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## SFI Calls on USGBC to Follow the Lead of Others and Recognize Multiple Forest Certification Standards

**SUSTAINABLE FORESTRY INITIATIVE® INC. (SFI®) HAS CALLED ON THE U.S. GREEN BUILDING COUNCIL (USGBC) to encourage more forest certification worldwide through inclusive recognition of SFI, the Canadian Standards Association (CSA), American Tree Farm System (ATFS), Forest Stewardship Council (FSC) and Programme for the Endorsement of Forest Certification schemes (PEFC).**

In its comments on the USGBC's draft forest certification benchmarks for the certified wood credit in the LEED rating tool, the SFI program recommends a process that is far simpler than the 60 benchmarks being proposed. Since less than 10 percent of the world's forests are certified to any forest certification program, certified forests already represent the best performers.

A recent United Nations report — the *2008-2009 UNECE/FAO Forest Products Annual Market Review* — stated that “green building initiative standards giving exclusive recognition to particular forest-certification brands may help drive demand for these brands at the expense of wider appreciation of the environmental merits of wood.”

An FSC preference or exclusive policy means LEED is also biased against North American forest products since fiber from 80 percent of certified lands can use SFI on-product labels; compared to less than 20 percent for FSC. An unintended consequence could be that FSC-certified products from China or

Russia are accepted while SFI-certified products from the United States and Canada may not be for the LEED forest certification credit.

SFI President and CEO Kathy Abusow says programs like Green Globes (U.S. and Canada), BREEAM (United Kingdom), Built Green Canada, Built Green Colorado, CASBEE (Japan) and the ANSI National Green Building Standard (U.S.) already recognize multiple certification standards, including SFI.

“USGBC is missing the chance of a lifetime,” Abusow says. “It is falling behind green building programs that use forest certification as a tool to source and build responsibly by giving builders, architects and others choice. Forest products are renewable, recyclable, biodegradable, grow with solar energy — and carbon is stored in resulting wood products. Certified forest products deliver these environmental benefits and more, yet they still may not be eligible for points under LEED.”

The SFI program has been working with program participants to help them understand the benchmark process so they can submit comments, and held a webinar on green building earlier this year ([www.sfiprogram.org/SFI-webinars/greenbuilding.php](http://www.sfiprogram.org/SFI-webinars/greenbuilding.php).) For information about what you can do to encourage a fairer process, please contact Jason Metnick. SFI Inc. also posted a statement at [www.sfiprogram.org/newsroom/?p=188](http://www.sfiprogram.org/newsroom/?p=188). See Page 2 to find out what others are telling USGBC.

## SUPPORTING NASHVILLE HABITAT FOR HUMANITY

**TIMOTHY GISTOVER AND HIS SON, JONIAS**, pose in front of their Habitat for Humanity Home in Nashville, which was sponsored by the Tennessee SFI Implementation Committee. The day before the SFI annual conference, 24 volunteers pitched in to work on the home. In a presentation to the conference, Gary Bigelow, Chief Operating Officer for Nashville Area Habitat for Humanity, told delegates: “Thank you for your commitment to building a sustainable future through conscientious stewardship of our natural resources.”



## NEW SFI CERTIFICATIONS (EFFECTIVE OCT. 31, 2009)

About 1,000 organizations are meeting the SFI program's rigorous forest certification standard, tracking the source of their fiber through its chain-of-custody certification, applying its comprehensive fiber sourcing requirements, working with SFI Implementation Committees and using SFI labels. 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:

