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SFI Encourages USGBC to Consider LEED Certification Credit Limitations

SFI PRESIDENT AND CEO Kathy Abusow encouraged delegates at the US Green Building Council (USGBC) GreenBuild conference in November to give credit to certified wood products for LEED green building projects.

In her presentation to a Biobased/Certified Wood Forum, Abusow asked why LEED does not currently credit SFI-certified products from North America for green buildings in North America while offshore products certified to the Forest Stewardship Council (FSC) get a green pass. She questioned whether FSC wood from Indonesia or a plantation in Brazil was really better positioned to be featured in North American green buildings than SFI-certified wood from Maine, Canada's boreal or a southern yellow pine forest in Georgia.

LEED rating tools only award credits for FSC-certified wood products yet all globally recognized programs, including SFI, go well beyond what USGBC requires of other competing resource materials. Abusow pointed out that SFI and FSC both have a balanced governance structure, conduct risk assessments to avoid illegal sources of supply, protect species at risk, maintain wildlife habitat, promote sustainable harvesting and prompt regeneration, require third-party accredited certification audits and make audit reports publicly available. "Should

steel and concrete that are not renewable get more opportunities for credit than renewable wood that comes from a third-party certified forest, be it SFI, FSC, ATFS, CSA or PEFC?"

Also in November, the Yale Program on Forest Policy and Governance invited comments on a set of draft policy documents it has prepared for the USGBC regarding recognition of forest certification. SFI has provided detailed comments (see the last issue of SFI Monthly), and encourages anyone who wants LEED to be more inclusive to comment on the materials, which are posted at www.yale.edu/forestcertification/usgbc.htm



AUSTRALIAN INDUSTRY CALLS FOR BROADER CERTIFICATION ACCEPTANCE

Australia's National Association of Forest Industries says the Green Building Council of Australia (GBCA) is discriminating against native forest timber by only recognizing recycled timber or timber certified to FSC. Association President Douglas Head says the fact that the council's Green Star rating tool does not recognize timber certified

to the Australian Forestry Standard (AFS), the country's only national forest certification standard, "risks the perception of GBCA's credibility and environmental impartiality". AFS has gained full recognition from Standards Australia, and has been endorsed by PEFC. For more information, contact Rachel Dierolf.

SFI IN THE NEWS



GRAPHIC COMMUNICATIONS
The Paper, Printing and Packaging service company

Graphic Communications Receives National Sustainable Forestry Initiative® Award

Graphic Communications is pleased to announce that we recently received the Sustainable Forestry Initiative's (SFI) first-ever President's Award for innovation in marketing and communications.

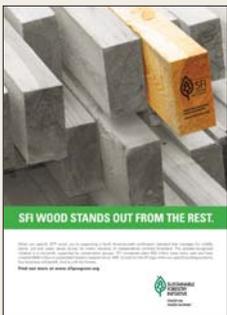
As the first paper broker to earn SFI chain-of-custody certification and the first to appoint a Director of Environmental Affairs, we honor Ralph O'Connor, who has been in this position for us the past two years. He actively promotes third-party forest certification and consults with end users of paper products to ensure understanding of the complexities of paper purchasing.

*Graphic Communications has done an outstanding job of promoting forest certification to the market and throughout its supply chain," said SFI CEO and President Kathy Abusow. "Their innovative approach to forest certification is helping to grow the demand for certified product and demonstrating that making sustainable business decisions can be achieved."

Developing a sustainable environmental policy is not just a PR issue. While others talk, Graphic Communications can help you take action.

20 U.S. + U.K. Locations | HQ: 965-650-5522
www.graphiccommunications.com

Graphic Communications placed this advertisement in *Gravure* magazine, which reaches catalogers such as Crate and Barrel and retailers like Office Depot. The company plans additional placements in other trade publications.



SFI WOOD STANDS OUT FROM THE REST.

Only wood from SFI-certified forests can carry the SFI logo. This means you can be sure the wood you're buying is from a responsibly managed forest. For more information, visit www.sfi.com

SFI placed this advertisement in the December issue of *TTJ (Timber Trades Journal)*, which has a special section on certification. *TTJ* is a leading magazine for the timber trade in the United Kingdom and Europe.

Fraser Papers Launches New SFI-Certified Opaque Paper

Fraser Papers Inc. has launched a new filmcoated lightweight opaque paper that delivers opacity, strength and printability — and is SFI certified.

Custom Snowcote, engineered with a pigmented coating that allows for sharp image and text printing as well as accurate four-colour reproduction, is made in Fraser Papers' Madawaska, Maine, paper mill, which is SFI certified. For more information, contact Jason Metnick.

