



SFI® NEWSLETTER

..... SEPTEMBER 2010

HIGHLIGHTS

Two recent blogs point out that recycled and certified paper are both responsible choices. [See page 2.](#)

Metafore's Paper Life Cycle project helps buyers make informed paper purchasing decisions. [See page 2.](#)

Open Space Institute project examines public benefits of protecting large tracts of private forestland. [See page 6.](#)

A World Resources Institute website and report aims to catalyze more forest conservation by raising awareness of the value of America's southern forests, and pressures they face. [See page 6.](#)

Companies use multiple certification systems for many reasons — including access to certified fiber to meet demand and more consumer choice. [See page 7.](#)

2010 SFI CONFERENCE: THE POWER OF PARTNERSHIPS

The 2010 SFI Annual Conference will be held in Vancouver, British Columbia, from Tuesday, Sept. 21 to Thursday, Sept. 23. **Check out the session highlights on page 3** or download the Conference at A Glance schedule on the conference website at: www.sfiprogram.org/conference-2010.php.

Demand for Fairer LEED Process Continues

SO FAR, THE U.S. GREEN BUILDING COUNCIL has heard from 11 U.S. governors, certification programs from 12 countries, 87 members of Congress, the Canadian Council of Forest Ministers, the U.S. National Association of State Foresters, the Canadian Institute of Forestry, many other leaders and thousands of

individuals. They all want one thing — a fairer approach to the Leadership in Energy and Environmental Design (LEED) forest certification credit. See pages 4 and 5 for the latest news, and stay on top of developments through the SFI website at www.sfiprogram.org/leed.

SFI Supports Scout Jamboree Activities

SFI INC. SUPPORTED EFFORTS by the Society of American Foresters (SAF), which resulted in 5,000 Boy Scouts achieving an SAF patch at the 2010 National Scout Jamboree in Fort A.P. Hill, VA.

At least 15,000 scouts visited the SAF tent during the 10-day Jamboree. They had to visit three of five stations to earn the patch — the stations included forest management and wildlife, forest products, plant identification and invasive species, careers and education in forestry, and tree ring and wood/tree identification.

"It's important to show youth how much we use forests, and how they contribute to our

everyday lives in so many ways," says E.Lynn Burkett of the Bureau of Land Management who led the effort on behalf of the SAF National Capital Chapter. "Most of the scouts were amazed at what they learned. If we are going to make a difference, we need to educate the future."

Burkett said the "absolutely fantastic" volunteers and support from organizations such as SFI Inc. and Virginia Tech and Extension were invaluable. The SAF booth was staffed by volunteers from across the country — "a classy team passionate about what they do." They included Bill Kleinhaus, an 80-year-old retired forester from Florida who spent the entire 10 days talking to scouts and members of the public who dropped by on the weekend.

The Boy Scouts of America magazine, *Boy's Life*, uses paper certified to the SFI chain-of-custody standard, and the Philmont Scout Ranch in New Mexico is certified to the SFI Standard.



LEARN ABOUT THE FOREST FOOTPRINT DISCLOSURE

The Sustainable Forestry Initiative® (SFI®) program is hosting a webinar to raise awareness about the United Kingdom's Forest Footprint Disclosure (www.forestdisclosure.com), which helps investors identify how an organization seeks to minimize deforestation through its activities and supply chains. Participating companies disclose how their operations and supply chains are impacting forests worldwide, and what is being done to manage these impacts responsibly — and this information is reported annually. The webinar will be held on Thursday, Sept. 9 from 11:30 a.m. to 12:30 p.m. EDT — to register, visit www.sfiprogram.org/SFI-webinars/index.php.



NEW SFI CERTIFICATIONS (EFFECTIVE AUGUST 31, 2010)

More than 2,500 individuals and organizations are meeting SFI requirements and/or working with the program to strengthen forest practices and fiber sourcing. They include forest products companies, industrial and family forest owners, conservation groups, universities, public agencies, manufacturers, retailers, printers, resource professionals and many others who share a passion for responsible forest management. You can find lists of all SFI program participants and certifications at www.sfi-program.org under resources.