Allen Group Marketing SMC Co. Inc.  
ALLPAK TROJAN  
Anglo American Hardwoods  
Boozer Laminated Beam Company Inc.  
Brilliant Graphics  
C&B Display Packaging Inc.  
Cardinal ColorPrint  
Clearwater Paper Corporation - AR  
Clearwater Paper Corporation - Lewiston  
Coating Excellence International, LLC  
Color Optics Inc.  
Dow Jones & Company  
Endura Products Inc.  
Evergreen Packaging, Inc. - Pine Bluff Mill  
Fibercorr Mills LLC  
Forms Associates DBA FAC  
Glory Moon Greeting Cards Co. Ltd  
Greif Packaging LLC  
Husky Envelope Products Inc.  
I.C. Industries Inc.  
Independent Corrugator Inc.  
InkOne Communications Inc.  
IPC Print Services  
Lauterbach Group  
Linprint Company  
MJB Wood Group Inc.  
Mountain Lumber Company  
National Litho d/b/a National Communications LLC  
Norkol  
Printing Source, Inc., The  
Printxcel Toledo  
Procurement and Supply Services of the Province  
of British Columbia  
Rex Corporation  
S & W Forest Products Ltd.  
SAS Institute Inc.  
SEDA Italy SPA  
Tegrag Corp. Allyod Printed Products  
Thilmany LLC  
Topknotch Prep & Print Ltd.  
United Envelope  
Valpak Direct Marketing Systems Inc.  
Watkins Printing Company, The  
Watkins Sawmills Ltd.  
Western Paper Company  
Weston Forest Group  
WorkflowOne

### NEW SFI FOREST MANAGEMENT CERTIFICATIONS

BC Timber Sales  
J.H. Huscroft

## What Others are Telling USGBC

**THE SFI PROGRAM IS JUST ONE** of many offering feedback to the U.S. Green Building Council on its LEED forest certification draft benchmarks.

In a recent statement, Ben Gunneberg, Secretary General of the Programme for the Endorsement of Forest Certification (PEFC) schemes, says USGBC is "missing a historic opportunity to truly promote sustainable development and contribute to decreasing the carbon footprint of buildings." He says the benchmarks add additional scrutiny to a material that is already certified to internationally recognised sustainability benchmarks, "and fails to promote a market transformation towards increased use of wood as one of the most environmentally-friendly building materials."

"The LEED Green Building Rating System in its current form is not utilizing its full potential to contribute to international activities aimed at stopping deforestation and mitigating climate change," Gunneberg says.

John Dunford, chair of the group representing companies with lands certified to the Canadian Standards Association (CSA) forest certification program says the draft requirements appear to be nothing more than handpicked, narrow and prescriptive measures from the FSC standards. "This approach does nothing to advance the aspirational goals of green building that encourage and recognize progressive efforts to attain true sustainability," he says.

## SFI Sponsors National Green Building Standard Home in Maine

**DAN WALLACE SAYS A PARTNERSHIP** with the Maine SFI Implementation Committee that led to a Habitat for Humanity home meeting the ANSI National Green Building Standard wound up delivering more benefits than he ever expected.

The standard, known as ANSI/ICC 700-2008, is the first to be approved by the American National Standards Institute, and gives credits for wood and wood-based materials certified to all credible third-party certification programs, including SFI.

Wallace, Construction Manager with Habitat for Humanity Greater Portland, discovered the standard is comparable to U.S. Green Building Council's LEED program as well as being more builder friendly and less expensive — and on top of that he was able to source all the wood for the SFI-sponsored home from Maine.

Wallace spoke of his experience at a recent New England Sustainable & Affordable Homes Practicum sponsored by Habitat for Humanity and The Home

Depot Foundation. He said Greater Portland Habitat for Humanity was looking for ways to improve the environmental performance of its homes when Pat Sirois, Coordinator of the Maine SFI Implementation Committee, called with an offer to sponsor a home built to what were then the National Association of Home Builder green guidelines.

"I was impressed," he says. "The National Green Building Standard is comparable to LEED — it is very, very solid. It is builder-friendly, which is important to Habitat. It is streamlined and less expensive yet it still requires you to rethink how you build."

Wallace said he realized he has been using a lot of SFI-certified products because that's what is on local store shelves. "We are incredibly pleased with the SFI partnership," he says. "It meant every major lumber component in the SFI-sponsored home came from the State of Maine, including framing, flooring and siding."

