



# SFI<sup>®</sup> MONTHLY

..... MAY 2009 .....

## SFI Inc. Has Moved!

**SFI INC. HAS MOVED** its head office to Suite 700, 900 17th Street, Washington, DC 20006 where it is sharing space with the H. John Heinz III Center for Science, Economics and Environment, a non-profit institution dedicated to improving

the scientific and economic foundation for environmental policy.

If you have any questions, you can reach us at 202-596-3450 or contact Amy Doty. See page 8 for a revised list of staff telephone numbers.

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### 2009 SFI ANNUAL CONFERENCE COMING TO NASHVILLE

Brian Dumaine of *Fortune* magazine is the guest speaker at the 2009 SFI Annual Conference in Nashville Sept. 22 to 24. See page 3 for more details about *SFI Program — 2010 and Beyond* and conference sponsors, and also find out how you can be part of a Habitat for Humanity project sponsored by the Tennessee SFI Implementation Committee.

## SFI Label Meets Credible Eco-label Criteria

**IN ITS LATEST SEVEN SINS** of Greenwashing summary report, TerraChoice Environmental Marketing says SFI labels meet its criteria as an eco-label that can be trusted.

The report lists the SFI label among the most widely recognized credible eco-labels, adding it meets three key criteria — third-party certified, publicly available standard and transparent standard development process. Other labels listed include EcoLogo, Energy Star, Forest Stewardship Council (FSC) and GreenSeal.

“The Greenwashing Report shows why credible programs like SFI work so hard to maintain our strong standard and make sure our on-product label and logo are only used by organizations that meet strict program requirements,” says SFI President and CEO Kathy Abusow. “The best way to show consumers they can depend on our labels is to meet the strict criteria set by organizations like TerraChoice.”

This isn’t the first time TerraChoice research has supported the value of the SFI label. In a survey of procurement specialists last year, respondents included the SFI label on a list of the top 10 eco-labels that are relied on frequently to make buying decisions.

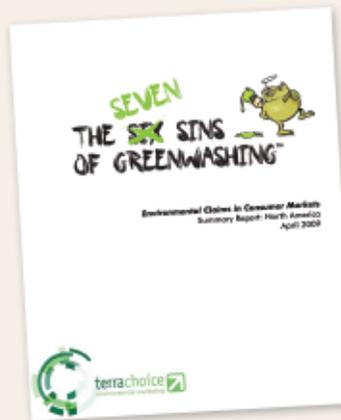
And it isn’t the first time SFI labels have been

given a stamp of approval. Last June, SFI Inc. easily passed when it ran its program through a test developed by the American Consumer Council to help consumers evaluate the credibility of a “green” certification program. President and CEO Tom Hinton says the Council supports “the good work of SFI and applauds the positive and progressive things SFI is doing ...” SFI labels meet guidelines on environmental claims in product advertising and communication issued by the U.S. Federal Trade Commission and are explicitly recognized in the Competition Bureau of Canada’s Environmental Claims: A Guide for Industry and Advertisers.

For the Seven Sins of Greenwashing, TerraChoice researchers surveyed products in big box retail stores in the United

States, Canada, the United Kingdom and Australia, and tested environmental claims against government guidelines, including the U.S. Federal Trade Commission and the Canadian Competition Bureau. They found that more than 98 percent of the products surveyed committed at least one of what it calls “seven sins of greenwashing.”

The Seven Sins of Greenwashing is posted on the SFI website at [www.sfi-program.org](http://www.sfi-program.org) or visit the TerraChoice website at <http://sinsofgreenwashing.org>.



## NEW SFI CERTIFICATIONS (EFFECTIVE APRIL 30, 2009)

More than 800 organizations are meeting the SFI program's rigorous forest certification standard, tracking the source of their fiber through its chain-of-custody certification and/or applying its comprehensive fiber sourcing requirements. You can find lists of all SFI program participants and certifications at [www.sfiprogram.org](http://www.sfiprogram.org) under resources.

