



## HIGHLIGHTS

The SFI program has strengthened its commitment to research and community activities through its new Conservation and Community Partnerships Grant program.

[See page 4.](#)

The U.S. Green Building Council is hearing from elected officials and other leaders in the United States and Canada — and U.S. Representatives from both parties have sent a sign-on letter to their colleagues.

[See page 5.](#)

SFI Inc. held briefings on Capitol Hill to raise awareness of the environmental benefits of wood and value of third-party forest certification.

[See page 6.](#)

Editorials in a number of publications have challenged LEED's FSC-only stance.

[See page 7.](#)

Dovetail Partners says USGBC should develop a generic benchmark for construction materials in general.

[See page 7.](#)

## 2010 SFI CONFERENCE

The 2010 SFI Conference will be held in Vancouver, British Columbia, and explore the theme Power of Partnerships. Register by the end of July and your name will be entered in a draw to win a two-night stay at the Renaissance Vancouver Hotel Harbourside. [See page 3 to learn more.](#)

## USGBC Needs to Find a Better Way to Assess Certification

**THE U.S. GREEN BUILDING COUNCIL** (USGBC) needs to find a better way to address forest certification criteria than the current process, which began approximately five years ago and seems far from being resolved with the recent release of a fourth round of benchmarks for public comment.

"It's time for the USGBC to sunset this lengthy benchmark process, and once and for all recognize all credible forest certification programs," says Kathy Abusow, President and CEO of the Sustainable Forestry Initiative® (SFI®). "The rest of the world gets it – wood is a sound and responsible building material, and forest certification is an added proof point that forests are well managed. Less than 10 percent of forests are independently certified to internationally recognized standards. Recognizing all certification programs means more choices for builders and architects, and encourages responsible forestry globally."

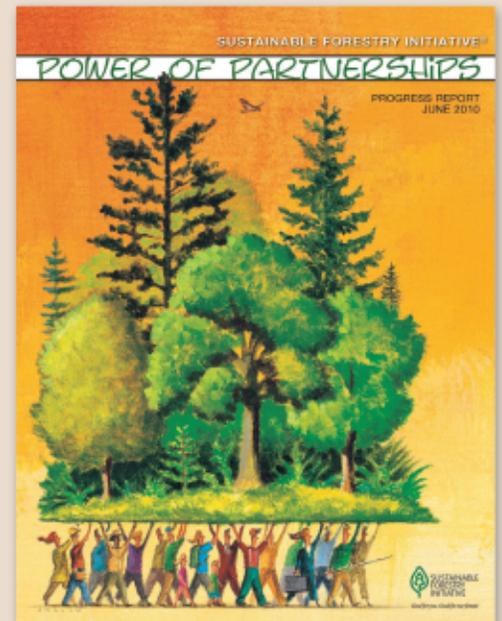
USGBC leaders need to listen to elected officials, government agencies, professional foresters, and others who are telling them to end the discrimination against North American forests and accept wood certified to all forest certification standards used in North America — SFI, Forest Stewardship Council (FSC), Canadian Standards Association (CSA), American Tree Farm System (ATFS) and Programme for the Endorsement of Forest Certification (PEFC).

Currently, only wood certified to the FSC standards is eligible for the certified wood credit in the USGBC's Leadership in Energy and Environmental Design (LEED) rating tool. With 193 million acres/78 million hectares certified to the SFI Standard in North America, and another 183 million acres/74 million hectares certified to CSA and ATFS combined, more than three quarters of the certified fiber in North America is not recognized for LEED's certified wood credit.

On June 14, the USGBC released revised benchmarks for public comment, continuing a process that officially began in 2005. "USGBC has set out 81 benchmarks to evaluate forest certification programs," Abusow says. "It's worth noting that no other building material has to go through this level of scrutiny for just one point — and no other building

*CONTINUED ON PAGE SIX*

## SFI AND THE POWER OF PARTNERSHIPS



One challenge of choosing the theme Power of Partnerships for the SFI Progress Report was finding a cover design that captured the spirit of the many people and organizations involved with the program. Award-winning illustrator Paul Zwolak delivered the solution with an original painting showing the diverse range of partners, and what they achieve together. [See page 2.](#)

## UPDATE ON USGBC, LEED AND FOREST CERTIFICATION

Check out pages 5, 6, and 7 to find out more about the response to the LEED benchmark process, and to learn what you can do to encourage the USGBC to allow credits for wood and paper certified to all credible standards.