NEW SFI CHAIN-OF-CUSTODY CERTIFICATIONS:

Blue Heron Paper Company
Boelter Industries, Inc.
Boscut Canada Inc.
Buches du Nord Inc. - dba Moulures M. Warnet Mouldings Inc.
Cellu Tissue Holdings Inc.
Climax Packaging Inc.
Commercial Lithographing Company, Inc.
Cory Mouldings Inc. - Moulures Cory Inc.
Coyle Reproductions Inc.
Cultech Inc., A subsidiary of Autajon Group
Data Reproductions
Dee Paper Co. Inc.
Eastern Forest Products
Eastern Forest Products dba Mill Services Inc
Ellis Paper Box Inc.
Fibreco Exports Inc.
Fine Line Graphics Corporation
Fleetwood Fibre Packaging & Graphics
Freedom Corrugated LLC
Geami, Ltd.
Hallmark Cards Inc.
Independence Press Inc. dba Independence Web LLC
Indexx Inc. dba Growill.com, Burco Promotional Printing and Sherpa
Infinity Global Packaging Inc.
IPP Litho
Jen-Coat Inc.
JJ Collins Printer - Charleston Manufacturing Facility
KDM Enterprises LLC
LeNoble Lumber Co., Inc.
Merit Wood Products
Panaprint Inc.
Principal Financial Group
Prographics Communications LLC
Progressive
RockTenn Company - Corrugated Packaging Division
RockTenn Company - Demopolis Mill
Roselle Paper Company
Scott Lithographing Company Inc.
Sonderen Packaging Inc.
Soporcel North America Inc.
Three Z Printing Co.
Tigerton Lumber Florence LLC

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

Bay Corrugated Container Inc.
Beloit Box Board Company Inc.
Five Star Sheets LLC
Fleetwood Fibre Packaging & Graphics
Kruger Inc. - Emballages KRUPACK, Usine de Place Turcot
Rock-Tenn Company - Corrugated Packaging Division
Twin Rivers Paper Company
Westlam Industries Ltd.
Weyerhaeuser NR Company

Certified or Recycled? Both Start with Wood Fiber

TWO RECENT BLOGS POINT OUT THAT recycled and certified paper are both responsible choices when it comes to environmental performance.

In *Finch in the Forest*, Roger Dziengeleski, Vice President and Senior Forester for Finch Paper, says that asking whether recycled or certified is better is like asking what's better — water or water? After all, it's the same resource — both are made with wood fiber. The blog is posted at <http://finchpaper.com/2010/04/sorting-out-the-facts-in-the-recycled-vs-certified-fiber-debate/>.

It's time to set aside emotional arguments and look at the facts, he writes. While recycling is good for the environment, it does not save forests. After all, fiber cannot be recycled forever, and paper is essentially a byproduct of logs cut for lumber and furniture.

"Our focus should be on saving forests, not trees," Dziengeleski says. "If you really want to help save forests, you should buy paper that is third-party certified to come from well-managed forests (FSC, SFI, American Tree Farm and PEFC are all helpful in this area). By rewarding those who use the best forest management science and techniques, you help ensure that forests remain as forests. We need to see the forest for the trees!"

In a www.greenbiz.com blog, Lisa Morden, Global Sustainability Leader for Kimberly-Clark Professional, says recycled fiber is not the only way to make paper products greener. Third-party forest certification "has emerged as an important tool to

measure and communicate the social and environmental performance of forest operations." She lists SFI, Canadian Standards Association, Forest Stewardship Council, CERFLOT (Brazil) and Programme for the Endorsement of Forest Certification

She concludes: "While they may not be as trendy as '100 percent recycled fiber' products, tissue and towel products made with responsibly sourced recycled and virgin fibers can help people use less, waste less, and leave more for the future. With a little bit of legwork, businesses can find suppliers that share the belief that environmental protection is critical to business success and that integrate environmental considerations like sustainable fiber sourcing into all aspects of their operations and product development."

The blog is posted at <http://www.greenbiz.com/blog/2010/07/09/recycled-fiber-only-way-make-paper-products-greener>



Supporting Responsible Paper Buying Decisions

BUYERS WHO WANT TO MAKE informed, sustainable paper purchasing decisions can turn to a comprehensive online resource for advice — including the latest information about certification programs such as SFI.

The Paper Life Cycle project (www.thepaperlifecycle.org) details critical environmental issues from the forest through paper manufacturing process, end-use and recovery in a science-based and interactive format. It promotes greater understanding of the key issues throughout the paper supply chain, covering topics such as climate change, forest practice management, recycling, illegal logging, energy use and product performance.

Launched in July 2010, The Paper Life

Cycle was developed by Metafore, a program of non-profit GreenBlue, in collaboration with stakeholders across the paper supply chain including associations, manufacturers, paper buyers, academic institutions and NGOs.

