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UN Report: Green Building a Mixed Blessing for Certification

THE 2008-2009 UNECE/FAO FOREST PRODUCTS Annual Market Review says green building initiatives are a mixed blessing for forest certification.

The report says that while there is potential for significant growth in market demand for certified forest products, "the evidence suggests that a considerable amount of work is still required both to increase uptake of (green building initiatives) and to ensure that standards give appropriate credit to wood's environmental attributes."

"In fact, (green building initiatives) can be a mixed blessing for wood products," the report states. "Discrimination against wood can actually be built into (green building initiatives) standards, as wood is often the only material required to demonstrate responsible sourcing. (Green building initiatives) 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."

The review noted there are also opportunities for forest certification related to:

- **Illegal logging:** New legislation should encourage suppliers in the United States and Europe to look for ways to avoid buying forest products that may have come from illegal sources.
- **Climate change:** New forest values, including bio-fuels and carbon sequestration, are creating new demands for certification.

The UN Economic Commission for Europe (UNECE) has 56 member states and involves more than 70 international professional organizations and other non-governmental organizations. The UNECE Timber Committee and Food and Agriculture Organization (FAO) European Forestry Commission work together to strengthen the forest sector and its contribution to sustainable development.

For more information about the UN market review, see page 4.



SFI Support for Habitat for Humanity

Manitoba Premier Gary Doer (left), recently named Canada's new ambassador to the United States, joined Danny Karch, SFI National Director, Market Access (Canada), at a Build Day for a Habitat for Humanity project in Winnipeg, Manitoba. The SFI program has partnered with two Canadian Habitat affiliates to help build homes for Aboriginal families. See page 3.

REGISTER NOW FOR THE 2009 SFI INC. ANNUAL CONFERENCE

INTEREST IS BUILDING IN SFI Program: 2010 & Beyond, the 2009 SFI Inc. annual conference in Nashville, TN, from Sept. 22 to 24 – and it's one you don't want to miss.

The meeting will explore latest developments in relevant topics from The Lacey Act to the revised SFI 2010-2014 Standard, with speakers representing organizations such as Time Inc., the U.S. Green Building Council, the new USDA Office of Ecosystem Services and Markets, the World Resources Institute, the Green Building Initiative, the NAHB Research Center and Walmart. The all-conference lunch on Sept. 23 features a keynote address by Brian Dumaine, Global

Editor of FORTUNE magazine, who will share his thoughts on current environmental trends. See page 4 for a summary of what's planned.

Conference sponsors include: LP Building Products, Forestry Innovation Investment, The American Chestnut Foundation, Wildlife Management Institute, International Paper, KPMG Performance Registrar Inc., SGS Systems and Services Certification, American Tree Farm System, Bureau Veritas Certification, Georgia-Pacific, NewPage, Perdue Creative, PricewaterhouseCoopers, QMI-SAI Global and Timber Product Inspection.

CATCH UP ON SFI WEBINARS

The SFI program has hosted five webinars, and each has been a lively interactive event. If you missed one, you can listen to a recording of each event posted to the SFI website along with the presentation at www.sfiprogram.org/SFI-webinars/index.php

So far, there have been webinars on the following topics:

- SFI 101
- Labels and Claims
- SFI for Printers and Packaging Companies
- Green Building
- Ecosystem Services Markets (with Forest Trends)

Through webinars, the SFI program brings together people from across North America and across the supply chain for presentations via a conference call and their computers. To sign up or suggest future topics, send us an email at info@sfiprogram.org.

NEW SFI CERTIFICATIONS (EFFECTIVE AUG. 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 under resources.