## NEW SFI CERTIFICATIONS (EFFECTIVE MAY 31, 2010)

More than 2,500 individuals and organizations are meeting SFI requirements and/or working with the program to strengthen forest practices and fiber sourcing. They include forest products companies, industrial and family forest owners, conservation groups, universities, public agencies, manufacturers, retailers, printers, resource professionals and many others who share a passion for responsible forest management. 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:

Chartpak Inc.  
Corcoran Printing Inc.  
DocuSource Print Management  
DS Graphics Inc.  
Georgia-Pacific Brewton LLC  
Harry Freeman & Son Ltd.  
Jimmy Whittington Lumber  
Jostens  
Marlite Inc.  
Miami Dade County, GSA Materials Management  
Midland Packaging and Display  
Publix Super Markets Inc., Printing Services  
Sealed Air Corporation  
Stromberg Allen & Company  
Tiger Press /Tiger Packaging/TigerXPress

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

Graphic Packaging  
Greif LLC – Omaha  
Publix Super Markets Inc., Printing Services  
SMC Packaging Group  
Tension Envelope Corporation

### NEW SFI FOREST MANAGEMENT CERTIFICATIONS

Capacity Forest Management  
Federated Cooperatives Limited  
NCSU Department of Environmental Conservation

### NEW SFI PROGRAM PARTICIPANTS

FH Stoltze Land and Lumber Co.  
Fornebu Lumber Co., Inc.  
Homan Industries, Inc.  
International Forestry Consultants  
Springer Creek Forest Products, Ltd.  
The Nature Conservancy – Montana  
The Campbell Group – East Coast Region  
The Campbell Group – Northwest Region

## CURRENT PROGRAM STATISTICS (AS OF MAY 31, 2010)

### SFI PROGRAM PARTICIPANTS

260 (from 256 in February 2010)

### AREA THIRD-PARTY CERTIFIED to the SFI 2005-2009 Standard or SFI 2010-2014 Standard

193.1 million acres/78.1 million hectares (from 195.9 million acres/79.3 million hectares in February 2010)

# SFI Progress Report Shows the Power of Partnerships

**THE RECENTLY RELEASED ANNUAL SFI PROGRESS REPORT** shows how partnerships are powering the SFI program's phenomenal growth – and earning it respect.

“At a time when less than 10 percent of the world's forests are certified, SFI Inc. builds on the power of partnerships to raise awareness of how forest certification can support responsible forest management,” says SFI President and CEO Kathy Abusow. “We are relevant and effective because our door is always wide open.”

The progress report shows the outcome of activities involving partners in 2009 and early 2010 – including the open review process that led to the SFI 2010-2014 Standard, the new Conservation and Community Partnerships Grant Program, and collaboration with local Habitat for Humanity affiliates. The SFI program works with community organizations, companies

of all sizes, government agencies, conservation groups, Aboriginal peoples, customers and family forest owners across the United States and Canada. More than 2,500 individuals and organizations are working with the SFI program — meeting its requirements and/or supporting its efforts to encourage and promote responsible forestry.

The SFI External Review Panel, a group of independent experts representing conservation, environment, professional, academic and public organizations, reviews the progress report and monitors standard development. Pat McElroy, Vice-Chair of the Panel and retired Washington State Forester, says “the diversity of partners has been a natural part of SFI's growth and evolution.”

The SFI 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).



**SAVE-THE-DATE SFI<sup>®</sup> ANNUAL CONFERENCE**

**SEPTEMBER 21-23, 2010**

RENAISSANCE VANCOUVER HOTEL HARBOURSIDE  
VANCOUVER, BC CANADA

Register by the end of July and you may win a two-night stay at the Renaissance Vancouver Hotel Harbourside. For more information about the conference or to register, visit [www.sfiprogram.org/conference-2010.php](http://www.sfiprogram.org/conference-2010.php).

