

2012 SFI IRS 990 Tax Filing

2012 SFI Achievements

Sustainable Forestry Initiative® (SFI®) promotes sustainable forest management, improved practices and responsible purchasing of forest products. The SFI program promotes conservation along with advancing best science-based forestry practices. Its success relies on the involvement and support of active stakeholders including more than 2,500 individuals and organizations. The result is successfully supporting important forestry research and conservation, regular updates to the SFI Standard increasing and increasing acceptance of forest certification and the SFI program across the supply-chain.

The SFI Standard is based on 14 core principles that promote sustainable forest management, including measures to protect water quality, biodiversity, fish and wildlife habitat, species at risk and forests with exceptional conservation value. In 2013, SFI launches a formal revision process, reaching out to more than 10,000 stakeholders for input, to create the updated SFI 2015-2019 Standard.

Looking back on 2012, we saw indicators of measurable success across the board: increased dollars invested in forestry research, conservation and community projects; and rising numbers for forest management certification, fiber sourcing certification, chain-of-custody certification, and label use.

Conservation and Research

- The SFI program requires program participants to **invest in research to advance forestry practice**. In 2012, **\$70 million** was invested in research by SFI program participants in more than 250 conservation-based projects with over 600 partner organizations. This brings the total amount invested in research by SFI program participants to **\$1.4 billion since 1995**.
- In 2012, SFI awarded **\$403,500 to 17 conservation projects** (including both new awards and funding of ongoing projects) building on SFI's long-standing commitment to forest conservation and research that advances forestry practices and conservation science.
- Specific grant awards in 2012 included projects with the **World Resources Institute** to create an online illegal logging tool, the **American Bird Conservancy** to reverse population declines in birds of conservation concern and the **National Association of State Foresters** to improve our nation's water quality.
- Since 2010, when SFI began the Conservation Grant program with an initial \$400,000 investment, the program has grown to fund **40 grants totaling \$4.8 million** with contributions in funding and research involving more than **150 grant partners**.

Notable Program Successes

- Modeled after a successful 2011 pilot program conducted in Maine, SFI launched the **SFI Forest Partners Program** in 2012. This innovative initiative works with market leaders to promote sustainability across the entire supply-chain with specific goals to outreach to private landowners and mills in key states including Florida, Missouri, South Carolina, and Virginia. Founding partners included **Time, Inc.**, the **National Geographic Society**, **Macmillan Publishers** and **Pearson**.

- SFI's unique network of 35 regional, state and provincial **SFI Implementation Committees** represents 43 states and provinces across North America. These are primarily volunteers engaged in local community projects and outreach, monitoring compliance to the SFI Standard and providing logger training and landowner outreach. In 2012, SIC's contributed **\$2.75 million** to support local activities and provided training to more than **7,000 resource and logging professionals**.

Key SFI Growth Indicators

- In 2012, **forestland certified** to the SFI Standard in North America increased by 3 percent to **202 million acres (82 million hectares)** from 196 million acres (79 million acres) at year-end 2011.
- The number of companies with **SFI certified sourcing certificates** grew **17 percent to 240** in 2012 from 205 in 2011.
- In 2012, the number of **SFI chain-of-custody certified locations** grew 2 percent to **2,579** up from 2,519 in 2011.
- SFI approved label use grew to **more than 6,000 SFI labels on wood, paper and packaging products in 2012** up from 50 approved labels in all of 2007.

Independent Governance and Expert Oversight

- Skeet Burris, Cypress Bay Plantation, a family forest landowner; Craig Blair, President & CEO, Resource Management Service, LLC; and David Walkem, Chief of the Cooks Ferry Indian Band, Merritt, British Columbia, and President, Stuwix Resources Joint Venture were elected to [SFI's independent board](#) of directors.
- The [SFI External Review Panel](#) provides ongoing independent expert oversight of SFI program implementation and reporting, including review of SFI's Annual Progress Report.

For more details see:

SFI Website: <http://www.sfiprogram.org/>

SFI Conservation and Community Partnership Grant Program: <http://sfiprogram.org/community-conservation/conservation-community-partnerships-grant-program/>

SFI's 2013 Annual Progress Report (reporting period ending April 15, 2013):

<http://www.sfiprogram.org/files/pdf/sfi2013progressreportfinalwebspreadpdf/>

SFI Governance: <http://www.sfiprogram.org/about-us/sfi-governance/>

Customer and Consumer Microsite: <http://www.sfiprogram.org/buy-sfi/>

Get the Facts: <http://www.sfiprogram.org/get-the-facts/>

What Others Are Saying about SFI: <http://www.sfiprogram.org/what-others-are-saying/>