NEW SFI CHAIN-OF-CUSTODY CERTIFICATIONS:

Advanced Web Offset
Allied Printing & Graphics Co. Inc.
Allstate Insurance Company
American Pad and Paper
American Press LLC
Anbrook Industries Ltd.
Apex Color
Art for Everyday
Arthur Press (1978) Ltd.
Best Deal Graphics
Bois Expansion Inc.
California Litho-Arts
Canadian Paper and Film Converters
Cenveo Amarillo
Cenveo Cadmus - Port City Press
Cenveo McLaren Morris & Todd Company
Coastal Printing Inc.
Color Spectrum Network
Color World Printers

Webinar Will Review Revised Standard

RICK CANTRELL, SFI Vice President and COO, will host a webinar on Thursday, Oct. 22, to discuss the revised SFI 2010-2014 Standard, and answer questions about the standard and next steps. This is in addition to a panel discussion Sept. 24 at the annual conference. The latest draft of the standard will be distributed at the conference; and the version presented to the board has been posted under documents at <http://www.sfiprogram.org/standard-development-process.php>. The draft revised standard will also be posted

in French this fall.

The October webinar is open to anyone who wants to learn more about the standard, which is the outcome of an open review process that began more than a year ago and included two public comment periods and seven regional meetings. The revised standard takes effect Jan. 1, 2010, and program participants must demonstrate conformance to all new requirements at their first surveillance audit after Dec. 31, 2010

Preparing for Ecosystem Services Markets

RAPIDLY EMERGING MARKETS for ecosystem services such as carbon, water and biodiversity will have a major impact on how forest managers think about their business, Michael Jenkins, President of Forest Trends, told a recent SFI webinar.

"The markets are emerging and they are not small," Jenkins said. "For example, the carbon market is just about four years old and is already worth a trillion dollars. Some financial institutions have stated that carbon markets may become the largest commodity market in the world."

Through the webinar, Jenkins and Kate Hamilton, Director, Ecosystem Marketplace, discussed some of the ways ecosystem services are gaining value, through the range of different types of Payments for Ecosystem Services (PES), such as private and public agreements, cap and trade programs, and ecolabelling. Certified organizations are well positioned to qualify for the new markets because certification is based on broader ecosystem approaches.

Jenkins said now is the time to be bold and help to shape these emerging markets. "It is surprising how quickly things are moving," he said. "I have no doubt the United States will go to Copenhagen with a strong hand."

In addition to carbon markets there are innovative market-like instruments being developed for other ecosystem services, such as water quality. Forest Trends and a number of partners are involved in The Chesapeake Fund (www.chesapeakefund.org/), an

innovative partnership to improve the health of Chesapeake Bay. Individuals and organizations are able to offset their impact on the watershed, helping to reduce the amount of nitrogen flowing into local streams and rivers.

"While there is no silver bullet, there may be a silver lining," Jenkins said. "There are a broad suite of emerging environmental markets, and we will all be able to tie into one of them."

The webinar attracted more than 100 people, and started a dialogue that will continue at the SFI annual meeting when Jenkins leads a panel discussion to examine the latest developments in ecosystem services markets and opportunities for SFI program participants.

Forest Trends is an international non-profit organization that works to expand the value of forests to society; to promote sustainable forest management and conservation by creating and capturing market values for ecosystem services; to support innovative projects and companies that are developing these new markets; and to enhance the livelihoods of local communities living in and around those forests.

For more information about ecosystem services, visit www.forest-trends.org or contact Allison Welde.



