



GOVERNMENT AND SFI

PARTNERING TO HELP
RESPONSIBLE
FORESTRY
GAIN MORE GROUND



SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.®

www.sfiprogram.org

SFI-0001

IN ITS *THE SINS OF GREENWASHING* REPORT, TERRACHOICE INCLUDED SFI ON ITS SHORT LIST OF “LEGITIMATE” ENVIRONMENTAL STANDARDS AND CERTIFICATIONS, WHICH ALSO INCLUDED ECOLOGO, ENERGY STAR AND GREENGUARD.



SFI: Good for government, our economy and our forests.

By specifying Sustainable Forestry Initiative® (SFI®) labeled wood and paper products, government agencies can meet sustainability goals while promoting responsible forest management. When your procurement policies consider all credible forest certification standards, including SFI, you're helping to ensure a steady supply of wood and paper products — and jobs — in North America.

We are pleased to see Federal programs like the **Department of Education's** Green Ribbon Schools program¹ recognizing SFI certification among its criteria for paper usage. And in September 2011, the



USDA Department of Agriculture announced a program to promote wood in green building, noting that “Sustainability of forest products can be verified using any credible third-party rating system, such as Sustainable Forestry Initiative, Forest Stewardship Council or American Tree Farm System certification.”²

SFI labels can be found on everything from office paper to green building materials. There are currently about 2,000 organizations directly involved in the SFI program. And, SFI is supported by conservation groups, community organizations and forest professionals.

An independent 501(c)(3) non-profit charitable organization, the Sustainable Forestry Initiative never loses sight of the bigger picture — promoting responsible forestry and procurement — by continually improving its rigorous certification standard via input from diverse individuals and organizations who share its passion for ensuring the well-being of this essential resource.



States Ensure Green Buildings are Good for Forests

Wood from certified forests is an excellent choice for any new construction or renovation. Elected officials recognize the value that forest certification brings to green building and are taking action to ensure their building policies take an inclusive approach to forest certification.

Mississippi Governor Phil Bryant signed legislation in March 2013 specifying that rating systems used in green building projects funded by the state government “shall not exclude certificate credits for forest products certified [to] the Sustainable Forestry Initiative, Forest Stewardship Council or the American Tree Farm System.”³

Maine Governor Paul LePage in December 2011 and Georgia Governor Nathan Deal in August 2012 each signed executive orders directing that “any new or expanded state buildings shall incorporate ‘Green Building’ standards that give certification credits equally to forest products grown, manufactured, and certified under the Sustainable Forestry Initiative, the American Tree Farm System, and the Forest Stewardship Council.”⁴

“Recognizing all forest certifications equally will promote sustainable forestry in our state and will help create thousands of jobs while maintaining our strong outdoor heritage.”⁵

NATHAN DEAL, GOVERNOR OF GEORGIA

¹ U.S. Department of Education: Framework for Evaluation by Nominating Authorities <http://www2.ed.gov/programs/green-ribbon-schools/framework.xls>

² http://www.usda.gov/wps/portal/usda/usdahome?contentid=2011/09/0426.xml&navid=NEWS_RELEASE&navtype=RT&parentnav=LATE_ST_RELEASES&edeployment_action=retrievecontent

³ <http://billstatus.ls.state.ms.us/2013/pdf/history/HB/HB0488.xml>

⁴ http://www.maine.gov/tools/whatsnew/index.php?topic=Gov_Executive_Orders&id=323510&v=article2011

⁵ Executive Order by Georgia Governor Nathan Deal: <http://gov.georgia.gov/press-releases/2012-08-15/deal-order-expands-states-ability-use-georgia-forest-products>



71% OF THE CERTIFIED FORESTS IN THE U.S. ARE CERTIFIED TO SFI OR THE AMERICAN TREE FARM SYSTEM STANDARDS.



SFI: A leading certification program that:

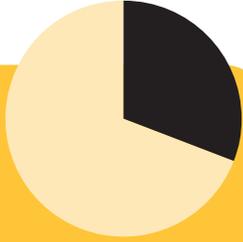
Is designed for North American forests.

No single certification standard covers a geographical area as large as SFI. Thirty states have forests certified to the SFI Standard, totaling over 60 million acres across the U.S.

Sustains ecosystem values.

Forests certified to the SFI Standard support wildlife habitat, protect water quality, absorb greenhouse gases, and provide numerous other ecosystem functions. Implementation of science-based, best management practices to enhance water quality is a core component of the SFI Program. SFI's commitment to water resources even extends beyond certified lands, through its requirements for companies sourcing fiber from non-certified lands.

30%



OF U.S. ACRES CERTIFIED TO THE SFI STANDARD ARE PUBLICLY-OWNED, IN:

- INDIANA
- MAINE
- MARYLAND
- MICHIGAN
- MINNESOTA
- NEW YORK
- OHIO
- WASHINGTON
- WISCONSIN



Environmental Protection Agency, Notice of Intent May 23, 2012

“On private forestlands, significant BMP implementation can be attributed to growing involvement of forest owners in sustainable forestry certification programs.”⁶

Supports logger and forester training.

SFI is the only forest certification program in North America to support logger and forester training through a grassroots network of SFI Implementation Committees. Some U.S. states reporting consistent improvements in best management practices to protect water quality have attributed this to logger training and the SFI program. SFI program participants provide leadership and share best practices to improve forest management on certified and uncertified lands.