## Climate Action Reserve Calls for Certification

**THE CLIMATE ACTION RESERVE (CAR)** standard's forest protocol says projects involving harvesting must achieve certification to Sustainable Forestry Initiative, Forest Stewardship Council or American Tree Farm System standards. CAR, which covers forestry and

other carbon project types for the voluntary market within the United States, arose from the California Climate Action Registry, a private non-profit organization originally formed by the State of California to oversee entity emissions reporting and offsets in that state.



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

Graphic Management Specialty Products  
Longview Fibre Paper and Packaging Inc.  
Master Packaging Inc.  
Oracle Packaging  
Performance Office Papers  
Pregis-Hexacom  
Print South  
Weyerhaeuser NR Company (Dorchester)  
Longview Fibre Paper and Packaging, Inc.  
NewPort Timber LLC (Division of Interstate Resources Inc.)  
Thilmany LLC

**NEW SFI PROGRAM PARTICIPANTS**

Clearwater Paper Corporation  
Federated Co-Operatives Limited  
Pyramid Mountain Lumber Inc.  
Thilmany LLC  
Upper Hudson Woodlands ATP, LP

**CURRENT PROGRAM  
STATISTICS (AS OF OCT. 31, 2009)**

**SFI PROGRAM PARTICIPANTS**

252 (from 248 in August 2009)

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

177 million acres/71.6 million hectares  
(from 178 million acres/72 million hectares in August 2009)

**CHAIN-OF-CUSTODY CERTIFICATES**

760 (from 719 in August 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.)

1,714 (from 1,597 in August 2009)

**FIBER SOURCING CERTIFICATES**

67 (from 62 in August 2009)

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

255 PEFC chain-of-custody certificates  
(from 237 in August 2009)  
829 PEFC chain-of-custody certified locations  
(from 782 in August 2009)

**SFI BEGINS TO TWEET**

**FOLLOW THE LATEST SFI NEWS** through Twitter at <http://twitter.com/sfiprogram> The SFI Twitter page was launched with a series of updates during the annual conference.



## SFI-Sponsored Entry Places Fourth in Solar Decathlon

**AN ADVANCED SOLAR-POWERED HOME** sponsored by the SFI program, placed fourth out of 20 entries in the 2009 U.S. Department of Energy Solar Decathlon – an international biennial competition where university teams design, build and operate houses powered by the sun.

The 800-square-foot North House featured lumber, plywood and decking donated by three SFI program participants – AbitibiBowater, International Forest Products Ltd. and West Fraser Timber Co. Ltd. Promotional materials were printed by SFI-certified Aboriginal Printing Corp. of Toronto, Canada's largest Aboriginal printer.

North House was designed and developed by Team North ([www.team-north.com](http://www.team-north.com)), a team of researchers, academics, students, government and industry professionals that represented Ontario and British Columbia. The home used materials and passive solar construction that absorb heat during the day and release it at night so it produced more energy than it consumed through the competition.

"We would like to thank the SFI program and our other fantastic sponsors for their support over the course of this journey," said



Maun Demchenko, Director of Media and Public Relations for Team North. "The SFI sponsorship added to North House's credibility by providing wood and paper from responsible sources."

"Just as the Decathlon promotes whole building design and performance, SFI involvement meant the North House project used wood and paper products that address social, environmental and economic considerations," said Kathy Abusow, President and CEO of SFI Inc. "Wood is a great choice for sustainable building projects, as long as it is from reliable, legal sources."

Germany was named Decathlon winner Oct. 16, followed by Illinois and California. Full standings and competition details are posted at [www.solardecathlon.org](http://www.solardecathlon.org). North House will be shipped to Vancouver for display at the 2010 Olympic and Paralympic Winter Games in February, before returning to Ontario where it will be set up as a public demonstration home in the Waterloo region.



## Moving Toward the SFI 2010-2014 Standard

**PROGRAM PARTICIPANTS LEARNED** more about the revised SFI 2010-2014 Standard through a webinar last month and a session at the SFI annual conference.

"Naturally there's a lot of interest in the standard," says Rick Cantrell, SFI Vice President and COO, who hosted the webinar, which attracted about 300 participants. "We have a few details to finalize, then we can post the final document. We'll also examine the revised standard in more

detail in our January newsletter."

