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2009 ANNUAL CONFERENCE: "SFI — 2010 AND BEYOND"

You won't want to miss the 2009 SFI Inc. Annual Conference "SFI - 2010 and Beyond", which will take place Sept. 22 to 24 in Nashville. More information is on page 2.

Learn About SFI Via Webinar

THE SFI PROGRAM will hold a live webinar on Friday, April 24 from 1 to 2:30 p.m. EDT — hosted by President and CEO Kathy Abusow and covering everything from the SFI Standard to labels and claims to marketing.

The best way to help sales and technical staff learn about the SFI program is to meet with them. The next best way is through a webinar, which is live so every-

one can ask questions and share information.

Webinar participants connect by conference call, and take part in a presentation via their computer. The introductory session is just a start — SFI staff plan webinars on specific topics such as green building, labels and claims and the revised SFI Standard. For more information or to sign up for the April 24 webinar, contact Lisa Fox.

SFI STANDARD REVIEW PROCESS CONTINUES

The SFI Resources Committee will begin its work on the latest draft of the revised SFI 2010-2014 Standard, using feedback from the recent 30-day public review and regional workshops. Read more about the review process and the four remaining workshops on page 2.

Inclusive Standard Earns ANSI Approval

THE NATIONAL GREEN BUILDING STANDARD is not only one of the most inclusive green building rating systems when it comes to forest certification, it is also the first to be approved by the American National Standards Institute (ANSI).

Now known as ANSI/ICC 700-2008, the standard — a joint effort between the International Code Council (ICC) and the National Association of Home Builders (NAHB) — applies to all residential construction work in the United States. It gives credits for wood and wood-based materials and products certified to all credible third-party forest certification programs, including the SFI program.

"ANSI's approval shows it is possible to be inclusive and still be credible," says Rob

Worthington, SFI Director, Green Building. "That's good news for architects and builders who are always looking for practical approaches to sustainable building, and prefer green building rating systems that recognize multiple forest certification standards."

The approval of ANSI/ICC 700-2008 followed a stringent process involving an inclusive and representative consensus committee made up of builders, architects, product manufacturers, regulators and environmental experts. The committee deliberated the content of the standard for more than a year, held four public hearings and evaluated more than 2,000 comments. For further information, contact Rob Worthington.

SWING SET AT THE WHITE HOUSE INCLUDES SFI-CERTIFIED WOOD

There's a new swing set outside the Oval Office — and it's made with redwood from northern California forests certified to the SFI Standard. Rainbow Play Systems of Brookings, S.D., which made and installed the playground, buys much of its redwood from Green Diamond Resource Company of Seattle (www.greendiamond.com). All of Green Diamond's forestlands and lumber manufacturing facilities are certified to the SFI program. President Barack Obama and his wife Michelle bought the swing set as a surprise gift for their daughters. It is made of cedar and North American redwood.



NEW SFI CERTIFICATIONS (EFFECTIVE FEB. 28, 2009)

More than 700 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 under resources.

NEW SFI CHAIN-OF-CUSTODY CERTIFICATIONS:

AccuCopy of Greenville Inc.
Adams McClure
Advertisers Press Inc.
Advocate Printing and Publishing Company Ltd.
Alabama River Woodlands Inc.
All Packing Company
AM Lithography
American Web Inc.
Arandell Corporation
Art & Negative Graphics
Aspen Printing Co. Inc
Avery Dennison Fasson Roll North America
Baesman Printing Corporation
Bellwyck Packaging Solutions
Best Press Inc.
Blue Ridge Paper Products Inc.
Bridgeport Forest Products Inc.
Brilliant Graphics
Brown Industries Inc. dba Brown Printing
Clark Graphics
Command Web Missouri
Command Web Offset
Commander Packaging Corp.
Daniels Graphics
Darwill Press Inc. dba Darwill
Data Graphics Inc.
Davis Printing
Design Printing
Dominion Holdings Inc. dba Source 4
Ellis Packaging Limited
Envelope 1 Inc.
Fellowes Inc.
Finlay
Genesis Innovations LLC.
George Kellett and Sons Inc.
GLS Companies
Gould Paper Corp.
Hazen Paper Company
Homewood Press
Imprimerie Norecob Inc. o/a Norecob Printers Inc.
Independence Corrugated LLC
Inform Inc.
IPP Litho Plate Corporation
Jessen Press
Jones Packaging Inc.
Kelly Paper
L & B Printing Inc.
Lake County Press Inc.
Liberty Lumber Co. Inc.
Maine Printing Company
Mansir Printing LLC
Marcam Printers Ltd.
Matrix Imaging Solutions Inc.
McCarty Printing Corp.
McIlveen Lumber Industries Ltd.
Meredith Webb Printing
Momentum Printing

