that resulted in the new SFI 2010-2014 Standard.

While the creation of the standard was a major achievement, the bigger achievement was the fact so many people were involved — it truly demonstrates the power of partnership. Thanks to everyone who participated, the results more than met my expectations. You provided thoughtful, thorough comments, you participated in the regional workshops (both officially and in corridor discussions), you joined the discussion at our annual conference and through our October webinar. Thanks for asking the tough questions that helped us deliver a standard that in the words of the Wildlife Management Institute's Scot Williamson is "both forward-looking and practical."

A summary of some of the key revisions is on page 3.

The best way to be sure we represent the people who care about North America's forests is to invite them to be part of this kind of discussion. We reached out to 2,000 individuals and groups not once, but twice — during both public comment periods.

There were many people directly involved in writing and reviewing the standard. They included members of our Board of Directors, the Resources Committee, the External Review Panel, standard task forces, SFI

Implementation Committees and SFI staff. They included representatives from conservation groups and professional associations, customers and government officials. They debated long and hard about content and wording. Something all of these people have in common is an interest in maintaining the integrity of the SFI Standard, and finding ways to improve forest management.

Of course, there were many other successes in 2009. We had record attendance at our 2009 annual conference in Nashville. We continued to work with Forest Trends and other partners to find ways to complement the Lacey Act and address illegal logging. Our program and SFI Implementation Committees contributed to three more Habitat for Humanity projects — including two in Canada involving Aboriginal communities and one in Tennessee that led to a build day just before the SFI conference. We introduced webinars as a cost-effective way to reach out to the forest sector, printers, manufacturers, and so many others.

Then there was the ongoing, and phenomenal, growth of the SFI program. We ended the year with more than 180 million acres (73 million hectares) of lands certified to the SFI Standard — making us the largest single forest certification standard in the world. Our chain-of-custody certifications rose from 407 certificates at 1,020 locations at the end of 2008 to 807 certificates at 1,831 locations at the end of 2009 — including certificates in China and Italy. We went from

39 fiber sourcing certifications to 74. A 2008-2009 UN report on forest products noted that the SFI program registered the most significant increase in chain-of-custody certifications.

The fact that we continue to grow so quickly when times are tough for the forest sector is proof that North Americans care about their forests and their communities. It has also placed the SFI program in a position of responsibility, one we take very seriously. SFI Inc. may not certify forests outside North America but our work definitely has a global reach, and a global impact.

We have established a firm foundation with the many partnerships we forged through our standard review process, the new standard and our program growth. In 2010, we will continue to use this program strength as a call for action. We cannot act alone, but we can take the lead in helping raise awareness of the value of forest certification.

More than 90 percent of the world's forests are not certified — many of them in jurisdictions that lack North America's strong governance structure. In 2010, we will do everything we can to address this fact. We will invite anyone who cares about forest management to work with us — not to promote one standard but to show how credible forest certification can make a difference.



Kathy Abusow  
President and CEO, SFI Inc.

## The Standard Review Process

**THE SFI 2010-2014 STANDARD REVIEW PROCESS** was launched in June 2008. It included two public comment periods (60 days beginning in June 2008 and 30 days beginning in January 2009) and seven regional workshops in early 2010 (Sacramento, California; Vancouver, British

Columbia; Minneapolis, Minnesota; Charleston, South Carolina; Little Rock, Arkansas; Portland, Maine; and Montreal, Quebec).

SFI Inc. publicized the process at every step, and during both review periods, it invited about 2,000 individuals and organi-

zations to submit comments. Throughout the process, it posted comments and revised drafts of the standard on the SFI website.

The independent External Review Panel, a team of experts who offer diverse perspectives and expertise to the SFI program, once again monitored the process.

*"The review was truly a model of open, transparent, and responsible consideration of public input, scientific and economic factors, and conflicting demands," said External Review Panel Chair Michael Goergen, Executive Vice-President of the Society of American Foresters. "The SFI program has grown and evolved over time, largely due to its willingness to work with individuals and groups who share its dedication to responsible forest management in North America."*



## What's Behind the SFI Standard?

**THE SFI 2010-2014 STANDARD** is a comprehensive system of values, objectives and performance measures developed by professional foresters, conservationists and scientists, and informed by a wide range of public and stakeholder views. It includes 20 objectives, 39 performance measures, and 114 indicators based on 14 core principles. To be certified, forest operations must be third-party audited to these requirements by independent certification bodies. The SFI program is also committed to continuously improve sustainable forest management.