## NEW SFI CHAIN-OF-CUSTODY CERTIFICATIONS:

Adden Furniture  
 Allegheny Plywood Company  
 American Printing Company Inc.  
 Arbour Press LLC DBA Arboroakland Group  
 Aspen Press  
 Baldwin Paper Co. Limited  
 Bind-Rite Robbinsville  
 Blue Ocean Press  
 Boutwell, Owens & Co. Inc.  
 Bradner Smith and Company  
 Bridge View Paper Co.  
 Bridgeport Forest Products Inc.  
 Brilliant Graphics  
 Brown Printing  
 BST Printing DBA SVEC Conway Printing  
 Burd and Fletcher  
 C & S Press Inc.  
 Caliper Woodworking Crop  
 Capital Offset Company Inc.  
 Carastar Industries Inc.  
 Central Michigan Hardware  
 CMYK Printing  
 ColorDynamics Inc.  
 Continental Press  
 Cox Industries Inc. Carolina Pole Leland  
 Cray Inc. d/b/a/ Media Graphics / Total Lithography  
 Daniels Graphics  
 Democrat Printing & Lithographing Co.  
 Dickson Press Inc.  
 District Creative Printing Inc.  
 DMI  
 Dutton Press Inc.  
 Dyerich Flooring Design Ltd. Traded as Terra Legno  
 Dynacolor Graphics Inc.  
 Eastwood Litho Inc.  
 Edgewater Partners LLC dba LoyaltyExpress/  
 Little Moose LLC  
 Evergo Printing Co. Ltd.  
 Federal Envelope Company  
 GBS Filing Solutions  
 General Converting Inc.  
 George H. Dean  
 Great Lakes Veneer Corp  
 Green Depot  
 Hahn Printing Inc.  
 Harmony Press Inc. D/B/A Harmony Marketing Group  
 Hart Graphics Inc.  
 HighRoad Press LIC  
 Hobby Press, Inc. DBA Executive Printers of Florida  
 Hotcards.com  
 Huston Patterson Corp.  
 Imagers  
 Imagesmith  
 Imperial Lithographing Corporation

## Boy Scouts Certify Magazine to SFI Standard

THE BOY SCOUTS OF AMERICA have certified their award-winning monthly magazine to the SFI chain-of-custody standard. Boys' Life, with a circulation of 1.1 million, adheres to a strict policy of environmental responsibility.

"At its heart, Boys' Life is about the outdoors and about teaching our young readers to be good stewards of the outdoors," says Managing Editor Mike Goldman. "We are dedicated to minimizing our magazine's impact on the earth while maximizing our readers' enjoyment of nature."

As part of its certification, the Boys' Life workflow at its printing partner, Quad/Graphics, will be certified to the SFI chain-of-custody standard. For more information, visit [www.boyslife.org/SFI](http://www.boyslife.org/SFI) or contact Jason Metnick.



## First-ever SFI Webinar Draws 400

THE OVERWHELMING RESPONSE to the first webinar hosted by SFI Inc. shows there is a healthy appetite for basic facts about certification and the SFI program.

"When we planned SFI 101, we would have been satisfied to reach 40 people," says SFI President and CEO Kathy Abusow, who hosted the session. "The final tally reached close to 400."

She says that in retrospect, the turnout should not have been a surprise. "We have had record growth in SFI certification, which shows there is confidence in the value of the SFI program. Obviously many of these organizations wanted to learn more so they can tell their customers about SFI certification."

Participants in SFI 101 represented the entire supply chain, large and small — from forest managers to solid wood producers, from printers to packaging companies. They connected by conference call, and joined the presentation via their computers.

Abusow began the webinar by noting that 10 percent of the world's forests are certified. She said anyone who is confused by forest certification should realize that all

credible programs, including SFI, promote sustainable forest management. "We need to reward leadership, manage expectations and embrace opportunities. At SFI, we address the 90 percent."

She concluded the session by answering many of the questions submitted by participants. The slides and a recording of Abusow's presentation are posted at [www.sfiprogram.org](http://www.sfiprogram.org).

SFI 101, which was approved for continuing forestry education credits from the Society of American Foresters, is just the first of many webinars. Already scheduled are:

- Labels and Claims on Thursday, May 14
- Everything a Printer Needs to Know about Getting Chain-of-Custody Certification, June TBD
- Green Building on Thursday, June 25
- Conservation Collaboration on Thursday, July 23
- The SFI 2010-2014 Standard on Thursday, Oct. 22

If you want to sign up or have suggestions for future topics, contact Lisa Fox.

