



HIGHLIGHTS

FOCUS ON: Government

A number of items in this newsletter show the scope of the SFI program and its value to public land managers. They include a profile of Marvin Brown, Oregon State Forester and new Chair of the SFI Board of Directors, on [page 5](#), and an introduction of Nadine Block, SFI Senior Director, Government Outreach, on [page 2](#). There is also an item on [page 6](#) looking at how the new SFI 2010-2014 Standard supports public land managers.

The SFI program continues to grow rapidly — and recently achieved 2,000 chain-of-custody certified locations. [See page 2.](#)

SFI Inc. is among many offering comments to the U.S. Green Building Council about its proposed forest certification benchmarks. On [page 3](#), learn why the National Association of State Foresters is calling on USGBC for an inclusive approach to certification and, on [page 5](#), why MWV sought a Green Globes rating for its new headquarters.

Read about changes to the SFI Board on [page 4](#). In addition to its new Chair, Marvin Brown, the board elected two new members — Chris Wood in the environmental chamber and Bill Street representing labor in the social chamber.

SFI program participants have earned accolades for practices and partnerships, including Weyerhaeuser and Irving Tissue (see [page 8](#)).

Leaders Call for Inclusive Approach to Certification in LEED

THE U.S. GREEN BUILDING COUNCIL'S (USGBC) latest draft certification benchmarks may continue to exclude North American certification programs despite widespread calls for an inclusive approach from elected officials, government agencies, professional foresters and other stakeholders across North America.

In a statement issued shortly after the draft benchmarks were released for comments, SFI President and CEO Kathy Abusow said the USGBC appears set to continue to exclude forest certification standards other than the Forest Stewardship Council (FSC) even though many organizations have voiced concern, including the National Association of State Foresters and the Canadian Council of Forest Ministers.

"If the USGBC maintains the status quo and does not recognize the SFI Standard, many LEED builders who chase points will turn away reputable third-party certified SFI wood which is grown in their backyard, in the United States and Canada, and instead turn to FSC-certified wood," she said.

More than three quarters of the certified forests in North America are certified to SFI, the Canadian Standards Association (CSA) and American Tree Farm System (ATFS) forest standards. All three are endorsed by the international Programme for the Endorsement of Forest Certification schemes (PEFC). Less than a quarter of North America's certified forests are certified to FSC, and 60 percent of FSC's global supply is from offshore.

Marvin Brown, Oregon State Forester and new Chair of the SFI Board of Directors, says USGBC needs to decide what it is trying to achieve. "Do they want FSC-certified products from Russia to be used instead of SFI-certified products from Oregon?" he says. "They need to recognize the differences between certification systems are more perceptive than substantive. There have been innumerable comparisons of certification programs, and the most

honest thing you can say is that they both promote responsible forestry."

The USGBC continues to hear from government leaders. In a recent letter, Minnesota Governor Tim Pawlenty said: "Recognizing only FSC-certified wood in the LEED benchmarks will result in discrimination against wood products derived from well-managed lands in green building projects. The USGBC should fairly assess and include all credible forest certification programs, including SFI and ATFS systems..."

For more information, visit www.sfi-program.org/newsroom/?p=272.

Tell the USGBC to Open the LEED Rating System

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Join the 1777 people who have already signed the petition.

I SUPPORT GREEN BUILDING

The undersigned urge the U.S. Green Building Council to open the Leadership in Energy and Environmental Design (LEED) rating system to wood and paper products certified to independent, respected and credible standards, including the Sustainable Forestry Initiative (SFI), American Tree Farm System (ATFS), Canadian Standards Association (CSA) and the Programme for the Endorsement of Forest Certification (PEFC). We join with forestry and sustainability experts across North America and the world that recognize these standards and their crucial role in promoting responsible forestry.

More than three-quarters of North American certified forests are certified to SFI, ATFS or CSA, while Forest Stewardship Council (FSC) certified forests account for less than one-quarter. The majority of FSC's global supply comes from outside the U.S. and Canada. An unintended consequence of the USGBC's current FSC-only policy is that builders, architects and designers seeking the forest certification credit must source FSC-certified products from offshore instead of domestic products certified to SFI, ATFS and CSA.