The new standard has five more principles than the SFI 2005-2009 Standard, including separate principles for protection

of special sites, biodiversity, aesthetics and recreation, and new principles for responsible procurement practices in North America, avoidance of controversial sources offshore, research, training and education, and public involvement.

The SFI program has made significant changes through its standard development processes and related public input since implementation of its original principles and implementation guidelines began in 1995, and evolved as the first SFI national standard in 1998.

For example:

- The SFI 2005-2009 Standard included new provisions to conserve old-growth forests;

to strengthen procurement from jurisdictions outside of North America and supply chain monitoring; and to address invasive exotic species. It also introduced new performance measures and indicators related to the certification of public forestlands, including requirements to confer with affected indigenous peoples.

- The SFI 2002-2004 Standard introduced, among other things, measures to protect Forests with Exceptional Conservation Value, and provisions to help prevent illegal logging and to promote the conservation of biodiversity hotspots and major tropical wilderness areas.

### SUMMARY OF KEY REVISIONS IN THE SFI 2010-2014 STANDARD

Here is a sample of some of the changes in the new standard. A complete listing and full description of all the changes is posted at [www.sfiprogram.org/files/pdf/sfi\\_2010-2014\\_summary\\_changes.pdf](http://www.sfiprogram.org/files/pdf/sfi_2010-2014_summary_changes.pdf).

**Illegal logging:** The SFI program only certifies forests in North America, however its fiber sourcing and chain-of-custody standards apply to North America and offshore fiber sources. The new standard strengthens illegal logging provisions, which require program participants to perform risk assessments on offshore fiber supplies to avoid controversial sources such as illegal harvesting operations or areas of civil unrest. It includes a definition of illegal logging consistent with amendments to the Lacey Act in the United States. These requirements build on the foundation of responsible sourcing and legality throughout the SFI 2010-2014 Standard, and are supported by the SFI Inc. Policy on Illegal Logging.

**Fiber sourcing:** The new SFI 2010-2014 Standard strengthens unique SFI fiber sourcing requirements, which address the fact that less than 10 percent of the world's forests are certified. SFI program participants must require, rather than encourage, the use of trained loggers and resource professionals when fiber is sourced from lands that are not certified in North America. Program participants must clearly define fiber sourcing policies in writing, and make them available to their wood suppliers.

**Logger training:** Since 1995, more than 117,000 loggers have received training through SFI-supported programs. In 2008, 93 percent of raw material used by those involved in SFI fiber sourcing program was provided by trained loggers and resource professionals. The new standard has expanded logger training requirements to address invasive exotic plants and animals, special sites, and emerging technologies and markets such as carbon offsets and bioenergy.

**Certified loggers:** New provisions recognize the emergence

of logger certification programs, and require that, where possible, program participants promote and support these programs. SFI Implementation Committees, grassroots committees at state, provincial and regional levels, must establish basic criteria, which includes verification of performance in the forest, to recognize certified logger programs.

**International labor laws:** Provisions were added to ensure activities in SFI-certified forests respect the rights of workers and labor representatives in a manner that encompasses the intent of International Labour Organization (ILO) core conventions on freedom of association, right to organization, collective bargaining and discrimination.

**Research:** Since 1995, SFI program participants have invested more than \$1 billion (US) in research to improve the health, productivity and responsible management of forests in North America. The new standard supports these efforts by expanding the definition of relevant research so it includes environmental and social benefits, and environmental performance of forest products.

**Best Management Practices:** To meet the SFI standard, program participants must follow best management practices to protect water quality. The new standard has added a requirement for best management practices use provisions in contracts for the purchase of raw material.

**Forests with Exceptional Conservation Value:** Since 2002, the SFI Standard has required that participants protect lands with ecological, geological, historical or cultural significance. The new standard clarifies the term Forests with Exceptional Conservation Value, and makes it clear they include areas with critically imperiled and imperiled species and communities.