### Sponsors:



## CHAIN-OF-CUSTODY CERTIFICATES

895 (from 848 in February 2010)

## 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.)

2,127 (from 2,033 in February 2010)

## COMPANIES CERTIFIED FOR RESPONSIBLE SOURCING AND ASSOCIATED LABELS

89 (from 80 in February 2010)

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

307 (from 286 in February 2010)

## SFI Partners with Habitat for Humanity Halton

Habitat for Humanity Halton held a ground-breaking ceremony in April for two homes in Oakville, Ontario, built with the help of SFI program participants and Built Green Canada. Weyerhaeuser Company, Norbord Inc. and AbitibiBowater will donate engineered wood products, dimension lumber and OSB from responsible sources. "The SFI and Built Green programs are helping us make home ownership possible for two families — with the added bonus that the homes will have a lighter environmental footprint," says Anne Swarbrick, Executive Director of Habitat for Humanity Halton. The homes will be the first in Ontario certified to Built Green Canada standards.



PHOTO BY DAVE COLE

## Transcontinental Wins Top Environment Print Award

Transcontinental Inc. won best of the show at the Environmental Print Awards 2010 — one of several SFI-certified printers to be recognized. In addition to being named the most environmentally progressive company in Canada, Transcontinental also earned gold as the most environmentally progressive printer in Canada with more than 500 employees. Other gold winners were The Printing House and Colour Innovations, Unisource Canada Inc. won silver and St. Joseph Communications and Pazaaz Printing earned bronze awards. SFI Inc. was among the sponsors of the fifth annual awards gala, hosted by *PrintAction* magazine.

## 2010 SFI Conference to be held in Vancouver, British Columbia

**REGISTRATION IS NOW OPEN** to the 2010 SFI Annual Conference this September. If you are looking for a reason to attend, here are two — the theme is Power of Partnerships and it will be held in downtown Vancouver, British Columbia, home of the 2010 Winter Olympic Games.

And if that's not enough, the keynote speaker is Linda Coady, who as Vice-President of Sustainability for the Vancouver Olympics Organizing Committee knows first-hand how the power of partnerships made the 2010 Games such a resounding international success. Coady, now a Distinguished Fellow at the University of British Columbia in Vancouver, can offer a 360-degree perspective on sustainability thanks to her full and diverse career with the forest sector, conservation and government. She will share some of her direct experiences and future insights for forest certification, corporate social responsibility and sustainability.

The SFI annual conference brings together forest professionals from community organizations and companies of all sizes, government agencies, conservation groups, customers and family forest owners across North America. It will be held at the Renaissance Vancouver Hotel Harbourside from Tuesday, Sept. 21 to Thursday, Sept. 23.

Topics and confirmed speakers to date include:

- **Global Partnerships and Procurement** explores leading partnerships in the international landscape which embrace procurement policies advancing improved forest practices and responsible forestry worldwide — including the Programme for Endorsement of Forest Certification and the United Kingdom's Central Point of Expertise on Timber.
- **Customer Collaborations and Market Demand** includes perspectives and predic-

tions from major North American companies on the theme of sourcing responsibly, including trends that are driving market demand and contributing to the growth of the SFI program and the advancement of responsible forest management.

- **Conservation Research and Community Grant Partnerships** examines the SFI program's newest initiative by inviting a selection of 2010 grant recipients to show how their partnership activities are linked to SFI standard requirements and increase tangible benefits on the ground (see page 4 to read more about the grant program).
- **Building Green with SFI** brings together champions of green building initiatives from the United States and Canada to explore how new trends and technology are reducing the environmental footprints of buildings.

For more information or to register, visit the conference page on the SFI website at [www.sfi-program.org/conference-2010.php](http://www.sfi-program.org/conference-2010.php) or contact Amy Doty. Conference delegates who register in July are automatically entered into a draw to win a two-night stay at the Renaissance Vancouver Hotel Harbourside.

To date, organizations sponsoring the 2010 conference include the Western Canada SFI Implementation Committee, the American Tree Farm System, BureauVeritas, Georgia-Pacific, NSF International Strategic Registrations, PricewaterhouseCoopers, QMI-SAI Global, Timber Products Inspection and Wildlife Management Institute.

If you would like to join them to provide not only much-appreciated support for the conference but also make a statement about how much you value the work of the SFI program, you can contact Allison Welde or check out the sponsorship prospectus on the conference webpage.