The revised standard, the outcome of an 18-month public review process, takes effect Jan. 1, 2010, and program participants must demonstrate conformance to all new requirements at their first surveillance audit after Dec. 31, 2010. The latest draft, which was approved by the Board of Directors, is posted on the SFI website at [www.sfiprogram.org/files/pdf/Draft\\_SFI\\_2010\\_2014\\_Standard\\_9\\_30\\_09.pdf](http://www.sfiprogram.org/files/pdf/Draft_SFI_2010_2014_Standard_9_30_09.pdf).

## SFI IN THE NEWS

### Compostable Cup Sleeve SFI-Certified

A compostable cup sleeve made with SFI-certified fiber is International Paper's latest addition to its line of ecotainers®. The new Cup Buddy® is easy to grip and has heat-activated adhesive so it will stay in place. Since introducing its ecotainer hot cups in 2006, International Paper has already added food containers and cold cups to the product line. More than 650 million ecotainer cups and containers have replaced other single use packaging, made of foam, plastic and the standard polyethylene coated paper products.

### Editorial Promotes Certification

Taking care of forests is a great way to address a lot of environmental challenges, including climate change, Larry Selzer, President and CEO of the Conservation Fund, says in a guest editorial posted at CNBC.com.

And, he adds, certification programs such as SFI, the Forest Stewardship Council and the Canadian Standards Association have become an important tool to promote sustainable forest management and responsible procurement around the world.

The Conservation Fund has long recognized that "forests offering value economically and socially are more likely to continue offering value environmentally," Selzer says.

The United States and Canada are fortunate to have a stable forest land base, laws to keep forest lands healthy and resilient and a choice of credible certification options. The editorial is posted at [www.cnbc.com/id/33417397](http://www.cnbc.com/id/33417397)

### Pregis Achieves SFI Fiber Sourcing

Pregis Corp.'s Hexacomb® protective packaging products and Falconboard™ graphic display paper offer users an alternative to petroleum-based products — and both now meet SFI fiber-sourcing requirements as well.

Scott Daniel, vice president of operations, Pregis Hexacomb, says SFI fiber sourcing "is just one more step in Pregis' ongoing commitment to producing environmentally sound products." Pregis ([www.pregis.com](http://www.pregis.com)) of Deerfield, Ill., is a global supplier of innovative protective, flexible, and foodservice packaging and hospital supply products.

## SFI IMPLEMENTATION COMMITTEE CORNER

### Vermont SIC Attends NEA Convention

The Vermont SFI Implementation Committee had a booth at the annual convention of the Vermont National Education Association Oct. 21-22. The committee shared space with several cooperating organizations adjacent to the Vermont Department of Fish & Wildlife so teachers can easily find information, resources and contacts about wildlife, woodlands, timber management, and land use issues.

CONTINUED NEXT PAGE:

## SFI Ranks Amongst Energy Star in Top 10 Eco-Labels

**THE SFI ON-PRODUCT LABEL** remains one of the top 10 eco-labels in the United States and Canada according to TerraChoice Environmental Marketing's EcoMarkets 2009 report.

When procurement specialists were asked to identify the eco-labels they most use and/or recognize to help them making purchasing decisions, 23 percent in the United States and 17 percent in Canada chose SFI. EnergyStar topped the list in both countries.

The EcoMarkets Report, an annual survey of green purchasing patterns across North America, was completed by more than 580 professional purchasers in the United States and Canada between April and July 2009.

Among other things, it showed that green purchasing budgets will continue to rise. More than half of respondents (56 percent) reported they have done more green purchasing in the last 12 months than ever before, and 83 percent predict more green purchasing in the next two years.

"There is a conventional wisdom that green concerns go away in tighter economic times," says Scott McDougall, President and CEO of TerraChoice Environmental Marketing. "This year's EcoMarkets study — a sample of companies that spend over \$68 billion annually — proves this false. In fact, greener purchasing continues to accelerate."