Fortune Features SFI Program

The SFI program's participation in a special section of *Fortune* magazine on Innovation and Sustainability (December 10) gave SFI Inc. President and CEO Kathy Abusow a chance to promote the value of forest certification. "Only 10 percent of the world's forests are certified . . . so it's important for consumers and large-scale buyers alike to recognize and buy products that come from certified forests". For more information, contact Karen Brandt.

Committee Passes Bill to Combat Illegal Logging

THE U.S. HOUSE OF REPRESENTATIVES Natural Resources Committee has unanimously passed a bill to combat illegal logging that is backed by a broad coalition of industry, environmental groups and organized labor.

The Combat Illegal Logging Act of 2007 would expand the Lacey Act, which currently regulates trade in fish, wildlife, and a limited subset of plants, to cover timber and timber products. It would require a basic declaration to accompany every shipment of plants or plant products, including the species, country of origin, quantity and measure, and value. Most U.S. importing

companies take steps to ensure the legality of the raw material used to make their wood products, and the act rewards this due diligence.

A recent report by Seneca Creek Associates says illegal logging depresses world legally harvested wood prices by seven to 16 percent on average, and the lost revenue for U.S. wood exports is estimated at more than \$460 million each year. Additionally, logging in violation of state and national laws ignores important environmental constraints and can damage protected habitats. For more information, contact Jason Metnick.

NEW CHAIN-OF-CUSTODY CERTIFICATIONS:

Accell Graphics, London, ON
Academy Graphic Communication, Inc., Cleveland, OH
Bassette Company, Springfield, MA
Cardinal ColorPrint, Chicago, IL
Creative Carton, Minneapolis, MN
Co/Color, San Dimas, CA
EU Services, Rockville, MD
Graphic Arts Development, Inc. D/B/A:
Rocky Mountain Printing, Orem, UT
Great Western Industries — Dallas, TX
Kirkwood Printing Company, Wilmington, MA
K & D Graphics, Orange, CA
Lynden Door, Inc., Lynden, WA
Meyers Printing Co., Brooklyn Park, MN
Printing Concepts, Inc., Erie, PA
Printing Specialist Corporation, Glen Burnie, MD
Quebecor World Inc., Effingham, IL
Smith Litho, Rockville, MD
Taylor Graphics, Irvine, CA
The FSA Group, Markham, ON
The Scan Group, Waukesha, WI
VanBeek's Custom Wood Products, Inc., Byron Center, MI

NEW SFI PROGRAM PARTICIPANTS:

Crown Pine Parent, LP

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

135 million acres (54.6 million hectares)

SFI BOARD INVITES COMMENTS ON NEW STANDARD REQUIREMENT

The SFI Inc. Board of Directors is considering adding a new requirement to the 2005-2009 SFI Standard to promote the conservation of priority sites for endangered or critically endangered vascular plant and vertebrate species.

The proposed new language is available for review and comment until Jan. 18, 2008 at www.surveymonkey.com/s.aspx?sm=GOXVROINSPyri2kknf0mBw_3d_3d

If adopted, SFI program participants must be in conformance with the new provision no later than one year from the date the board publishes the change. For more information, contact Rick Cantrell.

Welcome, Lisa Stocker!

LISA STOCKER, who joins SFI Inc. in January 2008, brings with her 27 years of experience in the forest sector. Lisa assumes the new position of director, community outreach and green building, which includes duties previously held by Jay Farrell who managed the SFI Implementation Committees.

She most recently was director of public affairs for Potlatch Corporation in Warren, Ark., where she developed and maintained statewide media, government, NGO and community relationships. Among other things, she achieved favorable business sector

state legislation on sustainable building practices, energy sales tax exemption, biofuels incentives, and global warming commission.

SFI Inc. President and CEO Kathy Abusow says Lisa's technical and communication skills make her an excellent addition to the SFI team. "Her wealth of experience in the forest sector and her extensive network of contacts will allow her to broaden the role of our implementation committees, not only with respect to forest stewardship and the related supply chain, but also regarding advocacy, government affairs and green building."

ProSales Magazine Encourages Chain-of-Custody Certification

A feature article in the November issue of ProSales magazine has advised readers that new standards and the growth in green building could combine to make chain-of-custody certification for forest products a necessity.

"Market demand rarely justifies getting a chain-of-custody certificate for green-certified lumber," the magazine stated. "But new standards and green building's expected growth could combine to make certification a necessity at your business. Getting it is easier than you might think."

ProSales, which is distributed to 36,000 pro-oriented building-material dealers, distributors, home-center personnel, and wholesalers, also noted that: "SFI and FSC were once far apart on several key policy issues regarding forest and wood certification. Now, environmentalists and timber industry experts consider them fairly close on most policies, including the requirement for all legal owners of certified wood along the entire supply chain to carry a chain-of-custody certificate." ProSales magazine is available online at www.prosales.com For more information, contact Jason Metnick.