J Weston Walch Publisher  
Japan Pulp and Paper USA Corp  
Jostens Incorporated  
Jostens Topeka  
Journal Graphics  
Kruger Inc.  
Lawrence Printing  
Lincoln Paper and Tissue LLC  
Logistical Outstanding Inc.  
Malloy Incorporated  
Manistique Papers Inc.  
Marcom Nordic  
Matheus Lumber Company Inc.  
MeadWestvaco Corporation  
Metro Group Marketing Services  
Mid Valley Press  
Miracle Graphics  
Modern Litho Print Co.  
National Envelope  
Nekoosa Coated Products  
North American Communications  
NPC Inc.  
Oakworks Inc.  
Omaha Paper Company  
Park Printing Inc.  
Pomco Graphics Arts  
Pony Corp.  
Preferred Printing Co. Inc./Preferred Printing  
Enterprises LLC  
Print Corporation DBA Sir Speedy Vienna  
Print Three  
Priority Envelope  
Quality Printing Company Inc.  
Rock Communications Ltd.  
Rohrer Corporation  
Schwarz Partners Packaging Miami LLC  
Segerdahl Group  
Shamrock Printing  
Sherwood Lumber Corporation  
Sigma Graphics  
Tabs Direct  
Tathwell Printing  
Taylor Graphics Inc.  
Thames Printing Co. Inc  
Envelope Printery Inc., The  
McArdle Printing Company Inc., The  
Printing House, The  
Smith Print Inc., The  
Zenger Group/Partners Press, The  
Thunder Projects Inc. dba Midstate Litho  
Torlys Inc.  
Tumac Lumber Co. Inc.  
Unifoil Corporation  
Utah Paperbox Company DBA UPB  
Vacumet Corp. Metallized Paper Division  
Vanguard Packaging Incorporated  
Victor Graphics Inc.  
Weyerhaeuser Company- Longview Pulp and  
Paper Mill & NORPAC  
Wisco  
Wolf Colourprint

## Dumaine Speaking at 2009 SFI Annual Conference



**BRIAN DUMAINE, GLOBAL EDITOR OF FORTUNE MAGAZINE**, will share his thoughts on current environmental trends as a guest speaker at the 2009 SFI Annual Conference at the Sheraton Nashville Downtown Hotel Sept. 22 to 24.

Dumaine oversees the magazine's international coverage and its European and Asian editions, and also directs *Fortune's* green technology and environmental policy stories. The award-winning writer is author of *The Plot To Save The Planet: How Visionary Entrepreneurs and Corporate Titans Are Creating Real Solutions To Global Warming*.

Delegates to *SFI Program — 2010 and*

*Beyond* will also be introduced to the SFI 2010-2014 Standard, as well as discussing topics such as government and corporate procurement policies; green building; print, paper and packaging; conservation collaborations and opportunities; and international opportunities. To register or learn more about the conference, visit [www.sfi-program.org/conference-2009.php](http://www.sfi-program.org/conference-2009.php), or contact Amy Doty.

To date, sponsors for the 2009 conference include Forestry Innovation Investment, QMI-SAI Global, Georgia Pacific, Timber Product Inspection, NewPage and Bureau Veritas Certification. If you are interested in supporting the SFI program and building awareness for your brand and products, you will find sponsorship details at [www.sfi-program.org/files/pdf/2009%20Sponsorship%20Opportunities.pdf](http://www.sfi-program.org/files/pdf/2009%20Sponsorship%20Opportunities.pdf). For more information or to become a sponsor, contact Allison Welde.

## Tennessee SIC Sponsors Habitat Home

**TENNESSEE IS THE LATEST SFI** Implementation Committee to partner with Habitat for Humanity to sponsor an affordable home for a family north of Nashville — following the lead of committees in Minnesota and Maine.

"This is such a great way to give back to the community and offer a showcase for forestry and the SFI program," says Tennessee Committee Chair Kevin Hoyt. "It gives our committee members a chance to work proactively and collaboratively with community and environmental organizations."

"We are moving toward building a more sustainable house so this relationship with SFI is a perfect match," says Gary Bigelow, Chief Operating Officer for Nashville Area Habitat for Humanity, adding that Habitat is keen to build similar partnerships with others in the forest sector.

The Tennessee SFI Implementation Committee received \$5,000 from SFI Inc., part of a \$13,000 grant SFI Inc. received from the non-profit National Resources Council of America to facilitate projects involving SFI Implementation Committees and Habitat for Humanity. For further information about the grant program, contact Allison Welde.

Partners who will provide resources or volunteers for the project include the Tennessee Tree Farm Committee, Huber Engineered Woods LLC, the Tennessee Forestry Association, the Kentucky-Tennessee Society of American Foresters, the Tennessee Wildlife Federation, the Tennessee Nature Conservancy, the Home Builders Association of Middle Tennessee, The Tennessee Environmental Council and the Boy Scouts of America.