LOOKING TO THE FUTURE: SFI PROGRAM – 2010 AND BEYOND

The **2009 SFI Annual Conference** will look to the future and the impact the SFI 2010-2014 Standard will have on market acceptance and SFI growth.

Registration is open for SFI — 2010 and Beyond, which will be held Sept. 22 to 24 at the Sheraton Nashville Downtown Hotel in Nashville, TN. To register or learn more about the conference program, visit www.sfiprogram.org/conference-2009.php. Details about sponsorship opportunities are posted at www.sfiprogram.org/files/pdf/2009%20Sponsorship%20Opportunities.pdf.

In 2008, the conference looked at the growing market

demand for responsible forest products, and the many opportunities this presents for the SFI program. This year, delegates will look ahead to 2010 when a revised standard is in place, and explore ways to build on this to achieve benefits for the land and in the marketplace.

Topics to be discussed include government and corporate procurement policies; green building; print, paper and packaging; conservation collaborations and opportunities; and international opportunities. Contact Amy Doty for information about the conference or Allison Welde to learn more about sponsorship opportunities.

SFI Standard Review Process Continues

SFI INC. RECEIVED COMMENTS from more than 40 individuals during the 30-day review of the draft SFI 2010-2014 Standard, and will gather more feedback as it continues its regional workshops as part of the standard review process.

Workshops have been held in Sacramento, Vancouver and Minneapolis, and four more are scheduled for:

- March 26 in Charleston, South Carolina
- April 2 in Little Rock, Arkansas
- April 7 in Portland, Maine
- April 16 in Montreal, Quebec

Moderator Jody Erikson from the non-profit Keystone Center says she is impressed with how participants are approaching the issues. "People have been great about voicing their concerns AND providing proposals on how the standard language can address those issues," she says. "It is easy to poke holes in something; it is harder to help fix it."

SFI staff will synthesize comments from the 30-day public review, which ended March 2, and the workshops so the SFI Resources Committee can prepare a

second revised draft standard for review by the SFI Board. The final draft standard is to be presented to the board in May for a 45-day review as required under board bylaws. The board will meet to discuss and vote on changes this summer, and the SFI 2010-2014 Standard will be released at the SFI annual conference in September. The revised standard takes effect Jan. 1, 2010.

Like the three-chamber SFI Board of Directors, which is solely responsible for the SFI program and the standard development process, the Resources Committee has balanced representation from environmental, social and economic sectors. The SFI External Review Panel, an independent group of volunteer experts who advise the SFI Inc. Board on ways to improve the SFI program, is also monitoring the review process to ensure comments are adequately reflected in the revised standard.

For further information about the workshops or standard development process, visit www.sfiprogram.org/standard-development-process.php or contact Allison Welde.

Inclusive Approach to U.S. Recovery Funds

PRESIDENT BARACK OBAMA'S federal stimulus bill says a percentage of recovery funds must be used for work performed in accordance with green building standards such as Green Globes that give credits for wood and wood-based materials and products certified to credible certification programs such as the SFI program.

The American Recovery and Reinvestment Act of 2009 states: "A percentage of recovery funds used for education facility construction and renovation (currently 25%) must be used for work performed in accordance with a green building standard such as LEED, Energy Star, or Green Globes."