SFI Certification Promoted During November

SFI Inc. was a sponsor of the Canadian Wood Council's 2007 Ontario Wood WORKS! gala awards in Toronto, as well as having a booth at the Wood Solutions Fair the following day. The Nov. 6 gala honored leadership and innovation in wood use, and the Wood Solutions Fair gave participants access to suppliers, technical experts, designers and architects who could answer questions about wood products and their use in construction.

SFI Inc. hosted a booth at the U.S. Green Building Council GreenBuild Conference and Expo in Chicago Nov. 6-8. More than 18,000 people attended, and many visited the booth to learn about the SFI program.

Look for SFI Inc. staff at the following shows coming up early in 2008: Grocery Manufacturers Association Environmental Sustainability Summit, Jan. 17-18, Washington, DC, and NAHB's International Builders' Show, Feb. 13-16, Orlando, FL.

For more information, contact Amy Doty.

Printing Concepts Earns SFI Chain-of-Custody Certification

MIKE MARTIN, president of Printing Concepts, Inc. in Erie, PA, which recently earned SFI chain-of-custody certification, says the decision to go green was an easy one.

"A customer came to us and said they wanted to be able to use chain-of-custody certified materials in their printed communication products," he says. "It was important to them and that made it important to us."

Martin said the chain-of-custody seal to SFI, PEFC and FSC means that all of Printing Concept's customer — which include educational and medical institutions — can demonstrate their environmental steward-

ship. "The requirements for certification were stringent, the audit was comprehensive and we're a better company now, as a result of the certification."

The demand for certification is growing significantly, showing that the extra effort is worthwhile. This year alone, SFI has seen chain-of-custody certificates grow by 90 percent. Many paper printers, distributors and merchants are seeking multiple chain-of-custody certifications so they can provide service and choice of certified forest products to the marketplace. For more information, contact Jason Metnick.

SFI Impressed with Maine's Commitment to Certification

AFTER MEETING WITH Maine Governor John Baldacci, SFI Inc. President and CEO Kathy Abusow says she is impressed with the state's commitment to certification, and proud that 5.5 million acres in the state have SFI certification.

"SFI is looking forward to working with Governor Baldacci and state officials to help Maine achieve its certification objectives," she said. "We are already working with Maine's certification leadership team to refine a gap analysis between the SFI auditable requirements and Maine's regulatory framework to better understand how we could potentially facilitate SFI certification."

The SFI program has been actively involved in educational programs in Maine to improve professional skills. For example, about 5,700 loggers have completed SFI-approved logger training programs, with the demand driven largely by SFI procurement requirements. SFI program participants, the Maine Forest Service, loggers, foresters and procurement personnel have also invested more than \$12 million in Maine to raise understanding of terms and the principles of science behind forest practices that are essential to meet SFI certification performance standards. For more information, contact Jason Metnick.



This billboard along the 1-95 in Philadelphia is one of many appearing across the United States from October 2007 to January 2008 as part of SFI's campaign to raise awareness of the program and certification. Customers and potential customers alike have responded positively to the billboards and other elements of the campaign, which include advertisements in major newspapers and magazines as well as bus shelters.

SFI BRIEFS

PEFC Database Confirms Certification Validity

PEFC has introduced a searchable database on its website at www.pefc.org that lets customers find out if specific forest or chain-of-custody certificates are valid. "PEFC is committed to providing customers with current and accurate information on all certificates and we are delighted to be offering this new service," says Ben Gunneberg, Secretary General of the PEFC Council. For more information, contact Rachel Dierolf.

NAHB Surveys Probe Green Building Views

A recent survey of residential builders and developers by the National Association of Home Builders (NAHB) found that 90 percent are interested in being part of a voluntary green building certification program. In February 2008, NAHB will launch its National Green Building Program, which will link dozens of successful state and local voluntary green building programs with a national online scoring tool for builders and verifiers. NAHB green building systems recognize products from SFI-certified companies. For more information, contact Jason Metnick.

SFI HELPS LAUNCH PEFC CHINA OPERATIONS

Jason Metnick, director of market access and product labeling, represented SFI at the official opening of PEFC's China office in October. The office in Beijing aims to provide outreach and information services to the Chinese forest products manufacturing sector, inform key representatives on PEFC forest as well as chain-of-custody certification and



promote the use of wood products certified to PEFC, which includes SFI-certified products. For more information, contact Jason Metnick.