Ruth Noguerón, Associate with the World Resources Institute, assisted in the initial review of the site, and says: "Given the immense environmental challenges facing the world today, it's critical that we foster healthy ecosystem management through the sustainable use of paper and forestry products. The Paper Life Cycle is a resource to help understand the environmental issues related to paper production and use."

NEW SFI PROGRAM PARTICIPANTS

Ainsworth Engineered Canada LP – Alberta Division
Georgia Biomass, LLC
Sinclair Group Forest Products Ltd.
Yakama Nation

CURRENT PROGRAM STATISTICS (AS OF AUGUST 31, 2010)

SFI PROGRAM PARTICIPANTS

251

AREA THIRD-PARTY CERTIFIED to the SFI 2005-2009 Standard or SFI 2010-2014 Standard

179.7 million acres/72.7 million hectares

CHAIN-OF-CUSTODY CERTIFICATES

936

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.)

2,210

COMPANIES CERTIFIED FOR RESPONSIBLE SOURCING AND ASSOCIATED LABELS

99

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

333

SFI IMPLEMENTATION COMMITTEES

Making Use of Invasive Species Guide

When Dave Chura, Executive Director of the Minnesota Logger Education Program (MLEP), was on a site visit in late July, he noticed something hanging behind the seat in the cab of Scott Pittack's harvester. "I was pleased and impressed to see Scott had the SIC Guide to Invasive Species and St. Louis County Endangered and Threatened Species cards hanging in his cab for quick reference," Chura says. The Minnesota SIC's cards, distributed at MLEP 2010 spring loggers conferences, help to identify invasive species and offer advice on ways to stop them. Pittack, CEO of Pittack Logging, was the Minnesota SIC's 2008 logger of the year.



SFI Represented at Southeast Conference

SFI Implementation Committees from Florida, Georgia and Alabama teamed up with Georgia Pacific and SFI Inc. to have a booth at the 2010 Southeast Building Conference and Green Building Show in Orlando, FL. The booth was staffed by James Norris (Gilman Building Products, LLC) and Benji Addison (Hancock Forest Management).

2010 SFI Conference: The Power of Partnerships

HERE ARE SOME OF THE HIGHLIGHTS of the 2010 SFI Annual Conference Sept. 21 to 23 in Vancouver, British Columbia, which will be moderated by **Rick Jeffery**, President, Coast Forest Products Association:

Opening Session: SFI President and CEO **Kathy Abusow**; Oregon State Forester and SFI Board Chair **Marvin Brown**; **Dana Hayden**, Deputy Minister, British Columbia Ministry of Forests and Range, and **Dr. John Innes**, Dean of Forestry, University of British Columbia, will welcome delegates. Dr. Innes will also talk about how the SFI program can engage the academic community. The Musqueam Nation will welcome delegates to their traditional territory with an Aboriginal dance celebration, followed by a blessing of the conference from an elder representing the Musqueam band.

Keynote Speaker: **Linda Coady**, former Vice-President of Sustainability for the Vancouver Olympics Organizing Committee and now a Distinguished Fellow at the University of British Columbia, will share her insights on Certification, Corporate Social Responsibility and Sustainability — The Next Generation.

Customer Collaboration and Market Demand: **Al Dragone**, CEO, Unisource Worldwide Inc., and **Eric Paradis**, Vice-President, Merchandising/Building Material and Forest Products, RONA, will look at how their companies are working with the forest sector and other stakeholders to advance responsible forest management and meet customer demands.

Global Partnerships and Procurement: **Benjamin Singer**, Forest Affairs Officer, UN Forum on Forests Secretariat, **Sofie Tind-Nielsen**, Project Manager of the UK's Central Point of Expertise on Timber (CPET), and **Dave Ingersoll**, Senior International Trade Analyst, U.S. International Trade Commission, will explore how leading partnerships in the international landscape advance responsible forestry worldwide.

Conservation and Community Partnerships in Action: **Daniel Petit** of the National Fish and Wildlife Foundation and **Pete Davidson** of Bird Studies Canada will discuss the importance of the newest SFI grant initiative, and **Corby Lamb** of Capacity Forest Management will discuss the process

nine Aboriginal communities in Western Canada used to reach SFI certification.

Canadian Boreal Forest Agreement Panel: **Bruce Lourie**, President, Ivey Foundation, and **Wayne Clogg**, Senior Vice President, Woodlands, West Fraser Timber Co. Ltd., will offer perspectives on involvement in the agreement and what it means.