⁶Environmental Protection Agency, Notice of Intent May 23, 2012: <http://www.gpo.gov/fdsys/pkg/FR-2012-05-23/pdf/2012-12524.pdf>



Loomis State Forest, Washington State – Certified to the SFI Standard.
Photo by Stephen Slaughter

Requires participants to support forest research.

SFI is the only forest certification program in North America that requires participants to provide in-kind support or funding for forest research. Since SFI was founded in 1995, participants have invested \$1.3 billion in research. In 2011, \$83.2 million was invested by participants in more than 170 conservation-based projects, most in collaboration with conservation organizations, state agencies, academic institutions, family forest owners, and forest products companies.

Partners with communities.

No certification program in North America has a diverse and deeply engaged community-based network like SFI Implementation Committees. Almost 1,000 members work through 37 regional, state and provincial grassroots committees to address local forest concerns and priorities. Members reflect the diverse values and interests of the local communities so vital to the success of the SFI program. Sixty percent are SFI participants, and 40 percent come from other diverse interests, including conservation organizations, academia, local forest companies, loggers and public agencies. Support for SFI Implementation Committees is a requirement under the SFI 2010-2014 Standard.

⁷ <http://www.fs.fed.us/research/sustain/>

⁸ www.stateforesters.org/node/1032-<http://www.stateforesters.org/node/1032>

SFI conservation & community partnerships grants program.

Since 2010, SFI has awarded grants worth \$1.3 million to research projects, with preference given to those that demonstrate how SFI certification complements existing government initiatives and includes involvement from decision-makers at government agencies.

Current grantees include:



National Association of State Foresters to survey and report on the development and implementation of best management practices related to water quality in all U.S. states.



World Resources Institute to create a risk assessment tool to reduce the proportion of forest products of illegal origin imported into the U.S. Government partners include the U.S. Agency for International Development.



North Carolina Coastal Land Trust to educate forest owners on sustainable forest management and easements. Government partners include the North Carolina Wildlife Resources Commission.



U.S. Forest Service 2010 National Report on Sustainable Forests

“Forest Certification provides a clear means to demonstrate that private and public forestry organizations conform to the standards and guidelines for sustainable forest management. SFI...works through its SFI Implementation Committees to promote sustainable forestry at the grassroots level; requires procurement organizations to implement relevant indicators; and has extensive periodic standards reviews and public input processes”⁷



National Association of State Foresters, 2008 Policy Resolution

“Forest certification is one tool for promoting sustainable forestry practices. The American Tree Farm System (ATFS), the Forest Stewardship Council (FSC), and the Sustainable Forestry Initiative (SFI) are examples of forest certification programs that can make positive contributions to our nation’s public and private forests...Public and private sector requirements for certification should recognize ATFS, FSC, SFI, and all other credible options.”⁸



"Certified public forests are part of a network of people who bring best practices to each certified forest. These best practices come from forest science, from logger training, and from advances in the protection of wildlife and biodiversity.

Certification builds confidence in public forestry. Managers, loggers, recreationists, and the general public are all assured by robust independent certification that their public forests are being well-cared for, that any issues are revealed in clear reports, and that needed adjustments are made to ensure long-term sustainability."

**MIKE FERRUCCI, NSF-ISR FORESTRY
PROGRAM MANAGER AND LEAD AUDITOR**

NSF has certified eight state forest systems and 25 county forests, as well as other types of state lands such as recreation areas and wildlife management areas.



Government plays a key role in SFI.

SFI values the input and perspectives of public officials and decision-makers. That's why government officials are on the SFI Board of Directors, and are strongly represented on local implementation committees. The following government agencies, and many others, participate on SFI's External Review Panel, which conducts an independent review of the current SFI program while seeking steady improvements in responsible forestry practices:

- ▶ **USDA Forest Service**
- ▶ **Alabama Forestry Commission**
- ▶ **Kentucky Department of Fish and Wildlife**
- ▶ **Minnesota Department of Natural Resources**
- ▶ **Oregon Department of Forestry**

"By requiring stringent practices that go well beyond our basic law, the SFI program is improving management of North American forests. SFI has extensive on-the-ground programs that spread best practices through community and conservation partners, training programs, research and outreach."

**Steve Koehn
Maryland State Forester and SFI Board Member**

A comprehensive standard.

The SFI 2010-2014 forest management standard requires, among other things, that:

- ▶ **Harvest levels are sustainable**
- ▶ **Biodiversity and old growth are conserved**
- ▶ **Water quality and wildlife habitat are protected**
- ▶ **Harvested areas are replanted promptly**
- ▶ **Chemical use is minimized**
- ▶ **The rights of local communities and Aboriginal peoples are considered and respected**

Through continual improvement, the standard also addresses emerging issues such as climate change and bioenergy.

Rigorously audited.

SFI certification audits are conducted by rigorous third-party certification bodies that are accredited by the American National Standards Institute (ANSI), ANSI-ASQ National Accreditation Board (ANAB), and/or Standards Council of Canada (SCC). Questions or complaints are addressed through an independent process.

LOOK FOR THESE LABELS

Chain of Custody and Certified Sourcing labels can be found on everything from office paper to green building materials. They are recognized, widely used and endorsed by organizations in North America and around the globe.



For more information on each of the SFI labels and what they represent, go to sfiprogram.org/SFIlabels