The study was conducted by TerraChoice Environmental Marketing in partnership with the National Institute of Governmental Purchasing, the Purchasing Management Association of Canada, and the BuySmart Network. The EcoMarkets 2009 Summary Report is posted at [www.terrachoice.com/home/services/research](http://www.terrachoice.com/home/services/research).



## Send Greetings that Make a Difference

**SHOW FRIENDS AND FAMILY YOU CARE** about the environment by sending them SFI-certified cards featuring photos of North American wildlife and forests — and help restore degraded lands in a developing country at the same time.

SFI Inc. offers six greeting cards, and will arrange to have a tree planted by Trees for the Future for every card sold. The cards cost

\$3.75 (US) each, with discounts for bulk orders. Visit the SFI website at [www.sfiprogram.org/SFI-Certified-Greeting-Cards.php](http://www.sfiprogram.org/SFI-Certified-Greeting-Cards.php) to view the cards, learn more about them or place an order.



## Market Research Shows Growing Familiarity with SFI

**NEW RESEARCH SHOWS** forest certification is increasingly top-of-mind and important to industrial wood and paper buyers, and familiarity with the SFI program has nearly tripled when compared to 2008 results.

Respondents say forest certification demonstrates environmental responsibility to customers, provides an objective validation of responsible forestry, and helps to prevent illegal logging.

The study, conducted by Harris

Interactive, assessed customer awareness, knowledge and perceptions of forest certification and the SFI program among a sample of paper purchasers, wood purchasers and major consumer-facing brand companies.

It demonstrates the significant progress that has been made in increasing awareness of forest certification among buyers, while highlighting the continued opportunity to help increase their knowledge of certification in general and the SFI program specifically.

### SFI Certification Backs BMPs in South Carolina

Compliance with forestry best management practices (BMP) has reached an all-time high of 98.6 percent in South Carolina, and SFI certification can take some of the credit.

A compliance and implementation monitoring report prepared by the South Carolina Forestry Commission said overall results suggest strong consensus among a diverse range of experts that South Carolina's best management practices for forestry effectively protect water quality when properly implemented.

The report is based on comprehensive evaluation of 138 recently harvested sites throughout the state, and considered more than 100 individual forestry best management practices, including road systems, road-stream crossings, streamside management zones, harvesting systems and overall compliance.

Dr. Tom Williams, forest hydrologist with Clemson University Baruch Institute of Coastal Ecology and Forest Science, who participated in an expert review of the findings, wrote: "I was impressed with the strides that have been made since my first review in the early 1990s. South Carolina is still a leader in voluntary forestry BMPs. The combination of trained loggers, Sustainable Forestry Initiative Program (SFI) compliance in mills, and the Commission's BMP Foresters has certainly proved to be highly effective to protect water quality in harvesting operations."

Earlier this year, the Texas Forest Service found that water quality is more likely to be protected through best management practices when timber is delivered to a mill certified to the SFI program.

### SFI Helps Improve BMPs in Tennessee

A random sample of 208 harvest sites in Tennessee shows consistent improvement in forestry best management practices — thanks largely to SFI certification and logger training.

"The SFI program and Tennessee SFI Implementation Committee have contributed tremendously through Master Logger training and third-party inspections," says Wayne K. Clatterbuck, Professor of Silviculture and Forest Management at the University of Tennessee. "As a result, loggers are aware of their role as responsible professionals who can protect the environment during harvesting operations through the use of best management practices."

The 2007 survey by the Tennessee Department of Agriculture, Division of Forestry, in cooperation with the University of Tennessee, found average overall implementation at the 208 harvest sites was 89.2 percent — an improvement of 7.3 percentage points over the 2004 survey, and a 26.3 percentage point improvement over 1996.

Eight categories of best management practices were evaluated — haul roads, skid trails, log decks, special management zones, stream crossings, wetlands, site preparation and planting, and debris and hazardous material. All had implementation rates higher than 80 percent — with stream crossings lowest at 80.2 percent and debris/hazardous material highest at 96.2 percent.

## Time and Hearst Launch Project to Increase Certified Lands

**THE SFI PROGRAM IS TAKING PART** in a pilot project led by Time Inc. and Hearst Enterprises could lead to about a million more acres of certified forest land in Maine.

