

SFI and TreeHugger

March 1, 2015 – December 31, 2015

TH traffic March – December 2015

29M

Unique Visitors

78M

Page Views

1:25

Avg. Time on Page

7.3M

People reached through Facebook

8.3K

People reached through Twitter

187M

Ad Impressions

SFI Performance March – December 2015

120K

Page Views

2:35

Time on page

↑82% [th.com](#)

5,126hrs.

Engaged with SFI Content

37M

Ad impressions

2M+

Facebook Accounts Reached

950K

Max Twitter Reach Weekly

4,019

Social Shares

31

Social Pushes

3.6M

Twitter Accounts Reached

Content Highlights

Sustainable Forestry Initiative introduces new standards



via Tom Haxby, Michigan State Forest certified to SFI – near Kalkaska, Michigan

Sustainable Forestry Initiative (SFI), the organization that certifies more than a quarter billion acres/100 million hectares stretching from Canada to the U.S. South, has announced its new **Sustainable Forestry Initiative 2019 Standards and Rules**. The new standards incorporate t

Views	Ave Time Spent	Hours Spent
126	2:14	5

Social Actions	Social Amplification
42	8,400



Jodi Silver @JRavenHawk · 15 Jan 2015

Sustainable Forestry Initiative introduces new standards:
[sfiprogram.org/sfi-standard-2...](https://sfiprogram.org/sfi-standard-2019-standards-and-rules)



Content Highlights

6 reasons to buy SFI and support future forests

When you buy products with the SFI label you're not only purchasing a product that meets rigorous certification standards, you're also helping grow future forests, sustainable communities, conservation research, youth education, logger training and much more.

Views	Ave Time Spent	Hours Spent
6,050	1:26	145

Social Actions	Social Amplification
185	37,000

6 REASONS TO BUY SFI AND SUPPORT FUTURE FORESTS

- 1/4 BILLION ACRES/ 100 MILLION HECTARES OF FORESTS CERTIFIED TO SFI** (with map of North America)
- RESPONSIBLE SOURCING** (with tree icon): SUPPORTS WILDLIFE HABITAT, BIODIVERSITY, CLEAN WATER & MORE
- 60+ CONSERVATION & COMMUNITY GRANTS** (with hands icon)
- FOREST RESEARCH** (with tree icon): \$1.4 BILLION INVESTED OVER 20 YEARS

Eceau Ltd @Eceaultd · 18 Mar 2015
 6 reasons to buy SFI and support future forests buff.ly/1BQJYMK

6 REASONS TO BUY SFI AND SUPPORT FUTURE FORESTS

- 1/4 BILLION ACRES/ 100 MILLION HECTARES OF FORESTS CERTIFIED TO SFI** (with map of North America)
- RESPONSIBLE SOURCING** (with tree icon): SUPPORTS WILDLIFE HABITAT, BIODIVERSITY, CLEAN WATER & MORE
- 60+ CONSERVATION & COMMUNITY GRANTS** (with hands icon): MORE THAN \$7.1 MILLION INVESTED WITH PARTNERS
- FOREST RESEARCH** (with tree icon): \$1.4 BILLION INVESTED OVER 20 YEARS
- 150K TRAINED** (with hard hat icon): PROFESSIONAL LOGGERS IN RESPONSIBLE HARVESTING
- ABORIGINAL & TRIBAL ENGAGEMENT** (with leaf icon): 7 MILLION ACRES/3 MILLION HECTARES CERTIFIED TO SFI

Content Highlights

A half dozen projects that are for the birds



© Canada Gerard Pas 2010, Yellow Warbler
Pele National Park, Ontario

Views	Ave Time Spent	Hours Spent
34,566	1:47	1,027

Social Actions	Social Amplification
197	39,400



Ducks Boreal @DUCBoreal · 18 Mar 2015

Check it out! Our work w/ [#forestry](#) sector on resource roads was featured in this [@sfiprogram](#) article! [#FortheBirds](#) [bit.ly/1xxErW8](#)



A half dozen projects that are for the birds

The Sustainable Forestry Initiative fosters relationships and awards grants to improve bird habitat management throughout the U.S. and Canada.

