



# SFI® NEWSLETTER

..... JUNE 2009 .....

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## Progress Report Tracks SFI Achievements

**THE SUSTAINABLE FORESTRY INITIATIVE®** (SFI®) program marked another year of astounding growth in 2008 — including a four-fold increase in chain-of-custody certificates, a steady rise in forest and fiber sourcing certifications, and growing recognition of the strength of SFI certification.

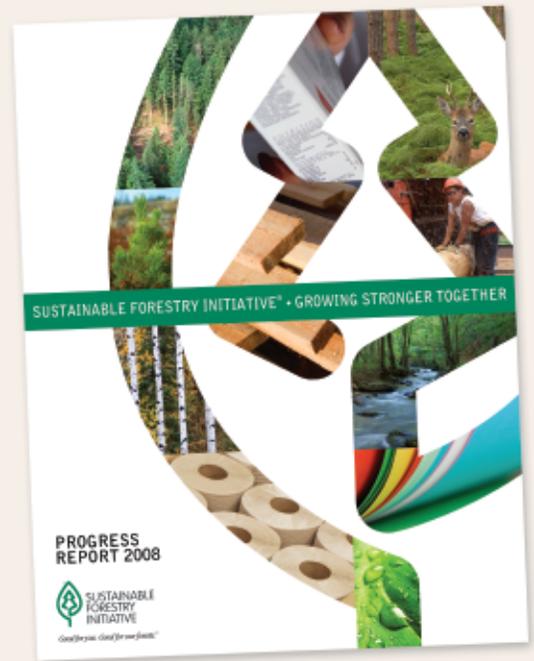
Its 2008 progress report, *Sustainable Forestry Initiative: Growing Stronger Together*, looked back at a year when the SFI program launched its open public review leading to the SFI 2010-2014 Standard; introduced simpler, clearer on-product labels; and was recognized as a credible standard by organizations such as the UK's Central Point of Expertise on Timber, the Competition Bureau of Canada and the American Consumer Association.

"Behind the numbers is a lot of hard work and dedication by the many people who work with us — members of conservation groups, researchers, forest professionals, public employees and representatives of companies who remain committed to sustainable forest management despite incredibly tough times in the forest industry and in the economy," says SFI President and CEO Kathy Abusow.

Abusow said that at time when there is increased sensitivity to environmental claims, the SFI program earns and maintains trust through its actions and by making sure its labels and claims conform with the U.S. Federal Trade Commission, the Competition Bureau of Canada and ISO 14020's nine principles for Environmental Labeling designed to promote accurate, verifiable and relevant environmental declarations and claims.

"The continued growth of the SFI program is encouraging news to those of us who support the

concept of sustainable forestry, and want to see more independently certified forestlands," says Michael Goergen, Executive Vice President of the Society of American Foresters and Chair of the SFI



External Review Panel which, among other things, ensures the progress report is an accurate reflection of the program's progress.

The 2008 progress report is posted under resources at [www.sfiprogram.org](http://www.sfiprogram.org), and a printed copy can be ordered by emailing [info@sfiprogram.org](mailto:info@sfiprogram.org).

### ABORIGINAL PRINTER CERTIFIED TO SFI

Canada's largest Aboriginal printer is one of the newest SFI chain-of-custody certificate holders. Read more about Aboriginal Printing Corporation on page 2.



**Aboriginal Printing**  
C O R P O R A T I O N

## COME EARLY TO JOIN THE HABITAT FOR HUMANITY BUILD DAY

**When you're making travel arrangements to Nashville for the SFI Annual Conference in September, you might want to plan to come a day early.**

The Tennessee SFI Implementation Committee will hold a Build Day on Monday, Sept. 21, for a home being built in partnership with Nashville Area Habitat for Humanity. If you want to participate, sign up on-line when you register for the annual conference.

In addition to the Tennessee SFI Implementation Committee, other partners involved in the Habitat for Humanity project include the Tennessee Tree Farm Committee, Huber Engineered Woods, the Tennessee Forestry Association, the Kentucky-Tennessee Society of American Foresters, the Tennessee Wildlife Federation, the Tennessee Nature Conservancy, the Home Builders Association of Middle Tennessee, the Tennessee Environmental Council and the Boy Scouts of America. For more information, contact Amy Doty.