Through the pilot — also involving the American Tree Farm System (ATFS), Verso Paper, NewPage Corporation and Sappi Fine Papers — Time Inc. and Hearst will work with small- and medium-sized landowners to help them find an approach to forest certification that will act as a model for future cost-effective certification programs.

"The SFI and ATFS programs both use the same accredited certification bodies, so we have designed an approach for the required audits that is more cost effective," says Guy Gleysteen, senior vice president of production at Time Inc.

"This is the first time certification to both the SFI and ATFS standards has taken this coordinated approach."

"As the demand for certified fiber is increasing, we need to find ways to increase the supply so we can meet our commitment to source from third-party certified sources," says David Schirmer, vice president and general manager of Hearst Enterprises, a division of Hearst Corporation.

Governor John Baldacci, who signed an executive order in 2008 that directed state officials to buy wood or paper products from forests certified to a third-party certification standard, welcomed the opportunity to increase the amount of certified land in his state. "In Maine, we value all independent forest certification standards, including SFI and ATFS," he says.

## Check out the SFI Webinar Page

**THE SFI WEBINAR PAGE** ([www.sfi-program.org/SFI-webinars/index.php](http://www.sfi-program.org/SFI-webinars/index.php)) is a great place to visit if you want to learn more about the SFI program — regardless of whether you were among the close to 2,000 webinar participants.

Each presentation is available in a hard copy or audio format, and there are links to relevant background information. To date, the SFI program has sponsored webinars on SFI 101, Labels and Claims, SFI for Printers and Packaging Companies, Ecosystem Services Markets (with Forest

Trends), and the SFI 2010-2014 Standard.

Webinars are live, interactive, online educational events that allow anyone interested in SFI or certification to connect through their computer and phone, listen to a presentation and send in questions. They are open to everyone — including new certificate holders, community groups, and sales and marketing representatives. If you have a suggestion about a topic, you can let us know by emailing [info@sfi-program.org](mailto:info@sfi-program.org).

## President Proclaims National Forest Products Week

**U.S. PRESIDENT BARACK OBAMA** acknowledged the many values of America's forests in proclaiming the first National Forest Products Week, beginning on the third Sunday of October each year.

"Forests are one of the foundations on which our Nation was formed; they are the backbone of our environment," the President said in his proclamation. "This week, we recognize the value of forest products and the importance of their

sustainable use to our lives."

He called on all Americans to celebrate the varied uses and products of America's forested lands, as well as the people who carry on the tradition of careful stewardship. "Today, modern technology and stewardship practices by Federal, State, tribal, and private landowners have improved the way we manage our natural resources so that forests can meet the needs of current and future generations."



## DONATING TREES TO COMBAT POVERTY

### THROUGH RIPPLE EFFECT

(<http://RippleEffect.wsu.edu>), Washington State University — a member of the

Washington SFI Implementation Committee — is helping villagers in Malawi plant fast-growing backyard trees as a sustainable source of wood for cooking and building. Individuals can donate \$30 for a kit with 1,250 tree seedlings and all the tools needed to plant and care for them. Tree kits make great eco-friendly holiday gifts.



## NewPage Reaches Certification Milestone

**NEWPAGE RECENTLY ANNOUNCED** it has sold more than one million tons of chain-of-custody certified products since 2006. In a news release, the company says it supports all credible certification forest management systems, including SFI, CSA, FSC, ATFS and PEFC, and that all 10 of its mills carry multiply chain-of-custody certification. “We have worked extremely hard to support our chain-of-custody product sales growth through the expansion of forest certification in the U.S. and Canada,” said Fred Souba, Jr., Vice President, Wood Supply and Sustainability for NewPage.

## SFI Co-Hosts Event on Responsible Procurement at the World Forestry Congress

**MORE THAN 125 PEOPLE** joined SFI Inc., Forest Trends and representatives from the Programme for the Endorsement of Forest Certification schemes and Forest Stewardship Council International at the XIII World Forestry Congress (WFC) 2009 in Buenos Aires last month to discuss responsible procurement in a global supply chain and the role of certification.