[treehugger.com](#)

Content Highlights

White House Easter Egg Gift Box Certified to the SFI® Standard



Views	Ave Time Spent	Hours Spent
4,211	3:51	270

Social Actions	Social Amplification
13	2,600

Content Highlights

The Sustainable Forestry Initiative Welcomes Four New Board Members Representing Environmental, Social and Economic Interests



© iStock

WASHINGTON, D.C. and OTTAWA, ON -- The Sustainable Forestry Initiative Inc. (SFI) is pleased to announce that four leaders have been elected to the independent Board of Directors. Joining the board are Mary Klein, President and CEO, NatureServe; Guy Gleysteen, Senior VP, Time Inc.; Bettina Ring, State Forester, Virginia; and Steve Bullard, Dean, Arthur Temple College of Forestry and Agriculture, Stephen F. Austin State University.

Views	Ave Time Spent	Hours Spent
4,326	4:53	359

Social Actions	Social Amplification
0	0

Content Highlights

Top 10 ways well-managed forests and SFI make a world of difference



@iStock

The clean air we breathe and water we drink are only part of the story of sustainable forestry. And if you have hiked

Views	Ave Time Spent	Hours Spent
7,640	2:49	359

Social Actions	Social Amplification
163	32,600

TriplePundit.com @TriplePundit · 30 Apr 2015
 RT @MotherNatureNet: Top 10 ways well-managed forests make a world of difference bit.ly/1bE4cPJ

LIKES
2

Rainforest Trust @RainforestTrust · 3 May 2015
 Top 10 ways well-managed forests and SFI make a world of difference: treehugger.com/corporate-resp...

Top 10 ways well-managed forests and SFI make ...
 The clean air we breathe and water we drink are only part of the story of sustainable forestry.
treehugger.com

RETWEETS 8 LIKES 5

12:08 PM - 3 May 2015 · Details

Content Highlights

Are our kids out of the woods? Help them go 'screen-free.'



© Phillmont Scout Ranch, High Adventure, N

For today's kids, reaching the next level of an online game can seem much more natural and important than taking a hike in the forest.

EnviroCentre @EnviroCentre · 11 May 2015
The @sfiprogram is helping kids go "screen-free" & get out into nature w programs in Canda & US ow.ly/MO2uv



Are our kids out of the woods? Help them go 'scr...
For today's kids, reaching the next level of an online game can seem much more natural and important than taking a hike in the forest.
treehugger.com

Views	Ave Time Spent	Hours Spent
12,264	2:31	514

Social Actions	Social Amplification
50	10,000

Content Highlights

The Great Cypress Swamp



© SFI

There was a time when I began every morning by strapping my boots on... but that's been a long time ago. Anymore, my morning routine is more likely to focus on a cup of

Views	Ave Time Spent	Hours Spent
4,007	1:53	193

Social Actions	Social Amplification
2	400

Content Highlights

SFI teams plant more than 200,000 trees in 1 hour (and that's a record)



© SFI

The Sustainable Forestry Initiative (SFI) may be best known for setting standards through its forest certification program, but the nonprofit organization is now setting a new world record for the most trees ever planted by a small team.

