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SFI®'s Annual Progress Report Shows Record Growth in 2007

THE SUSTAINABLE FORESTRY INITIATIVE® (SFI) 2007 progress report shows the tremendous growth in the program, reflecting a rapidly expanding desire by companies, markets and consumers for responsible forest management and products.

SFI Inc.: Making a Difference on the Ground, posted at www.sfiprogram.org, shows almost 500 organizations across the United States and Canada are directly involved with the SFI program — more than twice as many as at the start of 2007.



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Meeting a Consumer 'Green' Challenge

WHEN SFI INC. SAW FIVE QUESTIONS Tom Hinton, head of the American Consumer Council, was suggesting companies ask to check the environmental credentials of a certification program; we couldn't resist taking the test.

On Page 7, you will see our answers to his questions. We also sent the item to Hinton, who replied: "We support the good work of SFI, and we applaud all the positive and progressive things SFI is doing in the area of preserving our forests and woodlands."

Consumer Assurance Includes SFI Forest Certification

THE COMPETITION BUREAU OF CANADA wants consumers to be confident that environmental claims in marketing are not misleading — and a new guide it has issued says forest certification, including the SFI Standard, meets the grade.

In response to increasing demand by consumers for clear information about environmental products, the bureau, in collaboration with the Canadian Standards Association,

released Environmental Claims: A Guide for Industry and Advertisers to help businesses make sure their green marketing is not misleading. Although the guide (posted at www.competitionbureau.gc.ca) is not law, the bureau will use it to assess environmental advertising that raises concerns under its legislative mandate and is prepared to pursue egregious cases of deceptive environmental claims.

Continued on page 5

LEARN MORE ABOUT THE 2008 SFI INC. ANNUAL CONFERENCE

SFI Inc.'s 2008 conference is not one to miss. "From Forest to Store Shelf" in Minneapolis from Sept. 23 to 25 will bring together individuals from every link of the supply chain. See Pages 5 and 6 for more news about the conference and registration details.

SFI INC. BEGINS STANDARD REVIEW

The process leading to the SFI 2010-2014 certification standard and supporting documents is underway. See page 2 to find out how you can become involved.

NEW CHAIN-OF-CUSTODY CERTIFICATIONS:

ABC Imaging, Washington, DC
Absolute Printing Trading as Complete Printing Services, Marietta, GA
American Color Graphics Inc., Atlanta, GA
Arbor Press, LLC (DBA Think Arbor), Royal Oak, MI
Art Communications Systems Inc., Harrisburg, PA
Art Print Company, Harrisburg, PA
Bowne of Atlanta, Atlanta, GA
Bowne of Canada, Toronto, ON
Bowne of Los Angeles, Carson, CA
Capital Printing, Austin, TX
Catawissa Lumber and Specialty Company, Catawissa, PA
Central Michigan Hardwood, Coopersville, MI
Cenveo – St. Louis, St. Louis, MO
Cenveo, Commercial Envelope Manufacturing Division, Carlstadt, NJ; Deer Park, NY; Altoona, PA; Cleveland, OH; Chicago, IL; Boone, IA; Kirksville, MO; Jacksonville, FL
Chicago Press, Dallas, TX
Clampitt Paper Company, Dallas, TX
Colonial Press International Inc., Miami, FL
Concord Litho, Concord, NH
Consolidated Graphics, Houston, TX
Corporate Express Document and Print Management, Omaha, NE; Fresno, CA; Crystal Lake, IL; Hutchins, TX
COLORFX, Urbandale, IA
CPS Printing, Carlsbad, CA
Desert Paper & Envelope Company Inc., Albuquerque, NM
Diamond Graphics Inc., Rockaway, NJ
Direct Impressions Inc., Richmond, VA
Dynacolor Graphics Inc., Miami, FL
Eastwood Printing Inc., Kitchener, ON
Economy Lumber Company, Campbell, CA
EMI Enterprises Trading as Envelope Mart, Northwood, OH
Fuentes Enterprises Inc. dba Interprint Communications, Decatur, GA
Furci Communications Inc. DBA Printeck, Stamford, CT
Garvey Group, The
Goetz Printing Company, Springfield, VA
Horizon Printing, Austin, TX
Impressions Incorporated, Saint Paul, MN
Johnson/Anderson and Associates, Shakopee, MN
Kempf Paper Corporation, Minneapolis, MN
Lake Printing, Osege Beach, MO
MACKAYMITCHELL ENVELOPE, Minneapolis, MN;
Mt. Pleasant, IA; Portland, OR
McAdams Graphics, Oak Creek, WI
Midland Paper& Packaging, Wheeling, IL; Appleton, WI;
Madison, WI; Milwaukee, WI; Minneapolis, MN; Normal, IL;
Rockford, IL; Wausau, WI; Quincy, IL; West Fargo, ND
Modern Postcard, Carlsbad, CA
Pacific Southwest Container, LLC