CHAIN-OF-CUSTODY CERTIFICATIONS
CONTINUED

No Other Impressions Inc.
Oaks Unlimited
Omaha Print
Oracle Packaging
Pac Paper Inc.
Precision Press
Printech Plus
Printology Inc.
Printworks Inc. D/B/A De Roo Printing
Progressive Converting Inc. (Pro-Con)
R B Converting
Reed Hann
Riverside Printing Inc.
RR Donnelley
Sanford and Hawley Inc.
SCI Strategic Content Imaging
Sheets LLC
Shorewood Packaging
Southland Envelope Co. Inc.
Speonk Lumber Corp
St. Joseph Communications
Standard Register Company
Tembec-Kraft Pulp Operations
The Colad Group LLC
The Strata Companies
The Triangle Printing Company
Thoro Packaging
Tiger Business Forms
Tucker Castleberry Printing Inc.
Twenty-First Century Press Inc.
United Press & Graphics Inc.
UPM Raflatac Inc.
Vacumet Corp. Metallized Paper Division
Vancouver Specialty Cedar Products Ltd.
Washington Alder LLC
Webcrafters Inc.
Zappen Press Inc.

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

International Paper
Minnesota Corrugated Box Inc.
SF & C
Shandong Tralin Packaging and MWV China
SMC Packaging Group
TEXCORR L.P.
Jasper Lumber Company/ Southern Wood Chips
Tamarack Mill

NEW SFI PROGRAM PARTICIPANTS

Clearwater County Land Department
Coastland Wood Industries Ltd.
Dixie Pellets LLC
Dryden Forest Management Co. Ltd.
Durgin and Crowell Lumber Co.
Kapstone Charleston Kraft LLC
Northern Pulp Nova Scotia Corporation

NEW SFI CERTIFIED LAND

British Columbia Timber Sales – Strait of Georgia
Conifex Inc. Fort St. James Woodland
Downie Street Sawmills Ltd.
Minnesota Counties Sustainable Forest Mgmt.
Certification Co-operative (MN CSFMCC)
SoTerra LLC
Wagner Forest NS Ltd. – Cumberland
Wisconsin Department of Natural Resources
(scope extension)

LP and DUC Receive SFI Conservation Research Award

WHEN LOUISIANA-PACIFIC CORPORATION (LP) began working with Ducks Unlimited Canada (DUC) in Manitoba, both organizations welcomed the chance to share information and conserve important wetlands and watersheds. In February, they were rewarded for their achievements with an SFI Leadership in Conservation Research Award.

LP and DUC have been working together on a variety of projects for years, and in 2005 created a formal Boreal Conservation Partnership to focus on strategies promoting sustainable management of aquatic resources in watersheds of the Duck Mountain Provincial Forest, an important wood supply area for LP. The partnership reflects the spirit of SFI certification through conservation research and habitat protection, improved forest management practices, professional training and community outreach.

Activities have included research collaboration, forest inventory improvements, including an enhanced wetland inventory, information transfer and environmental education. The Manitoba government also co-operated with the research initiatives, which are taking place on public lands.

“Knowing the current economic challenges being faced by the forest industry, LP’s commitment to a long-term view of sustainable forest management is both visionary and commendable,” says Jeff Nelson, Executive Vice President for DUC.

“Our work with Ducks Unlimited has produced knowledge that allows both organizations to better understand and conserve wetlands while managing the forests around them,” said Wade Cable, Area Forest Manager of LP’s Swan Valley Forest Resources Division. LP has certified five million acres (two million hectares) in Manitoba to the SFI Standard.

SFI program participants are involved in more than 100 projects across North America — many involving conservation leaders like Ducks Unlimited — which improve scientific information and enhance conservation and forest management. Since 1995, these organizations have contributed close to \$1 billion (US) for research activities that improve the health, productivity and responsible management of forest resources.

SFI Inc. introduced the SFI Leadership in Conservation Research Award in 2007 to recognize projects with strong partnerships that achieve ongoing and far-reaching benefits. The Boreal Conservation Partnership is the third project in North America to win this award. For more information about conservation awards, contact Allison Welde.

BELOW: Karen Brandt, SFI VP Market Affairs, presents an SFI Leadership in Conservation Research Award to Ducks Unlimited Canada and Louisiana Pacific. From left to right, Ducks Unlimited President Neil Downey, Brandt, LP’s Wade Cable, and Manitoba Conservation Minister Stan Struthers.