Green Building in the Marketplace: **Kathy Abusow** will join champions of green building from the United States and Canada for an update on recent developments in the green building sector. Panel members include **John Wagner**, co-founder of the Certified Green Dealer Program, and Green Editor for LBM Journal, Qualified Remodeler, and Residential Design and Build magazines, will offer views of trends and opportunities when it comes to green building. **Ann Ralph** of Built Green Canada and **Terry Petkau** of Habitat for Humanity Canada will discuss Habitat Canada's collaborations with SFI and Built Green Canada. **Steve Lovett**, Consultant, Blue Ribbon Commission for Softwood Lumber Check-off, and Founder and President, Phoenix Strategic Solutions Inc., will provide a status report on the check-off program.

Market Trends and Emerging Issues: **Michael Goergen**, Executive Vice-President, Society of American Foresters, and Chair, SFI External Review Panel, will speak about developments in carbon offset markets, and the role of forests and forest products. **Derik Broekhoff**, Vice President of Policy, Climate Action Reserve, will speak about their recently updated forest project protocol and its use in the domestic carbon offset market. **Bill Street**, Director of the Woodworkers Department at the International Association of Machinists & Aerospace workers, SFI Board Member, and Chair of the Programme for Endorsement of Forest Certification (PEFC), will talk about the strong SFI-PEFC partnership, and how the two programs can work together to address issues and opportunities that lie ahead.

For more information or to register, visit the conference page on the SFI website at www.sfiprogram.org/conference-2010.php or contact Amy Doty. For more information about sponsorship opportunities, contact Allison Welde.

THE U.S. GREEN BUILDING COUNCIL (USGBC) has received a letter signed by 79 members of Congress, letters from 11 U.S. Governors, and a copy of the SFI on-line petition with nearly 6,000 signatures — just some of the letters urging the council to accept all credible forest management certification systems for qualification under the Leadership in Energy and Environmental Design (LEED) rating system.

SFI President and CEO Kathy Abusow says she hopes USGBC gets past the outdated process and politics around the LEED forest certification policy. “For the sake of our forests, our communities, the tens of thousands of family foresters who make their livelihoods from forestry, and the future of green building across North America and globally, it is time for USGBC to do the right thing and recognize all credible forest certification standards, including SFI, ATFS, PEFC, CSA and FSC. It’s what other green building programs and codes globally already have applied. Multiple forest certification programs push each other to do better, and they serve different needs.”

Bipartisan Effort

Rep. Kurt Schrader (Democrat-Oregon) and Rep. Bob Goodlatte (Republican-Virginia) initiated a letter that was signed by 79 members of Congress representing 35 states.

The letter, posted on the SFI website at www.sfiprogram.org/files/pdf/House-letter-LEED_2010jul.pdf, urges USGBC to expedite its review of certification programs for qualification under LEED, to ensure strong markets for domestic lumber producers and forest landowners, which is vital to the future of forests and forest industry workers.

“This bipartisan and robust message signed by Democrats and Republicans from across our country sends a powerful message: while we support the United States Green Building Council (USGBC) we urge them to change the LEED certification system to support the use of wood produced by Americans,” says Schrader.

“America’s forests and forest products industry are the backbone of many rural communities across the country, providing family-wage jobs and economic development, while also providing clean air, water and wildlife habitat,” says Goodlatte. “The approach that USGBC is taking discourages the creation of American jobs and recovery from our economic crisis.”

SFI Petition – 6,000 Signatures

On July 15, SFI Inc. gave Rick Fedrizzi, USGBC President, CEO and Foundation

Chairman, a petition with nearly 6,000 signatures calling for an open approach to certification through LEED.

In an accompanying letter, Kathy Abusow included some of the hundreds of comments from the petition: “Many of the signatories are not USGBC members so they are not part of the official process and cannot cast a vote, but their voices should be heard on this important issue because it directly impacts their communities, their forests, their families and their jobs.”

The SFI program launched the on-line petition in March after hearing from individuals and groups who wanted to express their views. To sign the petition or view the comments, visit www.ipetitions.com/petition/leed.

Richland Adopts Draft Code

Rick Weiland, CEO of the International Code Council (ICC), personally congratulated Richland, WA, for becoming the first local government in the United States to adopt the draft International Green Construction Code (IgCC) and “providing leadership for your colleagues around the U.S. and our global partners around the world.”

The IgCC, which is currently undergoing

public review, was developed in response to requests from building officials for a regulatory code for green buildings that is clear and science-based. It requires that wood and wood products, other than salvaged or reused wood products, must be certified to SFI, FSC, PEFC or an equivalent certification scheme.

