



# SUSTAINABLE FORESTRY INITIATIVE

*Good for you. Good for our forests.®*

[www.sfiprogram.org](http://www.sfiprogram.org)

The Sustainable Forestry Initiative® is an independent, nonprofit 501(c)3 organization that promotes sustainable forestry, improved best practices and responsible buying decisions. SFI Inc. is solely responsible for maintaining, overseeing and improving the internationally recognized SFI® program and SFI Standard. SFI Inc.'s 18-member board represents environmental, social and economic sectors equally to meet the many needs of forests and communities. The board members include representatives of public and private landowners, manufacturers of forest products, conservation groups, academia, aboriginal interests, community organizations and government officials.

It is unclear to us what ForestEthics' goal is. We believe they are threatening companies that buy paper, wood and packaging products, and we know they are misrepresenting our program. We know they have received funds to promote FSC and we know they have received funds to undermine SFI. We know they are behaving irresponsibly and we know they are undermining the good work of both SFI and FSC, as many buyers are growing tired of ForestEthics, and by association, the important topic of forest certification. It is unfortunate that ForestEthics has spent hundreds of thousands of dollars to harass companies to choose FSC rather than SFI, when both programs are part of the solution.

What large corporations in the supply chain understand is that we need more responsible forestry, not less. These corporations also understand that regardless of a company's decision about which certification label to put on a product, the supply chain is mixed: SFI content is found in FSC-labeled products and vice versa. They see the value of both of our certification programs and often prefer some aspects of one program over another, but they do not disassociate themselves from responsible forestry and therefore they do not disassociate themselves with the Sustainable Forestry Initiative or the Forest Stewardship Council. However, that day will come if these campaigns persist, and the good work of thousands of individuals working to provide clean water, thriving forests, wildlife habitat, strong communities and jobs will be compromised.

ForestEthics' anti-SFI attack campaign is ineffective and misleading, and it wastes resources that would be much better used to promote forest conservation. We urge them to put their dollars to good use and work with us or other organizations on real projects that promote real conservation benefits in our forests. We invite ForestEthics to stop misleading people and instead join SFI and hundreds of thousands of stakeholders around the world who are working day in and day out to advance the cause of sustainable forestry.