The session was moderated by Kerstin Canby, Director of the Forest Trade and Finance Program for Forest Trends, an international non-profit organization. She posed the following key questions to a panel of experts from major certification bodies — Andrea Johnson, Director of Forest Campaigns, Environmental Investigation Agency; Kathy Abusow, President and CEO of SFI Inc.; Sarah Price, Head of Projects and Development, PEFC International; and Roberto Waack, Chair of the FSC Board:

1. What is the role of forest certification in helping to prove “due diligence” and/or legal sourcing of wood products as required under the amended U.S. Lacey Act, emerging European Commission legislation, and various governmental and retailer procurement policies?
2. How will the timber legality assurance

systems to be developed under Forest Law Enforcement, Governance and Trade (FLEGT) Voluntary Partnership Agreements interact with the existing forest certifications programs?

3. How do we meet the demand for certified fiber globally, as more and more countries are instituting procurement policies focused on the legality or sustainability of forest products?

“The high participation in this event shows the importance of these topics,” says Canby. “Legislative requirements such as the Lacey Act and emerging EC legislation mean suppliers will need to show forest products are from legal sources, and this will be a real challenge when dealing with markets like China. And the UN says the growth of third-party forest certification, which could help address the issue, is actually slowing.”

Abusow says the trend toward procurement policies focused on legality or sustainability of forest products should send a signal that it is time to work together to find ways to certify more of the world's forests. Currently, less than 10 percent of forests are certified, and about half of these certified lands are in North America.

## SFI INC. ANNUAL CONFERENCE 2009

### Conference Draws Record Turnout

**A RECORD NUMBER OF DELEGATES** took part in the 14th annual SFI Inc. Conference in Nashville — a clear indication of the value and relevance of topics such as green building, responsible procurement and ecosystem services. There was also a preview of the draft revised SFI 2010-2014 Standard, which takes effect Jan. 1, 2010.

More than 200 delegates represented every link of the forest supply chain, including small and large landowners, government, professional foresters, conservation groups, academia, aboriginal communities, auditors, buyers, forest products companies and biologists.

SFI President and CEO Kathy Abusow

told delegates the SFI program's tremendous growth and rising market acceptance is good news. “The strength of the SFI program is our work on the ground, through community and conservation partners, training programs, research and outreach,” she said.

Since September 2008, the amount of land certified to the SFI program in North America has grown to 177 million acres (72 million hectares). It has more than 760 chain-of-custody certificates at about 1,700 locations, and 67 fiber sourcing certificates. The *2008-2009 UNECE/FAO Forest Products Annual Market Review* found that chain-of-custody certification has grown rapidly in some regions in 2008

and that, in terms of numbers, the SFI program had the most significant increase.

Thanks to delegates, speakers, sponsors and everyone else who took part in the 2009 conference. Details about the two-day meeting are posted on the SFI website at [www.sfiprogram.org/conference-2009.php](http://www.sfiprogram.org/conference-2009.php).

The 2010 annual conference will be held in Vancouver, British Columbia, Sept. 21-23, 2010. If you attended the 2009 conference, please make sure you provide feedback through the online conference survey to ensure next year's conference continues to offer value to all participants. If you have any questions about the survey or SFI annual conference, contact Amy Doty.

## Excellence Honored at SFI Conference

A CONFERENCE HIGHLIGHT was presentation of the first Dr. Sharon Haines Memorial Award for Innovation and Leadership in Sustainability to Larry Selzer, President and CEO of The Conservation Fund.

The award, created by SFI Inc. and International Paper, honors Dr. Sharon Haines, who was International Paper's first director of the Office of Sustainability when she died in 2007. Her numerous successes included developing many of International Paper's innovative partnerships with conservation groups, leading the development of its sustainable forestry programs and championing projects to protect endangered species across company land.