### MINNESOTA BUILD DAY

SFI volunteers pitched in during a build day last year for a Habitat for Humanity house in Hibbing, MN. SFI Implementation Committees in Minnesota and Maine helped local Habitat chapters build homes with products from well-managed forests.

PHOTO BY: DAVE CHURA

## Aboriginal Printer Certified to SFI

**ABORIGINAL PRINTING CORPORATION**, Canada's largest Aboriginal printer, has achieved SFI chain-of-custody certification.

"I have been respectful of the environment throughout my life, and I want Aboriginal Printing Corporation to reflect this," says company President Steven Bolduc. "We chose SFI certification because our customers were asking for SFI-certified products, and it's a good fit. The SFI program stands for responsible forest management, and ensures companies confer with Aboriginal people, understand and respect their traditional knowledge, and protect sites

with cultural importance.

Bolduc said his goal in creating Aboriginal Printing Corporation was to build opportunities for Aboriginal people while delivering high-quality printing services for customers. "We consider the environment in everything we do — including recycling packaging cartons, toners, wood from paper skids and chemicals," he said. "Offering our customers SFI-certified paper is one more way to show we care about the land, and care about our forests."

Visit [www.aboriginalprinting.com](http://www.aboriginalprinting.com) to learn more about Aboriginal Printing Corporation.

## GET READY FOR THE 2009 ANNUAL CONFERENCE

**THE 2009 SFI ANNUAL CONFERENCE** is rapidly approaching, with an exciting and informative group of speakers on a variety of topics. Visit the conference website at [www.sfiprogram.org/conference-2009.php](http://www.sfiprogram.org/conference-2009.php) for information or to register for the conference, to be held in Nashville, TN, Sept. 22 to 24.

Recent additions to the agenda include:

**MICHELLE DESIDERIO, Director of Green Building Programs, National Association of Home Builders Research Center**, who will discuss the ANSI-approved ICC-700-2008 National Green Building Standard (NGBS). She will provide an overview of the standard, and review how a residential project can achieve national green certification.

**CRAIG HANSON, Director, People and Ecosystems, World Resources Institute (WRI)**, who will discuss WRI's work with the Environmental Investigation Agency to implement new provisions of the Lacey Act in the United States to help stem illegal logging worldwide.

**SEAN ROSS, Director of Forestry Operations, The Lyme Timber Company and SCOT WILLIAMSON, Vice President, Wildlife Management Institute (WMI)**, who will present their joint project on implementing State Wildlife Action Plan (SWAP) guidelines on Lyme Timber's SFI-certified forests in New York.

This is in addition to guest speaker **BRIAN DUMAINE, Global Editor of FORTUNE magazine**, who will share his thoughts on current environmental trends.

Other highlights of the conference include the release of the SFI 2010-2014 Standard, as well as sessions on topics such as:

- the future of the certified paper market;
- local partnerships and collaborations within Tennessee;

- the latest SFI marketing tools;
- conservation partnerships and opportunities;
- a green building update with information about the American Recovery and Reinvestment Act of 2009 as it relates to green building and U.S. Green Building Council benchmarks for forest certification program acceptance as well as the NGBS; and
- developments in global procurement policies and avoidance of controversial sources — including the Lacey Act and emerging relevance of forest certification to support procurement policies.

Michael Jenkins, President, Forest Trends, will moderate a panel of top experts who will discuss the latest developments in carbon and other ecosystem services markets, and how your organization can get involved. So far, confirmed panel members include Sally Collins, Director, Ecosystems Services and Markets, U.S. Department of Agriculture (USDA), who will discuss a new USDA initiative on ecosystem services, and George Kelly, Director and Founder, Environmental Banc & Exchange, who will discuss the actual trading of ecosystem service credits.

For more information about the conference and registration, contact Amy Doty.

It's still not too late to become a sponsor for the 2009 conference. LP Building Products recently signed on as a platinum sponsor and three other new sponsors — KPMG, Perdue Creative, American Tree Farm System — have joined Forestry Innovation Investment, QMI-SAI Global, Georgia-Pacific, Timber Product Inspection, NewPage and Bureau Veritas Certification. For information about sponsorship, visit the conference page at [www.sfiprogram.org](http://www.sfiprogram.org) or contact Allison Welde.