CURRENT PROGRAM STATISTICS (AS OF FEB 28, 2009)

SFI PROGRAM PARTICIPANTS

237 (from 230 in December 2008)

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

161 million acres/65 million hectares (from 154 million acres/62 million hectares in December 2008)

CHAIN-OF-CUSTODY CERTIFICATES

610 (from 407 in December 2008)

CHAIN-OF-CUSTODY CERTIFIED LOCATIONS

(A company with multiple facilities, such as a paper merchant or printer, has the option of including more than one facility under its certificate.)

1,175 (from 1,020 in December 2008)

FIBER SOURCING CERTIFICATES

44 (from 40 in December 2008)

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

167 PEFC chain-of-custody certificates (from 129 in December 2008)

608 PEFC certified locations (from 515 in December 2008)

SFI IMPLEMENTATION COMMITTEE NEWS

A Traveling SFI Billboard

Pat Sirois, Maine SFI Implementation Committee Coordinator, drives about 30,000 miles a year so he figured it only made sense to promote the SFI program at the same time. "People often ask me what SFI is about, and I get a lot of looks on the highway, at stop signs and at gas stations," Sirois says. "It definitely draws attention."

The Maine committee is also drawing attention for its Habitat for Humanity partnership. Work is well underway on a house in Portland sponsored by the implementation committee, Habitat and the Bank of America, which will be the first Habitat house certified to the new ANSI/ICC 700-2008 residential green building rating system.



Will Rogers Joins SFI Board

WILLIAM B. ROGERS, President and CEO of the non-profit Trust for Public Land (TPL) has joined the SFI Board of Directors.

A nationally recognized advocate for land conservation, Rogers has been with TPL since 1991. The organization, which conserves land for people to enjoy as parks, playgrounds, community gardens, farms, historic places, and wilderness across the United States, has helped protect more than two million acres (800,000 hectares) of land.

"Forest certification is an important tool that can help keep our forests strong and healthy," says Rogers. "Certification and the sustainable forestry practices it encourages

can help ensure that our relationship with the land contributes to our individual physical health, our environmental health, our community health and our economic health. We look forward to participating in the growth and evolution of this important effort on behalf of America's irreplaceable forestlands."

"The SFI standard encourages program participants to take part in the kind of voluntary activities supported by the Trust for Public Lands," says SFI President and CEO Kathy Abusow. "Through its actions, TPL helps keep working lands working while preserving environmental benefits, often through conservation easements."

FORUM HIGHLIGHTS RECENT ACTIONS TO COMBAT ILLEGAL LOGGING

Forest Trends' 3rd Potomac Forum on Illegal Logging and Associated Trade will focus on actions taken by the United States and European Community to avoid illegal sources of forest products.

SFI Inc. is among the sponsors of the event, which will be held March 24 in Washington and aims to develop a better understanding of the issues, perspectives and initiatives currently being undertaken by governments, industry and NGOs on the issue of illegal logging and associated trade.

This year the meeting will focus on the recently amended U.S. Lacey Act and the European Communities' Forest Law Enforcement, Governance and Trade Action Plan, and the implications these initiatives pose for trade in forest products globally. Confirmed speakers include SFI President and CEO

Kathy Abusow; Chris Davidson, International Paper's Manager of Environmental Performance; and representatives from the U.S. Department of Justice, the U.S. Department of Agriculture's Animal and Plant Health Inspection Service, the European Commission, the Malaysian Timber Certification Council and many others.

Other Potomac Forum sponsors include the U.S. Agency for International Development (USAID), the U.S. Forest Service and the World Bank. Forest Trends (www.forest-trends.org) is an international non-profit organization that works to expand the value of forests to society by promoting sustainable forest management and conservation. For information about forum, please contact Jordan Sauer at Forest Trends (jsauer@forest-trends.org) or Allison Welde.



Sponsored by:



More Lands Certified to the SFI Standard

THE AMOUNT OF LAND CERTIFIED to the SFI program has reached 161 million acres (65 million hectares) — largely due to an increase in certified state-owned lands in Wisconsin.

The Wisconsin Department of Natural Resources (DNR) recently certified an additional one million acres (400,000 hectares) to SFI and the Forest Stewardship Council, bringing the total to 1.5 million acres (600,000 hectares).

