

FOR IMMEDIATE RELEASE

May 15, 2015

SFI Brings the Forest Sector Together with Habitat for Humanity Canada to Improve Quality of Life for Underserved Communities

FREDERICTON, NB — The Sustainable Forestry Initiative (SFI) and Habitat for Humanity Canada are helping to put a roof over the heads of Canadian families in need by strengthening their memorandum of mutual support known as Wood 4 Good, through two separate programs: *Waste Not Want Not* and Habitat Canada's Aboriginal Housing Program.

Wood 4 Good encourages local home building through SFI's grassroots network, increases awareness of sourcing wood products certified to the SFI standards, and helps make supply chains more efficient. The partnership also works to encourage collaborative solutions to support Aboriginal housing in Canada. To that end, SFI announced today a commitment to support Habitat for Humanity Canada's Aboriginal Housing Program which to date has enabled 119 Aboriginal families to realize their dream of affordable homeownership.

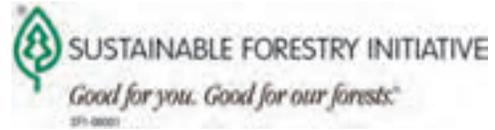
Waste Not Want Not, the latest enhancement to SFI's Wood 4 Good program, is a supply chain solution designed to provide SFI building materials to Habitat affiliates. It is a simple way for organizations certified to SFI Standards to redirect discontinued inventory, shipment error, lightly damaged products, or other products that are usable but require liquidation. Habitat arranges to pick up the inventory, eliminating a logistics challenge for the supplier.

"We are excited to see SFI continue to expand its formal commitment to help Habitat for Humanity. SFI's efforts to find new sources of building materials send a strong signal to our mutual network of supporters that we want to deepen and strengthen this important relationship," said Mark Rodgers, President and CEO of Habitat for Humanity Canada. "We also appreciate SFI's commitment to our Aboriginal Housing Program. Habitat for Humanity Canada is one of the very few non-profit housing organizations actively engaged in making a difference in Aboriginal communities and now SFI is a partner in that effort."

"These are win-win programs. Through supporting programs like Aboriginal Housing, SFI and Habitat Canada are addressing pressing social issues like aboriginal housing head on through new approaches that make a difference in the quality of lives and basic human dignity," said Kathy Abusow, President and CEO of SFI Inc. "Through *Waste Not Want Not*, Habitat gets a new source of building products and deserving families get one step closer to an affordable home." Abusow was a feature speaker at Habitat for Humanity Canada's annual general meeting today.

SFI has made a three-year financial commitment to support the Aboriginal Housing Program which is also made possible by founding partner Canada Mortgage and Housing Corporation and supporters Tachane Foundation, RBC Foundation and Enbridge.

The SFI community has helped build homes in Halifax, Moncton, Montreal, Ottawa, Alderville, Oakville, Thunder Bay and Winnipeg, three of which have been for Aboriginal families. These efforts have included countless volunteer hours and utilized building materials certified to SFI such as panel products, lumber and engineered wood products, which the SFI community is well positioned to provide. In Canada alone, there are 56 companies certified to the SFI Forest Management Standard and 92 companies certified to the SFI Chain of Custody Standard. This vast network of program participants are a key part of why grassroots community projects like the Habitat for Humanity initiatives are a success.



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About Sustainable Forestry Initiative® Inc. (SFI)

SFI® Inc. is an independent, non-profit organization that is solely responsible for maintaining, overseeing and improving the internationally recognized SFI program. SFI works collaboratively with conservation groups, local communities, youth, resource professionals, landowners and countless other organizations and individuals who share our passion for and commitment to healthy forests, responsible purchasing and sustainable communities. Since 2010, SFI has awarded more than 60 Conservation and Community Partnership grants totaling more than \$1.9 million to foster education, research and pilot efforts to better inform future decisions about our forests. When leveraged with project partner contributions, that total investment exceeds \$7.1 million. Across the United States and Canada, approximately 100 million hectares are certified to the SFI Forest Management Standard. In addition, sustainable forestry is promoted through the SFI Fiber Sourcing Standard and the SFI Chain-of-Custody Standard. SFI on-product labels help consumers make responsible purchasing decisions. SFI Inc. is governed by a three-chamber [board of directors](#) representing environmental, social and economic sectors equally. Learn more at www.sfiprogram.org and www.sfiprogram.org/Buy-SFI.