## SFI Research Awards Selection Process

**THE SFI PROGRAM** is reviewing submissions from its annual progress reporting process to identify projects for the SFI Leadership in Conservation Research Awards. "Once again, we will recognize companies and agencies for collaborative work that protects the environment and advances strong forestry practices, with impacts far beyond certified lands," says Allison Welde, SFI Director, Conservation Partnerships and Communications. "Organizations should let me know if they want specific projects considered from their progress report submissions, or they can submit additional projects by July 30, using a form posted on the SFI website at [www.sfi-program.org/forest-conservation/sfi-forest-conservation-awards.php](http://www.sfi-program.org/forest-conservation/sfi-forest-conservation-awards.php)."

## SFI IMPLEMENTATION COMMITTEES

### Snowmobile Association Joins Maine SIC

The Maine Snowmobile Association has become the first motorized recreation organization to join an SFI Implementation Committee.

Executive Director Bob Meyers says participating in the Maine SFI Implementation Committee is a great step for the snowmobile association. "It is important that as users of the land, we continue to partner with landowners to ensure that the privilege of accessing their land for recreational purposes doesn't conflict with the principles of sustainable forest management."

More than 90 percent of Maine is privately owned, which means recreational and landowner organizations must work together to maintain recreational access.

### Support Responsible Forestry

The Quebec SFI Implementation Committee placed this advertisement in *Le Monde Forestier* to accompany an article written by SFI President and CEO Kathy Abusow. The text reads: "Support responsible forestry by purchasing certified SFI products."



### Minnesota Names Logger of the Year

Lovdahl and Sons LLC, which has operated in Minnesota for three generations, has been named 2010 Logger of the Year by the Minnesota SFI Implementation Committee.

"Over the years Lovdahl & Sons Logging has developed a strong reputation for conducting harvesting in a manner that is sensitive to environmental quality and sensitive to land owner objectives," says Tim O'Hara, Coordinator of the Minnesota SFI Implementation Committee.

In a letter nominating the company, Jeff Sirjord, Forester for the Minnesota Department of Natural Resources said: "The entire Lovdahl crew is to be commended as a fine example of how logging, using modern equipment, can meet and exceed forest management guidelines."

## SFI Invests in Conservation and Community Partnerships

### THROUGH ITS NEW CONSERVATION AND COMMUNITY PARTNERSHIPS

Grant program, the SFI program is investing \$675,000 to further its long-standing commitment to research and to bring together diverse partners, including SFI Program Participants, conservation groups, and several government agencies, to deliver conservation benefits across North America and tackle illegal logging issues globally.

SFI Inc. announced an initial commitment of \$675,000 in May to fund nine projects, including \$307,500 in 2010 alone. Through the involvement of partners, the projects are expected to leverage additional resources and achieve a total value of \$2.7 million.

"SFI certification already achieves more on the ground by going beyond legal requirements, and these collaborative projects will take this even further," says Marvin Brown, Chair of the SFI Board of Directors and Oregon State Forester. "It is building on the enthusiasm, creativity and knowledge of conservation groups and others who are keen to find ways to protect all forest values and advance forest management practices."

Projects were selected to meet criteria such as supporting requirements of the SFI 2010-2014 Standard, showing how SFI certification complements existing government initiatives in North America, and building partnerships which promote responsible forestry. Areas of the new standard highlighted through the grant application process included the role of certified forests in the emerging bioenergy/carbon markets; avoidance of controversial sources in the global supply chain; improved wildlife habitat management and conservation of biodiversity; and support for activities that benefit communities involving organizations such as government agencies, Aboriginal communities and universities.

The nine projects include partnerships with numerous SFI Program Participants and are led by:

- **Bird Studies Canada**, along with the Canadian Wildlife Service and Regroupement QuébecOiseaux, will work to conserve bird biodiversity across Canada.
- **Clemson University** will help South Carolina landowners adopt and implement practices to improve wildlife habitat on managed forest lands in partnership with local conservation organizations and gov-

ernment agencies.

- **Forest Trends** will hold the fourth Potomac Forum on Illegal Logging & Associated Trade this fall, helping U.S. suppliers navigate legality in the global supply chain.
- **South Coast Conservation Program**, in partnership with nine First Nations holding tenure in British Columbia, will help identify and protect habitat and populations of forest-dependent species at risk along British Columbia's Pacific Coast.
- **The American Chestnut Foundation** will help restore the American chestnut, including test plantings of blight-resistant trees.
- **The National Council for Air and Stream Improvement**, working with State Natural Heritage Programs and NatureServe, will develop and test a habitat-based approach to protecting at-risk imperiled species and communities.
- **The National Fish and Wildlife Foundation**, along with 11 state agencies and two Canadian provinces, will enhance the biodiversity of young forest habitats, helping to reverse the declines of some 80 species at risk.
- **The Ruffed Grouse Society** will hold six Wisconsin Coverts workshops over three years — including two this summer — in partnership with the University of Wisconsin's Extension and the Department of Forest and Wildlife Ecology to help private landowners in the Great Lakes Region manage their land for wildlife.
- **World Resources Institute** will create an online dynamic risk assessment tool to reduce illegal wood imports into the United States.