NEW SFI CHAIN-OF-CUSTODY
CERTIFICATIONS *CONTINUED*

Corrugated Services Inc.
 Courier Corporation
 Cross Tech Communications Inc.
 Custom Lithographic Inc.
 Dartmouth Printing Company
 DG3 North America Inc.
 Digital Joint Corporation
 Display Pack, Inc.
 Domtar Distribution Group – Canada
 Dura-Fibre LLC
 EarthColor
 Ellis Packaging West
 Emery Panel Products Limited
 Falcon Lumber
 Filler King Company
 Forbes Printing
 Forham Printing Co. Ltd.
 Freedom Graphics Systems
 Gateway Printing & Graphics Inc.
 Glover Printing, Inc.
 Graphic Visual Solutions
 Great Northern Corporation
 InkOne Communications Inc.
 Intelligencer Printing Company
 Iowa State University Printing & Copy Services
 and Central Stores
 IPP Lithoplate Corporation
 J&A Printing
 Jackson Paper Manufacturing Company
 Jim Buckley Offsetting
 Jones Company
 Lebon Press Inc.
 Lewis Paper
 Linemark Printing Inc.
 LTI Printing
 Madison Paper Company-Alsip
 Marfred Industries
 McKinley Paper Company
 Mensch Mill & Lumber Corp
 Meredith Webb Printing
 Metroland Media Group Ltd. - Tempo Division
 Miami Systems DBA PRINTSouth Corporation
 Midwest Converting Inc.
 More Business Solutions
 Moulures Blainville Plus Inc.
 Newton Falls Fine Paper Company LLC
 Nicholas/Earth Printing LLC
 Norbord Industries Inc.
 Northwest Mailing Services
 Nosco Inc.
 On Demand Technologies
 Owl Distribution Inc.
 P.A. Hutchison Company
 Panoramic Press Inc.
 Papiers Baldwin A Division of 9169-2707 Quebec Inc.
 Paste-Ups, Ltd. D/B/A Graphics Ink
 Patriot Hardwoods Inc.
 Peel District School Board Department of
 Printing Services
 Pella Printing Co. Inc.
 Phoenix Lithographing Co
 Pip of Tennessee Inc., DBA Dynamark Graphics Group
 PM Company LLC

SFI Supports Habitat Housing for Aboriginal Families

THE SFI PROGRAM HAS partnered with two Canadian Habitat for Humanity affiliates to help build homes for Aboriginal families, including the first Habitat home in a First Nation community in the country.

In addition to the home in Alderville, Ontario, the SFI program is supporting a unique Habitat partnership that will result in 11 energy-efficient homes in Winnipeg, Manitoba, including three for members of the Manitoba Métis Federation.

In Ontario, Chief James Marsden of Alderville First Nation said the partnership with businesses and the community will lead to an affordable home for an Alderville First Nation family, and the involvement of the SFI program “allows us to reinforce our respect for land and forests.”

Ron Chartrand, Vice-President, Manitoba Métis Federation, Winnipeg Region, echoed this view. “The Métis people and community have strong family values, and great respect for the land — and this project addresses both.” The Métis people constitute a distinct Aboriginal nation largely based in western Canada.

Louisiana Pacific Corporation and Norbord Inc. provided engineered wood products and OSB for the home in Alderville, northeast of Toronto, and LP and Buchanan Sales donated OSB and lumber for the 11 Winnipeg homes. The Winnipeg homes are the first of 34 that, once completed, will be Canada’s most sustainable affordable housing development. They will be built to both the U.S. Green Building

Council LEED (Leadership in Energy and Environmental Design) program for residential homes and the Manitoba Hydro Power Smart Gold Standard.

Danny Karch, National Director, Market Access (Canada), represented the SFI program at build days for both projects. “Habitat partnerships are such a fantastic way to promote the benefits of SFI certification, and contribute to the community,” Karch says. “In Winnipeg, Manitoba Premier Gary Doer attended the Build Day and was pleased to learn about the SFI involvement and what it represents.”

Karch later received a note of thanks from Cathy Borowec, Director of Affiliate Relations for Habitat for Humanity Canada: “We appreciate the support that SFI is providing to our affiliates this year and look forward to the partnership expanding in coming years.”



Habitat Build Day at Winnipeg



Habitat Build Day at Alderville



WORKING WITH HABITAT FOR HUMANITY

THE SFI PROGRAM HAS PARTNERED WITH HABITAT FOR HUMANITY affiliates in Minnesota, Maine, Manitoba, Ontario and Tennessee. A home in Hibbing, MN, has been completed, work is underway in Maine, Manitoba and Ontario, and a build day just before the SFI conference will kick off the Nashville project.

On her blog (www.goodforforests.com) SFI

President and CEO Kathy Abusow recently said: “Habitat for Humanity is a fantastic organization, and I am proud we can support them. Their guiding principles — simple, decent, affordable — say a lot about what they represent. And our involvement is a great fit because Habitat is increasing its emphasis on sustainability, and our donated forest products are from responsible sources.”