Södra President Warns of Risk of Certification Monopoly

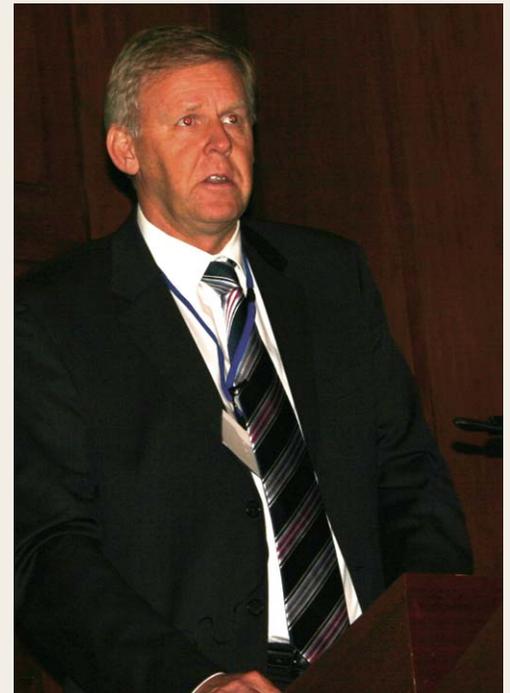
THE PRESIDENT of Europe's largest market pulp producer, Södra Cell, has warned of the dangers of a monopoly forest certification market in the United Kingdom.

"We strongly believe there has to be a market for more than just one forest certification scheme...and there is a rightful place in the market for PEFC," Sten Holmberg told a symposium during Pulp Week in London in November. "It can be in no-one's interests to see buyers demanding FSC just out of fear of a negative reaction from some NGOs."

He said something is happening in the United Kingdom in the name of forest certification "which we think has little to do with sustainability but everything to do with perception and nothing to do with freedom of choice".

"Largely due to pressure by some NGOs, it's 'FSC or bust' as far as many retailers and publishers are concerned. We think there is a real and present danger that more retailers will feel the pressure to demand only FSC-certified pulp and paper. If that happens, there is a great risk that the UK will find itself with a monopoly market, a situation which can benefit very few in the long run."

Södra produces pulp certified to FSC and



to the Programme for the Endorsement of Forest Certification schemes (PEFC). Holmberg said the growing recognition of the FSC logo on products has less to do with its environmental superiority over PEFC and more to do with the fact that FSC has been much better marketed than PEFC.

TELL SFI INC. ABOUT CONSERVATION RESEARCH PROJECTS

SFI Inc. wants to hear from program participants and SFI Implementation Committees about their conservation research on SFI-certified lands or projects that involve conservation groups, government agencies or other partners. SFI Inc. will use this information to show how these kinds of constructive, science-based activities are improving forest management across North America. Send information about your activities to info@sfi-program.org For more information, contact Allison Welde.

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SFI is endorsed by the Programme for the Endorsement of Forest Certification schemes (PEFC), an international umbrella organization that recognizes rigorous forest certification programs. PEFC and its endorsed standards are accepted by governments around the world.

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Statistical Services, SFI
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ASK SFI: SETTING THE RECORD STRAIGHT

The many people involved with the SFI program know that SFI-certified products are proof of good forest management and demonstrate sound corporate social responsibility. But there's still a lot of misinformation out there so the SFI program is taking steps to raise understanding in the marketplace of what we have to offer. In each issue of SFI® Monthly, we will respond to common misconceptions about our program. If you have something you would like to see addressed, email it to sfinewsletter@sfiprogram.org

CLAIM: SFI Inc. is not an independent organization.

THE FACTS:

* SFI Inc. is a fully independent, registered non-profit charitable organization with a 501(c)(3) status. Its three-chamber Board of Directors governs all aspects of the SFI program, with equal representation from the environmental, economic and social sectors.

CLAIM: SFI is not supported by NGOs.

THE FACTS:

- SFI has the support of and works in partnership with numerous solution-oriented, constructive groups that work to improve forest management and meet conservation objectives, including The Conservation Fund, the American Bird Conservancy, Pacific Forest Trust, Ducks Unlimited (US) and NatureServe.
- Members of the SFI Inc. Board of Directors environmental chamber include George H. Fenwick, President, American Bird Conservancy; Jerry McCollum, President and CEO, Georgia Wildlife Foundation; Laurie A. Wayburn, President, The Pacific Forest Trust; and Steven A. Williams President & CEO, Wildlife Management Institute. The terms of the board representatives from The Conservation Fund and The Nature Conservancy have expired, resulting in two openings for conservation groups.
- Conservation groups represented on SFI's independent External Review Panel include the Land Trust Accreditation Commission, the National Association of Conservation Districts, the American Fisheries Society and the Rocky Mountain Elk Foundation. The panel conducts an independent review of the SFI program while seeking steady improvements in sustainable forestry practices.
- Conservation groups also work with SFI companies in numerous activities to improve research and understanding of forestry-specific issues. In 2008, SFI Inc. will recognize many of these achievements through awards that highlight conservation partnerships that are improving practices on the ground.