About Habitat for Humanity Canada

Founded in 1985, Habitat for Humanity Canada is a national, non-profit organization working towards a world where everyone has a safe and decent place to live. With the help of over 63,000 volunteers every year and 57 affiliate organizations from coast to coast, their mission is to mobilize volunteers and community partners in building affordable housing and promoting homeownership as a means to break the cycle of poverty in Canada and around the world. Globally, Habitat for Humanity Canada provides strategic support through grants, technical support and volunteer engagement in an effort to serve the 1.7 billion people in need of access to shelter. For more information, please visit www.habitat.ca.

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FOR IMMEDIATE RELEASE

May 18, 2015

**Sustainable Forestry Initiative and Habitat for Humanity Partner to Provide
New Home for Local Greenwood Family**

WASHINGTON, D.C. – A local grassroots project launched last year marked an important milestone yesterday with the dedication of a new home for a family of four in Greenwood, South Carolina. The house was built by the Greenwood Area Habitat for Humanity on the site of an abandoned building. The project was supported by a [Sustainable Forestry Initiative Inc.](#) (SFI) Conservation and Community Partnerships grant, which provides funding to revitalize local communities using wood products certified to the SFI Standard to provide safe, affordable housing with sustainable forest resources.

“To be able to take our passion for responsible forestry and support an initiative that brings people together to build homes and improve the living conditions of families is a social responsibility that all of us at SFI are proud to be part of,” said Kathy Abusow, president and CEO of SFI Inc. “Our nearly decade-long partnership with Habitat for Humanity affiliates across North America has given us the opportunity to help provide affordable homes where they are needed most, including here in Greenwood, while highlighting the important benefits of healthy forests, responsible sourcing and sustainable communities.”

The family is the new owner of a three-bedroom, two-story and 1,080 square-foot house. The family donated 500 hours of time towards building their new home and has committed to acting as a local volunteer to help make Greenwood a more sustainable community.

“This project is intended to revitalize the Greenwood area by providing, safe and affordable housing, and to see it come to life by providing this family with a new house is a great feeling,” said Chad Charles, affiliate director, Greenwood Area Habitat for Humanity. “With the Sustainable Forestry Initiative, we are able to execute this initiative in an environmentally responsible way.”

The first SFI Implementation Committee and Habitat for Humanity partnership began in 2007, raising awareness for sustainable forestry, and encouraging green building using products certified to the SFI Standard. The SFI Standard promotes sustainable forest management in North America and responsible procurement of forest products around the world.

Through this partnership, SFI and SFI Implementation Committees have donated countless volunteer hours or donated certified products to more than a dozen Habitat for Humanity builds throughout North America. Visit [here](#) to learn more about SFI, SFI Implementation Committees and the partnership with the Habitat for Humanity.



About Sustainable Forestry Initiative® Inc. (SFI)

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About Habitat for Humanity International

Habitat for Humanity International's vision is a world where everyone has a decent place to live. Anchored by the conviction that housing provides a critical foundation for breaking the cycle of poverty, Habitat has helped more than 4 million people construct, rehabilitate or preserve homes since 1976. Habitat also advocates to improve access to decent and affordable shelter and supports a variety of funding models that enable families with limited resources to make needed improvements on their homes as their time and resources allow. As a nonprofit Christian housing organization, Habitat works in more than 70 countries and welcomes people of all races, religions and nationalities to partner in its mission. To learn more, donate or volunteer visit www.habitat.org.

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Sustainable Forestry Initiative Brings Teams from Across North America to Break a World Record for a Cause

As of Wednesday, June 10, 2015



Summary

On May 20, people of all ages and backgrounds from across North America came together to break the Guinness World Record for most trees planted in one hour by small teams. Organized by the Sustainable Forestry Initiative Inc. (SFI), more than 200,000 trees were planted simultaneously in 28 communities.