For the sake of our forests, our communities, the tens of thousands of family foresters who make their livelihoods from forestry and the future of green building across North America and globally, it is time for USGBC to do the right thing and recognize all credible forest certification standards: SFI, ATFS, CSA, FSC, and PEFC.

(NOTE: A DONATION PAGE POPS UP AFTER YOU SIGN, PLEASE DO NOT FEEL OBLIGATED TO CONTRIBUTE TO PETITIONS, CLOSE THE PAGE, YOUR SIGNATURE HAS BEEN RECORDED)

Sign petition

Fields marked with * are required

Name *

Email *

Comments

26

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The SFI program has launched this petition so you can tell the USGBC what you think – to join in or learn more about it, visit <http://www.ipetitions.com/petition/leed/> For a sample of comments received so far, see [page 7](#).

NEW SFI CERTIFICATIONS (EFFECTIVE FEB. 28, 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.sfi-program.org under resources.

NEW SFI CHAIN-OF-CUSTODY CERTIFICATIONS:

AbitibiBowater, Inc. - US Wood Products
BBF Integrated Solutions
Beisser Lumber Company
Bonhaft Printing Group
Colbert Packaging Corporation
Commercial Communications Inc.
Distribution Toiture mauricienne Inc -
DBA Distribution Open Joist 2000 Inc.
Fineline Printing Group
Georgia-Pacific Consumer Products (Northwest) LLC
Georgia-Pacific Consumer Products, LLC
Heuss Printing
Home Lumber of New Haven Inc.
J.J. Collins Printers
Joe Piper Inc.
Larson Juhl US LLC
Lefavor Envelope Company
Marcam Printers Ltd.
Marvin Windows and Doors
McShan Lumber Company Inc.
MOR Printing
Nampak
Orange County Container Group
Pacific Woodtech Corporation
PAK 2000 Inc.
Performance Sheets
Philipp Lithographing
Plum Creek
Premier Press
Printing Images Inc.
Quest Graphics
Redd Paper Company
Riverhead Building Supply Corp - Riverhead Yard
RockTenn Company - Solvay Recycled
Containerboard Mill
RockTenn St. Paul Mill
Ross Printing Co.
Shelby Company, The
Sigma Press Inc. (DBA Sigma Marketing)
Smurfit-Stone
Solvay Recycled Containerboard Mill
Springdot Inc.
Strine Printing Company Inc.
The Royal Group
Valley Wood Remanufacturing Ltd., a division of
Tebo Holdings Inc.
Wells Printing Company
West Star Printing Ltd./ Star Web Printing Ltd.
WMSG Inc.
xpedx Stores Division
Zimmermann Printing Co.

More than 2,000 SFI-Certified Locations

THE SFI PROGRAM CONTINUES TO GROW RAPIDLY — and recently achieved 2,000 chain-of-custody certified locations.

“The SFI program is experiencing astounding growth — companies and buyers alike clearly appreciate our ability to strengthen forest management across North America and avoid controversial off-shore sources, such as products from illegal operations,” says SFI President and CEO Kathy Abusow. “At the start of 2007, we had 48 certified locations. Two years later, this had climbed to more than 1,000, and now there are more than 2,000. We have gone from approving five label use requests a year to more than five a day.”

The wide range of services, goods and locations means buyers can find SFI-labeled products to meet any need — whether it is furniture, lumber for their

home, or paper for their office. A wide selection of popular products — from cosmetics to food to shoes — come in SFI-labeled packaging.

Organizations certified to the SFI program range from small printers and lumberyards to international entities with more than 100 locations. They include more than 575 printers, as well as publishers, distributors, home building centers, mills, paper merchants, packaging companies, wholesale lumber companies, and more.

The SFI website (www.sfi-program.org/find-sfi-forest-products/index.php) has a list of forests certified to the SFI Standard and suppliers who offer SFI-labeled products. For information on how to achieve SFI certification, visit www.sfi-program.org/join-SFI/forestry-certification.php.



Nadine Block Joins SFI to Direct Government Outreach

NADINE BLOCK HIT THE GROUND RUNNING when she became SFI Senior Director, Government Outreach earlier this year. Three days after arriving, she found herself advising state legislators about the benefits of certification, and how the SFI program supports many government policies.