"Our membership is glad to take this opportunity to sustain a good, deserving family with a new home while delivering the global message of sustainably managing of forests for future generations," says Candace Dinwiddie, Executive Director of the Tennessee Forestry Association. "Tennessee's SFI committee is to be commended for helping out a Nashville area family during these tough economic times, as well as conserving our healthy forests, bountiful wildlife and clean water for all Tennesseans to enjoy."

Hoyt says project partners plan a build-up day on Sept. 21, just before the SFI annual conference in Nashville. "Anyone who wants to join us is more than welcome. If we don't have enough hammers to go around, we can work in shifts."

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

Buckeye Florida LP  
 Grupo Papelero Scribe S.A. de C.V. Bajío Mill  
 Grupo Papelero Scribe S.A. de C.V. San Rafael Mill  
 Gusco Manufacturing LLC  
 MeadWestvaco Corporation – Envelope  
 Products Group Plant  
 Minnesota Corrugated Box Inc.  
 Ontex Global  
 Pacific WoodTech Corporation  
 SF & C  
 Shandong Tralin Packaging and MWV China  
 SMC Packaging Group  
 Smead  
 TECORR L.P.

**NEW SFI PROGRAM PARTICIPANTS**

A&A Trading Ltd.  
 Idaho Forest Group  
 Cambium Hardwood Inc.  
 Crow Wing County Land Department  
 Delta Natural Kraft  
 JH Huscroft Ltd.  
 KyKenkee Inc.

**NEW SFI CERTIFIED LAND**

A&A Trading Ltd.  
 AbitibiBowater  
 British Columbia Timber Sales  
 Canyon Lumber Co. Inc.  
 Cogent Fibre LLC  
 Cooper Marine & Timberlands Corp  
 Gulf Lumber Company Inc.  
 NewPage Corporation  
 Parton Lumber Company  
 Swanson Group Mfg. LLC  
 Tamarack Mill  
 Terminal Forest Products LTD  
 Wells Timberland Reit  
 Wisconsin Department of Natural Resources

**CURRENT PROGRAM  
STATISTICS (AS OF APRIL 30, 2009)**

**SFI PROGRAM PARTICIPANTS**

242

**AREA THIRD-PARTY CERTIFIED  
to the SFI 2005-2009 Standard**

163.4 million acres/66.1 million hectares

**CHAIN-OF-CUSTODY CERTIFICATES**

617

**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.)

1,390

**FIBER SOURCING CERTIFICATES**

52

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

214 PEFC chain-of-custody certificates  
 698 PEFC certified locations

## SFI Participates in Major Green Business Event

**SFI PRESIDENT AND CEO** Kathy Abusow joined America's top CEOs, policy leaders, and environmentalists at last month's *Fortune* Brainstorm Green conference, billed as "the premier green business event of 2009."

Abusow was involved in a panel entitled Traceability: How Well Do You Know Your Supply Chain? and talked about how the SFI certification program helps provide assurance that products come from well-managed forests. Moderated by *Fortune* Contributing Editor and conference co-chair Mark Gunther, the panel also included Jill Dumain, director of environmental analysis for Patagonia, Arlin Wasserman,



Vice President, Corporate Citizenship, Sodexo, Inc. and Michael Kowalski, CEO of Tiffany & Co.

"It was interesting to hear how companies in other industries like clothing textiles, food and diamonds address their traceability challenges," says Abusow. "The panel stimulated a lot of comments from the audience on the economic and social benefits of managing these issues."

SFI Inc. was a major sponsor of Brainstorm Green, which included speakers such as President Bill Clinton and Ford Motor Company CEO Bill Ford. "This was an incredible meeting," says Abusow. "It gave us a great opportunity to talk about SFI with so many influential leaders who are interested in climate change, environmental practices and sustainability."

Abusow posted her views on her blog **goodforforests.com**, along with interviews with a number of the participants and speakers. For information, visit [www.timeinc.net/fortune/conferences/brainstorm-green/green\\_home.html](http://www.timeinc.net/fortune/conferences/brainstorm-green/green_home.html)



Chuck Leavell with SFI President and CEO Kathy Abusow at Brainstorm Green. Leavell is Director of Environmental Affairs for a new website, Mother Nature Network, MNN.com, as well as a tree farmer and keyboardist for the Rolling Stones.