This effort showcases SFI's commitment to responsible management and conservation of healthy, sustainable forests, and to support the communities that depend on them. This initiative is also a way to celebrate the organization's 20th anniversary this year.



Table of Contents

Metrics

Coverage Highlights

Confirmed Interviews

Media Attendance

Press Release Metrics

Appendix:

- Coverage Highlights
- Coverage Clip Roll



Metrics

24M+

TOTAL IMPRESSIONS

99

UNIQUE PLACEMENTS INCLUDING
ONLINE, PRINT, TV AND RADIO

9

INTERVIEWS SCHEDULED

23

OUTLETS IN ATTENDANCE

28

COMMUNITIES
ACROSS NORTH AMERICA

26

TEAMS COMMITTED TO SFI

Metrics reflect efforts conducted across North America



The Press Liked What They Saw



Global BC Noon News Hour – Guinness World Record attempt for tree planting

"The staff at the Sustainable Forestry Initiative went after the record and saw an opportunity to put a marking in the record books for sustainable forestry." – Morgan Kennah, Manager of Sustainable Timberlands and Community Affairs at Island Timberlands

CBC Early Edition – Interview with Danny Karch and Mark MacAuley



"Guinness was just a really good activity to get people engaged and out there, from high schools, to community groups, to conservation groups, to professional industry, to do something good and environmental."

– Danny Karch, Director of Community & Market Outreach

Almost 2,000 trees were planted at Sand Flats State Forest to help break a world record

"It is a world record with a cause behind it," she said. "Reforestation is as important as taking care of the current forests that we have and making sure the forests are here for today and tomorrow."

– Elizabeth C.W. Woodworth, vice president of communications and community engagement at SFI

Watertown Daily Times

National tree planting record has local tie

"It was a great feeling to be planting trees knowing that at the very same moment my shovel broke into the earth to help make the world a greener place, other communities in Minnesota, New Brunswick, Pennsylvania, Ontario, Washington, British Columbia, New York, Quebec, and California



were all doing the same thing to make a difference in the communities they serve. It was an experience that connected people and the earth on both a local and global level."

– Kathy Abusow, President and CEO of SFI. "

Planting a Seed in the Media Landscape

From confirmed meetings to opportunistic engagements – SFI was successfully introduced or re-introduced to top media throughout North America.

SFI provided **9** total press interviews:

- FOX 45 Good Day Baltimore
- Watertown Daily Times
- KOZY Radio
- TVA Television Network
- Coast 91.7 FM
- CBC Radio Early Edition
- The Sherbrooke Record
- Voix de l'Est
- Tempo Lac Brome



Watertown Daily Times



MYCOASTNOW

La Voix de l'Est

TVA

THE RECORD
THE VOICE OF THE EASTERN TOWNSHIPS SINCE 1897



Branching Out Across North America

A total of **11 media outlets**, representing broadcast, radio, online and print, from across the United States attended a tree-planting event, including:

- News 12 The Bronx (Bronx, New York)
- Watertown Daily Times (Lyonsdale, New York)
- North Country Public Radio (Lyonsdale, New York)
- WKTV NEWS Channel 2 (Lyonsdale, New York)
- WUTR-TV (Lyonsdale, New York)
- The Patriot-News (Blain, Pennsylvania)
- Perry County Times (Blain, Pennsylvania)
- We are Central PA WTAJ-TV (Winburne, Pennsylvania)
- The Grand Rapids Herald Review (Goodland, Minnesota)
- The Hibbing Daily (Goodland, Minnesota)
- FOX 21 KQDS (Duluth, Minnesota)



Branching Out Across North America cont.