Views	Ave Time Spent	Hours Spent
3,355	1:48	101

Social Actions	Social Amplification
37	7,400



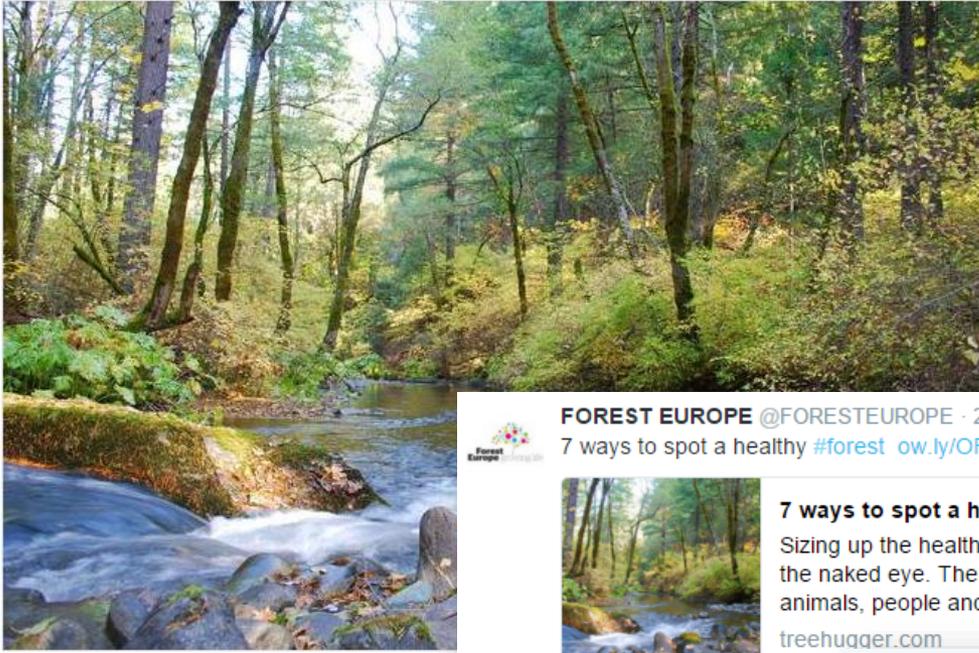
Resource Works @Resource_Works · 31 May 2015

Vancouver Island included in record tree-planting project: ow.ly/NDUmT



Content Highlights

7 ways to spot a healthy forest



© Mark Lathrop, Hazel Creek on Sierra Pacific

Sizing up the health of a forest may be hard to do with the naked eye. There's a lot going on in there. Plants, animals, people and businesses all play critical roles before the scenes.

 **FOREST EUROPE** @FORESTEUROPE · 23 Jun 2015
7 ways to spot a healthy [#forest](#) [ow.ly/OFcUI](#) via [@TreeHugger](#)

 **7 ways to spot a healthy forest**
Sizing up the health of a forest may be hard to do with the naked eye. There's a lot going on in there. Plants, animals, people and businesses all play critical roles ...
[treehugger.com](#)

 **NatureConservancy.ca** @NCC_CNC · 3 Sep 2015
7 ways to spot a healthy forest [bit.ly/1PMIjwW](#) w/ [@sfiprogram](#) via [@TreeHugger](#)

 **7 ways to spot a healthy forest**
Sizing up the health of a forest may be hard to do with the naked eye. There's a lot going on in there. Plants, animals, people and businesses all play critical roles ...
[treehugger.com](#)

RETWEETS 3 LIKES 4



Views	Ave Time Spent	Hours Spent
13,535	2:06	474

Social Actions	Social Amplification
439	87,800

Content Highlights

Why 'SFI' is the label to seek in the grocery aisle



via SFI

You can find the Sustainable Forestry products, from milk and paper cups and labels. The SFI label means that the wood fiber used in the product is from responsibly managed forests, meets



TreeHugger.com @TreeHugger · 19 Aug 2015

Why 'SFI' is the label to seek in the grocery aisle treehugger.com/corporate-resp...



23 13

Views	Ave Time Spent	Hours Spent
2,947	3:05	151

Social Actions	Social Amplification
47	9,400

Content Highlights

How forests help you out every day



© Credit: Lamar Dewberry | New Day on a New Forest

Whether the forest nearest to you is in your own back yard or in a national park, forests help you out every day. They provide clean air and filter the water we drink. They produce products that we use every day and provide opportunities to improve our quality of life through recreation and education.