## NEW SFI CERTIFICATIONS (EFFECTIVE MAY 31, 2009)

More than 800 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 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:

A&H Lithoprint Inc  
AbitibiBowater Inc.  
Aboriginal Printing  
American Pad and Paper  
Anchor Paper Company  
Associated Hardwoods  
B&B Forest Products Ltd.  
Bemis Company Inc.  
Blue Ocean Press  
Bowater Mersey Paper Company Limited  
C.F. Duffey Paper Company  
Cadmus Communications A Cenveo Company  
Central Group, The  
Consolidated Graphics  
Corpap Inc  
Courier Corporation  
Day-Timers Inc.  
Eastwood Litho Inc.  
Focalprint Marketing Inc.  
Freedom Graphics Systems  
Georgia Pacific Cellulose GMBH  
Ingersoll Paper Box Co. Ltd.  
Jostens  
Kapstone Charleston Kraft LLC  
Kempfenfelt Graphics Group Inc.  
Lewis Mouldings & Wood Specialties Ltd.  
Liberty Paper  
Lindsay Paper Box Co. Ltd., The  
Louisiana Pacific Corporation  
M.P.I. Paper Mills of Portneuf  
Max Pak, Division of Schwarz Partners Packaging  
Mormark Print Productions Inc.  
Northern Pulp Nova Scotia Corporation  
Performance Office Papers  
PM Company LLC  
Progressive Graphics Inc.  
Publication Printers Corp.  
Swift Print Communications  
Tabs Direct  
THP Graphics Group  
Torstar Printing Group-Tempo Division  
Valley Lumber Company  
Warren's Waterless Printing Inc.  
Weldon, Williams & Lick Inc.  
Westervelt Lumber

## WHAT SFI-CERTIFIED COMPANIES ARE SAYING

### **Boise Cascade LLC**

Denny Huston, General Sales Manager of Boise Engineered Wood Products: "At Boise Cascade, we've developed a comprehensive chain-of-custody system which allows us to track our inventory from responsible fiber sources. With chain-of-custody certification, Boise Cascade is strengthening our environmental commitment and helping our customers source engineered wood products from well-managed forests."

### **Buckeye Technologies Inc.**

John Crowe, Chairman and CEO: "Buckeye's employees understand that sustainability is at the core of everything we do. The SFI partnership will help ensure that transparency and accountability are key elements of our sustainability efforts."

### **Hart Graphics**

John Hart, President: "At Hart Graphics we have a strong commitment to the environment, and so do our customers. SFI chain-of-custody certification plays a critical role in our environmental policy, and empowers our customers to make an educated environmental choice about the products they buy."

### **iLevel by Weyerhaeuser**

Susan Swirsley, Director of Marketing Services: "iLevel and Weyerhaeuser have long been committed to green building, and operating our facilities and managing our forests in environmentally responsible

ways. SFI certification plays a critical role in our environmental policy, and empowers our customers to make educated environmental choices when they buy wood products for structural framing. We are proud to be able to tell our current and potential customers that all of our products come from responsible sources."

### **KapStone Charleston Kraft LLC**

Bruce Hoffman, Vice President and General Manager: "SFI fiber sourcing and chain-of-custody certifications are a key component of our sustainability program and ensure our customers that the fiber in their products is sourced by following responsible forestry practices."

### **Nekoosa Coated Products**

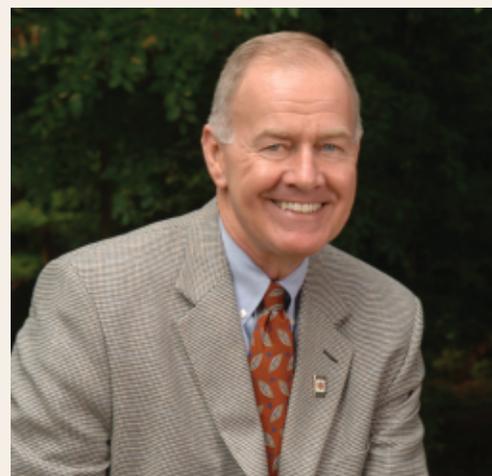
Paul Charapata, President: "I am excited to share this extension of our strong commitment to the sustainable management of forests, which is critically important to our community, our industry, and our planet."

### **Vertis Communications**

Doug Mann, Senior Vice President and General Manager of Advertising Inserts: "Vertis' certification reinforces our commitment to sound environmental practices. The independent, third-party evaluations that led to this certification affirm that our supply chain and production practices support our customers' needs and deliver consistency across our manufacturing platform."