CONTINUED NEXT PAGE

SFI® INC. BEGINS STANDARD REVIEW

SFI Inc. has started the process leading to the SFI 2010-2014 certification standard and supporting documents by inviting public comments on the current standard until Aug. 4.

In addition to this 60-day comment period, there will be a 30-day public comment period and regional stakeholder meetings and workshops across the United States and Canada early next year.

SFI Inc. completes a review of its standard and supporting documents every five years, which is consistent with international protocols for forest certification standard revision cycles. This is the third public review of the SFI forest standard.

“Broad public and stakeholder involvement has always been an important element of SFI forest certification — it is why we have such a strong, science-based standard today,” says Kathy Abusow, President and CEO of SFI Inc. “The five-year review cycle supports our principle of continual improvement, and lets the SFI program address changing values and new issues, such as how forests can mitigate climate change and the emerging role of carbon management.”

A survey posted at www.sfiprogram.org can be completed online or downloaded so comments can be submitted in writing. SFI Inc. sent passwords to more than 1,000 groups and individuals so they can access the survey and complete it over time, saving their work. Visit www.keysurvey.com/survey/206584/1409/ to request a password.

Board members must approve the SFI 2010-2014 Standard by fall 2009, and it takes effect on Jan. 1, 2010. SFI-certified companies have one year from the time the new standard takes effect to implement all the new requirements, and must demonstrate conformance to the new requirements at their next surveillance audit.

Following is an outline of the process leading to

the new standard. For more information, contact Allison Welde.

PROCESS LEADING TO SFI 2010-2014 FOREST MANAGEMENT STANDARD

JUNE 2 TO AUGUST 4, 2008

- First 60-day public comment period

AUGUST 2008

- SFI Inc. staff synthesize all comments and post them at www.sfiprogram.org
- The External Review Panel reviews all comments to ensure they are given appropriate consideration

SEPTEMBER TO NOVEMBER 2008

- SFI Standards Review task group prepares a first draft of the revised standard
- SFI Inc. Resources Committee appoints members to additional ad hoc groups if necessary for specific reviews

DECEMBER 2008

- First draft of proposed changes is reviewed by SFI Inc. Board, and posted on the SFI Inc. website

JANUARY 2009

- Second 30-day public comment period begins

JANUARY TO MARCH 2009

- SFI Inc. conducts regional workshops throughout the United States and Canada to present and discuss proposed revisions with SFI stakeholders and program participants

APRIL 2009

- SFI Inc. staff synthesize comments for SFI Standards Review task group, which prepares a second draft of the revisions

MAY-JUNE

- SFI Standards Review task group prepares a final draft

JULY 2009

- The final draft is presented to SFI Inc. Board for a 45-day review as required under board bylaws

AUGUST 2009

- SFI Inc. Board meets to discuss and vote on the changes

SEPTEMBER 2009

- Once the SFI Inc. Board approves the final 2010-2014 Standard; it is posted on the SFI Inc. website and printed copies are available within four weeks

JAN. 1, 2010

- The SFI 2010-2014 Standard takes effect

BY DEC. 31, 2010

- Program participants must have implemented all elements of the SFI 2010-2014 Standard

SFI Inc. Represented at Trade Shows

ALLISON WELDE (LEFT) AND RACHEL DIEROLF represented SFI Inc. at the Canadian Green Building Council national summit in Toronto on June 11 and 12. More than 1,000 professionals from all sectors of the building industry attended. This was just one of a number of recent trade shows where SFI Inc. was represented — others included the National Association of Home Builders Green Build Conference, the Canadian Marketing Association, the American Institute of Architects, the Pacific Coast Builders Conference, the Annual Catalog and Multichannel Merchants Conference and a Sustainability in Printing conference.