Close Look at Rating Systems

British Columbia’s Forestry Innovation Investment (FII) has posted a fact sheet Building Green and the Benefits of Wood that looks at green building rating systems, codes and standards, and the benefits of using wood in green designs.

It includes a summary of three prominent green building rating systems in North America — ANSI/GBI 01-2010: Green Building Assessment Protocol for Commercial Buildings (Green Globes), the National Association of Home Builders (NAHB)/International Code Council (ICC) National Green Building Standard and Leadership in Energy and Environmental Design (LEED) Design. The summary shows all three contain detailed – and often identical – requirements related to energy, water, pollution, materials and resources, indoor environment and site/transportation.



Widespread Demands for an Open LEED

THE USGBC IS HEARING FROM LEADERS in North America and from around the world, including 11 governors. Brad Henry of Oklahoma and Robert F. McDonnell of Virginia are the latest to write letters, joining colleagues from Arkansas, Idaho, Maine, Michigan, Minnesota, Mississippi, Montana, Oregon, and Washington.

In his letter, Gov. McDonnell says: “Besides FSC, there are other credible, independently audited certification programs used across far more acres in the Commonwealth, such as the American Tree Farm System (ATFS) and the Sustainable Forestry Initiative (SFI). Failure to recognize Virginia’s well-managed forests in favor of concrete and steel is neither environmentally nor economically sound and will serve only to encourage the importation of wood products from our foreign competitors.”

And forest certification standards from 12 countries — Australia, Canada, Denmark, Finland, Germany, Ireland, Italy, Malaysia, the Slovak Republic, Spain, the United Kingdom and the United States — have called on the USGBC to end its discrimination against wood and accept all credible sustainable forest certification standards.

“If the USGBC wants to demonstrate real leadership it will finally do the right thing and accept all credible forest certification programs, allowing builders and architects choice when it comes to building sustainably,” says Antonio Brunori, National Secretary of PEFC Italy.

“Less than 10 per cent of the world’s forests are certified, yet LEED does not recognize the more than two thirds of the world’s certified forests that meet PEFC’s Sustainability Benchmarks,” says PEFC International Secretary General Ben Gunneberg. About 551 million acres/223 million hectares are certified to national standards endorsed by independent non-profit PEFC, including the SFI Standard, and none are eligible for the LEED credit.

Gunneberg also says USGBC should increase the number of credits for using wood products. “To qualify for one LEED credit, wood must comply with 81 individual benchmarks – something no other building material is required to demonstrate.”



Reaching Out Through Media

AN OPINION ARTICLE IN THE *Oregonian* by forest sector leaders says when it comes to forest products, LEED shortchanges North America's and Oregon's forests by not awarding credit to wood certified by SFI and ATFS.

The article was written by Marvin Brown, Oregon State Forester and Chair of the SFI Board; Clint Bentz, an Oregon family forest landowner and Chair of the American Forest Foundation Board; David Ford, an Oregon family forest landowner and Executive Director of the Oregon Small Woodlands Association; and Steve Wilson, member of the Oregon Board of Forestry and Secretary-Treasurer of Woodworkers District 1 of the International Association of Machinists and Aerospace Workers. It is posted at www.oregonlive.com/opinion/index.ssf/2010/08/green_buildings_open_wood_cred.html

It points out that an exclusive LEED policy is a problem for Oregon, which has more than

five million acres certified to SFI and ATFS and 500,000 acres certified to FSC. "With a lifetime of first-hand experience and extensive background in the application of forest certification programs in our state, we find it bewildering that the Green Building Council has not opened its LEED policy to all credible forest certification programs."

In an article in *ProSales*, Craig Webb outlined the benchmark changes and the reasons why many organizations do not feel the current draft properly addresses forest certification issues. In an earlier item, ProSales quoted Michael O'Brien, President of the National Lumber and Building Material Dealers Association as saying if LEED is to remain relevant in the marketplace, it should recognize all major certification programs, including SFI, FSC, ATFS, CSA and PEFC.

Jason Metnick, SFI Senior Director, Market Access and Product Labeling, and Nadine Block,

Senior Director, Government Outreach, did radio interviews that reached more than 825,000 listeners of **400 radio outlets** in Arkansas, Montana, Michigan, Minnesota, Mississippi, Oregon, Washington, as well as the Northern Ag Radio Network and the nationally syndicated Lars Larson Show. "We want local forest owners to get a fair shake from the USGBC and get credit for certification to SFI, CSA, ATFS or PEFC," Metnick says. "It's exciting to see more and more people take notice and support the movement to open LEED."