## SFI Inc. Sponsors Recycling Works Event

**AT A DINNER LAST MONTH** sponsored by SFI Inc., Staples received the 11th Annual Recycling Works Award for environmental sustainability.

The National Recycling Coalition (NRC) presented the award to Staples "for its broad-reaching efforts to promote recycling and waste reduction among its customers and throughout its operations." Staples has also been an industry leader in providing consumers with eco-friendly product options,

and was the first retailer to offer its own brand of recycled content copy and print papers that are certified.

Before the event, SFI President and CEO Kathy Abusow interviewed David Refkin, President of the NRC Board of Directors and former Director of Sustainable Development for Time Inc., to discuss the role recycling plays in business and its relationship to sustainable forestry. The interview is posted on the [www.goodforforests.com](http://www.goodforforests.com) blog.

## POST-IT NOTES CERTIFIED TO SFI CHAIN OF CUSTODY

**3M Office Supplies has certified** all Post-it Note and Post-it Easel products that ship out of its facilities in the United States to the SFI chain-of-custody standard.

"SFI chain-of-custody certification reinforces our environmental commitment with the ability to trace the fiber used to make Post-it products from forest source to final product," says Jack Truong, Vice President and General Manager, 3M Office Supplies Division. "This

assures consumers that the paper used to make Post-it Note and Post-it Easel products is sourced from well-managed forests where trees are replanted."

For information about Post-it brand sustainability initiatives visit [www.Post-it.com/sustainability](http://www.Post-it.com/sustainability). Lists of organizations with SFI certification are posted on the SFI website or use the searchable database at [www.sfi-program.org/find/index.php](http://www.sfi-program.org/find/index.php) to find SFI-certified products.

## SFI IN THE NEWS

### Promoting Third-Party Certification

Book printer Malloy Inc. is encouraging its customers to promote the fact they are using paper in their books that is certified to a third-party program such as SFI.

Malloy says it will split a \$10 donation between the Plant a Billion Trees program operated by The Nature Conservancy and the Legacy Land Conservancy in Southeast Michigan the first time a customer displays an SFI or Forest Stewardship Council logo in a book, and it will not charge for the placement as long as a few simple steps are followed.

"We are putting our money where our mouth is to show our strong support and commitment to forest stewardship," says Malloy President Bill Upton. "We think one of the most environmentally favorable attributes of the printed book is the fact that it's made from a renewable resource, trees. In fact, there is no more environmentally friendly form of agriculture than growing trees provided the areas from which we harvest trees are managed in a sustainable manner and key forest resources are protected."

Malloy Incorporated ([www.malloy.com](http://www.malloy.com)), a family-owned book printer founded in 1960 in Ann Arbor, MI, has SFI and FSC chain-of-custody certification.

### Ruby Tuesday Feature Menus SFI-Certified

Ruby Tuesday restaurants are printing their feature menus on SFI-certified paper. "From the trucks that deliver the fresh produce and meats to the restaurants to the menus our customers hold in their hands, we're making a concerted effort to change the way we do business," says Senior VP Mark Young. Ruby Tuesday is an international chain has more than 900 company-owned and franchised restaurants.

### Souvenir Eggs in SFI-Certified Boxes

If you ordered a souvenir egg after the 2009 White House Easter Egg Roll, it came in a gift box certified to the SFI program. The eggs were sold through the National Park Foundation and at White House Historical Association stores.



## WHAT SFI-CERTIFIED COMPANIES ARE SAYING

### Atkins Nutritionals Inc.

Jennifer McGhee, VP Marketing: "Choosing manufacturers that are cognizant of their impact on the environment is another way Atkins can respond to consumer requests for more efficient, eco-friendly packaging for our products."

### Just Push Print

President Norman Brame: "Our operation is a far cry from the simple use of recycled paper with post consumer fiber. The criteria for the FSC and the SFI certifications require meeting 113 indicators which demonstrate the company is fully committed to sustainable forestry practices."

### Rohrer Corp. (BlisterGuard blister and skin packaging)

President Scot Adkins: "Consumer good manufacturers are facing a unique combination of challenges when it comes to packaging: the demand for sustainability coming from retailers and consumers, protection of their product, all while maintaining aesthetics for marketability. The combination of a product like BlisterGuard produced with certified materials helps our customers meet all of those challenges."