Perez Trading Company Inc., Miami, FL
 Prepress Graphic Professionals, Shawnee, KS
 Prolam - Société en commandite Prolam,
 Cap Saint-Ignace, QC
 Regal Printing Company, Omaha, NE
 Rex Three, Sunrise, FL
 Royalty Press Group, Westville, NJ
 Sierra Pacific Industries, Redding, CA
 Sonoco Products Company, Hartsville, SC
 Spire, Dorchester, MA
 Standard Register Company, Salisbury, MD
 Transcontinental Direct, Downey, CA
 UC Davis Repro Graphics, Davis, CA
 Visographic Inc., Burr Ridge, IL
 Wilen Press, LLC, Deerfield Beach, FL
 Williamson Printing Company, Dallas, TX
 Worzalla Publishing Company, Stevens Point, WI
 Wright Graphics Inc., Chatsworth, CA
 The YGS Group, York, PA

NEW SFI STANDARD CERTIFICATIONS

New York State Department of Environmental Conservation
 (736,000 acres/298,000 hectares)

NEW SFI FIBER SOURCING AND PROCUREMENT CERTIFICATIONS

Blue Ridge Paper Products, Inc.
 Evergreen Pulp Inc.
 Malnove Holding Company Corp Purchasing
 Rock-Tenn Company
 Southland Envelope Company Inc.
 Westlam Industries Ltd.

NEW PROGRAM PARTICIPANTS

Collum's Lumber Products, LLC
 Grant Allendale
 Greenmantle Forest Inc.
 Hood Industries Inc.
 Potomac Supply Corporation

FIBER SOURCING AND PROCUREMENT CERTIFICATES

86

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

152.5 million acres (61.7 million hectares)

CHAIN-OF-CUSTODY CERTIFICATES

249 (from 196 in April)

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.)

671 (from 534 in April)

PEFC ANNEX 4 (U.S.) CERTIFICATIONS

PEFC chain-of-custody certificates 69
 PEFC certified locations 258

SFI CERTIFICATIONS REACHING NEW HEIGHTS

THE GROWTH IN SFI CERTIFICATIONS continue at a blazing pace with 69 new certified locations in June alone — averaging more than two a day. Here's a snapshot of some of the recent SFI certifications:

Goetz Printing (chain of custody): Goetz Printing has served the Greater Washington DC Metro Area with high quality, full-color sheet-fed lithographic services since 1926. "Our SFI chain-of-custody certification links Goetz Printing to a network of progressive paper manufacturers and merchants who offer environmentally-friendly paper products," says Kevin McKenney, environmental initiatives manager. "We are proud to participate in a program that offers sustainable solutions for our shared environment."

JELD-WEN Windows and Doors (chain of custody): JELD-WEN Windows and Doors, based in Klamath Falls, Ore., is offering SFI-certified wood windows and patio doors as part of its Custom Wood window line. The company's SFI-certified wood products include Ponderosa pine custom wood windows, patio doors and trim components. "With SFI certification, AuraLast wood and energy efficient glass technology, we are able to offer arguably one of the most environmentally friendly wood window choices on the market today," says Brian Hedlund, product marketing manager for JELD-WEN Windows and Doors

McShan (fiber sourcing): McShan Lumber Company of McShan, AL, is a family-owned and operated high-grade southern yellow pine sawmill. "We believe this is one of the greatest testaments to our stewardship of the resources that have been entrusted to us for these many years," says Grover Allgood, V.P. Procurement.

Pendaflex (fiber sourcing): Pendaflex of Melville, NY, produces a broad range of filing and organizational products. "SFI fiber sourcing certification plays a critical role in our environmental policy, and empowers our customers to make an educated environmental choice about the office organization products they buy," says Candie Harris, Vice President of Marketing.

Sierra Pacific Industries (chain of custody): Sierra Pacific Industries, the second largest

lumber producer in the United States, achieved chain-of-custody certification to SFI and the Programme for the Endorsement of Forest Certification schemes (PEFC). "With SFI and PEFC chain-of-custody certification, Sierra Pacific is strengthening its environmental commitment, and helping our customers demonstrate their own environmental commitment," says spokesman Mark Pawlicki. Sierra Pacific Industries of Redding, Calif., owns nearly two million acres of timberland in California and Washington, and produces lumber from 15 sawmills, plus millwork, windows, and byproducts all of which are SFI certified.

Rock-Tenn Company (fiber sourcing): The Folding Carton Division of Rock-Tenn Company in Norcross, GA, became North America's largest folding carton manufacturer to earn SFI fiber sourcing certification. "SFI fiber sourcing certification is an important step that demonstrates our ongoing commitment to environmental stewardship, sustainable business practices and development of sustainable solutions," says Michael E. Kiepora, Executive Vice President and General Manager of the division.

