

Four Major Brands Join Trend Away From SFI

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On October 20, ForestEthics added four companies to the [list that are distancing their brands](#) from the logging industry Sustainable Forestry Initiative (SFI) greenwash scheme. SFI is the industry's fake eco-label, designed to mislead consumers about destruction of forests. The 31 companies on this list will avoid promoting SFI's forest destruction; instead they will expand their commitment to support and promote responsible forestry by taking actions such as the use of Forest Stewardship Council-certified paper and fiber. FSC is the only forest certification program that aligns with these companies' values and commitment to protect endangered forests, wildlife, and human rights. We're talking about an influential group of companies with vastly improved policies on sustainability and sourcing:

Xerox (#143 on Fortune 500 with annual revenue of \$20.9 billion) "**Xerox** is no longer directly involved in paper sales or distribution in North America and will work with our suppliers to avoid using or promoting the Sustainable Forestry Initiative certification program."

Starwood Hotels & Resorts Worldwide (#442 on Fortune 500 with annual revenue of \$5.9 billion, and 1,200 hotels in over 100 countries) "**Starwood Hotels & Resorts Worldwide** is committed to sustainability and works with suppliers who commit to sourcing environmentally responsible paper and fiber that meet only the highest forest protection standards. As part of its Sustainable Meeting Practices, Starwood encourages recycling and is committed to reducing its paper consumption and promoting the use of post-consumer waste (PCW) recycled paper and fiber. For materials containing virgin fiber, Starwood prefers using and promoting content certified by the Forestry Stewardship Council (FSC) and avoids using, promoting or referencing Sustainable Forestry Initiative (SFI).

Delta Dental of CA and its affiliated companies (Gross revenue of nearly \$8 billion in 2013.) "Our group of companies — **Delta Dental of California, Delta Dental Insurance Company, Delta Dental of New York, Inc., Delta Dental of Pennsylvania and our affiliated companies** — are committed to being an environmentally responsible business, which includes our ability to reduce paper consumption wherever possible and sourcing environmentally responsible paper." Delta Dental has removed the Sustainable Forestry Initiative (SFI) label from its envelopes.

Bigelow Tea (Annual revenue of \$150 million and turns out about 1.6 billion tea bags a year.) "**Bigelow Tea** constantly strives to deepen our commitment to environmental responsibility. As a part of that effort, we engage and educate our vendors about sustainability best practices. Bigelow Tea recognizes that Forestry Stewardship Council (FSC) has the most rigorous forest management standard and is widely considered the gold standard of forest certification. As part of Bigelow Tea's strong commitment to environmental sustainability, Bigelow Tea will promote the Forest Stewardship Council (FSC), and will educate our vendors about Bigelow Tea's purchasing preference for Forestry Stewardship Council (FSC)-certified paper and fiber."

These brands join other Fortune 500 companies, including 3M, AT&T, Hewlett-Packard, and Southwest Airlines, a move that will accelerate the growing trend away from SFI and towards more responsible alternatives.

ForestEthics applauds Xerox, Starwood Hotels & Resorts Worldwide, Bigelow, and Delta Dental, and the dozens of other companies that are taking a stand to protect healthy forests, wildlife, and communities. They know that consumers expect companies to take environmental and social responsibility seriously, and that means policies that support healthy forests and respect human rights, and not massive clearcuts and deceiving consumers with misleading environmental claims.

ForestEthics recent hard-hitting report on SFI's new rules, "SFI New and Unimproved," can be found [here](#).