“My role is to help government and elected officials understand what certified wood and the SFI program have to offer,” she said. “We — and by that I mean certification, not just SFI — need a stronger voice, a clearer voice. We need to reach the right people, and deliver a message that public officials can relate to, showing all the benefits certification has to offer — environmental, economic and social — when dealing with pressing issues such as bioenergy, climate change, green building and illegal logging.”

Block is well equipped for the challenge. She has been involved in environmental policy development for 15 years, and has an undergraduate degree in biology from Williams College and a master’s in



forestry from the Yale University School of Forestry and Environmental Studies.

One thing Block knows for certain is that she is not about to take on her new position in isolation. “I can’t be in 50 states and work with federal agencies at the same time so I will be building a strong network with our many partners across the country, including members of SFI Implementation Committees.” She can be reached at Nadine.Block@sfi-program.org.

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

AJM Packaging
Greif, LLC - MN
Ideal
RockTenn Company - Solvay
Recycled Containerboard Mill
Sheridan Press, The
Weber Display & Packaging

NEW SFI FOREST MANAGEMENT CERTIFICATIONS

Spruceland Millworks Inc.
North Enderby Timber Ltd.
Durgin and Crowell Lumber Co. Inc.
Sinclar Group Forest Products Ltd.
Weyerhaeuser Company (Canadian Operations)

NEW SFI PROGRAM PARTICIPANTS

SWF Red River Land LLC
SWF Red River Timber LLC
Molpus Timberlands Management LLC

CURRENT PROGRAM STATISTICS (AS OF FEBRUARY 28, 2010)

SFI PROGRAM PARTICIPANTS

256 (unchanged)

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

195.9 million acres/79.3 million ha (from 181.2 million acres/73.3 million ha in December 2009)

CHAIN-OF-CUSTODY CERTIFICATES

848 (from 807 in December 2009)

CHAIN-OF-CUSTODY CERTIFIED LOCATIONS

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

2,033 (from 1,831 in December 2009)

COMPANIES CERTIFIED FOR RESPONSIBLE SOURCING AND ASSOCIATED LABELS

80 (from 74 in December 2009)

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

286 (from 271 in December 2009)

BRIEFS

Fice Becomes Pennsylvania SFI Program Manager

Nate Fice is returning to Pennsylvania to become SFI Program Manager on April 5. A native of Pennsylvania, Fice worked with the Vermont Forestry Division for 21 years and Northeast Woodland Training Inc. for five years. He replaces Ken Manno, who is pursuing other opportunities after 13 years as the SFI Program Manager. "The success of the SFI program in Pennsylvania is due in large part to Ken's devotion and leadership," says John Levasseur, Chair of the Pennsylvania SFI Implementation Committee. "Nate's well-qualified skills will be an asset in continuing our strong legacy of leadership."



State Foresters Resolution Backs Inclusive Approach to Certification

STATE FORESTERS HAVE LONG SUPPORTED the continual improvement of certification as a tool for sustaining U.S. forests.

A resolution passed by the non-profit National Association of State Foresters (NASF) calls for a voluntary and inclusive approach to certification as it relates to landowner objectives. NASF resolutions are approved by state forester member consensus at the association's annual meeting. A second resolution on Green Building and the Role of Wood Products calls for recognition of wood from certified lands in the United States for green building activities.

NASF Executive Director Jay Farrell says state foresters want to see continual improvement in green building — just as they want to see continual improvement in forest certification. "LEED should do more to recognize wood as a renewable, environmentally friendly material," he says. "And LEED should do more to recognize multiple approaches to certification, including ATFS, FSC and SFI. Both steps will reward sustainable practices and help green building grow."

The policy statement, Forest Certification as it Contributes to Sustainable Forestry, states that while the ATFS, FSC, and SFI systems may differ, all three include the fundamental elements of credibility and

make positive contributions to forest sustainability. "No certification program can credibly claim to be 'best', and no certification program that promotes itself as the only certification option can maintain credibility. Forest ecosystems are complex and a simplistic 'one size fits all' approach to certification cannot address all sustainability needs."

The resolution states that the value of certification is derived from credible processes and not from brand names, and that competition among certification programs produces innovation and continuous improvement in certification processes and on-the-ground forestry practices.