The SFI program is the only independent third-party forest certification program that includes research among its standard requirements. Since 1995, SFI-certified organizations have invested more than \$1.1 billion US for research activities that improve the health, productivity and responsible management of forest resources. The program also responds to diverse local needs across the United States and Canada through a unique network of 37 SFI Implementation Committees.

For more information about the Conservation and Community Partnerships Grant Program, contact Allison Welde or visit [www.sfi-program.org/forestconservation/grant-program.php](http://www.sfi-program.org/forestconservation/grant-program.php).

## Message to USGBC: “Open Up LEED”

**REPRESENTATIVES KURT SCHRADER** (Democrat-Oregon) and **Bob Goodlatte** (Republican-Virginia) are encouraging their House colleagues to sign a letter asking USGBC to recognize wood from all credible forest certification systems in LEED and to give greater recognition to the environmentally friendly attributes of wood products.

“This is a great opportunity for anyone who wants an open LEED system to approach their Representative immediately and explain why it is important to sign this letter,” says Nadine Block, SFI Senior Director, Government Outreach. The letter is scheduled to be delivered by July 2.

The letter states: “We understand that the LEED rating system has proposed draft benchmarks to evaluate forest certification programs, but we are concerned that they do not offer a clear and simple way to give credit for all of the major third-party forest certification systems operating in the United States.

“We urge you and your organization to expedite your review of forest management certification systems and to accept all credible forest management certification systems for qualification under the LEED rating system. Doing so will help ensure strong markets for domestic lumber producers and our forest landowners, which is vital to the future of our forests and our forest industry workers.”

The sign-on letter is the latest in a stream of letters to USGBC from elected officials, government representatives, community leaders, conservationists and forest professionals in the United States, Canada and beyond expressing concern about the fact LEED only recognizes wood certified to FSC. To date, the USGBC has received letters from nine U.S. governors, the chairs of both the Senate and House of Representatives Agricultural Committees, and six Representatives from both sides of the aisle. The Canadian Council of Forest Ministers and individual provincial minis-

ters also sent letters to show their support.

In addition, almost 6,000 forestry experts, architects, builders, government officials, conservationists and many others from around the world have urged the USGBC to recognize all credible forest certification standards by signing the SFI online petition. Many point to the fact that SFI, CSA and ATFS only certify forests in North America, while more than 60 percent of FSC-certified lands are outside of North America.

Here are excerpts from some of the letters, which are posted at [www.sfiprogram.org/leed/index.php](http://www.sfiprogram.org/leed/index.php):

**Minnesota Governor Tim Pawlenty:** “I urge you to quickly make a board decision to recognize well-managed wood from Minnesota and all credible forest certification programs. In doing so, USGBC can join other government agencies and green building rating programs in recognizing wood as an environmentally friendly building material.”

**Oregon Governor Theodore R. Kulongoski:** “The FSC program is certainly laudable, but the vast majority of Oregon’s wood products industry has elected to utilize the Sustainable Forestry Initiative (SFI) certification program. 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:** “We continue to encourage USGBC to fully and amply recognize in its rating systems the use of wood obtained from forests certified by independent third parties as well managed. Wood is the environmentally preferable choice of building materials for a number of reasons . . .”

**Canadian Council of Forest Ministers, Chair Kathy Dunderdale:** “The draft benchmarks recently circulated for comment are so detailed and prescriptive that they would likely exclude most credible forest certification programs. . . . The environmentally

preferable, as well as administratively more manageable, solution is for the USGBC to recognize all credible forest certification programs . . .”

**Arkansas Governor Mike Beebe:** “We feel that USGBC is under-utilizing a product that is entirely renewable, energy-efficient, and provides numerous public benefits, including carbon sequestration, wildlife habitat, and water-quality protection.”