**Biodiversity:** Program participants sourcing fiber outside of North America must continue to promote the conservation of

biodiversity hotspots and high-biodiversity wilderness areas as defined by Conservation International. This has been expanded to include new sources of information for the conservation of biodiversity from organizations such as the Alliance for Zero Extinction, World Wildlife Fund, World Resources Institute and International Union for Conservation of Nature.

**Emerging topics:** The SFI 2010-2014 Standard addresses the fact that sustainable forestry makes an important contribution to addressing climate change and adapting to changing ecosystems. Provisions were added related to carbon management and bioenergy feedstocks, tempered by the recognition that these are topics where both science and regulatory frameworks are still evolving.

**Biotechnology:** The new standard appropriately addresses the use of genetically modified trees under the research objective, because genetically modified trees are not commercially grown or available in North America. The SFI program only certifies lands in North America. The SFI program does not ban government-approved and controlled research on genetically modified trees because research may find ways to reduce pests, insects and disease, which can ravage forests and increase greenhouse gas emissions, or it may find ways to restore lost native species such as the American chestnut.

**Public reporting:** Requirements for public reporting, currently part of audit procedures and qualifications, have become a new objective for greater emphasis and transparency, with added clarity that public audit summaries must be prepared by the independent certification body.

**Organization:** Revisions and clarifications throughout the document align the standard's principles with the international Montreal Process Criteria and Indicators, and ensure it appropriately recognizes U.S. and Canadian interests, laws and regulations, social issues and terminology.



## 2010 Webinars Focus on New Standard

**A KEY FOCUS FOR SFI WEBINARS IN 2010** is to show how the new SFI 2010-2014 Standard strengthens the SFI program — with sessions to introduce the standard and to examine the similarities and differences between the SFI and Forest Stewardship Council programs.

“The new standard represents a great opportunity for companies, government agencies, conservation groups — anyone interested in responsible forest management — to take a fresh look at our program,” says SFI President and CEO Kathy Abusow. “When we introduced webinars last year, we found they were a wonderful interactive way to provide information and answer questions. This makes it an ideal format to introduce our new standard.”

Webinars planned for 2010 include:

**Introduction to the new SFI 2010-2014 Standard. Jan. 14**

Hosted by SFI VP and COO Rick Cantrell.

**SFI Inc. Conservation and Community Collaboration Grant Program. Jan. 26**

Allison Welde, Director, Conservation Partnerships and Communications will discuss project funding opportunities.

**SFI and FSC — Key Similarities and Differences. Feb. 4**

Kathy Abusow will review the two programs that certify lands across North America.

**Introduction to the new SFI 2010-2014 Standard. Feb. 18**

**SFI and Bioenergy. Feb. 25**

Allison Welde will explain how the new standard addresses bioenergy.

**SFI Labels and Claims. Feb. 16**

Jason Metnick, Senior Director, Market Access and Label Use, will offer an overview of SFI labels and associated claims.

**Introduction to the new SFI 2010-2014 Standard. March 18**

Each session will be held from 1 p.m. to 2:30 p.m. eastern time. Visit [www.sfiprogram.org/SFI-webinars/index.php](http://www.sfiprogram.org/SFI-webinars/index.php) to register, learn about new sessions or listen to past webinars.

There will be additional sessions throughout 2010 related to specific sectors such as

printing, packaging, solid wood, and more. Popular sessions held last year such as SFI 101 will be held again, and there are plans in the works for an update about the U.S. Green Building Council's forest certification benchmarks for LEED and a discussion about the Lacey Act. As always, suggestions are welcomed — send them to [info@sfiprogram.org](mailto:info@sfiprogram.org).

Webinars are live, online educational events that allow anyone interested in the SFI program or certification to connect through their computer and phone, listen to a presentation and send in questions. Each presentation is available in a hard copy or audio format, and there are links to relevant background information.