"Wisconsin's leadership in attaining certification not only advances responsible

forestry but also assures Wisconsin's timber industry is strategically positioned to compete internationally," says DNR Secretary Matt Frank.

Efforts by Wisconsin and other Great Lake States are helping establish the region as a forest certification economic hub — more than one third of Wisconsin's 15.7 million acres (6.4 million hectares) of forestland are certified, including lands managed by Menominee Tribal Enterprises and the Wisconsin County Forest Program.

Promoting SFI in Wisconsin

Bill Johnson, Chair of the Wisconsin SFI Implementation Committee, was quick to tell the editor of Wisconsin Builder about the value of SFI certification in his state.

When the publication suggested there was only one credible certification program in Wisconsin, Johnson replied that SFI and FSC are both used widely in the state. He added that both have the support of conservation groups and are accepted by governments around the world; both offer chain-of-custody certification to track fiber from certified lands through production and manufacturing to the end product.

Johnson pointed out the SFI Implementation Committee has distributed \$2.47 million since 1995 — raised through an assessment on participating wood users and land managers — to organizations in Wisconsin for forest industry education and training, private landowner outreach and educational outreach. It has awarded grants totaling \$159,000 for 2009.

Community outreach and training are a key element of the SFI program — since 1995, SFI program participants have contributed \$44.5 million to support local programs, which include education and training for loggers and outreach to family forest owners. More than 110,000 loggers have received training through the SFI program.

SFI IN THE NEWS

SFI Certification Improves Likelihood of BMP Implementation

The Texas Forest Service has once again found that water quality is more likely to be protected through best management practices (BMP) when timber is delivered to a mill certified to the SFI program.

Voluntary Implementation of Forestry Best Management Practices in East Texas, December 2008, a study based on evaluations of 152 sites, found there was a statistically significant increase in BMP implementation when the landowner was familiar with BMPs; when the logger had attended formal BMP training; when a forester was involved in the sale or activity; when BMPs were included in the timber sale contract; when the landowner was a member of the American Tree Farm System; and when the timber was delivered to a major SFI mill.

The report, posted at <http://texasforests.tamu.edu/main/article.aspx?id=74> under Reports, stated: "BMP implementation was higher on sites in which the receiving mill was known to be a SFI member. This occurrence was documented on 91 sites with a rating of 95.3%, compared to an 85.9% rating on 61 sites in which the timber went to other mills or the receiving mill was unknown."

WHAT SFI-CERTIFIED COMPANIES ARE SAYING

Arandell Corporation

Blake Hutchison, Director of Purchasing: "We are very excited to be tri-certified. By adding these two certification standards, we have presented our customers with more options for environmental responsibility as well as helped to make sure the world's forest lands are maintained in the most responsible way."

Boise Inc.

Boise has announced that its FIREWORX™ colored papers will carry either SFI or FSC chain-of-custody certification, strengthening its strategy of growth in

premium office papers and reinforcing its commitment to fiber from responsibly managed sources.

Transcontinental Inc.

François Olivier, President and Chief Executive Officer: "Transcontinental is committed to sustainable development and we are proud that our facilities have earned triple chain of custody certification. In 2007, we introduced a Paper Purchasing Policy in order to offer our customers choices suited to their environmental goals, and this certification is an extension of our commitment."

St. Joseph Communications Wins Community Award

ST. JOSEPH COMMUNICATIONS won the SFI-sponsored gold award for Environmental Community Involvement at the Fourth Annual Environmental Printing Awards in Toronto last month.

The largest privately owned communications company in Canada, St. Joseph Communications was recognized for its Partners in Growth Program, developed with Scouts Canada. Three seedlings are planted through Scouts Canada for every ton of paper printed on a customer's behalf. In the last 20 years, 2.5 million seedlings have been planted as a result of this partnership.

SFI President and CEO Kathy Abusow presented the award, noting it is especially significant because of the SFI program's emphasis on community involvement, through its SFI Implementation Committees, partnerships with groups like Habitat for Humanity and its open

standard review process. St. Joseph Communications has triple chain-of-custody certification to SFI, the Forest Stewardship Council and the Programme for the Endorsement of Forest Certification (PEFC) schemes.

