



ADVANTAGES OF THE SUSTAINABLE FORESTRY INITIATIVE® (SFI) PROGRAM

■ INDEPENDENT CERTIFICATION PROGRAM

The SFI® program is fully independent, governed by a multi-stakeholder board.

The multi-stakeholder Board of Directors of the Sustainable Forestry Initiative, Inc. (SFI, Inc.) is the sole governing body over the SFI Standard and all aspects of the program, including chain of custody certification and labeling, marketing and promotion. SFI, Inc.'s board members represent environmental and conservation organizations, public officials, professional and academic groups, forest products industry, independent logging professionals and forest landowners. To meet the members of SFI, Inc.'s board, visit www.sfiprogram.org/boardmembers.cfm.

■ MARKET CLOUD

The SFI program keeps products on the shelf.

The SFI program is the largest certification program in the U.S. and Canada with over 133 million acres independently third-party certified. For the U.S., SFI program participants account for:

- 85 percent of wood panel production
- 50 percent of dimensional lumber
- 92 percent of pulp production
- 84 percent of all paper production
- 87 percent of newsprint production
- 93 percent of containerboard production
- 90 percent of paperboard production
- 85 percent of printing-writing paper production

■ COMPREHENSIVE LABELING PROGRAM AND CHAIN OF CUSTODY

The SFI program has the ability to meet labeling and fiber tracking requirements.

The SFI program has a comprehensive labeling program that includes percent content labels for those who choose to use Chain of Custody (CoC). Certified retailers, printers, publishers, merchants and others are eligible for on-product label use and CoC certification.

■ BEYOND CHAIN OF CUSTODY

The SFI Standard has the most comprehensive approach to wood procurement certification and Chain of Custody (CoC) of any certification program in the world.

The SFI Standard goes well beyond traditional CoC by requiring a comprehensive audit of the entire wood supply chain. SFI Standard requirements include performance-based auditing of non-certified lands from which raw materials are procured. These requirements include training programs for loggers and monitoring the use of best management practices.

■ INTERNATIONALLY RECOGNIZED

The SFI program has been internationally recognized by the *Programme for the Endorsement of Forest Certification* (PEFC). www.pefc.org

■ NORTH AMERICAN FOCUS

The SFI program was developed specifically for the U.S. and Canada.

The SFI Standard recognizes and complements the unique land ownership patterns, social conditions and legal and regulatory frameworks found in the U.S. and Canada.

■ INDEPENDENT AUDITS

The SFI program requires auditors to be accredited by an independent third-party. Audited organizations must be in full compliance with the SFI Standard at the time of the audit.

SFI, Inc. sets the standards for certification and auditor qualifications but does not accredit auditors. To be certified, an applicant must undergo a thorough and rigorous review of its operations by an audit firm accredited by either ANAB (ANSI-ASQ National Accreditation Board) or the Standards Council of Canada. All auditors must meet precise educational and professional criteria established by SFI, Inc. A list of approved auditors can be found at <http://www.sfiprogram.org/certifiers.cfm>

■ CONTINUOUS IMPROVEMENT

The SFI program results in continuous improvement in forest management practices.

Numerous enhancements have been adopted in the past few years to ensure the SFI program meets the needs of customers, consumers, and program participants.

■ BROAD SUPPORT

The SFI program enjoys support from more than two-dozen conservation groups, labor, family forest owners, scientists, universities and public agencies.

The SFI program does not exclusively rely on annual foundation funding or grants and has the support and funding infrastructure necessary to ensure an economically viable program into the future.

■ SCIENCE-BASED PERFORMANCE

The SFI program is science based and recognizes the role of technology in sustainable forestry and sustainable development.

SFI Standard performance measures and indicators are science based and reflect current technology and regulatory systems. The SFI Standard recognizes the benefits and limitations of technology, such as forest pesticides and genetically modified organisms that are approved for use by federal, state and local governments.

www.sfiprogram.org