A total of **12 media outlets**, representing broadcast, radio, online and print, from across Canada attended a tree-planting event, including:

- Shaw TV Nanaimo (attended at Qualicum Beach, BC)
- Shaw TV Williams Lake (attended at Horsefly, BC)
- Parksville Qualicum Beach News (Qualicum Beach, BC)
- Grand Forks Gazette (Windfall Creek near Grand Forks, BC)
- La Voix de l'Est (Cowansville, QC)
- La Frontiere et Le Citoyen (Palmarolle, QC)
- The Sherbrooke Record (Cowansville, QC)
- TVA Sherbrooke (Cowansville, QC)
- TVA Abitibi (Palmarolle, QC)
- CBC Radio-Canada (attended at Palmarolle, QC)
- RNC Media (Palmarolle, QC)
- CBC Radio-Canada (attended at Cowansville, QC)



Expanding the Reach Across North America



439 RELEASE VIEWS

1,100+ IMPRESSIONS ON SOCIAL MEDIA

18,846,595 TOTAL AUDIENCE REACH

INCLUDING REACH ON SOCIAL MEDIA

Top Five Outlets Include:





APPENDIX



Good Day Baltimore!

8 LIVE UNIQUE SEGMENTS

4 SPOKESPEOPLE

215,000+

TOTAL IMPRESSIONS

\$49K+

TOTAL VALUE



Special Thanks to our Partners in Baltimore



Right click to play video

World Record Tree Planting with TD Bank and SFI



On May 20th, New York Restoration Project (NYRP) and TD Bank teamed up to participate in the Sustainable Forestry Initiative's (SFI) world record-setting tree-planting event together with over 20 other organizations across the US and Canada. The NYRP-TD team helped to set a new world record for the most trees planted by groups in a simultaneous one-hour period, and planted a total of 40 trees at NYCHA Adams Houses.



Right click to play video

U.S. Coverage: Local Interest in a Big Effort



Right click to play video

Global BC Noon News



84,200

VIEWERSHIP

\$91,238

TOTAL VALUE



Right click to play video

CBC Radio-Canada Onsite Footage at Massey-Vanier



2,326,782

VIEWERSHIP

\$5,616

TOTAL VALUE



Right click to play video

APPENDIX: Coverage Links

- RNC Media: Interview with Isabelle Boulianne 04/15/2015
- Tahoe Donner: [Help Us Set a Guinness World Record](#) 5/4/2015
- CKVM Ville-Marie: Interview with Alain Shink 5/4/2015
- Radio-Canada: Interview with Alain Shink 5/4/2015
- NJR Radio: Interview with Alain Shink 5/5/2015
- CHEF Matgami: Interview with Alain Shink 5/7/2015
- Lake Tahoe News: [Tree planters to attempt to set world record](#) 5/8/2015
- Tahoe Daily Tribune: [Truckee tree-planting effort part of Guinness World Record attempt](#) 5/14/2015
- Trail Daily Times: [ATCO joins Guinness World Record attempt](#) 5/15/2015
- Bonney Lake Courier-Herald: [Sumner aims for world record in tree planting](#) 5/18/2015
- Williams Lake Tribune: [Tree Planters hope to set world record](#) 5/19/2015
- Parksville Qualicum Beach News: [Planting for a world record](#) 5/19/2015
- La Voix de l'Est: [Des élèves du Massey-Vanier seront du défi](#) 5/19/2015
- La Voix de l'Est: A La Conquete D'un Record Guinness 5/19/2015
- CIAU Radisson: Interview with Alain Shink 5/19/2015
- CHNV Juice FM: Interfor spokesperson interview 5/19/2015
- 91.9 The Bend: NB Morning News with Tara Clow - Interview with Jason Killam 5/19/2015
- Country FM Williams Lake: Interview with Guy Birdikin 5/19/2015
- Country FM 100 Mile House: Interview with Guy Birdikin 5/19/2015
- Country FM Quesnel: Interview with Guy Birdikin 5/19/2015
- WKTV: [Tree Planting Record? Groups gather to set a world record for planting trees](#) 5/20/2015
- EZ Rock: Interview with Mark MacAuley 5/20/2015