NEW SFI CHAIN-OF-CUSTODY CERTIFICATIONS *CONTINUED*

Precision Art Printing
Prime Lumber Company
Princetonian Graphics Inc.
Print Shop of Canton Inc.
Printing Partners LLC
Progressive Graphics Inc.
Raff Printing Inc.
Red Shield Acquisition LLC, DBA Old Town Fuel and Fiber
Redi-Frame Inc.
Reindl Printing Inc.
Shawmut Advertising, Inc., DBA Shawmut Printing
Sina Printing Inc.
Specialized Packaging Group Inc., London
Stuart Packaging Inc.
Sundance Graphics LLC
Swift Print Communications
TFP Data Systems
Tower Litho Company Ltd
Vail-Ballou Press
Valassis Communications Inc.
Victor Envelope Co
West Linn Paper Company
West Wind Litho
Weyerhaeuser NR Company Hardwoods
Wiener Crowley & St. John Inc.
Winston Packaging, A Winston Printing Company
Wisconsin Packaging
Wynndel Box & Lumber Co. Ltd.

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

Access Business Group
Cal-Tex Lumber Company Inc.
Fontana Wood Products Inc.
Graphic Management Specialty Products
Pinnacle Frames and Accents Inc.
Pregis-Hexacomb
TimBar Packaging and Display

NEW SFI 2005-2009 FOREST MANAGEMENT CERTIFICATIONS

Ainsworth Engineered Canada LP
NewPage Corporation
Weyerhaeuser NR Company Hardwoods

NEW SFI PROGRAM PARTICIPANTS

Appalachian Timber Products Inc.
Cal-Tex Lumber Company Inc.
Idaho Timber of Boise LLC
North Enderby Timber Ltd.
Patriot Hardwoods Inc.

CURRENT PROGRAM STATISTICS (AS OF AUGUST 31, 2009)

SFI PROGRAM PARTICIPANTS

248 (from 245 in May 2009)

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

178 million acres/72 million hectares
(from 162.6 million acres/65.8 million hectares in May 2009)

CONTINUED NEXT PAGE:

SFI PROGRAM: 2010 & BEYOND

HERE IS AN OUTLINE OF WHAT'S PLANNED FOR THE 2009 SFI ANNUAL CONFERENCE

in Nashville Sept. 22 to 24. For a more detailed Conference Schedule at a Glance or to register, visit www.sfiprogram.org/conference-2009.php.

BUILDING WITH SFI

Learn the latest about green building, including updates on the new ANSI-approved ICC-700-2008 National Green Building Standard™ for residential construction, the Green Globes Commercial Standard, and revisions to the U.S. Green Building Council's LEED rating system.

ECOSYSTEM SERVICES DIALOGUE

Join Michael Jenkins, President of Forest Trends, who will lead a panel discussion with distinguished guests about developments in ecosystem services markets and opportunities for SFI program participants.

DEMAND FOR SFI-CERTIFIED PAPER AND PACKAGING

As green issues become more mainstream, learn from companies such as Time Inc. and Walmart Inc. how the SFI program can stay competitive in today's markets.

THE SFI 2010-2014 STANDARD

Find out about the revised SFI 2010-2014 Standard, with members of the SFI Resources Committee

looking at it from environmental, social and economic perspectives, and answering your questions.

RESPONSIBLE PROCUREMENT IN A GLOBAL SUPPLY CHAIN

Get an overview of procurement policies and programs, including The Lacey Act, from representatives of the World Resources Institute and the Green Building Initiative on government procurement.

BUILDING LASTING PARTNERSHIPS

Hear about SFI conservation and community partnerships from Habitat for Humanity, the Wildlife Management Institute and SFI program participants.

MARKET RESEARCH AND SFI PROMOTIONS

Share the experiences of representatives from Irving Tissue and Grand & Toy related to leveraging a market appetite for third-party forest certification.