Abusow later posted an item on the SFI blog, www.goodforforests.com, about the leadership she witnessed at the event. "These companies – be they print suppliers or print customers – are taking responsibility to improve their own backyard and by doing so they influence the whole neighbourhood, so to speak. They raise the bar. That is powerful. That is hope."

About 400 representatives of Canada's graphic arts community attended the awards event, hosted by Print Action magazine. Other winners included SFI-certified Unisource Canada, which received the silver award for Most Environmentally Progressive Vendor in Canada.

ANNUAL REPORT FORMS DUE

Forms to collect information for the SFI annual progress report are posted on the members' area of the SFI website. The information must be submitted by March 31, preferably by email, and is a requirement for continued participation in the SFI program.

SFI Inc. is also asking for supplementary information on a voluntary basis. Some is to be used for promotional purposes, such as information about conservation partnerships or projects, samples of SFI-labelled products, and short profiles of program participants. Statistics related to offshore fiber sources and involvement with biotechnology and genetic engineering are voluntary this year, and expected to be mandatory for 2009.

For more information regarding the SFI program's annual progress reporting, contact Rachel Dierolf.



IBS Feature Home Includes SFI-Certified Products

The New American Home 2009 — a showcase home created for the International Builders' Show — included windows and doors supplied by Sierra Pacific Industries and made with SFI-certified wood. The home, which scored at the gold level under the NAHB National Green Building Program, offers real-world demonstrations of the latest concepts in architecture, construction techniques, new products and lifestyle trends. Manufacturers and suppliers were selected that could provide recycled building materials, or new materials manufactured from renewable resources or requiring fewer resources to produce than traditional products.



Cadillac Ranch Calendar Uses SFI-Certified Paper

Internationally acclaimed photographers Roth and Ramberg are using SFI-certified paper in their annual promotional calendar. The Ultimate Roadside Attraction - 2009 Cadillac Ranch will be printed on CTI Paper USA's innovate pearlescent paper, ASPIRE Petallics® Pearl, a cross between a premium coated sheet and a pearlescent surface. Striking and sustainable, Pearl is SFI certified, manufactured 100% carbon neutral and made with Green-e certified wind energy. The calendar features the iconic Cadillac Ranch, located in Texas off of Route 66, and the intriguing people who come to visit.

Setting the Record Straight

When Frank Lacantore invited SFI Inc. to participate in a blog he was posting on the Folio website about certification, SFI President and CEO Kathy Abusow was pleased to respond.

"There's so much misinformation about the SFI program on line and in print that many people are basing their views on material that is out of date, or just plain wrong," Abusow says. "I find a lot of people support the SFI program when they learn more about it — our best promotion is to get out the facts as widely as possible."

Lacantore's blog, and responses posted by the SFI and FSC programs, are at <http://betterpaper.ning.com/profiles/blogs/whats-the-fscing-deal>. Anyone who spots inaccurate information — in print or on the web — can help out by passing on the SFI program website address www.sfi-program.org. Or alert SFI staff so they can respond.

Promote Your Brand and Your SFI Certification



WE'VE FLIPPED OVER A NEW LEAF.

We are excited to announce our certification to SFI® Inc. We're now part of a program whose participants plant 650 million trees every year, have invested nearly one billion dollars in sustainable forestry research since 1995, and manage for wildlife, soil and water values across more than 150 million acres in North America. We're proud to be part of the SFI program, and ready to help our customers source responsible forest products.

Find out more at www.sfi-program.org

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Good for you. Good for our forests.

PLACING AN SFI ADVERTISEMENT that includes your company's logo is a great way to show customers you support responsible forest management. Posters and advertisements with space to insert your company logo are available from the members' area at www.sfi-program.org — along with many other marketing and communications materials. Contact Lisa Fox if you need a password or would like our guide to promoting your SFI certification mailed to you.

Go Grab an SFI Widget!

LOOKING FOR AN EASY WAY to show your support for sustainable forest management and raise awareness about certification? You'll find it with the SFI "Did You Know?" widget.

The SFI widget is a portable on-screen tool that can be placed almost anywhere online. When a visitor comes to your site — whether it's a website, a blog or even your Facebook profile — widget will display a new and interesting fact about forest certification, sustainable forestry or the SFI program.