## Dick Brinker Joins SFI Board

**DICK BRINKER, DEAN OF THE SCHOOL OF FORESTRY AND WILDLIFE SCIENCES** at Auburn University and a former member of the SFI External Review Panel, has been elected to the social chamber of the SFI Inc. Board of Directors. "I have had a front-row view of the impressive growth and maturity of the SFI program — both from my position with the SFI External Review Panel and as Dean of Auburn's School of Forestry and Wildlife Sciences," says Dr. Brinker. "SFI training and outreach activities are doing a lot to help forest professionals improve practices on the ground, and I am glad I can continue to contribute to this good work."



# Timber Products Inspection Accredited for SFI Certification



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

Collum's Lumber Products LLC  
Moncure Plywood LLC  
Simpson Tacoma Kraft Company LLC  
Southern Champion Tray LP  
Wertheimer Box Corporation

NEW SFI PROGRAM PARTICIPANTS

Ainsworth Engineered Canada LP  
Beasley Forest Products  
Cogent Fibre LLC

## CURRENT PROGRAM STATISTICS (AS OF MAY 31, 2009)

SFI PROGRAM PARTICIPANTS

245 (from 242 in April)

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

162.6 million acres/65.7 million hectares  
(from 163.4 million acres/66.1 million hectares in April)

CHAIN-OF-CUSTODY CERTIFICATES

640 (from 617 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.)

1,504 (from 1,390 in April 2009)

FIBER SOURCING CERTIFICATES

52 (unchanged from April)

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

218 PEFC chain-of-custody certificates  
(from 214 in April 2009)  
718 PEFC-certified locations  
(from 698 in April 2009)

## SFI IN THE NEWS

### New Compostable Cup Uses SFI-Certified Fiber

International Paper has created a compostable paper cup for cold drinks that is made with SFI-certified fiber and designed with the environment in mind. One billion ecotainers® for hot beverages have been made since the product was launched in 2006.

"The ecotainer cold cup is the next step in the evolution of the ecotainer product line," said Austin Lance, Vice President of International Paper's Foodservice Business. "Hitting the commercial milestone of one billion ecotainer cups is a clear indication that the

**TIMBER PRODUCTS INSPECTION** one of the largest independent, third-party wood products inspection and testing agencies in the United States, started exploring accreditation for SFI chain-of-custody certification when its customers said they were being asked to provide SFI-certified products.

In May, Timber Products Inspection ([www.tpinspection.com](http://www.tpinspection.com)), was accredited by the American National Standards Institute (ANSI) to conduct audits to both the SFI chain-of-custody standard and the PEFC chain-of-custody standard.

"SFI chain-of-custody certification is a good fit for us, and a good fit for our customers," says Jeremy Williams, Green Inspection Program Manager with Timber Products Inspection. "Educated consumers are no longer satisfied with a stamp or eco-label saying a product is green. They want proof that there is a credible system and standard in place to back the claim."

"As a third-party accreditor, ANSI is pleased to participate in the accreditation of certification bodies that are found to be competent and capable of assessing to SFI and PEFC standards," said ANSI Vice President of Accreditation Services Lane Hallenbeck.

Depending on the scope of the certification audit, certification bodies are approved to perform certification audits to SFI standards after completing a rigorous accreditation program through one of the following independent, international accreditation bodies: ANSI, ANSI-ASQ National Accreditation Board (ANAB) or Standards Council of Canada (SCC). A list of certification bodies accredited to conduct audits to the SFI standards is posted at [www.sfiprogram.org/files/pdf/Certification%20bodies.pdf](http://www.sfiprogram.org/files/pdf/Certification%20bodies.pdf)

## Revised SFI 2010-2014 Standard With SFI Board

**AFTER A YEAR OF OPEN REVIEW**, including seven regional workshops and two public comment periods, the latest draft of the revised SFI 2010-2014 Standard is in the hands of the SFI Inc. Board of Directors.

Through the standard revision process, the SFI program invited 2,000 individuals and organizations to participate, and it received more than 300 comments. Each opportunity for comments was promoted widely through news releases, the SFI website and this newsletter.