The day before the conference opens, SFI Inc. will host a general session for members of SFI Implementation Committees, with a presentation about opportunities for collaboration with the Temperate Forest Foundation.

For more information about the annual conference, contact Amy Doty.

UNECE/FAO Global Report Shows SFI Leading CoC Growth

A SNAPSHOT OF FOREST CERTIFICATION STATISTICS

and trends in the 2008-2009 *UNECE/FAO Forest Products Annual Market Review* shows rapid growth in chain-of-custody certification, with the SFI program registering the most significant increase.

The report, produced by the UN Economic Commission for Europe (UNECE) and the UN Food and Agriculture Organization (FAO), provides general and statistical information on forest products markets in Europe, North America and Eastern Europe, Caucasus and Central Asia. The certification chapter includes observations in areas outside this region.

It found that the pace of growth in forest certification has slowed while the number of chain-of-custody certificates has grown rapidly in some regions — 70 percent of more than 5,000 new certificates issued in 2008 were in the United States, United Kingdom, Germany,

Japan and Canada.

"In terms of numbers, the most significant of these is the SFI Program in North America," the report stated. "The numbers of its certificates issued increased dramatically during the course of 2008 from 100 certificates covering 400 locations to almost 400 certificates covering 1,000 locations. A significant proportion of these companies are dual certified to both the SFI and PEFC CoC standards."

By May 2009, about eight percent of the world's forests were certified to Forest Stewardship Council standards or programs endorsed by the Programme for the Endorsement of Forest Certification schemes, which include SFI. Most certified lands are in Europe (54 percent) and North America (38 percent).

The review is posted at <http://timber.unece.org/index.php?id=208>.

CHAIN-OF-CUSTODY CERTIFICATES

719 (from 640 in May 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.)

1,597 (from 1,504 in May 2009)

FIBER SOURCING CERTIFICATES

62 (from 52 in May 2009)

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

237 PEFC chain-of-custody certificates
(from 218 in May 2009)
782 PEFC chain-of-custody certified locations
(from 718 in May 2009)

SFI IN THE NEWS

U.S. Postal Service Supports Certification

In its green ideas for direct marketing, the United States Postal Service recommends sourcing paper from forests managed to independent, third-party standards such as SFI.

The list, posted at www.usps.com/green/ideas.htm, also suggests updating mailing lists to avoid duplication and waste, using research to effectively target customers and designing mailings so they can be recycled.

The postal service encourages mailers to evaluate the environmental impact of marketing processes by filling out a checklist produced by the Direct Marketing Association (www.the-dma.org/envgen) and developing a company environmental action plan/policy. DMA paper procurement standards recommend increasing paper purchases from recognized forest certification programs.

On Paper Series Features SFI Interview

On Paper, sponsored by NewPage Corporation, features an interview with SFI President and CEO Kathy Abusow as part of a series of podcasts from *Fortune* magazine's second Brainstorm: GREEN Conference.

In the 10-minute interview, Abusow explained the SFI program and its mission. She said one of the reasons she was attending Brainstorm: GREEN was to show Fortune 500 companies that recycled paper is not the only way to meet their environment commitments. "We believe responsible forestry is a really important initiative and we would like these customers to understand more about it," she said.

In addition to forestry, the On Paper series features interviews with professionals focused on corporate responsibility, energy, carbon strategies and waste management. It is posted at <http://onpaperseries.com/>.

SFI-Certified Companies Support Solar-Powered Prototype Home

IF YOU PLAN TO BE IN WASHINGTON in mid October, you can drop by the National Mall and have a look at North House, an advanced solar-powered home made with wood donated by three SFI-certified companies.

North House is one of the entries in the 2009 U.S. Department of Energy Solar Decathlon (www.solardecathlon.org) — a biennial international competition where university teams from around the world compete to build 100 percent solar-powered homes. The 800-square-foot prototype home will be entirely solar powered and hyper-insulated, using materials and passive solar construction that absorb heat during the day and release it at night so it will produce more energy than it consumes.