Mother Nature Network, which provides on-line news about environmental and social responsibility, has posted the SFI short video outlining the value of wood and SFI certification at <http://www.mnn.com/your-home/green-building/remodeling/sponsorvideo/join-the-movement-to-open-leed>. It also invites readers to sign the SFI on-line petition.

SFI Backs U.S. Sustainable Design Proposed Rule

SFI INC. HAS PROVIDED COMMENTS in support of a rule proposed by the U.S. Department of Energy (DOE) that will allow agencies to choose green rating systems, noting multiple rating systems in the marketplace spurs competition and leads to significant improvements.

Nadine Block, SFI Senior Director, Government Outreach, says SFI Inc. strongly supports govern-

ment efforts to promote the use of energy-efficient construction. SFI Inc. applauded the proposed approach to identify minimum criteria for green building rating systems utilized by federal agencies and to create a list of all green building rating systems determined to meet the criteria.

SFI Inc. strongly recommended that, in its list of approved systems, DOE include programs such as ANSI/ICC 700-2008:National

Green Building Standard and ANSI/GBI 01-2010: Green Building Assessment Protocol for Commercial Buildings, which appear to meet all the statutory criteria while recognizing the positive aspects of wood products and all credible forest certification systems. The SFI Standard is recognized by these rating systems as well as others from around the globe. For more information, contact Nadine Block.

Red Wolves Set Up Home in Working Forest

JESSICA HOMYACK KNOWS THAT MANY SPECIES of wildlife call working forests home.

Dr. Homyack is a biologist with Weyerhaeuser, and she's seen plenty of examples of forestry operations co-existing with wildlife habitat. In fact, a pair of red wolves — one of the most endangered canids in the world — included SFI-certified Weyerhaeuser lands in northeastern North Carolina as part of their territory, and are raising five pups this summer.

Red wolves were once common across the eastern and south-central United States but fell victim to predator control programs and loss of habitat. To protect the species from extinction, the U.S. Fish and Wildlife Service (USFWS) captured as many as possible in the

1970s so they could breed them in captivity and reintroduce them. The red wolf is the first predator to be restored to the wild after being extirpated in the wild.

Informal involvement in the red wolf recovery effort is just a small part of Homyack's job — Weyerhaeuser is involved in a diversity of environmental research activities with NGOs and universities and maintains an active presence in the scientific community. The SFI program has a long-standing commitment to research, and is the only certification program that includes research in its standard requirements.

Photo by Ryan Nordsvén, USFWS



SFI Webinar Promotes Conservation Collaborative

THE OPEN SPACE INSTITUTE (OSI) is reaching out to 30 of the largest landowners in the eastern United States, representing 38 million acres/15 million hectares of forestland, to work with them on a project that will create maps and a report that examine the public benefits of protecting large tracts of private forestland.

Abigail Weinberg, Research Manager with OSI, said in a webinar sponsored by the SFI program that as of Aug. 1, eight landowners who collectively hold 16 million acres/6.5 million hectares have agreed to participate in the Private Forestland Planning Collaborative. "There is a lot of pressure to convert forestlands, and we want to collaborate with private landowners to inform the public debate," she said. "We need to encourage policies and funding that will keep working forests as forests. To do this, we want to demonstrate the importance of large ownerships in holding together the mosaic of privately owned forests, creating and retaining jobs, and protecting drinking

water sources and wildlife habitat."

Weinberg also said OSI does not expect the information it gathers to sit on the shelf. "It will be made available to conservation organizations and industry leaders to advocate to policymakers for expanded easement funding, new tax incentives and markets for working forestland," she said. "It will help to focus funding on areas of greatest water, wildlife and economic value."

Troy Harris, Vice President-Operations of SFI-certified Wells Timberland REIT Inc., is excited about the project's potential. "This is a fantastic, and practical, tool to help us understand the environmental side of our world," he says. "It's a holistic approach — I don't need to know what neighboring landowners are doing, but I do want to know how values such as water and wildlife are being protected across the landscape, and how we fit in."

Harris says it will help Wells Timberland show how it is meeting SFI requirements, such as promoting biological diversity and

managing wildlife habitat. Data will be presented in aggregate, and OSI will only use it in a manner approved by the landowner.