Transcontinental Direct (chain of custody): Transcontinental Direct, a direct marketing services provider certified its production facilities in Warminster, Pa., Hamburg, Pa., Ft. Worth, Tex. and Downey, Calif., to SFI and Forest Stewardship Council chain-of-custody certification. "There is an increasing demand in the marketplace for environmentally friendly products," says company President Rob Young. "Dual certification gives our customers the flexibility to select between FSC- and SFI-certified papers, while supporting our continuing efforts to deliver environmentally friendly solutions."

Zumbiel Packaging (chain of custody): Zumbiel Packaging is one of the largest privately owned and operated paperboard-packaging companies in the United States. "This certification was exceptionally important to Zumbiel Packaging, both as a company and as stewards of the planet," says Joe Yock, Vice President of Zumbiel Consumer Packaging Division.

For more information, contact Jason Metnick.

SFI Volunteers Build Habitat for Humanity House
SFI President and CEO Kathy Abusow joined other volunteers to help build a home in Hibbing, MN, as part of a project led by the Minnesota SFI Implementation Committee and North St. Louis County Habitat for Humanity.

This is a ground-breaking project for SFI Implementation Committees, and Abusow says she hopes to see similar activities across North America. "I am truly proud of the SFI Implementation Committee in Minnesota's dedication to such an important cause in a manner that builds on the natural strengths of SFI program participants – managing forests well and working with the community."

Donated timber was harvested and made into OSB and structural lumber, the land was replanted with donated seedlings, and members of the SFI Implementation Committee and other volunteers are starting to build the home in Hibbing using these materials, as well as others donated by Minnesota SFI program participants. For more information, contact Amy Doty.



SFI President and CEO Kathy Abusow hard at work on Habitat house
Photos by Dave Chura

Go Green with SFI Certified Lumber

Southern Living magazine, which reaches 2.8 million readers, promoted the benefits of forest certification as part of its popular Idea House feature. The June 2008 issue focused on an environmentally friendly home in South Carolina, and added a series of decorative decisions tips to help readers go green with their own homes. One tip was to watch for lumber certified to programs such as the SFI program, which provide assurance that products are from legal and responsible sources.

Maine Government Gives Preference to Certified Products

STATE OFFICIALS IN MAINE have been directed to buy wood or paper products that come from forests third-party certified to a standard including the SFI 2005-2009 Standard.

Gov. John E. Baldacci has signed executive orders to enhance Maine's standing as a leader in independent certification and forest sustainability by:

- establishing procurement policies requiring that by 2010 at least 80 percent of the paper fiber content purchased by the state will be either certified or recycled fiber and
- directing state agencies to aggressively

break through obstacles that hold green building back and use more certified Maine wood for public construction projects.

The products must be certified to one of three standards accepted by the marketplace – SFI, the Forest Stewardship Council or the American Tree Farm System.

Baldacci made the announcement at a paper industry conference, saying it will promote Maine as a leader in forest certification while helping ensure the state's vast timberlands are well managed. For more information, contact Allison Welde.

Goergen Heads SFI External Review Panel

MICHAEL T. GOERGEN JR., Executive Vice-President and CEO of the Society of American Foresters, has been elected chair of the SFI External Review Panel, a group of independent experts who provide external oversight of the SFI program.

Goergen, a member of the External Review Panel since 2003, replaces Richard W. (Dick) Brinker, Dean and Professor in the School of Forestry and Wildlife Sciences at Auburn University, as panel chair. Dan Hayes of Michigan State

University and Tammara Van Ryn of the Land Trust Accreditation Commission were elected vice-chairs.

The non-profit Society of American Foresters is the national scientific and educational organization representing the forestry profession in the United States. Founded in 1900, it is the largest professional society for foresters in the world.

For more information, contact Rick Cantrell.

Show Off Your Support For SFI

CUSTOMERS PASSING YOUR STORE or your company vehicle will soon be able to tell that you support SFI certification. SFI Inc. is sending window and bumper stickers to the more than 400 organizations directly involved with the program and others in the supply chain who sell SFI-certified products. You can request window decals and bumper stickers by emailing info@sfiprogram.org



Back Up Environmental Claims

Marketing expert Leslie Newby says a great way to promote green products claims is to back them with a proven, respected program like SFI certification.