"We are interested in performance and sustainability so wood is a perfect choice for North House — it is a natural, renewable product that delivers the strength and flexibility we need," says



SFI program participants donated wood products for the construction of North House. The photo shows preliminary testing and dry-fitting of the rooftop truss assembly.



Professor Geoffrey Thun of Team North, an expert team of researchers, academics, students, government and industry professionals from across Canada who are designing and building North House.

"The SFI program delivers added assurance that the wood is from a well-managed forest, which is essential for the credibility of our project," said student team leader Lauren Barhydt.

The SFI program is identified as a project sponsor after arranging to have AbitibiBowater, International Forest Products Ltd. and West Fraser Timber Co. Ltd. donate lumber, plywood, engineered wood products and decking for the project. The project also plans to use SFI-certified paper for its promotional materials.

The Team North blog — www.team-north.com/blog — is being updated daily with new construction photos of North House. After the competition in mid October, North House will be shipped to Vancouver for display at the 2010 Olympic and Paralympic Winter Games, before returning to southern Ontario where it will be set up as a public demonstration.

VISIT NORTH HOUSE IN WASHINGTON

For three weeks in October 2009, the U.S. Department of Energy will host the Solar Decathlon at the National Mall in Washington.

Oct. 8-16 – Teams compete in 10 contests

Oct. 15-18 – Houses are open to the public

Oct. 9-13 – Houses are open to the public

Oct. 19-21 – Teams disassemble their houses

The Solar Decathlon houses will be open for public tours 11 a.m. to 3 p.m. Monday to Friday and 10 a.m. to 5 p.m. Saturdays and Sundays. The homes will be closed Oct. 14.

BRIEFS

SWEET TWEET PROMOTES SFI

Among its tweets about new flavors and catering assignments, Cupcakeology www.cupcakeology.com a cupcake bakery in Albuquerque is posting fun facts on Twitter including this one: "Fun Fact #3 — Our boxes are made from Sustainable Forestry Initiative lumber collected & reforested using environmentally friendly practices."

VERTIS CERTIFIED TO SFI PROGRAM

Vertis Communications has completed energy-efficiency improvements at five locations — adding environmental improvements, which include certification to programs such as SFI. "Energy efficiency in our facilities, combined with certification of several Vertis sites through the Forestry Stewardship Council (FSC) and most recently the Sustainable Forestry Initiative (SFI) are key to helping our customers adopt environmentally-friendly business practices," says CEO Quincy L. Allen. "As our customers' environmental awareness increases, we look forward to showing them what we are doing to protect the environment."

EDUCATORS ADVISED TO ASK FOR CERTIFIED PAPER

The Scoop, an email magazine for experts in higher education and marketing produced by Stein Marketing and Communications, examined certification as part of an article on eco-friendly printing in its August 2009 issue. The first tip is to request paper certified to a standard such as SFI or FSC. "Requesting that materials be printed on paper from certified sources ensures that you are contributing to positive sustainability practices."

BAR ASSOCIATION TOLD ABOUT CERTIFICATION

The June issue of the Canadian Bar Association newsletter included a how-to guide telling readers about the three credible certification programs used in Canada — SFI, the Canadian Standards Association and the Forest Stewardship Council. The guest editorial, written by Jonathon Lok, a registered professional forester and President of the Association of British Columbia Forest Professionals, stated: "The CSA, FSC, and SFI have nuances that differentiate them from one another, yet all have the overarching goal to identify and recognize forest products sourced in a sustainable manner. Using certified products shows that you care about sustaining Canada's natural resources and enhancing the level social responsibility of your organization."

CONTINUED NEXT PAGE:

SFI Label on the Road

ESSELTE CORP. is displaying the SFI logo on six trucks used by Supreme Basics www.supremebasics.com to deliver products to corporate

accounts in the western Canadian cities of Regina, Edmonton and Saskatoon.



Fact Sheets on Boreal and Aboriginal Interests

TWO NEW SFI FACT SHEETS touch on subjects that are drawing a lot of attention these days — Canada's boreal region and Aboriginal interests.