"Like a giant redwood, Sharon towered above the rest of us working in the sustainable forestry arena," Selzer said. "She was there in the beginning, she was there in the trenches, and she was there to see sustainable forestry spreading across the land. To be recognized in this way is for me an honor beyond words. Sharon Haines was my colleague, my hero, and my friend."

Selzer has led The Conservation Fund

since 2001. The Fund and its partners have protected more than six million acres of irreplaceable wildlife habitat, watersheds and waterways, working landscapes, historic sites and recreation areas across the United States. Selzer was involved in the SFI program's early development, and is currently on the SFI Inc. Board of Directors.

Other organizations and individuals honored include:

- Maine won the 11th annual SFI Implementation Committee achievement award for its community outreach and activities to support responsible forest management.
- International Forest Products Ltd. and the Nanwakolas Council received an SFI Conservation Leadership Award for a partnership to ensure a suitable supply of monumental cedar trees to meet long-term cultural needs on British Columbia's Pacific Coast.
- Crown Pine Timber LP received an SFI Conservation Leadership Award for Biodiversity Research for conservation partnerships with organizations such as

the Nature Conservancy of Texas and Texas Parks and Wildlife Department that will protect and restore longleaf pine woodlands in east Texas.

- Georgia-Pacific Corporation received an SFI President's award for its outstanding efforts in increasing understanding of how the SFI fiber sourcing program supports family forest owners across North America.
- Irving Consumer Products received an SFI President's award for consumer education activities, including a partnership with Tree Canada that resulted in thousands of trees being planted across Canada.



Dallas Smith (left), President of the Nanwakolas Council, and Gerry Fraser, Manager of Sustainable Forestry for Interfor, receive conservation leadership awards from Kathy Abusow.

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We invite you to discover more about LP's comprehensive environmental programs, industry-leading employee safety accomplishments, and community involvement by visiting our website at [LPCorp.com](http://LPCorp.com).





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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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## Scientists Say Boreal not Ancient

**THE CANADIAN FOREST SERVICE** says scientists do not consider Canada's boreal forest to be ancient because it is subject to ongoing natural disturbances.

A recent science policy note says few of the trees in the boreal zone are very old and little of the landscape is undisturbed because of fire, insects and other natural disturbances. There are stands that can be considered old growth because they are in

a later stage of forest succession, but the oldest trees are generally less than 100 years old in the western boreal zone and less than 200 years old in the eastern zone.

The note says sustainable forest management strategies often imitate the effects of natural disturbances to help maintain the ecological integrity and health of the forest. The science note is posted at <http://cfs.nrcan.gc.ca/news/670>

## Support for SFI Training Helps ITL Win Stewardship Award

**INDUSTRIAL TIMBER & LUMBER** company won the National Hardwood Lumber Association 2009 Forest Stewardship Award for excellence in forest stewardship, which includes its active involvement in SFI logger training.

The award honors association members who exemplify excellence in five areas of forest stewardship: public education, political involvement, promotion to private forestland owners, land management

practices and mill/business activities.

Industrial Timber & Lumber of Beachwood, Ohio is actively involved in educating young people about sustainable forestry through efforts with area schools, after-school clubs and by providing college internships. It also hosts Logger Appreciation events, encourages logging contractors to participate in SFI training and provides additional compensation to loggers who complete and maintain SFI training.

## TRADE SHOW UPDATE

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

Greenbuild 2009 in Phoenix **Nov. 10 to 12**



Graphics Canada 2009 in Toronto  
**Nov 12 to 14**



Rock, PAPER, Scissors Paper Show (Art Directors Club of New Jersey) **Nov. 12**



If you are participating in a trade show, don't forget the SFI program has a table-top exhibit and easily assembled "pop-up" vertical banners you can use — and there are copies of materials posted to the members areas of the website. Program participants who want to reserve SFI Inc.'s tradeshow materials for local shows or events should email [info@sfiprogram.org](mailto:info@sfiprogram.org).

## ABOUT SFI INC.

SFI Inc. is a 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program ([www.sfiprogram.org](http://www.sfiprogram.org)), that is internationally recognized and among the largest in the world. It is one of the fastest-growing forest certification programs with more than 175 million acres (70 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.