Views	Ave Time Spent	Hours Spent
2,402	4:11	167

Social Actions	Social Amplification
759	151,800

Andy Revkin follows

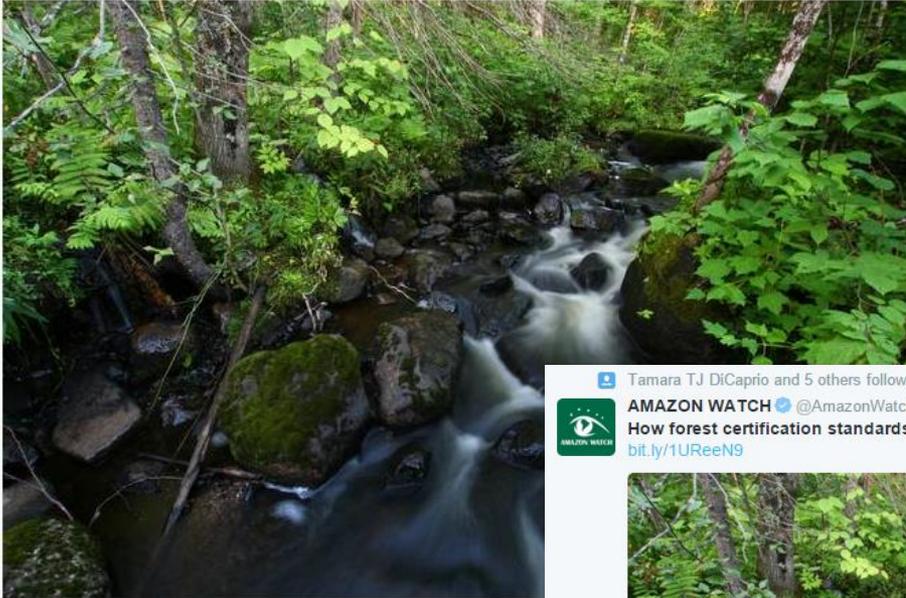
 **American Forests** @AmericanForests · 15 Sep 2015
So true! How [#forests](#) help you out every day: ow.ly/SfC3T via [@TreeHugger](#)



← ↻ 3 ❤️ 2 ⋮

Content Highlights

How forest certification standards keep our drinking water clean



© Phil Riebel | Typical freshwater stream passing through an FSC Management Standard. New Brunswick, Canada

Did you know that over half of the drinking water and two thirds of the drinking water in Canada come from forests?

Views	Ave Time Spent	Hours Spent
3,053	3:48	193

Social Actions	Social Amplification
313	62,600

Tamara TJ DiCaprio and 5 others follow

AMAZON WATCH @AmazonWatch · 14 Sep 2015
How forest certification standards keep our drinking water clean
bit.ly/1UReeN9



14 retweets 16 likes

Mitch Jackson and 2 others follow

Michael McManus @McManusMichael · 14 Sep 2015
How forest certification standards keep our drinking water clean'
treehugger.com/corporate-resp... via @TreeHugger

2 retweets 1 like

[View summary](#)

Content Highlights

Set new standards for your home – look for the SFI label



@shutterstock

The next time you do a little interior decorating or upgrade your new coffee table, shelving or a whole dining room set – you



GreenBusinessBureau @GreenBureau · 17 Sep 2015

Set new standards for your home – look for the SFI label via [@TreeHugger](https://www.treehugger.com) bit.ly/1KrK4i8



Set new standards for your home – look for the S...

The next time you do a little interior decorating or upgrade furniture—whether it's just a new coffee table, shelving or a whole dining room set—you can do your ... [treehugger.com](https://www.treehugger.com)

Views	Ave Time Spent	Hours Spent
2,505	3:29	145

Social Actions	Social Amplification
29	5,800

Content Highlights

Muckleshoot Tribe chooses SFI certification to enhance long-term sustainable timber harvest and support cultural values



© NAFOA.org

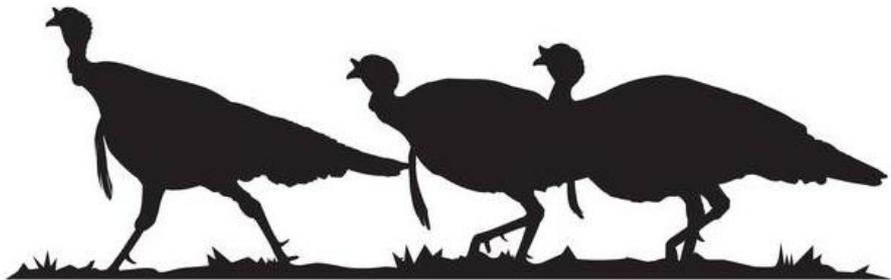
WASHINGTON, D.C. - The Muckleshoot Tribe's ancestors inhabited Central Puget Sound for thousands of years. Today, this coastal Salish Tribe is a major contributor to the local

Views	Ave Time Spent	Hours Spent
166	2:34	7

Social Actions	Social Amplification
9	1,800

Content Highlights

NWTF and SFI sign agreement for forest health



NWTF

Conserve. Hunt. Share.