The green building resolution says green building standards should, among other things, recognize the value of wood as an environmentally friendly building material and "recognize the value of domestically grown wood and wood products in comparison with wood from many parts of the world because (1) forestry practices in the U.S. compare favorably with those in many other parts of the world, (2) transportation-related emissions are far lower, and (3) use of domestic wood supports local economies, which, in turn, encourages retention of forestlands rather than conversion to other uses . . ."

The NASF resolutions are posted on the SFI website at www.sfiprogram.org/newsroom/?p=272.

Expanding Conservation and Community Partnerships

THE SFI PROGRAM HAS RECEIVED 23 applications under its new Conservation and Community Partnerships Grants — requesting a total of more than \$1.5 million in funding. Watch the SFI website and future newsletters for information about proposed activities.

"The number and nature of the applications tell me that these grants are meeting an important need," says Allison Welde, SFI Director, Conservation Partnerships and Communications. "They will let us connect with the many individ-

uals and groups who are doing so much good work on the ground and in communities across North America, and help them achieve even more."

Through the grant program, SFI Inc. will make a total of up to \$400,000 available to support projects exploring topics of current importance — like the role forest certification can play in the emerging bioenergy and carbon market, or how the program can help address illegal logging or improve wildlife habitat management. For more information, contact Allison Welde.

Crow Wing County Certifies Lands

Crow Wing County in Minnesota has certified its forestlands to SFI and FSC standards. "The forest products industry asked for certified raw material from our forests, and we are delivering," says Kirk Titus, Land Services Department Supervisor for Natural Resource Management. "Certified wood allows the industry to compete in a global market and meet their customer's needs. It is very important that we continue to manage our forests in a sustainable way, because they are such a vital resource for our communities. Forest certification helps us do that." The county manages 103,000 acres/41,684 hectares of forestland for timber production and recreation opportunities.

White House Rolls with Certified Eggs

For the second year in a row, the White House and National Park Foundation chose SFI-certified paperboard to package its Easter Egg Roll souvenir eggs — and the eggs are made with FSC-certified wood.

In her blog (www.goodforforests.com), SFI President and CEO Kathy Abusow says it speaks volumes that the White House has joined the many other organizations that acknowledge the value of both standards. "We are happy to play a small part in this wonderful American tradition, and look forward to the day when all wood and paper products at the White House come from certified forests."

"Using certified products for the popular eggs is an effective way to support responsible forest management," says Mark Shields, Director, Public and Media Relations, National Park Foundation. The colorful wooden eggs can be ordered from www.easter.nationalparks.org.

SFI Updates Fact Sheets

The SFI program is updating publications following the launch of its new standard. A revised introductory tri-fold brochure has been posted on the website under Resources (www.sfi-program.org/forest_certification_resources.php) in English, and will soon be available in French. A background document about consumer and customer research that shows SFI labels are viewed as evidence of responsible practices has also been updated and posted on the website at www.sfi-program.org/files/pdf/SFI_research_sheet_2010.pdf. To order printed copies of SFI publications, contact info@sfi-program.org.

New SFI Inc. Board Members and Executive

MARVIN BROWN HAS BEEN ELECTED Chair of the SFI Inc. Board of Directors, and two new members have been elected to the board — Christopher A. Wood, president and CEO of Trout Unlimited, and Bill Street, Director of the Woodworkers Department for the International Association of Machinists and Aerospace Workers.

Robert A. (Bob) Luoto, who represents independent professional loggers and the American Loggers Council, will replace Brown as Vice-Chair. The 18-member multi-stakeholder board of directors comprises three chambers, representing environmental, economic and social interests equally, so it can meet the many needs of forests and communities. Brown is a member of the social chamber.

"SFI Inc. has always valued the key role of public officials in forest management," says SFI President and CEO Kathy Abusow. "Marvin Brown will make an excellent chair because he has viewed certification through many different lenses — as a member of the SFI External Review Panel, in his work with SFI Implementation Committees, as President of both the National Association of State Foresters and the Society of American Foresters, as a professional forester addressing SFI requirements on the ground, and as State Forester in Missouri and in Oregon."

Wood, a member of the board's environmental chamber, joined Trout Unlimited in 2001 and became President and CEO in February 2010. The organization is a leading coldwater fisheries conservation organization with more than 140,000 members dedicated to conserving, protecting and restoring North America's coldwater fisheries

and their watersheds.