The first phase of work will be to develop a series of maps examining existing public values provided by privately held lands, and the potential for losing these values through forestland conversion. The data collection and mapping analysis should be completed by spring 2011. In the second phase, partner NGOs and public officials at the state and federal level will be engaged to make a case for easement funding and new markets for forestland.

American Forest Management, a private consulting firm, has been hired to develop the maps and assist with landowner outreach and an expert Advisory Committee, consisting of industry leaders such as Scott Jones, Clark Binkley and Mike Clutter, are informing the study methods and approach. For more information, contact Abby Weinberg at 212-290-8200, ext 235 or visit the OSI website at www.osiny.org.

Taking a Closer Look at Southern Forests

THE WORLD RESOURCES INSTITUTE'S (WRI) Southern Forests for the Future project — which includes a dynamic mapping website www.SeeSouthernForests.org and accompanying publication — aims to catalyze more forest conservation and sustainable management by making more people aware of the value of America's southern forests, and the pressures they face.

The forests of the southern United States cover about 214 million acres/87 million hectares and provide important ecosystem services such as fresh water, timber and recreation. However, these forests are under intense pressure from urbanization, surface mining, and other threats, and this is complicated by the fact 87 percent of the land is privately owned, often in small parcels.

"The Southern Forests for the Future project is helping private forest landowners of all sizes realize the potential economic benefits of conserving and sustainably managing their forestland by providing valuable information about available ecosystem service markets and other financial incentive program opportunities," says Peter Stein,

Managing Director of The Lyme Timber Company, an SFI program participant.

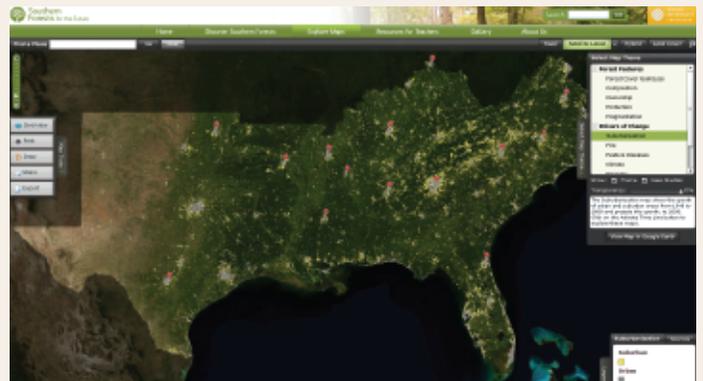
And there is a role for certified companies in addressing some of these drivers of change, says WRI Research Analyst Logan Yonavjak. "We would like to see more certified lands in the southeast — and would like to know where certified lands are located because this tells us that a base level of sustainable management is occurring, and also helps with landscape-scale conservation planning."

Southern Forests for the Future provides data about southern forests, their history, what is likely to impact them, and what measures might help to ensure they continue to provide their many benefits. The project's long-term goal is to help catalyze sustainable management of an additional 20 percent of southern U.S. forests by 2020.

In addition to the map-

ping tool (www.SeeSouthernForests.org) and publication, WRI is conducting research this year to identify incentives such as payments for ecosystem services that will encourage landowners to keep forests as forest and manage them sustainably. In 2011, WRI will pilot some of the more promising initiatives, in collaboration with southern landowners and other partner organizations. For more information about the southern forests project, contact Logan Yonavjak at lyonavjak@wri.org.

A dynamic mapping website includes time-series maps showing trends and changes.



SAVE-THE-DATE

2010 SFI ANNUAL CONFERENCE
SEPT. 21-23, 2010
VANCOUVER, BC CANADA

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Weyerhaeuser
The future is growing™

GOLD SPONSORS

INTERNATIONAL PAPER

CONSERVATION CORNER SPONSORS

SILVER SPONSORS

Article Looks at Value of Multiple Certifications

A RECENT ARTICLE IN *The Hard Copy Supplies Journal* found there are many reasons why companies use multiple certification systems — including access to certified fiber to meet demand and more consumer choice.

The article — Environmental Certification on Paper: A Look at Who Is Using FSC and SFI in North America — also found papermakers believe choosing multiple programs better achieves widespread responsible forest management and competition encourages improvements to certification schemes.