© National Wild Turkey Federation

EDGEFIELD, S.C. - The National Wild Turkey Federation (NWTF) and the Sustainable Forestry Initiative (SFI) announced today an exciting new partnership for future

Views	Ave Time Spent	Hours Spent
229	1:29	6

Social Actions	Social Amplification
8	1,600

Content Highlights

Video: Partnering on Sustainable Forestry in Florida



The Sustainable Forestry Initiative (SFI) created one of the world's most recognized independent, third-party forest management certification programs. The Florida Forest Service has received its prestigious certification. In this video, see how SFI and the Florida Forest Service is making sustainable forestry a reality.

Views	Ave Time Spent	Hours Spent
2,409	3:00	161

Social Actions	Social Amplification
16	3,200

Tony Calandro and 3 others follow

 **Sustainable Inc** @SustainableInc · 30 Sep 2015

Video: Partnering on Sustainable Forestry in Florida - In this video, see how SFI and the Florida Forest Service is making sustainable forestry a reality. ow.ly/34PQBh

 **Video: Partnering on Sustainable Forestry in Florida**
In this video, see how SFI and the Florida Forest Service is making sustainable forestry a reality. treehugger.com

← ↻ ❤️ ⋮

Content Highlights

Sierra Pacific and Partners Win SFI Leadership in Conservation Award for their work in reintroducing fishers in California



CC BY 2.0 "Fisher, Ipswich River" by brunop from sc

You may never have heard of an animal called
because, like all animals in an ecosystem, the

Views	Ave Tim Spent	Hours Spent
1,814	3:18	100

Social Actions	Social Amplification
204	40,800

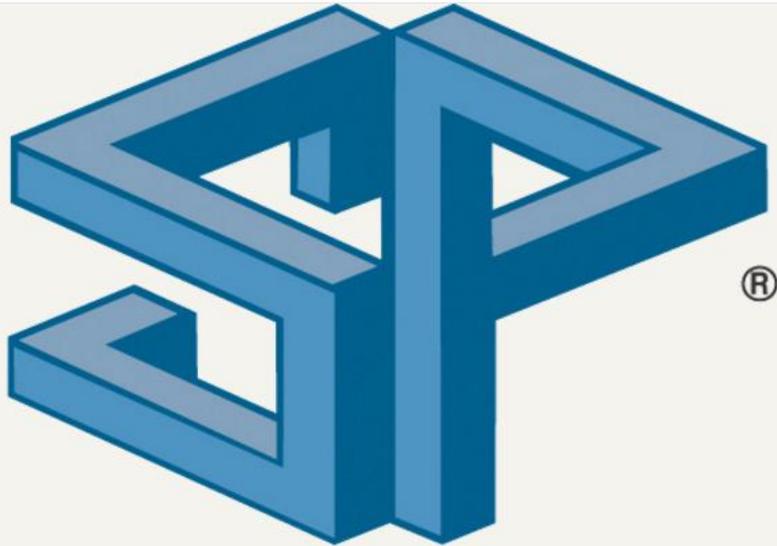
 **MotherNatureNetwork** @MotherNatureNet · 8 Oct 2015
For their work in reintroducing fishers, the SFI Leadership in Conservation Award goes to... bit.ly/1VHPInC



← 6 ♡ 9 ⋮

Content Highlights

Sierra Pacific and Partners Come Together to Save the Fisher



SIERRA PACIFIC INDUSTRIES

Growing Forests For Our Future

© Sierra Pacific

A crew of dedicated scientists in northern California is working hard to restore declining populations of fishers. Staff from Sierra Pacific Industries, and partners from the US Fish and Wildlife Service, the California Department of Fish and Wildlife, and researchers

Views	Ave Time Spent	Hours Spent
392	1:39	11

Social Actions	Social Amplification
9	1,800

 **CSR info** @CSR_RT · 7 Oct 2015
RT @ Sierra Pacific and Partners Come Together to Save the Fisher
ift.tt/1L7cydV #Green #Eco #Sustainability #Evolution #Futurism...