"The SFI program has enormous potential," Wood said. "At TU, we appreciate the role of all forest certification standards, and their impact on conservation. We will work with anyone as long as they are doing good things for fish, water and wildlife."

Street, who represents labor in the social chamber, is the first union official and first North American to chair the international Programme for the Endorsement of Forest Certification schemes (PEFC). "The SFI program recognizes that workers' rights are human rights," he said. "This means workers in SFI-certified forests have access to the highest standards for labor protection in the United States. I look forward to helping keep the SFI standard strong, and to finding ways to tackle issues such as conversion of forest lands to non-forest uses."

Abusow thanked former chair Rick Holley, President and CEO of Plum Creek Timber Company Inc., for his leadership through a period of program growth and change. She also thanked departing members John Faraci, Chairman & CEO, International Paper Company, Norm. L. Christensen Jr., Professor of Ecology and Past Dean, Nicholas School of Environment and Earth Sciences at Duke University, and R. Thomas Buffenbarger, International President, International Association of Machinists and Aerospace Workers, for their service.



Marvin Brown

Raising Awareness About Certification in Europe



THE SFI PROGRAM MAY ONLY CERTIFY LAND IN NORTH AMERICA, but the flow of SFI-certified products has a global reach. That's why Karen Brandt, SFI Vice President, Market Affairs, now is working out of a European office.

"Europeans are very much aware of sustainability issues and care about where their products come from," says Brandt. "Being in Europe represents a great opportunity to demonstrate North America's commitment to sustainable forest management through the SFI program and support not only SFI but also the other two PEFC-endorsed programs: the Canadian Standards Association and the American Tree Farm System. Together these three standards make up more than 75 percent of the certified fiber in

the United States and Canada, and 70 percent of PEFC International's total certified area globally."

Brandt, who is also a member of the board of the Programme for the Endorsement of Forest Certification schemes (PEFC), will be working with PEFC International and other PEFC national governing bodies to promote the benefits of certification and encourage public and private agencies to develop inclusive procurement policies.

"By being in Europe, I am able to effectively address certification opportunities and quickly respond to questions about North American forest management and certification," she says.

Brandt, who will continue to manage SFI market affairs for both North America and Europe, can be reached at Karen.Brandt@sfi-program.org.

SAVE THE DATE



There will soon be details on the SFI website about the **2010 ANNUAL CONFERENCE in Vancouver, British Columbia, September 21-23, 2010.** The

location is especially fitting since Vancouver recently celebrated excellence in sport and teamwork as host of the 2010 Olympic and Paralympic Winter Games — and our conference will celebrate the achievements made possible through our many partnerships.

More information about the conference program and registration will be made available in April at www.sfiprogram.org/conference-2010.php.



Oregon State Forester New SFI Board Chair

WHEN MARVIN BROWN BECAME CHAIR of the SFI Board of Directors this month, it culminated more than 15 years of involvement with the SFI program, which began when he was invited to join the first External Review Panel in 1995.

“At that time, in the early 1990s, certification was just an intriguing thought,” says Brown, State Forester in Missouri at the time, and now Oregon State Forester. “Today SFI has matured into a standard that is improving practices on the ground across North America.”

As a state forester, Brown admires the SFI program’s respect for the role government and public land managers play in the United States and Canada. “SFI has shown a willingness to complement and build on government policy, going beyond the things we require by law,” he said. “In Oregon, for example, we don’t have to pay for the many improvements resulting from the work of SFI program participants, but our forests and our communities benefit a great deal.”

Brown has broad experience with the SFI program. As well as serving on the first External Review Panel, he has been involved with SFI Implementation Committees. He experienced SFI certification first-hand as director of forest policy for Willamette Industries, the first large corporate landowner to certify lands to the SFI standard. “The company was

doing a really good job managing its lands and meeting legal requirements. Yet the SFI standard provided system rigour and expanded requirements, especially around wildlife and biodiversity.”

Brown, Director of the Oregon Department of Forestry since 2003, has worked extensively as a professional forester in both the private and public sectors. He was with the Missouri Department of Conservation for about 22 years, including seven years as State Forester, and has been Oregon State Forester for close to seven years.