### SFI PARTNERSHIPS AT WORK: HABITAT FOR HUMANITY



Timothy Gistover and his son Jonias celebrated the completion of their new home near Nashville at a dedication ceremony last fall — one of five partnerships involving the SFI program, SFI Implementation Committees and Habitat for Habitat affiliates. Through these partnerships, the SFI program is helping build North American communities using wood from these communities.

### Supporting Market Outreach

In 2010, the SFI program will continue to raise awareness about the value of certification through its market outreach activities — made possible through the support of SFI program participants.

“Our latest market research shows there is growing awareness of the value of certification, and familiarity of SFI among customers has tripled over the past two years,” says Karen Brandt, SFI Vice President Market Affairs. “We are currently developing a plan for our activities next year to continue to build this awareness and success.”

For information about the 2010 campaign and how your company can participate, contact Karen Brandt.

### SFI at Greenbuild Expo 2009

THE SFI PROGRAM WAS REPRESENTED as a sponsor and with a booth at GreenBuild, which drew 27,000 members of the building and design community world to Phoenix last November.

“It is our 7th year with a presence at this show and we are impressed and encouraged with the stellar year-over-year growth in the event,” SFI President and CEO Kathy Abusow says in a blog posted after GreenBuild. “Like forest certification, green building is no passing trend.”

By participating in GreenBuild, hosted by the U.S. Green Building Council, staff were able to spread the word about the

benefits of forest certification and the SFI program to architects, planners, designers, builders, building owners and managers, government officials and businesses ranging from hotels to colleges to hospitals.

Abusow says she hopes that by the time GreenBuild takes place next year in Chicago, the ongoing debate about responsible wood sourcing in the LEED rating tool will be over. “I sensed a lot of agreement with the notion of putting this debate to bed during our many discussions at this year's event,” she says. Her blog is posted at [www.goodforforests.com](http://www.goodforforests.com).

## NEW SFI CERTIFICATIONS (EFFECTIVE DEC. 31, 2009)

More than 1,000 organizations are meeting the rigorous SFI forest certification standard, tracking the source of fiber through its chain-of-custody certification and/or applying its comprehensive fiber sourcing requirements. You can find lists of all SFI program participants and certifications at [www.sfiprogram.org](http://www.sfiprogram.org) under resources.

## NEW SFI CHAIN-OF-CUSTODY CERTIFICATIONS:

Winnebago Color Press  
Ace Graphics  
Alexandre Côté Ltée  
Applied Paper Pulp & Substrate Sources  
d/b/a Princeton Papers  
Ben Franklin Press & Label Co.  
Boxes R US, Inc. DGA Ultimate Paperbox Co.  
BPM Inc.  
California Cedar Products Co.  
Cenveo-Sidney  
Clear Lake Press  
Coldwater Veneer, Inc.  
Commencement Bay Corrugated  
CV Studio  
DST Output LLC  
E&D Web Inc.  
Enap Inc.  
Fellowes Inc.  
Georgia-Pacific Wood Products LLC Engineered  
Lumber Division  
Green Dot Litho Ltd  
Greif Packaging LLC - Riverville Mill  
Grupo PIPSAMEX  
Haapanen Brothers  
Harmony Printing Ltd.  
Herzog Veneers  
Imperial Printing Products Company Inc.  
Interprint Web Printing  
Kingery Printing  
Lane Press, The  
Ledwidge Lumber  
LP Sourcing  
Manchester Industries  
Maquoketa Web Printing  
Memory Book Acquisition LLC dba Printlynx  
Millet The Printer Inc.  
MSM Printing  
PDQ Printing of Las Vegas Inc.  
Progress Luv2Pak International Ltd.  
Ram Forest Group Inc.  
Range Printing  
Rapid Displays  
Richmond International Forest Products  
RMF Printing Technologies Inc.  
SP Newsprint Co. LLC  
Structural Component Systems Inc.  
The Offset House  
The Printing House  
Triumph Packaging Group  
Tweddle Group

## Australia's Green Star Program Accepts FSC and PEFC

**THE GREEN BUILDING COUNCIL OF AUSTRALIA (GBCA)** will give equal consideration in its Green Star Timber Credit to forest certification standards accepted by the Programme for the Endorsement of Forest Certification (PEFC) schemes — which include SFI and the Australian Forest Certification Scheme — as well as FSC.