### Source4

Janice Rakes, Director of Marketing: "With SFI chain-of-custody certification, Source4 is strengthening our environmental commitment, and helping our customers source responsible forest products."

## Honoring Dr. Sharon Haines

**SFI INC. AND INTERNATIONAL PAPER** are inviting nominations for the Dr. Sharon Haines Memorial Award for Innovation and Leadership in Sustainability — to be presented to an individual or team mirroring the values and leadership of the late Dr. Sharon G. Haines, who passed away in the fall of 2007. Nominations will be accepted until Aug. 15.

"Sharon was a true inspiration," says Chris Davidson, Manager of Environmental Performance with International Paper. "She used her immense knowledge, incredible insight and willingness to work with external groups to lead the shift from traditional forestry to today's model of responsible forest management and stewardship."

Nominees from either an SFI-certified company or a close partner working with a certified company on sustainability issues related to implementation of the SFI Standard will be evaluated on how well they address one of more of the following:

- Individual or team exhibits exemplary work in developing, implementing and promoting sustainability in their organiza-

tion, which will influence future practices and decisions at the organizational level;

- Individual or team works in close cooperation with outside stakeholders to foster relationships and work collaboratively to implement innovative activities or projects related to achieving sustainability goals; and
- Individual or team who leads by example, ensuring that sustainability goals are a cornerstone of daily activities.
- Individual or team who exhibits exemplary work in educating others through landowner education, professional and business organizations, community or conservation groups to broaden the understanding of sustainable forestry concepts and achievements.

The award was created in 2008 to honor Dr. Haines, who was Director of the Office of Sustainability at International Paper. Dr. Haines worked for the company for more than 30 years as one of its leaders in forest and environmental stewardship. Information and nomination forms are available from Allison Welde.

## WATCH FOR SFI BILLBOARDS

Keep your eyes open for new SFI billboards promoting forest certification if you're traveling through Atlanta, Bentonville, Los Angeles, Cincinnati or Seattle. Phone kiosks with the SFI ads are also placed in key locations throughout New York City. The billboards went up in May, and support the SFI program's communications campaign to raise awareness of certification and responsible forestry.



# SFI IMPLEMENTATION COMMITTEE NEWS

## Minnesota Names Logger of the Year

Berthiaume Logging of Cloquet, which has operated in Minnesota for more than 60 years, was named 2009 Logger of the Year by the Minnesota SFI Implementation Committee. Company owners Don, Dave and Duane Berthiaume are sons of founder Richard Berthiaume, and their sons are continuing the family logging tradition to a third generation.



Berthiaume Logging was recognized for conducting harvesting in a manner that is sensitive to environmental quality and sensitive to landowner objectives.

## Maine Committee Earns Habitat Honor

Members of the Maine SFI Implementation Committee pitched in April 8 to help students from Youth Build Alternatives build a Habitat for Humanity home in Portland, Maine. The committee teamed up with Habitat and Bank of America to build the home, which will be the first Habitat home certified to the National Association of Home Builders green building guidelines.

The project earned the Maine SFI Implementation Committee a Golden House Award from Habitat for Humanity of Greater Portland for its outstanding volunteer commitment. Stephen L. Bolton, Executive Director of Habitat for Humanity of Greater Portland, congratulated the committee in an email: "Your organization's members, teaming with our friends from Bank of America, and Youth Build, have been wonderful partners with our Habitat affiliate and the Matiyabo family."



# SFI Fact Sheets Examine Green Building

**TWO RECENT FACT SHEETS** examine how the SFI program meets green building needs — including questions and answers about the position of the U.S. Green Building Council (USGBC) on certification under LEED (Leadership in Energy and Environmental Design).

"SFI-certified wood is a great choice for environmentally sound new construction or renovation," says Rob Worthington, SFI Director, Green Building. "Our new fact sheets look at some of the green building rating programs that recognize SFI-certified products, and answer questions about LEED and certified wood."

Proposed new draft forest certification credit language in the LEED rating tools opens up the forest certification credit to any standard that the USGBC recognizes as conforming to its forest certification benchmarks. The SFI program will be given the chance to show it confirms to those benchmarks when LEED is ready to assess forest certification programs later this year.