SFI Certification and the Boreal Region shows how SFI certification addresses the unique needs of the boreal, which accounts for almost one third of the world's forests.

The SFI Program: Addressing Aboriginal

Interests looks at ways the SFI Standard requires that program participants address Aboriginal interests — environmental, social and economic — and highlights SFI program partnerships with First Nations and tribes.

Both fact sheets are posted on the SFI website www.sfi.org under resources.



ANBROOK CERTIFIED TO SFI

Anbrook Industries Ltd., a western red cedar and shingle manufacturing business in Pitt Meadows, British Columbia, has achieved SFI chain-of-custody certification. Company Vice-President Brooke Meeker says: "It is important to our company that we continue to strive to higher standards in all aspects of the manufacture of quality cedar products, and we take great pride in knowing that the raw material that goes into our products meets the high standards set by SFI chain-of-custody standard."

SFI IMPLEMENTATION COMMITTEE CORNER

New Hampshire

New Hampshire Project Learning Tree recently sent a letter of thanks to Gordon Gamble of the New Hampshire SFI Implementation Committee for supporting the program, which has trained more than 5,000 educators and reached an estimated three-quarters of a million students since 1979. In her letter, Executive Director Esther Cowley said: "Our triumphs are only possible through the generous investment of many individuals, businesses, foundations, agencies and organization."

Kentucky

The Kentucky SFI Implementation Committee is focusing on outreach to non-industrial private landowners who care for the vast majority of the state's forest land. As well as placing an ad in the Kentucky Woodlands Owners magazine, the committee sponsored a Tree Farm Inspector Training course with the help of Domtar Paper Co., had a booth with Tree Farm at the annual Kentucky Farm Bureau meeting, and helping promote Kentucky Woodland Owners short courses.

Texas

The Texas Forest Service's first Best Management Practices (BMP) forest roads workshop was such a hit additional courses had to be scheduled — and 97 percent of attendees said they would recommend the class to others.

Texas BMP Coordinator Hughes Simpson, a member of the Texas SFI Implementation Committee, developed the training, and reported that some participants drove more than 175 miles (280 kilometers) to attend. The workshop is designed like a traditional BMP course, with discussions, videos and slide presentations in the morning and field visits to apply the principles in the afternoon.

"Implementing BMPs on roads is absolutely critical," says Simpson. "Research has shown these areas can contribute up to 90 percent of all sediment that reaches the stream. Improperly constructing and maintaining roads can have lasting effects on water quality."

SAVE THE DATE

SFI PROGRAM: 2010 & BEYOND

The graphic features a green circular icon with a white leaf and tree, a yellow icon of a document, an orange icon of a recycling symbol, and a green icon of a house.

2009 SFI ANNUAL CONFERENCE • SEPT. 22-24, 2009 • NASHVILLE

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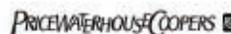
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The SFI program is endorsed by the Programme for the Endorsement of Forest Certification schemes (PEFC), an international umbrella organization recognizing rigorous forest certification programs. PEFC and its endorsed standards are accepted by governments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



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TRADE SHOW UPDATE

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

2009 American Tree Farm System Convention in Washington Sept. 28 to 30



2009 Wood Solutions Fair in Toronto Sept. 30



2009 Society of American Foresters Convention in Orlando Sept. 30 to Oct. 4



2009 NHLA Annual Convention and Exhibit Showcase in Boston Sept. 30 to Oct. 1



Print In The Mix Conference and Tradeshow in Toronto Sept. 30 to Oct. 1

Land Trust Alliance Rally '09 in Portland, Ore. Oct. 11 to 14



Quebec Graphic Communications Conference in Montreal Oct. 15

DMA '09 Conference and Exhibition in San Diego Oct. 17 to 22



Unisource Annual Report Show in Chicago Oct. 20



World Forestry Congress in Buenos Aires Oct. 18 to 23



Greenbuild 2009 in Phoenix Nov. 10 to 12



Graphics Canada 2009 in Toronto Nov 12 to 14



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.

ABOUT SFI INC.

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