The revised timber credit, which took effect Jan. 1, 2010, moves from recognition of FSC only to a principles-based approach where timber certified to a forest certification scheme that satisfies five 'essential' criteria is eligible for one Green Star point. Essential criteria include assessment of chain of custody; governance; standards development and revision; auditing and certification decisions; and verification of legality.

"The GBCA has determined that FSC and PEFC standards both meet the five essential criteria, and no further evaluation is needed," says Kayt Watts, CEO of Australian Forestry Standard Limited, which manages the Australian scheme. "This recognition will provide the Australian construction industry with an abundant certified supply of locally produced and processed timber for Green Star projects."

The revised credit followed a detailed review by an independent Timber Expert Reference Panel and calls by governments and unions for a more inclusive

approach. In a statement, federal, state and territorial governments told the council it should recognize the Australian scheme, which supports sustainable forestry practices.

The process was similar to the review underway in the United States by the U.S. Green Building Council (USGBC). The Canadian Green Building Council (CaGBC) follows the direction of the USGBC on this issue and, therefore, whatever is decided for LEED rating tools under USGBC will also apply to LEED rating tools under CaGBC.

In Australia, the Construction, Forestry, Mining, Energy Union had threatened to make the council's refusal to accredit domestic sustainable timber products an election issue unless state ministers defended local jobs. Union spokesman Michael O'Connor said recognizing FSC only meant timber products must be sourced from overseas, ironically from countries where illegal and unsustainable logging has occurred.

"Domestic timber that is harvested according to sustainable world's best practice must be able to compete with overseas products," says O'Connor. "The union is tired of seeing job losses around the country as a result of this unrepresentative organization and its absurd accreditation system. Currently multi-million-dollar contracts are being lost by Australian companies for no good reason."

## Green Builder Media: Time to Stop Infighting

**THE PUBLISHER OF GREEN BUILDER MEDIA** says it's time to be more collaborative to achieve sustainability goals, calling a ForestEthics protest at GreenBuild out of place and counterproductive.

"A peek under the covers may reveal the politics of the greenwashing banner — the LEED rating system only recognizes wood certification from Forest Stewardship Council (FSC), not from SFI," publisher Sara Gutterman wrote in a recent e-newsletter. "While I am com-

pletely convinced that the banner was not placed by either FSC or USGBC, I am left wondering how much of the protest has to do with legitimate environmental concerns and how much has to do with maintaining market share."

"Regardless of which side of the issue you're on, now is a time for questions and answers, not infighting amongst the people who are truly trying to make a difference," she says.



NEW SFI CHAIN-OF-CUSTODY  
CERTIFICATIONS *CONTINUED*

Vox Printing Inc.  
Wallis Printing Company  
Watkins Printing Company, The  
Williams Company  
Edison Lithograph & Printing

NEW SFI FIBER SOURCING  
PROCUREMENT CERTIFICATIONS

Alliance Packaging LLC/SP Holdings  
American Greeting Corporation  
Ample Industries  
Bates Container  
Carolina Container Company  
Greif Packaging, LLC (multi-wall)  
Menasha Packaging Company LLC  
Upper Hudson Woodlands ATP

NEW SFI 2005-2009 FOREST  
MANAGEMENT CERTIFICATIONS

Millar Western Forest Products Ltd.  
Naselle Timberland Holdings LLC  
Spruceland Millworks Inc.  
TWR Timberland LLC  
WACF TA LLC

NEW SFI PROGRAM PARTICIPANTS

Capacity Forest Management  
Millar Western Forest Products Ltd.  
Naselle Timberland Holdings LLC  
Spruceland Millworks Inc.  
TWR Timberland LLC  
WACF TA LLC  
Yakama Forest Products

CURRENT PROGRAM  
STATISTICS (AS OF DEC. 31, 2009)

SFI PROGRAM PARTICIPANTS

256 (from 252 in October 2009)

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

181.2 million acres/73.3 million hectares  
(from 177 million acres/71.6 million hectares in October 2009)

CHAIN-OF-CUSTODY CERTIFICATES

807 (from 760 in October 2009)

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.)