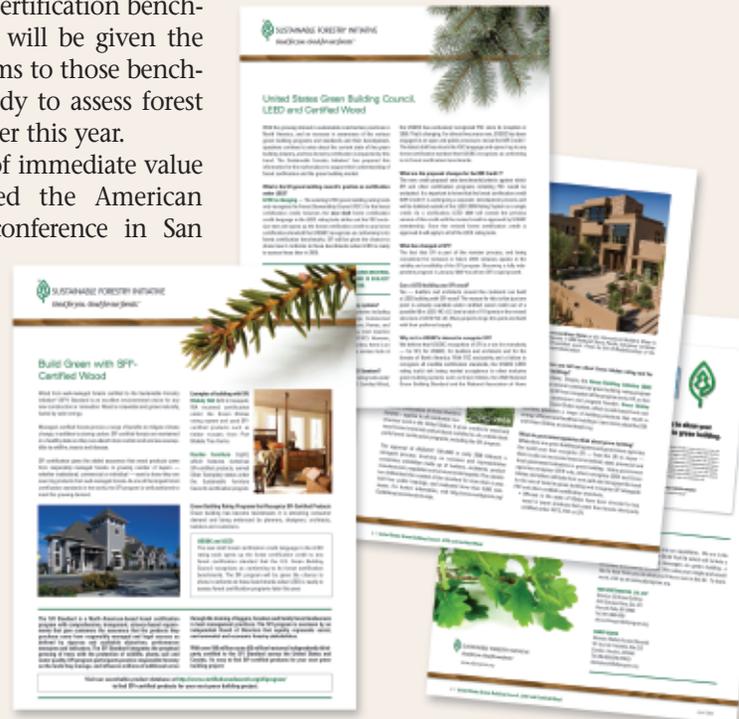
The fact sheets were of immediate value when SFI staff attended the American Institute of Architects conference in San Francisco at the end of April. "Many residential design professionals were not aware of the new National Green Building Standard and its inclusive approach to forest certification programs," says Worthington. "They also welcomed the latest news on developments related to LEED certification."

Worthington adds it

is important to remember that SFI-certified products are often used in LEED buildings. "Many builders and architects prefer to forgo the one point for certified wood so they can use their preferred supply," he says.

In January 2009, Public Works and Government Services Canada stated that wood used in its projects must be certified to one of three programs operating in Canada, including SFI, noting that they all "are effective in improving the sustainable management of Canada's forestry resources."

The fact sheets are posted under resources on the SFI website, [www.sfi-program.org](http://www.sfi-program.org). There is also a Green Building webinar scheduled for June 25 — advise Lisa Fox if you want to sign up or if you want copies of the fact sheets.



## SFI FRENCH WEBSITE GOES LIVE

**The SFI program is expanding** its reach through a new French version of its website.

"The streamlined site provides all the basics of the SFI program, including frequently asked questions, details on how to become certified and a list of all our French language materials," says Danny Karch, National Director, Market Access (Canada). "It will help us reach the growing market for certification in many parts of Canada."

The French website can be accessed directly at [www.sfi-program.org/french/index.php](http://www.sfi-program.org/french/index.php) or by clicking on the icon at the top right corner of the [www.sfi-program.org](http://www.sfi-program.org) site. For more information, contact Danny Karch. To order French language materials contact Lisa Fox.

A Chinese website is also available through the SFI home page, and a Spanish version of the SFI website and Spanish materials will be produced later this year.

## TRADE SHOW UPDATE

The SFI program will be represented at a number of trade shows this spring, including:

United States Postal Service National Postal Forum in Washington DC **May 17-20**



Print Oasis 2009 in Phoenix **May 17-19**



Maritime Lumber Bureau Annual Meeting and Convention in Halifax, Nova Scotia **June 3-5**



In-plant Printing and Mailing Association Annual Conference in Rochester NY **June 7-10**



Canadian Green Building Council National Summit in Montreal **June 9-11**



Trans-Canada Advertising Agency Network (T-CAAN) Deep Green in Ottawa **June 10-14**



PCBC 2009 in San Francisco **June 17-19**



If you are participating in a trade show, don't forget the SFI program has a table-top exhibit and easily assembled "pop-up" vertical banners you can use — and there are copies of materials posted to the members areas of the website. Program participants who want to reserve SFI Inc.'s tradeshow materials for local shows or events should contact Lisa Fox.

## Standard Review Process

**THE SFI RESOURCES COMMITTEE** is working on its second revised draft SFI 2010-2014 Standard, which will be presented to the SFI Board this month.

The draft will address comments from the seven regional workshops, which wrapped up April 16. About 150 individuals took part in the workshops, held in Sacramento, Vancouver, Minneapolis, Charleston SC, Little Rock, Portland ME and Montreal.