Brown has served as technical advisor to the U.S. State Department, and as a non-governmental representative on numerous international delegations to United Nations forest policy negotiations. He was a panel member of the intergovernmental Montreal Process, and assisted in developing a set of criteria and indicators of sustainable forestry that are recognized worldwide — and are the foundation of the SFI forest standard.

Throughout his career, Brown has served in key forest policymaking roles with several professional associations including the National Association of State Foresters (1998 President), and the Society of American Foresters (2006 President), and he also served on the board of the Forest History Society. He holds both master's and bachelor's degrees in forestry. He and his wife, Pamela, live in Salem.



MWV Chooses Green Globes Rating

THE MEADWESTVACO CORPORATION (MWV) headquarters building in Richmond, VA, has achieved the highest rating awarded under the Green Building Initiative’s (GBI) Green Globes rating system for sustainable design and construction of commercial buildings. Only two other buildings in the United States have achieved this rating.

MWV, an SFI program participant, chose Green Globes rather than the LEED rating system because GBI has an inclusive approach to forest certification, including SFI-labeled products.

Green Globes is an innovative green building guidance and assessment program

that has been officially recognized by legislation or executive order in 20 U.S. states as well as by four federal agencies. More than 100 buildings across the United States have achieved a Green Globes rating.

“We are very pleased to have achieved the Green Globes Four Globe certification, and we appreciate the efforts of GBI to make an impact on the sustainability of our buildings nationwide,” says MWV Chairman and CEO John A. Luke Jr. “MWV has long been a leader in sustainability, and we made deliberate choices about how and what we would build as our headquarters as a direct reflection of this long-standing commitment.”



SFI Webinars Draw Interest

SFI WEBINARS CONTINUE TO DEMONSTRATE their value in delivering current information to a wide audience in an interactive format. There have been eight held already this year — including sessions on key similarities and differences between the SFI and FSC programs and how the new SFI standard addresses bioenergy.

On April 22, from 1 to 2:30 p.m. EDT, Rick Cantrell will host the popular SFI 101 webinar, which was first held last April. Visit www.sfiprogram.org/SFI-webinars/index.php to register, learn about new sessions or listen to past webinars. Additional sessions are planned for 2010, including discussions related to specific sectors such as printing, packaging and solid wood. If you have topics you would like to explore through an SFI webinar, contact a member of the SFI staff or send your suggestion to info@sfiprogram.org.

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



New SFI Standard and Public Lands

THE SFI PROGRAM RECOGNIZES THAT managing public lands is not the same as managing private lands, and requirements in its standard recognize this — such as the need to participate in public land planning and management processes.

“A lot of people are surprised to learn that more than two-thirds of the lands certified to the SFI Standard in North America are publicly owned,” says Rick Cantrell, SFI Vice President and COO. “But it really should not be a surprise because the SFI program has always appreciated the important role public land managers play in ensuring North American forests are well managed.”

Minnesota State Forester Dave Epperly agrees. “SFI certification offers a common framework with objectives, performance measures and indicators that can be tracked and compared — and that provides a basis for continual improvement in planning, practices and reviews in a consistent manner, and builds credibility at home and internationally.” Close to five million acres/two million hectares of state-administered forestlands in Minnesota are certified to SFI and FSC standards.

The new SFI 2010-2014 Standard includes a specific objective to promote and implement sustainable forest management on public lands. Performance measures and indicators require, for example, that program participants with forest management responsibilities on public lands:

- Participate in the development of public land planning and management processes — working with appropriate governmental entities and the public, and dealing with local stakeholders over forest management issues through state, provincial, federal or independent collaboration.
- Confer with affected indigenous peoples — communicating with them to understand and respect traditional forest-related knowledge; identify and protect spiritually, historically, or culturally important sites; and address the use of non-timber forest products of value to indigenous peoples.

A full summary of significant changes in the new SFI 2010-2014 Standard is posted at www.sfiprogram.org/files/pdf/sfi_2010-2014_summary_changes.pdf.

Printed Version of SFI Requirements Available

PRINTED COPIES OF THE FULL SFI Program Requirements, with unique sections for the forest and chain-of-custody standards, rules for label use, procedures, guidance and more, are available through SFI Inc. for \$20 US to cover shipping and printing costs.