1,831 (from 1,714 in October 2009)

FIBER SOURCING CERTIFICATES

74 (from 67 in October 2009)

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

271 PEFC chain-of-custody certificates  
(from 255 in October 2009)  
886 PEFC chain-of-custody certified locations  
(from 829 in October 2009)

## Preparing for the Lacey Act

**A WORLD RESOURCES INSTITUTE (WRI)** fact sheet advising companies about the Lacey Act — which prohibits trade in illegal plants or plant products — and how to avoid illegally sourced wood and paper says third-party forest certification is a good way to demonstrate due care.

The four-page fact sheet, prepared in partnership with the Environmental Investigation Agency, says certification and legality verification systems help demonstrate to both government and customers that a company has taken proactive steps to eliminate illegal wood or plant material from its supply chain.

Importers still need to submit appropriate import declaration information to Animal and Plant Health Inspection Service of USDA or U.S. Customs and Border Patrol.

WRI Senior Associate Adam Grant says a high-profile November raid, the first known enforcement action under the amended Lacey Act, shows the U.S. government is taking illegal logging seriously, and companies in the United States and abroad need to be in compliance. The fact sheet is posted at [http://pdf.wri.org/fact-sheets/factsheet\\_are\\_you\\_ready\\_for\\_the\\_lacey\\_act.pdf](http://pdf.wri.org/fact-sheets/factsheet_are_you_ready_for_the_lacey_act.pdf)

## SFI Offsets its 2009 Carbon Emissions by Planting Trees

**SFI INC. WILL OFFSET ALL THE CARBON** created through its day-to-day activities in 2009 with

**THE CONSERVATION FUND**

*America's Partner in Conservation*



donations to The Conservation Fund's Go Zero® program and to Tree Canada's Grow Clean Air program.

The native trees will be planted at Mingo National Wildlife Refuge in Missouri and in the Rural Municipality of Springfield near Winnipeg, Manitoba, and will trap emissions as they grow. They will offset the carbon dioxide emissions generated through SFI business activities, including office heating and lighting, and staff travel and commuting.

"The SFI program has joined the many individuals and organizations who appreciate that they can address climate change by offsetting the atmospheric carbon dioxide created through their operations," says Michael Rosen, President of Tree Canada. "The 76 million trees we have planted across Canada since 1992 constitute a living, breathing legacy. This fits well with other SFI activities that support sustainable forests."

"Sustainable forest management and forest products are part of the solution when it comes to climate change," says Larry Selzer, President and CEO of The Conservation Fund and a member of the SFI Inc. Board of Directors. "Through its commitment to Go Zero, the SFI program is making a difference for forests and wildlife."

"Maintaining healthy forests is one response to climate change," says Allison

Welde, Director, Conservation Partnerships and Communications for SFI Inc. "Our program participants manage forests sustainably and reforest the lands they harvest — nearly two million acres in 2008 alone. Through these carbon offset programs, the SFI program can make a contribution on behalf of individual staff members."

The Conservation Fund's Go Zero program supports projects that acquire land on behalf of U.S. parks or wildlife refuges, and restores these lands with native trees to trap carbon dioxide. Donations help The Conservation Fund staff and its partners measure and monitor the project over its lifetime, which is estimated at 100 years.

Tree Canada's Grow Clean Air program helps companies offset the amount of carbon generated by staff travel, heating, lights or other processes through the planting of trees. Tree Canada helps calculate the amount of carbon being released and plants trees in Canada to offset this. All planting is done according to Tree Canada's Forest and Urban Tree Carbon Protocol, a peer-reviewed document that articulates how Tree Canada accounts for the greenhouse gas offset value of trees.

For more information, visit the Tree Canada ([www.treecanada.ca](http://www.treecanada.ca)) or The Conservation Fund ([www.conservation-fund.org](http://www.conservation-fund.org)) websites, or contact Allison Welde.

## JOIN THE CONVERSATION ABOUT CERTIFICATION AND SFI

A great way to raise understanding about the benefits of certification is to join the many SFI community members who are talking about the SFI program at trade show exhibits, on websites, in blogs and through Twitter.