"To say that your company is 'green' is too general," Newby said in a feature article in the May issue of *Furniture Today*. "To say that you sustainably manage forests to maintain a healthy level of tree growth is something you can hang your hat on, especially when you have a recognized, non-partisan organization endorsement from the SFI, for example."

Newby is president of Brand Communications, a public relations firm whose clients include Harden Furniture, which has been certified to SFI since 2002. Harden's claims are legitimate, she says in the article, because they are legitimized by a respected certification organization. "It means I have real content to work with when I'm promoting Harden as a sustainable furniture resource."

For more information, contact Allison Welde

SFI INC. TO HIRE GREEN BUILDING DIRECTOR

SFI INC. HAS POSTED a new position in response to growing interest in wood as an environmentally responsible building material.

The Director, Green Building, will ensure the building community recognizes that SFI-certified wood is a responsible environmental choice for any green building project. Among other things, the successful candidate will promote green building rating systems accepting SFI-certified products, and work with other sector representatives to show the benefits of SFI certification and a more inclusive approach to procurement.

The successful candidate must have a Bachelor of Science degree and at least 10 years of experience in the building or solid wood industry so they can communicate at a high level with builders, designers and architects. The individual must be familiar with green building programs and rating systems, and possess the technical skill and knowledge to work independently and represent SFI Inc. at venues across North America

If you have the knowledge and skill to represent the SFI program in this new and exciting role, please send your cover letter and resume by Aug. 1 to Amy Doty (Amy.Doty@sfiprogram.org).

GET SET FOR THE 2008 SFI INC. ANNUAL CONFERENCE

REGISTER NOW at www.sfiprogram.org/sfiAnnConf08.cfm for the 2008 SFI Inc. Annual Conference "From Forest to Store Shelf" to be held in Minneapolis from Sept. 23 to 25.

It is your chance to join more than 200 leading experts from across North America and around the world to discuss the latest forest certification, environmental and business trends, be it carbon management in forestry, green building, illegal logging avoidance or corporate social responsibility and how it interfaces with SFI print, packaging and solid wood products. Other topics include the current SFI Standard revision process and the latest in customer and consumer trends and research.

President and CEO Kathy Abusow says the conference theme is a reflection of the phenomenal year SFI Inc. has experienced. "We are expanding like never before — and our growth involves a lot more than numbers. A wider range of organizations are signing on to be part of the SFI program — from professional foresters and conservation groups to printers and distributors."

The conference will involve customers throughout the print, packaging and solid wood supply chain,

as well as SFI Inc.'s grassroots network of SFI Implementation Committees, consulting foresters, state and provincial agencies, loggers, academics, researchers and conservation groups. All are key players in improving the forest certification program, both on the ground and in the market.

Confirmed speakers include:

- Rick Holley, President and CEO, Plum Creek Timber Co. and Chair, SFI Inc. Board of Directors;
- Serenity Edwards, Director, Corporate Responsibility, Direct Marketing Association;
- Greg Harden, CEO, Harden, Inc.;
- Mark Pawlicki, Director, Government Affairs, Sierra Pacific Industries;
- Tim Lundberg, Forest Certification Manager, Quad/Graphics;
- Michael Jenkins, President, Forest Trends;
- Nathan Thompson, Executive Director, North St Louis County Habitat for Humanity; and
- Glenn Ventrell, Director, Package Innovation and Development, Sara Lee Corp.

For more information about this year's conference, contact Amy Doty

CONSUMER ASSURANCE from page 1

Under a section called claims of sustainability, the guide says sustainability is hard to verify because it can only be measured over a very long period of time. It says the preferred approach for forest products is to identify them as coming from a forest certified to a sustainable forest management standard such as SFI, the Canadian Standards Association, the Forest Stewardship Council or the Programme for the Endorsement of Forest Certification schemes.

The guide discourages the use of general

or vague terms such as green, environmentally friendly, forest friendly, earth smart and eco because they do not convey a precise or specific meaning to consumers and are difficult to effectively substantiate. Its core principle is that businesses should only make claims that are substantiated by supporting information and verified as accurate and reliable.

For more information, contact Allison Welde.

ANNUAL REPORT from page 1

Richard W. Brinker, chair of the SFI External Review Panel, says "increased recognition of the important role of forests in maintaining environmental integrity, supporting sustainable economic activity, and protecting vital community values is resulting in growing demand for sustainably produced forest products".