In its message in the 2008 SFI progress report, the SFI External Review Panel pointed out that the lengthy review process "has been a model of open, transparent and responsible considera-

tion of public input, scientific and economic factors, and conflicting demands" that will result in important changes and improvements in the standard.

After the board — with its balanced representation of environmental, social and economic interests — reviews the draft standard in July, the document will be posted on the SFI website. The revised standard will be unveiled at the SFI conference in September, and an information webinar will be held Oct. 22.

The SFI 2010-2014 Standard takes effect on Jan. 1, 2010, and SFI-certified companies have one year to implement all the new requirements. Program participants must demonstrate conformance to the new requirements at their first surveillance audit after Dec. 31, 2010.

CONTINUED NEXT PAGE:

product line is a right fit for our environmentally conscious customers, and we are thrilled that we can now offer a compostable option for cold beverages.”

Ecotainer products meet the ASTM D6400 standard for compostability and are certified by the Biodegradability Products Institute (BPI). As well as using SFI-certified fiber, they are coated with a plant-based moisture barrier instead of a petroleum-based liner so they can be commercially composted with food waste.

### Harden Furniture Promotes SFI

When it promotes its fine furniture, Harden Furniture makes sure to tell buyers about its American craftsmanship, artistry and technical expertise, commitment to quality — and SFI certification. A recent item in aboutsofa.com about a new sleeper sofa pointed out that Harden Furniture’s SFI certification testifies to its ongoing commitment to the environment. “With more than 10,000 acres of managed woodlots, long-term sustainable forestry is the focal point of the company’s healthy status.”



### Smead Partners with Office Depot

Smead ([www.smead.com](http://www.smead.com)) will offer an expanded assortment of nearly 200 filing products to Office Depot customers in more than 1,100 retail stores throughout the United States. Many of Smead’s products carry the SFI fiber sourcing label and contain post-consumer recycled material.

### SFI-Certified Scrapbooking

Paige Dolecki, a consultant for Close to My Heart, a scrapbooking and stamping direct sales company, had nice things to say about SFI certification in a recent blog: “Most of you probably know already that Close to my Heart manufactures all of its Acrylix stamps here in the US and that we give a portion of the profits from every stamp set sold to Operation Smile but did you also know that ALL of Close to my Heart’s papers — our B&T Duos (the patterned paper), our white core cardstock and our Stickease cardstock stickers — are all Sustainable Forestry Initiative (SFI) certified? This means the pulp used to create the papers comes only from certified sustainable forests. Way to go Close to my Heart!”

## Chinese Packaging Company Certified to SFI

**THE WORLD’S THIRD-LARGEST** supplier of aseptic liquid packaging used for dairy and other beverages has become one of the first companies in China to achieve SFI fiber sourcing certification.

Tralin Packaging Company Ltd., also known as Tralin Pak, supplies close to three billion cartons annually to customers in China, Europe, Russia and Latin America. A private company based in Beijing, Tralin Pak employs more than 400 people in five locations across China, and also has a European office in Switzerland.

“Tralin Pak is responding to an increasing demand from our customers in Mungjiu for products that meet their high environmental standards,” says Managing Director Jeff Bi. “SFI fiber sourcing certification plays a critical role in our environmental policy, and empowers our customers to make an educated environmental choice about the packaging products they buy.”

The SFI program has publications and a website available in Chinese. The website can be accessed directly at [www.sfiprogram.org/chinese/index.php](http://www.sfiprogram.org/chinese/index.php) or by clicking on the Chinese characters at the top right corner of the home page at [www.sfiprogram.org](http://www.sfiprogram.org), and the publications can be ordered through Lisa Fox.



Tralin Pak Managing Director Jeff Bi and SFI President and CEO Kathy Abusow.

## SFI Invites Nominations for Conservation Awards

**YOU HAVE UNTIL AUG. 15** to submit nominations for the Sharon G. Haines Award for Innovation and Leadership in Sustainability and the SFI Leadership in Conservation Research Award.

The Sharon G. Haines Memorial Award for Innovation and Leadership in Sustainability, in partnership with International Paper, honors Dr. Haines, Director of the Office of Sustainability at International Paper and one of its leaders in forest and environmental stewardship.