 **Sierra Pacific and Partners Come Together to Sav...**
A crew of dedicated scientists in northern California is working hard to restore declining populations of fishers.
treehugger.com

**SIERRA PACIFIC
INDUSTRIES**
vine Forests For Our Fu

Content Highlights

Pennsylvania SFI Implementation Committee takes logger training for youth and harvesting professionals to new heights



© pixabay

Gone are the days when children followed their fathers to work in the woods. These informal apprenticeships are a thing of the past because of today's safety considerations. So the Pennsylvania Sustainable Forestry Initiative (SFI) Implementation

Views	Ave Time Spent	Hours Spent
1,425	3:01	95

Social Actions	Social Amplification
0	0



Eco-friendly Tips @JoyfullyECO · 10 Oct 2015

Pennsylvania SFI Implementation Committee takes logger training for youth and harvesting professionals to new he... - treehugger.com/environmental-...



Pennsylvania SFI Implementation Committee take...

Gone are the days when children followed their fathers to work in the woods.

treehugger.com

Content Highlights

Plum Creek's Rick Holley wins SFI President's Award for Leadership



© Plum Creek

Rick Holley, Chief Executive Officer of Plum Creek Timber Company, has won the Sustainable Forestry Initiative (SFI) President's Award, for consistently showing leadership on behalf of working forests that support habitat and rural communities.

Views	Ave Time Spent	Hours Spent
1,562	3:51	100

Social Actions	Social Amplification
8	1,600



Sustainable News @STA_group_eu · 9 Oct 2015

Plum Creek's Rick Holley wins SFI President's Award for Leadership
bit.ly/1OqAhKu #Business #sustainable #stagroup



Plum Creek's Rick Holley wins SFI President's Aw...

Rick Holley, CEO of Plum Creek Timber Company, has won the SFI President's Award.

treehugger.com

Content Highlights

Going batty - why we need those spooky little creatures and what's being done to save them



© SFI

Views	Ave Time Spent	Hours Spent
2,871	3:36	172

Social Actions	Social Amplification
794	158,800



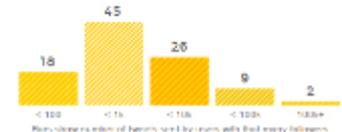
ESTIMATED REACH

608,412

ACCOUNTS REACHED

EXPOSURE

871,557 IMPRESSIONS



Note: Shows number of tweets sent by users with that many followers

Content Highlights

Green building is gaining ground and it's within your reach



© SFI

When you think of green building, you may think of award-winning architectural feats that are light years beyond your household budget. But the fact is, more and more green building materials are becoming available to the average person, whether you're renovating your kitchen, adding a new deck or replacing a window.

Views	Ave Time Spent	Hours Spent
1,728	1:54	55

Social Actions	Social Amplification
133	26,600



NAHBGreen @NAHBGreen · 1 Dec 2015

Green building is becoming more accessible to the average person - here's how!

ow.ly/VgLco



Green building is gaining ground and it's within y...

More and more green building materials are becoming available to the average person, whether you're renovating your kitchen, adding a new deck or replaci...

treehugger.com

Content Highlights

Why sustainable forests matter

Responsible forestry brings us and future generations things we can't imagine living without: clean air to breathe, fresh water to drink, outdoor recreation and the many thousands of products we use every day.



FORESTS MAKE OUR LIVES BETTER EVERY DAY BY...

- CLEANING THE AIR WE BREATHE
- COLLECTING RAINWATER AND IMPROVE WATER QUALITY
- PROVIDING WILDLIFE WITH HABITATS



SUPPLYING US WITH FOOD AND MEDICINE



FAO Forestry @FAOForestry

Follow

Infographic from non profit @sfiprogram | Why sustainable forests matter bit.ly/1NgoCdh

FORESTS MAKE OUR LIVES BETTER EVERY DAY BY...

