



SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.®

www.sfiprogram.org

SFI-00001

FOR IMMEDIATE RELEASE
October 2, 2012

Contact: Rick Cantrell
864.653.7224

Daniel Christensen Joins the Sustainable Forestry Initiative® Inc. Board of Directors

WASHINGTON, DC—An internationally recognized forestry resources management and investment executive will add his expertise to the Sustainable Forestry Initiative® Inc. (SFI®) [Board of Directors](#) the organization announced today.

Daniel P. Christensen, Chief Executive Officer, Hancock Natural Resource Group, and President, Hancock Timber Resource Group, brings more than 35 years of forestry and investment experience to the SFI Board of Directors. In announcing his appointment, SFI President and CEO Kathy Abusow noted Mr. Christensen's on-the-ground, practical experience and as well as his familiarity with international timber markets and issues.

"Dan Christensen brings a proven track record and global knowledge to the successful, long-term, sustainable management of forestry resources," she said. "His vast expertise is critical to ensuring forestry communities remain economically viable, environmentally responsible and globally competitive."

Mr. Christensen is responsible for the overall operation and growth of Hancock Natural Resource Group and its investments in timberland and farmland. As CEO, he is responsible for the forest management of Hancock Timber's extensive global timberland portfolio. Mr. Christensen is a Director of Hancock Natural Resource Group, and the Chairman of its Natural Resource Investment Committee and serves on numerous Boards of timberland companies. Mr. Christensen holds a B.S. in Forest Engineering from the University of Maine's College of Natural Resources, Forestry and Agriculture, in 1977.

"I look forward to working with SFI Inc., to further strengthen the global recognition and credibility of SFI standard," he said. "I anticipate an exciting exchange of information, pro-active growth and progressive outreach fostering and promoting sustainable forestry practices benefiting communities today and for generations to come."

The three-chamber SFI board represents environmental, economic and social interests equally, and [members](#) include representatives of environmental, professional and academic groups, independent loggers, family forest landowners, public officials, labor and the forest products sector.

-30-

About SFI Inc. (www.sfiprogram.org)

SFI Inc. is an independent 501(c)(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative (SFI) program. Across North America, more than 190 million acres/77 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. The SFI is based on principles promoting sustainable forest management, including measures to protect water quality, biodiversity, wildlife habitat, species at risk, and Forests with Exceptional Conservation Value.