"SFI certification enhances your organization's environmental performance, so you benefit directly by joining the conversation about the program — tell people what it means to you and how it supports responsible forest management and procurement," says Sue McMillan SFI Marketing Director. "There are so many ways to be part of the discussion, and most are really quite simple."

Debi Barrett, Manager of Sustainable Forestry for Rayonier Eastern Forest Resources, included an SFI banner and print materials when the company commemorated the planting of its billionth tree in the southwest at an event in Nassau County, Florida.

"One of the foundations of the SFI standard is regeneration so it made sense to talk about certification at this special event," says Barrett. Those attending the event included the state forester, elected officials, environmental organizations and water management districts.

Some ways to join the SFI conversation include:

- Take an SFI banner or print materials to trade shows (order materials by emailing [info@sfi-program.org](mailto:info@sfi-program.org)).
- Include SFI widget messages on your website (learn more about widgets on the SFI [www.goodforforests.com](http://www.goodforforests.com) blog).
- Set up a Twitter account and send out Tweets about SFI certification, retweet positive messages and challenge misinformation.

For more information, or to pass on details about how your organization is promoting certification, contact Sue McMillan.

## Sears Holdings Gives Preference to Certified Paper

**A SUSTAINABLE PAPER PROCUREMENT POLICY** recently released by Sears Holdings gives preference to paper from sources certified to widely accepted programs, including SFI.

Sears Holdings will give preference to suppliers providing fiber from certification programs that are transparent and require stakeholder involvement, such as SFI, FSC, CSA and PEFC. Non-certified forest fiber must meet the controlled wood or non-controversial sources definitions of SFI, FSC and/or PEFC.

The company will progressively phase out suppliers who cannot ensure their products are legally harvested and traded. Suppliers must demonstrate they are phasing out their use of unwanted forest sources, which includes Forests with High Conservation Values or natural

forests being converted to plantations or other uses.

Sears Holdings will also give preference to suppliers certified to a program like SFI that improves forestry on uncertified lands through logger training, landowner outreach and best management practices. Unique SFI fiber sourcing requirements promote responsible forest management on all suppliers' lands in North America, including those owned by family forest owners who may not find it feasible to certify their lands.

The Sears Holdings policy is part of the company's larger effort to use environmentally preferred paper for its catalogs, retail circulars, direct mail and internal paper usage. It is posted on the Sears website at [www.sears.com/shc/s/dap\\_10153\\_12605\\_DAP\\_Green+Responsible+Sourcing?adCell=W3](http://www.sears.com/shc/s/dap_10153_12605_DAP_Green+Responsible+Sourcing?adCell=W3)

## Street Elected PEFC Chair

**BILL STREET HAS BECOME THE FIRST UNION OFFICIAL** and first North American elected chairman of the Programme for the Endorsement of Forest Certification schemes (PEFC).

Street, who is Director of the Woodworkers Department for the International Association of Machinists and Aerospace Workers, began his three-year term in November. He was a member of the PEFC board, and since 2007 has also been a member of the SFI Resources Committee, which provides strategic advice to the SFI Board of Directors.

"PEFC has always been supportive of family forestry and vibrant forest dependent communities," says Ben Gunneberg, PEFC Secretary General. "Having a union leader as chairman signals the beginning of the next phase in the global development

of forest certification."

Street said that stronger forest management practices and a viable market for certified tropical wood are needed to reduce deforestation in the tropics.

"It is a reality that the places where social standards are least enforced and where the benefits and wealth of forestry activity are least shared are also the places where illegal forest activity and deforestation are often rampant," Street said. "Boycotting products from sustainably managed, certified tropical forests is the quickest and most effective way to contribute to deforestation, community disruption, and social hardship."

Street, who lives in Milwaukie, Oregon, holds degrees in political science from Mansfield State University and the University of Oregon.

## THE PRINTING HOUSE EARNS SFI COC CERTIFICATION

**THE PRINTING HOUSE LTD.™ (TPH®)** is the first Canadian on-demand, coast-to-coast printer to earn chain-of-custody certification to SFI, FSC and PEFC. "We have created a green culture that not only benefits TPH in reducing our carbon footprint, but enables our customers to reap the benefits of working with an eco-conscious printer as well," says Marc Petitpas, Vice President of Marketing. The Printing House Limited specializes in on-demand quick printing, and has more than 70 company-owned locations across Canada.