Based on interviews with a number of papermakers, the article found most believe

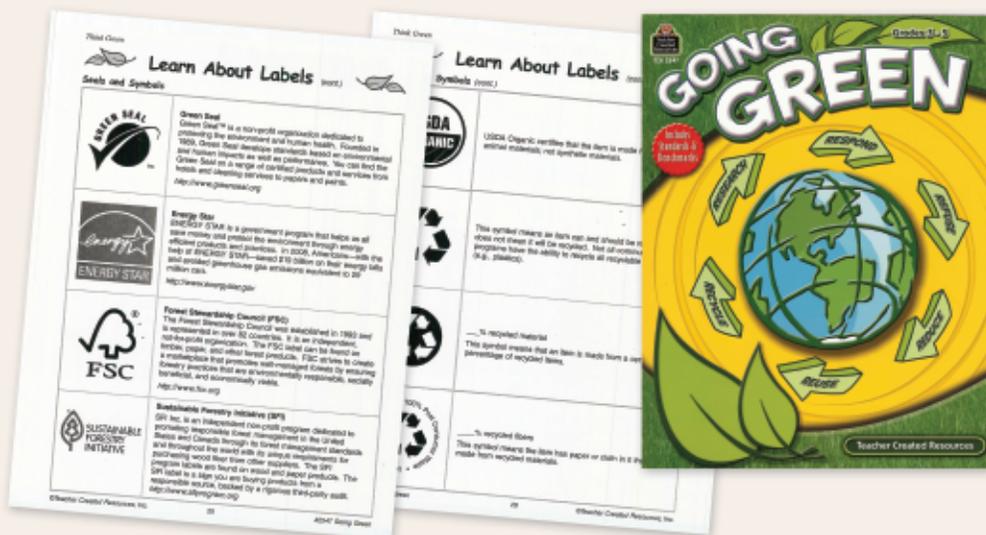
SFI and FSC are both great standards with their own sets of challenges. It concludes that existing forest certification, fiber sourcing and chain-of-custody are all needed — and called on companies to provide more education for consumers and small- and medium-sized businesses (SMBs).

“While enterprises may have procurement policies and be well versed in ‘eco-speak,’ more consumers and SMBs must learn to decipher the ‘alphabet soup’ and recognize that acronyms such as FSC and SFI denote sustainable forestry,” the article states. Online registration is needed to read the full article at <http://journal.lyra.com/TheLyraWeb/ShowArticle.aspx?ID=2520>.

SFI Label Included in Education Resource

A LEADING PUBLISHER of educational products in the United States has produced a Going Green series to encourage students to take care of the environment by adapting the way they live and do things — with a section in the Grade 3-5 book called Learn about Labels that refers to SFI certification. Produced by Teacher Created Resources

(www.teachercreated.com), the Going Green books allow students to examine their role as a consumer, and learn about the meaning of different symbols and seals. Each book also has sections that focus on reducing trash, reusing items, recycling garbage and sharing what they learn with others.



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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.



PEFC/29-1-1

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ABOUT SFI INC.

SFI Inc. is an independent 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative (SFI) program (www.sfiprogram.org). Across North America, more than 175 million acres/70 million hectares are certified to the SFI forest management standard, making it the largest single standard in the world. SFI chain-of-custody certification tells buyers how much certified, responsibly sourced and/or recycled content is in a product. The SFI program's unique fiber sourcing requirements promote responsible forest management on all suppliers' lands. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.

Trade Shows

The SFI program was represented at a number of recent trade shows, including:

NAHB National Green Building Conference
May 16-18, Raleigh, NC



Retail Marketing Conference 2010
May 24-26, Orlando Florida



AIA Expo 2010 June 10-12, Miami



Canadian Wood Pallet and Container Association
May 19, Toronto, Ontario



Canadian Green Building Council
June 8-10, Vancouver, British Columbia



Purchasing Management Association of
Canada June 9-11, Regina, Saskatchewan



Gravure Association of America –
Environmental Workshop
June 15-17, Milwaukee, WI



Royal Architectural Institute of Canada
June 24-26, Saskatoon, Saskatchewan



American Tree Farm Annual Conference
June 13-15 Burlington, VT



Southeastern Lumber Manufacturers
Association July 14-17 Naples, FL



Print Oasis July 19-20 Washington DC



Julia Hershberger Named SFI Office Manager

SFI INC.'S NEW OFFICE MANAGER is Julia Hershberger. As well as managing the Washington, DC, headquarters office, she will be the main contact for general inquiries and publication requests as well as coordinating logistics for tradeshow involving SFI staff. Julia joined SFI Inc.

on a temporary basis six months ago, and has three years of administrative and event planning experience. She is also a skilled musician – she earned an undergraduate degree in music from Goshen College in Indiana and taught flute for several years as well as working in a music library.