In addition, standalone copies of the SFI 2010 -2014 Standard (Section 2 only) are also available. The first 10 copies are free, and additional sets of 10 copies cost \$30 US, with bulk orders available at a reduced rate.

To order either the full Requirements binder (Sections 1-13) or additional sets of the standalone SFI 2010-2014 Standard (Section 2), email info@sfiprogram.org with your full name, company name, mailing address, the name(s) of the publication(s) you wish to order and the quantity. Please allow three weeks for delivery.

All SFI Program Requirements documents are available free of charge on the SFI website at www.sfiprogram.org/sustainable_forestry_initiative_standard.php



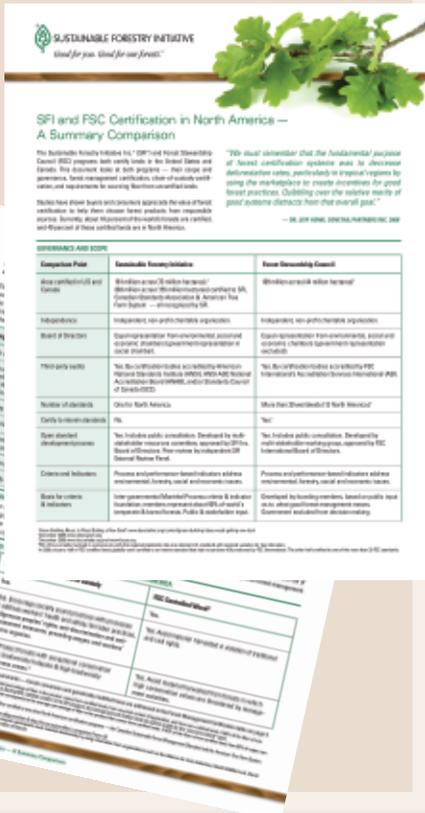
SFI and FSC: Similarities and Differences

SFI STAFF AND PROGRAM PARTICIPANTS

are often asked how the SFI program compares with the Forest Stewardship Council (FSC) so a four-page fact sheet has been prepared to look at similarities and differences between the two programs, which both certify lands across the United States and Canada. The fact sheet is a useful tool for answering questions about the programs and promoting the benefits of all certification programs.

SFI President and CEO Kathy Abusow, who hosted a webinar on this topic that attracted hundreds of participants in February, says it is understandable that questions will arise as interest in forest certification grows. But she adds that while SFI and FSC have differences, both are among many third-party forest certification programs that support responsible forest management and procurement — and an inclusive approach is the best way to encourage more certification in a world where less than 10 percent of forests are certified.

SFI and FSC Certification in North America: A Summary Comparison is posted at www.sfi-program.org/files/pdf/SFI_FSC_comparison_2010.pdf. Email info@sfi-program.org to order copies.



What You are Telling the USGBC

THE SFI PETITION TO USGBC demanding inclusive recognition for all credible certification programs appears to have resonated with a lot of people.

“In less than 24 hours, more than 1,000 people had signed, many offering thoughtful comments,” says Sue McMillan, SFI

Marketing Director. “There were comments from across North America and beyond, representing a wide variety of professions. Individuals who have worked with SFI, FSC, ATFS, CSA and PEFC told USGBC the programs are more alike than different — and all improve practices on the ground.”

Here are just a few of the early comments received:

“I am a wildlife biologist and a conservationist. For USGBC to focus on the minor differences between FSC and other certification systems instead of the MAJOR differences between certified and uncertified forests shows that they are missing the point of global conservation. Conservation is not about catering to the extremist fringe.”

“The Sustainable Forestry Initiative is a formidable organization that has proven to meet and exceed any environmental leadership programs in existence. The USGBC needs to look at what it is trying to accomplish and then properly acknowledge and give benefit to SFI members, allowing this worthwhile program to qualify for LEED ratings.”

“Do the right thing!”

“It's time to stop fighting over forests that are certified to a particular standard and start focusing on the 90% of forests that are not certified to any standard.”

“For the sake of our forests, our communities, the tens of thousands of family foresters who make their livelihoods from forestry and the future of green building across North America and globally, it is time for USGBC to do the right thing and recognize all credible forest certification standards: SFI, ATFS, CSA, FSC, and PEFC.”