Brinker, Dean and Professor in the

School of Forestry and Wildlife Sciences at Auburn University, adds: "The SFI label is increasingly recognized by a concerned public as a trusted symbol of products from well-managed forests."

Email info@sfiprogram.org if you would like to order a printed copy of the 2007 progress report. For more information, contact Rick Cantrell.

SFI, Inc. Annual Conference Update

Save the Date

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

www.sfiprogram.org/sfiAnnConf08.cfm

SFI annual Conference Sponsors:

Platinum level:



Go Zero Sponsors:



Gold level:



Silver level:



There is still time to become a sponsor of the SFI 2008 Annual Conference. Support the SFI program and build brand awareness for your products and services. Look for more information at www.sfiprogram.org/sfiAnnConf08sponsors.cfm or contact Allison Welde.



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

CONFIRMING ENVIRONMENTAL CREDENTIALS

What's the best way to evaluate the credibility of a 'green' certification program? When Tom Hinton, head of the American Consumer Council, was asked this recently, he decided to post a list of five questions a company should ask.

For the purpose of this newsletter, SFI Inc. took the liberty of providing answers to the questions Hinton posed.

Is the Green Certification Program sponsored by a credible non-profit organization?

SFI response: SFI Inc. is an independent, registered charitable organization under section 501(c)(3) of the United States Internal Revenue Code. Its volunteer Board of Directors comprises three chambers, representing environmental, economic and social interests equally.

Does the Green Certification Program have written criteria and standards that govern the application and certification process?

SFI response: All aspects of the SFI program, whether it is forest management, chain-of-custody or fiber sourcing requirements, are based on written criteria and standards that become the measures against which the third-party independent certification is conducted.

The SFI 2005-2009 forest certification standard is made up of nine principles, 13 objectives, 34 performance measures and 102 indicators developed by professional foresters, conservationists, scientists and others through a public process. SFI chain-of-custody and fiber sourcing certifications must also meet the measures set out in a document entitled, SFI Requirements for Fiber Sourcing, Chain of Custody and Product Labels. Both documents are posted at www.sfiprogram.org

Does the Green Certification Program have a verification and validation process as part of its certification?

SFI response: Independent certification bodies ensure that operations conform with the appropriate SFI certification standard, whether it is for forest management, chain-of-custody or fiber sourcing requirements.

Certification bodies conducting audits to the SFI standards must have completed an accreditation

program through independent, international accreditation bodies — these include the American National Standards Institute (ANSI), ANSI-ASQ National Accreditation Board (ANAB) and the Standards Council of Canada (SCC). These accreditation bodies are in turn accredited by the International Accreditation Forum.

Once your company is Green Certified is there an accountability step and a process for continuous improvement?

SFI response: A certificate is issued only after the independent certification body determines a specific operation conforms to the SFI requirements — for forests, chain of custody or fiber sourcing. Annual surveillance audits are mandatory on all certified operations, and a full recertification audit is required for forest operations every five years.

One of the principles of the SFI 2005-2009 Standard is continual improvement, and Objective 13 requires that program participants promote continual improvement in the practice of sustainable forestry and monitor, measure, and report performance in achieving the commitment to sustainable forestry.

Does the Green Certification Program have credibility in the marketplace?

SFI response: SFI certification is accepted as a sign of environmental sustainability by organizations and governments around the world — from green building rating systems in the United States such as the National Association of Home Builders and Green Globes to international procurement programs such as the United Kingdom's rigorous Central Point of Expertise on Timber and the U.S. government's General Services Administration.

A toolkit developed by the World Business Council for Sustainable Development and the World Resources Institute to help corporate managers define and implement sound procurement policies when buying products from the world's forests listed positive attributes of SFI procurement objectives, such as delivering credible information about products, ensuring they come from legal sources, supporting sustainable forest management and addressing social issues. The Chicago Climate Exchange (CCX) endorsed the SFI forest standard as evidence of sustainable forest management under its rules for forest carbon sequestration projects.

ABOUT SFI INC.

SFI Inc. is a 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program (www.sfiprogram.org), a sustainable forestry certification program that is internationally recognized and among the largest in the world.

Across North America, 152.5 million acres (61.7 million hectares) are certified to the SFI 2005-2009

Standard, which is based on principles and measures that promote sustainability, including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value. The SFI Standard includes unique fiber sourcing requirements that promote responsible forest management on all suppliers' lands. SFI Inc. also has chain-of-custody certification, which is used to tell buyers how much certified fiber is in a specific product.