"When we started our www.goodforforests.com blog last year, our aim was to bring together a community of people interested in the health of the world's forests and give them a platform for discussions on important topics," says SFI President and CEO Kathy Abusow. "Widget expands this platform to delivering facts about certification."

Learn more about the SFI widget by visiting www.goodforforests.com Click on "get & share" under the widget box, select where you would like to post it, and follow the instructions from there. For more information, contact Lisa Fox.



SFI TRADE SHOWS

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

Green Living Show in Toronto April 24 to 26

THE 3rd ANNUAL
GREEN LIVING SHOW
APRIL 24-26, 2009
Direct Energy Centre, 2000 Bay Plaza, Toronto

CMA National Convention and Showcase
Forum in Toronto April 27 to 30

next:2009
NATIONAL CONVENTION AND SHOWCASE FORUM
APRIL 27-30 | 1900 | TORONTO CONVENTION CENTRE

American Institute of Architects in
San Francisco April 30 to May 2



ACCM Conference in New Orleans May 4 to 7



PACKEX Toronto 2009 May 5 to 7



Conseil de l'industrie forestière du Québec
Convention in Quebec City May 7 to 9



NAHB Green Building Conference in Dallas
May 8 to 10



PricewaterhouseCoopers Global Forest
and Paper Industry May 14



Le Salon de la Forêt, Edmunston, New
Brunswick May 7 to 9



SFI Posts Chinese Website

THE SFI PROGRAM HAS ADDRESSED a growing interest in certification in China by translating sections of its website, its tri-fold information brochure and a fact sheet on PEFC into Chinese.

“Chinese companies interested in North American products have been asking us for more information about the SFI program, and translating the website is a good starting point,” says Karen Brandt, SFI Vice-President, Market Affairs. “This also helps certified companies in North America that are exporting forest products.”

The Chinese website can be accessed directly at www.sfiprogram.org/chinese/index-ch.php or through the www.sfiprogram.org website by clicking on the Chinese characters in the top right corner.



A French version of the SFI website and support materials is in the works, and there are plans to translate some marketing documents into Spanish. For more information, contact Karen Brandt.

The ABCs of PEFC

THE SFI PROGRAM HAS POSTED a new fact sheet explaining the benefits of the Programme for the Endorsement of Forest Certification (PEFC) schemes in North America.

“PEFC was started in Europe, and is not as well known on this side of the Atlantic,” says Karen Brandt, SFI Vice-President, Market Affairs, and a member of the PEFC board. “Our new fact sheet shows what PEFC endorsement means for companies and consumers.”

PEFC, the world's largest forest certification umbrella organization, has endorsed three certification standards in North America — SFI, the U.S.-based American Tree Farm System (ATFS) and the Canadian CAN/CSA-Z809-02 Sustainable Forest Management Standard (CSA).

SFI Inc. – International Acceptance Through PEFC is posted at www.sfiprogram.org under resources. To order copies of the fact sheet, contact Lisa Fox. For more information about SFI and PEFC, contact Rachel Dierolf.



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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.



- **RACHEL DIEROLF, 613-325-2330**
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Save the Date

The 2009 SFI® Annual Conference

“SFI — 2010 AND BEYOND”

September 22-24 • Nashville

Details about sponsorship opportunities are posted at www.sfiprogram.org/conference-2009.php or contact Allison Welde

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SUSTAINABLE FORESTRY INITIATIVE



FRA Names 2009 National Outstanding Logger

THE FOREST RESOURCES ASSOCIATION has named the partners of Ohio's Redoutey Logging its 2009 National Outstanding Logger.

August Redoutey, his sons Ryan and Reg, and cousin Aaron Daniel, based in McDermott, Ohio, were described as true leaders in adopting innovative harvesting methods that promote sustainable forest management and safety.

Since his father first volunteered him

for service in the Southern Ohio Loggers Chapter of the Ohio Forestry Association in 1998, Ryan Redoutey has been actively involved in a number of committees — including the SFI Implementation Committee. “It takes people coming together, people in manufacturing, people who work in the woods, and at every level,” he says. “These associations do a lot to move us all forward.”

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), 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.