“Limiting the field to FSC is anti-competitive and ignores the fact that FSC has a sliding scale of sustainability that applies differently in different areas of the world.”

“FSC is not the be-all end-all of certification schemes, please open your eyes to the reality that there is RESPONSIBLY grown wood certified by more than just FSC.”

“If LEED continues to pretend that SFI, Tree Farm, CSA, and PEFC are not legitimate certification programs, LEED not only does a disservice to all the decent, honorable people who are part of these other certification programs, but also, LEED does a disservice to itself, by damaging its own credibility, and creating the impression that it is pursuing a hidden agenda, that seems to put certification politics above sound, sustainable forestry.”

“Sustainability should not be exclusive.”

“Market transformation will come through recognition of existing programs such as SFI, CSA, ATFS and PEFC, which in turn, will provide an incentive for increased forest certification.”

“Monopolies in any business, including certification, are counterproductive. Competition in certification will create higher standards. Our company has been growing trees in Maine for over 150 years and we know that many of the healthiest forests in the world are certified today by SFI, ATFS, CSA and PEFC.”

“We should applaud all sustainable forest management certification schemes in North America. Diversity amongst different standards is a strength not a weakness.”

“Without adequate markets for sustainably managed forestland, in 50 years, our 740 acres of Appalachian hardwoods and diverse wildlife habitat will become a financial liability and be sold, deforested and developed.”

“There is no scientific basis or reason to exclude these certification systems or to allow one type of certification to have a monopoly on this standard.”

BE PART OF THE DISCUSSION

It is not too late to add your name to the petition or encourage colleagues, clients or friends to offer their views — you'll find the petition at <http://www.ipetitions.com/petition/leed/>.

And while the deadline to comment on the draft benchmarks ended March 14, USGBC is instituting its consensus-based voting process for the approval of the benchmarks — if you are a USGBC member, you must opt in by March 24 to vote.

For the latest information and resources, visit www.sfi-program.org/newsroom/?p=272. For further information about the benchmark process and the SFI position, contact Jason Metnick.

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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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Weyerhaeuser Named as International Leader

WEYERHAEUSER COMPANY WAS AMONG 35 international companies recognized by the United Kingdom's investor-backed Forest Footprint Disclosure (FFD) for leadership in managing operations and supply chains to minimize the effects on forests worldwide. Weyerhaeuser was named best performer in the Industrial and Auto sector — the only U.S.-based company named a best performer.



In the report released by FDD, Cassie Phillips, Weyerhaeuser Vice President, Sustainable Forests & Products, pointed out that all of the forestlands owned or managed by the company in the United States and Canada are third-party certified, and 98 percent of the raw material used in its primary product manufacturing facilities comes through a third-party certified procurement system.

The FFD is a new UK government-supported initiative to help investors identify how an organization seeks to minimize deforestation through its activities and supply chains. Modeled after the successful Carbon Disclosure Project, it aims to create transparency for investors concerned about global deforestation.

FFD (www.forestdisclosure.com) is scheduling a second disclosure request cycle for June 2010 and a U.S. launch is planned for later this year to raise awareness of the concept of the Forest Footprint among more investors and potential corporate respondents.

Majesta Bathroom Tissue - Product of the Year Household Products Category

IRVING TISSUE'S MAJESTA BATHROOM TISSUE has been named 2010 Product of the Year in Canada in the household products category — thanks in part to its SFI certification and partnerships with Tree Canada.

"From our dedication to meeting the sourcing requirements of the Sustainable Forestry Initiative, to our sponsorship of Tree Canada's Trees by the Shore and Focus on Forests programs, we are committed to being Canada's 'Treesponsible' choice, and it is obvious by this prestigious award that consumers have reacted very positively to that commitment," says

Jim Schedler, Vice President of Marketing, Irving Tissue.

Last fall, Irving Consumer Products was awarded the SFI President's award for its partnership with Tree Canada and its enthusiastic and creative support of forest certification, including an interactive website www.majesta.com with fun facts about forests and trees and discovery tree-related games.

Product of the Year originated in France more than 23 years ago, and has become one of the largest consumer product awards that rewards innovation and is voted by consumers.

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.sfi-program.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.