**Senator Blanche L. Lincoln (Arkansas), Chairman, Committee on Agriculture, Nutrition and Forestry:** “I urge you and your organization to re-evaluate your approach to forest management certification systems as quickly as possible, and to accept all credible forest management certification systems as qualifying under the LEED standards.”

**Congressional Timber Caucus (Representatives Kevin Brady – Texas, Bart Stupak – Michigan, Bill Cassidy – Louisiana, and Mike Ross – Arkansas):** “If the status quo remains unchanged, and SFI and ATFS wood products are not recognized, we believe many LEED builders will turn away reputable third-party SFI and ATFS certified wood which is grown locally and instead turn to FSC certified wood, the large majority of which is grown in other countries.”

**Canadian Institute of Forestry – Institut forestier du Canada, Anne LeBrun Ruff, RPF, President, and John F. Pineau, Executive Director:** “It concerns the CIF/IFC that non-forestry organizations such as USGBC are developing independent criteria/benchmarks to assess forest products as coming from sustainably managed forests. The Canadian Council of Forest Ministers and the international community . . . have already established criteria and indicators for sustainable forest management. It is these widely accepted, international criteria that the Canadian Standards Association and the Sustainable Forestry Initiative are built on. The work has been done, and is continually being reviewed.”

### JOIN THE MOVEMENT TO OPEN LEED

As sponsor of the 2010 Film Festival at the American Institute of Architects annual convention in Miami in June, SFI Inc. created a short video outlining the value of wood and SFI forest certification, and telling viewers why it is important to open up the LEED rating system. You can watch the video on the SFI website at [www.sfiprogram.org/leed](http://www.sfiprogram.org/leed).



## LEED – Get Involved!

Be part of the solution – let others know what you think about LEED’s approach to forest certification:

- Check the latest news and information at [www.sfiprogram.org/leed](http://www.sfiprogram.org/leed), and find out what others are saying.
- Join the 6,000 people who have signed the SFI on-line petition, and encourage your friends and colleagues to sign it — you’ll find the petition at [www.ipetitions.com/petition/leed](http://www.ipetitions.com/petition/leed).
- Promote the petition and your views through Twitter — check out the details at <http://act.ly/1th>.
- Reach out to members of the U.S. House, tell them why it is important to participate in a sign-in letter to USGBC (see item on page 5).
- Watch the SFI video clip posted at [www.sfiprogram.org/leed](http://www.sfiprogram.org/leed) and promote it on your website or through Twitter.
- Send comments about the draft benchmarks to the USGBC by 5 p.m. PDT on Sunday, July 4 – you do not have to be a member to participate. Check out details at [www.sfiprogram.org/leed](http://www.sfiprogram.org/leed) or contact Jason Metnick.
- Join the USGBC and opt in so you can vote. If you are a member and have not opted in yet, you will need to do this by July 21 at 5 p.m. PDT so you can vote.

For information on how you can make a difference during the USGBC's benchmark process, contact Jason Metnick or Nadine Block.

## Building Knowledge, Building Support

**THE MORE PEOPLE KNOW ABOUT THE ENVIRONMENTAL BENEFITS** of wood, and the added assurance provided by third-party independent forest certification, the more likely they are to appreciate the value of certified wood and encourage USGBC to end LEED’s FSC-only stance.

SFI Inc. hosted two briefings on Capitol Hill as part of High-Performance Building Week in June to raise awareness among government elected officials about the environmental value of wood for green building design, and the role of third-party forest certification. Nadine Block, SFI Senior Director, Government Outreach, moderated a panel including Steven Koehn, President of the National Association of State Foresters; Wanda and Earl Barrs, ATFS National Outstanding Tree Farmers; William V. Street Jr., Director of the Woodworkers Department for the

International Association of Machinists and Aerospace Workers, a member of the SFI Board of Directors and Chair of the PEFC Board; and Michael Goergen, President and Executive Vice-President of the Society of American Foresters and Chair of the SFI External Review Panel.

“It is important to reach staff on the Hill because there are so many opportunities to encourage the use of wood in incentives or legislation related to green building,” Block says. “The panelists offered a variety of perspectives showing the environmental, economic and social importance of using wood.”

Wanda Barrs of Bleckley County, Georgia, talked about the need for viable markets for forest products. “If we don’t have healthy markets, then the probability of our family farm surviving the next generation transfer is highly unlikely,” she

says. “The quality of life and conservation values — air quality, clean water, recreation, wildlife, recreation — can be lost if there are no markets.”