The award was created in 2008 to honor the values and leadership of Dr. Haines, who passed away in 2007. It will recognize individuals or teams from either an SFI-certified company or a close partner working in North America with a certified company on activities related to one or more of the following:

- developing, implementing and promoting sustainability in their organization, which will influence future practices and decisions at the organizational level;
- working in close cooperation with outside stakeholders to foster relationships and work collaboratively to implement

innovative activities or projects related to achieving sustainability goals;

- leading by example to ensure sustainability goals are a cornerstone of daily activities; and
- exhibiting exemplary work in educating others through landowner education, professional and business organizations, community or conservation groups to broaden the understanding of sustainable forestry concepts and achievements.

The SFI Leadership in Conservation Research Award recognizes companies and agencies for activities that protect the environment and advance forestry practices, involve strong collaborative partnerships and lead to impacts that go well beyond lands managed by a specific program participant.

Nomination forms and further details about both awards are posted on the SFI website at [www.sfiprogram.org/conservation/conservation-awards.php](http://www.sfiprogram.org/conservation/conservation-awards.php), or contact Allison Welde.



DR. SHARON HAINES

## SFI IMPLEMENTATION COMMITTEE CORNER

### Adding Finishing Touches to Oregon State Building

The Oregon SFI Implementation Committee came to the rescue last year when a contractor with a soft spot for wood realized he needed to find some way to jazz up the hallway in a state office building nearing completion in the Salem area.

Committee Coordinator Chris Jarmer, who is with the Oregon Forest Industries Council, got the call, spread the word to area companies and within hours was brokering a deal with SFI-certified Port Blakely Tree Farms LP. "It seemed like a fantastic outreach opportunity," says Jarmer. "I told the contractor nothing represented Oregon better than rough-sawn Douglas-fir, and he agreed."

At first, Port Blakely had planned to simply donate the logs for the project, but in the end Lance Christensen, District Forester for Port Blakely's NW Oregon Tree Farm, wound up managing the entire project, arranging to have Yoder Mill and Rock Creek Mill donate services to have the logs milled and the boards dried.

"Thankfully, the boards were finished tongue-in-groove," says Christensen. "That made it easier for the installer to put the paneling up and have it completed before the building was open for business."

There's a plaque in the hallway recognizing the Oregon SFI Implementation Committee, Port Blakely and other companies involved but as far as Jarmer

is concerned, the real bonus is being able to show the tremendous value of adding SFI-certified local wood to the project.

**Oregon-Grown Douglas Fir**  
 Donated by the Following Local Firms:  
 Logs From:  
*Port Blakely Tree Farms, LP*  
 Milled By:  
*Yoder Mill*  
 Dried By:  
*Precision Drying*  
 Thanks to the Oregon Sustainable Forestry Initiative Implementation Committee, November, 2008



### Nominations Open for SIC Achievement Award

Nominations for the 11th Annual SFI Implementation Committee Achievement Award are open until Aug. 15.

The award, which will be presented at the SFI Annual Conference in Nashville on Sept. 24, recognizes outstanding work at the local level in promoting the SFI program and assuring SFI Standard compliance. Nominations can be submitted to the SFI office by mail, fax or email any time before 5 p.m. EDT on Aug. 15. For more information, contact Amy Doty.

## Helping Kids Explore Trees Inside and Out in Atlanta

**IF YOU VISIT** the Imagine It! The Children's Museum of Atlanta this summer, you'll have a chance to explore the beauty of the great outdoors through the incredible wonder of trees — thanks in part to Georgia-Pacific LLC.

"It is truly amazing how creative this interactive exhibit is," says Deborah B. Baker, Georgia-Pacific's Vice President, Sustainable Forestry, Environmental and Community Outreach, who has been involved with the project for close to a year. "We are excited about being a part of the Museum's mission to teach children and families about the important purposes trees serve in our everyday lives while having fun at the same time."

Exploring Trees Inside and Out, a three-year environmental education project developed by Doubletree Hotels and the Arbor Day Foundation, is on display at the

Children's Museum until Sept. 13, 2009. It had 350,000 visitors during earlier stops in Seattle, St. Louis, Orlando and Pittsburgh. The museum expects 70,000 people will visit the exhibit in Atlanta.

In addition to Georgia-Pacific, the Atlanta exhibit is supported by the Georgia SFI Implementation Committee, The Kendeda Fund, Turner Broadcasting System, Inc., USDA Forest Service, the Georgia Forestry Commission and Southeastern Wood Producers Association Inc.