SFI Vice-President and COO Rick Cantrell, who attended the workshops to present the draft standard and address questions, said he was impressed with the interest and enthusiasm. "Some of the comments were similar at many locations, and some were unique to specific

regions," he says. "One thing that was common at every session was a careful, thoughtful response — it is obvious that program participants want a standard that meets today's needs and takes us into the future."

The SFI Board of Directors, which is solely responsible for the SFI program and the standard development process, will meet to discuss the final draft standard this summer, and vote on changes. The SFI 2010-2014 Standard will be released at the SFI annual conference in September, and take effect Jan. 1, 2010.

For further information about the standard development process, visit [www.sfi-program.org/standard-development-process.php](http://www.sfi-program.org/standard-development-process.php) or contact Rick Cantrell.

## SFI WINS BEST PROMOTION AWARD AT CMA

SFI Inc. received the Best Promotion award at the 2009 CMA National Convention and Showcase Forum, Canada's largest marketing convention, in Toronto last month. Rachel Dierolf, who represented the SFI program, says the award reflects the fact that the bilingual booth (French and English) effectively promoted forest certification and this message was backed up by the fact that certified materials were on display.



## LOOKING FOR WAYS TO END ILLEGAL FOREST ACTIVITIES

Forest Trends' 3rd Potomac Forum on Illegal Logging and Associated Trade heard how forest certification can help avoid the risk that wood fiber is from illegal or controversial sources.

SFI President and CEO Kathy Abusow told the forum credible chain-of-custody certification standards, such as SFI, the Forest Stewardship Council and the Programme for the Endorsement of Forest Certification schemes, and SFI fiber sourcing all offer assurance that products are from legal, responsible sources.

"Only 10 percent of the world's forests are certified so we need to work together to promote certification," she said. "We need to recognize that the best solution to meet supply needs and ensure legality of origin is to encourage a variety of forest certification standards."

Much of the discussion at the forum focused on The Lacey Act in the United States, which combats trafficking in illegal wildlife, fish, and plants and was recently expanded to make it unlawful to import certain plants

and plant products without an import declaration.

In a submission to the Animal and Plant Health Inspection Service last month, SFI Inc. said Lacey Act enforcement should focus on products from high-risk areas, not from countries such as Canada where the majority of forests are certified and there is minimal risk of importing illegally harvested products.

The Potomac Forum, held March 24 in Washington, aims to develop a better understanding of the issues, perspectives and initiatives currently being undertaken by governments, industry and NGOs on the issue of illegal logging and associated trade.

SFI Inc. was a sponsor, along with the U.S. Agency for International Development (USAID), the U.S. Forest Service and the World Bank. Forest Trends ([www.forest-trends.org](http://www.forest-trends.org)) is an international non-profit organization that works to expand the value of forests to society by promoting sustainable forest management and conservation. For information contact Allison Welde.

Sponsored by:



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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.



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ABOUT SFI INC.

SFI Inc. is a 501(c)(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program ([www.sfiprogram.org](http://www.sfiprogram.org)), that is internationally recognized and among the largest in the world. It is one of the fastest-growing forest certification programs with more than 160 million acres (65 million hectares) of SFI-certified forests across North America. The SFI Standard also includes unique fiber sourcing

requirements that promote responsible forest management on all suppliers' lands and a chain-of-custody certification, which can communicate to buyers how much certified fiber is in a specific product. The SFI forest standard is endorsed by the Programme for the Endorsement of Forest Certification, a global umbrella organization that has strict requirements for endorsement. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.

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## Widgets Taking Off

BY THE END OF APRIL, SFI widgets had been installed on 68 websites and 43 Facebook sites — and had been viewed 49,070 times.

“It’s apparent that many of our partners see the widgets as an easy way to promote SFI certification and raise understanding of the program and its benefits,” says Karen Brandt, SFI Vice-President, Market Affairs. “And it is working. We’ve had almost 50,000 views of the widgets to date from all over North America, and even in Europe and Asia.”

The SFI widget is a portable on-screen

tool that can be placed almost anywhere online, and displays a new fact about forest certification, sustainability or the SFI program every time a visitor comes to the site. Learn more about the SFI widget by visiting [www.goodforforests.com](http://www.goodforforests.com), click on “get & share” under the widget box, select where you would like to post it and follow the instructions. Contact Lisa Fox for more information.