Block also hosted a Knowledge Bar in May at the USGBC’s 2010 Federal Summit in Washington, a forum to keep government leaders abreast of emergent green building initiatives, tools and technologies.

“The Knowledge Bar was a great way not only to showcase the SFI name and label to the 700+ participants at the Summit but also to engage participants one-on-one in a dialogue about the role of forest certification in green building rating systems,” she says. “Many were impressed with what the SFI program does and appreciated our concern that the LEED rating system does not recognize all third-party forest certification systems.”

### USGBC FROM PAGE ONE

material meets the environmental and social benefits of wood.”

“The USGBC benchmark process is just too slow, too cumbersome, and there is no end in sight,” she says. “Once they finalize the benchmarks, they will then need to identify assessors, conduct the assessments against the forest certification standards, which in turn often are revised. This could continue to be confusing and resource intensive with never-ending revisions, assessments and evaluations year after year with no clear results.”

If the outcome continues to exclude most

of the forest certification standards used in North America, it means all the years of work will have been for nothing. “It is a problem if a green building standard does not recognize wood from responsible and legal sources because this means it will continue to discriminate against domestic communities and forests,” Abusow says. “USGBC needs to create a level playing field for wood from well-managed forests, regardless of its point of origin.”

The SFI program is urging USGBC to adopt simple, straightforward criteria to assess what

constitutes a credible forest certification program. It points to a resolution passed by the National Association of State Foresters (<http://stateforesters.org/>) in 2008 that sets out five criteria including independent governance, a multi-stakeholder standard, independent certification, a credible complaints and appeals process, and open participation and transparency.

For more information about USGBC public comment period, which ends July 4, visit [www.sfiprogram.org/leed](http://www.sfiprogram.org/leed) or contact Jason Metnick.



## Media Call for USGBC to Open Up Certification Credit

**THE PROPOSED CERTIFICATION BENCHMARKS FOR LEED** continue to attract media attention, including editorials in a number of publications challenging the USGBC position.

In the March 2010 issue of *Building Design & Construction*, Editor-in-Chief Robert Cassidy says: "Enough already! For the past decade, the USGBC has given the Forest Stewardship Council a monopoly on wood from its forests being used in LEED Projects. It's time for the USGBC to open the door to other wood certification programs."

In April, John D. Wagner wrote in *LBM Journal*: "The goal of LEED has been to create greener buildings, and it has succeeded in large part, especially in the commercial sector. Kudos to them, and I genuinely mean that. But does the freezing out of SFI (and other standards) foster greener, more-sustainably harvested lumber and wood

fiber? No, it doesn't."

Also in April, Bill Tice, Editor, *Canadian Wood Products*, wrote that the proponents of recognition for multiple certifications have a strong case. "If the USGBC is truly interested in increasing the amount of certified wood used in green building projects, it needs to open the gate and let other certification programs in. It's not like they would be doing something unprecedented or untested. Other highly respected green building programs around the world have done just that by recognizing numerous forest certification programs."

Tice concluded: "... if the USGBC doesn't change their policy of only recognizing one forest certification standard, they risk pushing certification in our industry a big step backwards, while at the same time, they also risk being perceived as laggards instead of

leaders in promoting sustainable choices."

In a guest editorial in the *Seattle Times* in April, Michael Goergen, Executive Vice-President and CEO of the Society of American Foresters and Chair of the SFI External Review Panel, says: "The Stewardship Council's standard is respectable, but the Building Council excludes other U.S. systems like the American Tree Farm System and Sustainable Forestry Initiative. I've seen what these standards do on the ground. They promote responsible forestry. Forest Stewardship Council-only stance is not based on science, and severely limits the amount of U.S. wood that can be used in LEED projects. That is not good for green building, our environment or states like Washington that are rich in forestland."

Links to these articles and more are posted at [www.sfiprogram.org/leed/leed\\_news.php](http://www.sfiprogram.org/leed/leed_news.php).

### Green Building Rating Systems that Accept All Credible Certification Programs

Jason Metnick, SFI Senior Director, Market Access and labeling:

"Whether it is ANSI standards in the USA or green building standards in Canada, the UK, Japan or Australia, you'll find consistent recognition of wood and the importance of forest certification standards, which is especially critical since just 10 percent of the world's forests are certified to any standard."