PHOTOS BY DEBORAH B. BAKER

## TELL SFI ABOUT YOUR CONSERVATION PROJECTS

**SFI program participants obviously know the importance of increasing knowledge** through conservation activities — since 1995 they've invested more than \$1 billion (US) for research that has improved the health, productivity and responsible management of forest resources.

This is an important fact that many people often overlook, says Allison Welde, Manager, Conservation Partnerships and Communications, which is why SFI Inc. has created a database that lists as many of these projects as possible.

"We have already used information in the database to illustrate the value of SFI certification

on the ground," says Welde. "It shows what is being achieved through partnerships in every corner of North America — from creating wildlife conservation inventories in Georgia to assessing archaeological sites in northern British Columbia."

To help build the database, program participants are being asked to submit summaries of conservation research activities, using an Excel chart posted on the SFI website at [www.sfi.com/files/docs/ConservationProject%20Template.xls](http://www.sfi.com/files/docs/ConservationProject%20Template.xls). Information about individual projects will never be used without permission. For further details, contact Allison Welde.

**Delivering Value at a Grassroots Level**

SFI Implementation Committees deliver immense value through community activities that promote responsible forest management and raise awareness about third-party certification — and the SFI program wants to highlight more of this work.

“When I put together the list of 2008 activities for the most recent progress report, I was once again impressed by the range and depth of projects involving the 37 state, provincial and regional SFI Implementation Committees,” says Amy Doty, Manager, Community Outreach. “This local leadership is so important to our program. In total, more than 800 people are involved in landowner outreach, logger training, education activities, community awareness, and so much more — some are even coordinating volunteers and donations from program participants to help Habitat for Humanity build homes.”

Doty encourages SFI implementation Committees to let her know about their activities through the year so more of them can be featured in the newsletter. If you have an event or photo you would like to contribute or need more information, contact Amy Doty.

**TRADE SHOW UPDATE**

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

Association of Woodworking and  
Furnishing Show in Las Vegas  
July 15 to 18



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 SFI Inc.'s tradeshow materials for local shows or events should contact Lisa Fox.

**CHECK OUT THE LATEST WEBINARS**

The response to SFI webinars remains strong, with people from across North America and across the supply chain joining informative presentations via a conference call and their computers. Webinars are open to everyone — new certificate holders, community groups, sales and marketing representatives, and beyond.

Webinars that have been scheduled include:

- Green Building – Thursday, June 25
- Certification and Ecosystem Services – Thursday, July 23
- SFI 2010-2014 Standard – Thursday, Oct. 22

In the July 23 session, Allison Welde, SFI Manager, Conservation Partnerships and Communications, and

Michael Jenkins, President of Forest Trends, will talk about certification and ecosystem services such as carbon, biodiversity, conservation and water. Forest Trends ([www.forest-trends.org](http://www.forest-trends.org)) is an international non-profit organization that, among other things, is working to maintain and restore forest ecosystems by promoting incentives that diversify trade in the forest sector to a broader range of products and services.

If you missed a webinar or are not available at the scheduled time, a recording is posted at [www.sfiprogram.org/webinars/index.php](http://www.sfiprogram.org/webinars/index.php) shortly after each event. If you want to sign up or have suggestions for future topics, contact Lisa Fox.

**Widgets Available in French**

THE POPULAR SFI WIDGET feature now is available in French. The portable on-screen tool can be placed almost anywhere online, and displays a new fact about forest certification, sustainability or

the SFI program every time a visitor comes to a site. The French widgets can be found on the French SFI website ([www.sfiprogram.org/french/index.php](http://www.sfiprogram.org/french/index.php)) and the SFI blog ([www.goodforforests.com](http://www.goodforforests.com)).

Less than three months after being launched, SFI widgets had been installed on 135 websites and 58 Facebook sites by the end of May — and had been viewed 119,902 times. Learn more about the SFI widget by visiting [www.goodforforests.com](http://www.goodforforests.com), click on “get & share” under the widget

box, select where you would like to post it and follow the instructions. Contact Lisa Fox for more information.



**SFI SPONSORS WSJ'S ENVIRONMENTAL JOURNAL**

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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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## 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](http://www.sfiprogram.org)), that is internationally recognized and among the largest in the world. It is one of the fastest-growing forest certification programs with more than 160 million acres (65 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.



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