## SFI INC. CONTACTS:

### HEAD OFFICE (UNITED STATES):

900 17th Street, Suite 700  
Washington, DC 20006  
Phone: 202-596-3450, Fax: 202-596-3451

- **KATHY ABUSOW, 202-596-3453 (United States) 613-722-8734 (Canada)**  
President & CEO  
Kathy.Abusow@sfiprogram.org
- **JENNIFER FARANT, 613-722-8734**  
Executive Assistant to Kathy Abusow  
Jennifer.Farant@sfiprogram.org
- **RICK CANTRELL, 864-653-7224**  
Vice President & COO  
Rick.Cantrell@sfiprogram.org
- **KAREN BRANDT**  
Vice President, Market Affairs  
Karen.Brandt@sfiprogram.org
- **JASON METNICK, 602-374-6539**  
Senior Director, Market Access and Product Labeling  
Jason.Metnick@sfiprogram.org
- **ALLISON WELDE, 202-596-3452**  
Director, Conservation Partnerships and Communications  
Allison.Welde@sfiprogram.org
- **SUE MCMILLAN, 778-433-2144**  
Director, Marketing  
Sue.McMillan@sfiprogram.org
- **AMY DOTY, 202-596-3458**  
Manager, Community Outreach  
Amy.Doty@sfiprogram.org

### CANADA OFFICE:

Box #212  
201 boul de l'industrie  
Candiac, Québec J5R 6A6  
Phone: 450-659-8733 (TREE)  
Fax: 450-659 8763

- **DANNY KARCH, 514-629-7405**  
National Director, Green Building  
Danny.Karch@sfiprogram.org

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**  
Secretary, PEFC US Governing Body Statistical Services, SFI  
Rachel.Dierolf@sfiprogram.org

## Logging Magazine Examines Certification

**LOGGING MANAGEMENT MAGAZINE** has posted a series of interviews to help demystify the certification process, including an interview with SFI President and CEO Kathy Abusow.

Abusow was interviewed at the Toronto Wood Solutions Fair about a range of topics, including small forest owners, green building, growing customer acceptance for the SFI program, and the state of certification worldwide.

"We haven't lost sight of the fact that only 10 percent of the world's forests are certified to any standard," she says. "We

would like to spend our time getting people to embrace a certification to any of those standards, including SFI, and as an after-story create partnerships and ways to address some of the risks to forestry on the 90 percent that are not certified."

Logging Management reaches loggers, suppliers and their industry in every region and of North America, and also has readers in Russia, Scandinavia, Australia and New Zealand. The videos and articles are posted at [www.loggingmanagement.com/index.php/Articles/Forest-certification-demystification.html](http://www.loggingmanagement.com/index.php/Articles/Forest-certification-demystification.html).

## Demand for Certified Products Growing in UK

**THE UNITED KINGDOM** has experienced rapid growth in the proportion of certified timber and panel products — and more customers are asking for certified products. A study released by the Timber Trade

Foundation found that the level of certified imports was 81.4 percent in 2008 compared to 55.8 percent in 2005. One in three customers specifically asks for certified goods compared with one in 10 in 2005.

## TRADE SHOW UPDATE

The SFI program will be represented at a number of trade shows including:

IBS Jan 19-22 Las Vegas



Sustainability in Packaging  
March 15-17 Orlando



Printing for a Sustainable Future NEHS Print  
March 15-17 Indianapolis



PaperWeek March 21-23 New York

If you are participating in a trade show, don't forget 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 members areas of the website. Program participants who want to reserve the SFI Inc. tradeshow materials for local shows or events should email [info@sfiprogram.org](mailto:info@sfiprogram.org).

## 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 program ([www.sfiprogram.org](http://www.sfiprogram.org)). More than 180 million acres (73 million hectares) are certified to the SFI forest management standard across North America, making it the largest single

standard in the world. SFI chain-of-custody certification tells buyers the percentage of certified fiber in a specific product. 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.