Rating System	Location	Recognizes all credible certification programs (including SFI)
ANSI/ICC 700-2008: National Green Building Standard 		YES
ANSI/GBI 01-2010: Green Building Assessment Protocol for Commercial Buildings (formerly Green Globes U.S.) 		YES
Built Green Program 		YES
Green Globes 		YES
CASBEE 		YES
Green Star Program		YES
BREEAM		YES

### Built Green Canada Expands Certification Recognition

When it recently updated its building product catalogue, Built Green Canada made it clear it recognizes wood or wood-based products certified to all of the third-party certification programs used



in Canada — including SFI, CSA, FSC and PEFC. That's good news for builders in Canada, especially since Built Green™ now is available across the country. The industry-driven voluntary program promotes green building practices to reduce the impact building has on the environment. Builders use a checklist to pick the options that will have the greatest impact for their circumstances; then identify the most appropriate products using an on-line product catalogue.

## USGBC Should Develop Generic Standard for All Construction Materials

**NON-PROFIT DOVETAIL PARTNERS INC.** says the USGBC is missing an opportunity by focusing on wood rather than the environmental and social problems linked to the extraction and processing of other construction materials, including steel, concrete and plastics.

"The drawn-out forest certification benchmark revision process could, and should, have focused on development of a generic benchmark standard for construction materials in general,"

says Dr. Jim Bowyer, Director of Dovetail's Responsible Materials Program. "Because of a lack of oversight as to where materials other than wood originate or how they are produced, there is little doubt that some materials finding their way each day into 'green' buildings are anything but green." He says the current system can actually encourage use of materials with known severe negative environmental impacts.

Dovetail ([www.dovetailinc.org](http://www.dovetailinc.org)) recently released

a report that says significant changes within the major forest certification programs in recent years make it increasingly difficult to differentiate between certification programs in North America. Summarizing changes in certification programs in the last six years, the report found that since the 1990s, the SFI and FSC programs have had a significant and positive impact on forest management in the United States, and each has implemented notable changes.

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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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## Trade Shows

### SFI Banner Displayed at Interzum



In March 2010, Parton Lumber Co. included an SFI banner in its booth at Interzum Guangzhou 2010 in China, one of the largest furniture production trade fairs in Asia. The show attracted more than 43,000 visitors from the woodworking, machinery and furniture production industries.

### ExpandOs Exhibit Features SFI Banner

ExpandOs ([www.expandos.com](http://www.expandos.com)), an SFI-certified internal packaging system, is helping the Buell Children's Museum in Pueblo, Colorado, mark its 10th birthday. "We are proud to partner with ExpandOs," says Museum Curator Donna Stinchcomb. "This product really does complete the recycle circle by planting trees. Those Styrofoam peanuts are with us a long time, maybe forever. We hope local businesses will consider using ExpandOs for their packing needs." Information about planned birthday events at the museum this summer is posted at [www.sdc-arts.org/bcm.html](http://www.sdc-arts.org/bcm.html).



## Visit SFI Booth at Green Expo 365

**IF YOU WANT TO KNOW ABOUT** forest certification and green building, you can visit the SFI booth at [GreenExpo365.com](http://GreenExpo365.com) or attend a seminar featuring SFI President and CEO Kathy Abusow — without having to leave town.

[GreenExpo365.com](http://GreenExpo365.com) is an online resource center and virtual hub designed to bring the green building community together. Builders, architects and others interested in sustainable design and building can participate in a virtual tradeshow, attend Web-based seminars,

listen to keynote speakers and engage in an industry-focused community arena that includes regularly updated blogs, forums and social media feeds. Registration is free and activities are available around the clock.

You can find the SFI booth by visiting the virtual trade show at [www.greenexpo365.com](http://www.greenexpo365.com) and look under certification/training. SFI representatives are available to answer questions via instant messaging during the quarterly live events hosted on the website.

## ABOUT SFI INC.

SFI Inc. is an independent 501(c)(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative (SFI) program ([www.sfiprogram.org](http://www.sfiprogram.org)). Across North America, close to 200 million acres/80 million hectares are certified to the SFI forest management standard, making it the largest single standard in the

world. SFI chain-of-custody certification tells buyers how much certified, responsibly sourced and/or recycled content is in a 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.