- CLEANING THE AIR WE BREATHE
- COLLECTING RAINWATER AND IMPROVE WATER QUALITY
- PROVIDING WILDLIFE WITH HABITATS
- SUPPLYING US WITH FOOD AND MEDICINE
- OFFERING AMAZING RECREATION SPACES
- GIVING US THE PRODUCTS THAT IMPROVE OUR QUALITY OF LIFE



RETWEETS 74

LIKES 56



5:05 AM - 5 Nov 2015



Views	Ave Time Spent	Hours Spent
3,272	2:34	139

Social Actions	Social Amplification
204	40,800



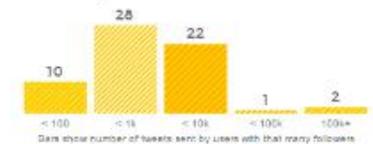
ESTIMATED REACH

444,936

ACCOUNTS REACHED

EXPOSURE

503,360 IMPRESSIONS



Content Highlights

Let's talk turkey: Collaboration is for the birds



© National Wild Turkey Federation

© NWTF

In the United States, turkey and Thanksgiving are synonymous, and we celebrate on the fourth Thursday of November with family and friends. However, the wild turkey population may not always be able to

Views	Ave Time Spent	Hours Spent
898	2:40	40

Social Actions	Social Amplification
160	39,800

 Planet Green  @PlanetGreen · 23 Nov 2015
The wild turkey population has declined 15% in recent years bit.ly/1FIRj0 @nwtf_official



© National Wild Turkey Federation

  23  16 

Content Highlights

PEFC Week Brings International Partners Together to Address Sustainable Forestry

GENEVA and WASHINGTON, Dec. 14, 2015 /PRNewswire-USNewswire/ -- Promoting sustainable forest management and having it recognized and rewarded in the supply chain from the local to the global level is a key priority shared by the many delegates who attended the **2015 PEFC Forest Certification Week** last week in Montreux, Switzerland.

Ben Gunneberg, PEFC International's CEO and Secretary General, opened the 20th PEFC General Assembly with an empowering **video** and noted, "**As a grassroots organization PEFC has an extremely important role to play in achieving the Sustainable Development Goals (SDGs)**, as we can deliver 14 of the 17 UN goals on the ground through our work with forest certification and forest-dependent communities." The 17 goals are part of the United Nation's 2030 Agenda for Sustainable Development

Views	Ave Time Spent	Hours Spent
126	2:27	5

Social Actions	Social Amplification
4	800



Charu Sharma @csh_1 · Jan 8

PEFC Week Brings International Partners Together to Address Sustainable Forestry: treehugger.com/corporate-resp...



PEFC Week Brings International Partners Togethe...

Promoting sustainable forest management and having it recognized and rewarded in the supply chain from the local to the global level is a key priority shared by th...
treehugger.com

LIKE

1



Content Highlights

Why the rare woodland caribou's diet is being watched in the Boreal forest



© SFI

It's not just a little concern over a few too many holiday treats...it's to help understand the nutritional value of food available in the forest habitat of caribou, so that forest managers can help increase their chances of surviving northern winters.

Views	Ave Time Spent	Hours Spent
533	2:19	21

Social Actions	Social Amplification
55	11,000

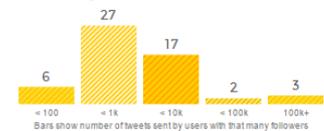


ESTIMATED REACH

796,857
ACCOUNTS REACHED

EXPOSURE

899,034 IMPRESSIONS



Content Highlights

10 questions to ask about wood and paper-based products



Guest
Business / Corporate Responsibility
August 4, 2015

Share on Facebook



CC BY 2.0 Wikimedia Commons

Here's how to ensure a long and healthy relationship with the forests that bestow us with their gifts.

Humans have relied on trees ever since our earliest history, but the relationship hasn't always been so kind to our arboreal cohabitants. Thankfully, now we are gaining a better understanding of how to take care of forests and plantations.

Views	Ave Time Spent	Hours Spent
2,387	4:14	168

Social Actions	Social Amplification
100	20,000

Andy Revkin follows



EnvNewsBits @EnvNewsBits · 11 Aug 2015

10 questions to ask about wood and paper-based products - Source: Treehugger, 8/4/15. The World Business Council fo... ow.ly/32yA8y



10 questions to ask about wood and paper-based...

Here's how to ensure a long and healthy relationship with the forests that bestow us with their gifts.
treehugger.com

6:36 PM - 11 Aug 2015 - Details



[Hide summary](#)