APPENDIX: Coverage Links

- Radio-Canada (CBC): [Des reboiseurs de la région ont contribué à battre le record du plus grand nombre d'arbres plantés en une heure 5/20/2015](#)
- NJR Radio Val D'Or: [Record de plantation d'arbres: plus de 16 000 arbres en région 5/20/2015](#)
- NRJ Radio Rouyn Noranda: [Record de plantation d'arbres: plus de 16 000 arbres en région 5/20/2015](#)
- RNC Media (TVA): 6pm News - interview with Felix Guay 5/20/2015
- Radio-Canada: Isabelle Boulianne and planter interview 5/20/2015
- Coast 91.7 FM: [Interview with Elizabeth Woodworth 5/20/2015](#)
- 89.7 Juice FM: [Interview with Elizabeth Woodworth 5/20/2015](#)
- Radio-Canada: Alain Shink live at 7:30am 5/20/2015
- KOZY Radio: Teaser for initiative - voice over recorded by Danny Karch 5/20/2015
- Watertown Daily Times: [Guinness World Record attempt Wednesday at Sand Flats State Forest 5/20/2015](#)
- News 12 Bronx: [Group attempts tree planting record 5/20/2015](#)
- Pennsylvania Department of Conservation and Natural Resources: [DCNR joins in bid to set tree-planting record in North America 5/20/2015](#)
- KDLH 3: [Tree planters compete to land spot in Guinness World Records 5/20/2015](#)
- Le Citoyen/La Frontiere: [Record du monde de plantation d'arbres 5/20/2015](#)
- TVA Sherbrooke: [Des élèves établissent un nouveau record mondial 5/20/2015](#)
- TVA Estrie: Interview with Danny Karch 5/20/2015
- Radio-Canada (CBC): [Onsite Footage 5/20/2015](#)
- TV Atibiti: [Le TVA Nouvelles de 18h Abitibi-Temiscamingue 5/20/2015](#)
- The Patriot-News: [World-record tree planting bid includes crews in Pennsylvania \(with video\) 5/21/2015](#)
- WTAJ: [Local Group Part of Effort to Break World Record 5/21/2015](#)
- CFLO Radio Haut-Laurentides: [Interview with Martine Latour, Mont-Laurier spokesperson 5/21/2015](#)
- CBC Radio Early Edition: [Interview with Danny Karch and ATCO spokesperson 5/21/2015](#)
- Mountain Resort Television Tahoe: [5 21 15 ltnl Seg2 5/21/2015](#)

APPENDIX: Coverage Links

- The Working Forest: [SFI Aim to Break a World Record for a Cause](#) 5/21/2015
- 99.3 The River: [Locals Try To Break Tree Planting World Record](#) 5/21/2015
- 590 CJCW: [Locals Try To Break Tree Planting World Record](#) 5/21/2015
- KQDS (FOX) 21: [St. Louis Co. Attempts Guinness World Record with Trees](#) 5/21/2015
- PA Environment Daily: DCNR Joins Effort To Set Tree Planting Record In North America 5/21/2015
- The Patriot-News: World-record tree planting includes Pennsylvania locations 5/21/2015
- La Voix de l'Est: [L'ecole qui plantait des arbres](#) 5/21/2015
- The Sherbrooke Record: Massey-Vanier helps set world record 5/21/2015
- Times and Transcript: Tree planters gather in Sussex to break world record 5/21/2015
- New Brunswick Telegraph Journal: [Tree planters gather in Sussex to break world record](#) 5/21/2015
- FOX 45 Morning News - 5 am 5/21/2015
- FOX 45 Morning News - 6 am 5/21/2015
- FOX 45 Morning News - 6:30 am 5/21/2015
- FOX 45 Morning News - 7 am 5/21/2015
- FOX 45 Morning News - 7:30 am 5/21/2015
- FOX 45 Morning News - 8:30 am 5/21/2015
- FOX 45 Good Day Baltimore - 9 am 5/21/2015
- FOX 45 Good Day Baltimore - 9:30 am 5/21/2015
- KQDS (FOX) 21: [St. Louis Co. Attempts Guinness World Record with Trees](#) 5/21/2015
- News 4 Reno: [National tree planting record has local tie](#) 5/21/2015
- WKTV: [Tree Planting Record? Groups gather to set a world record for planting trees](#) 5/21/2015
- Watertown Daily Times: [Almost 2,000 trees were planted at Sand Flats State Forest to help break a world record](#) 5/22/2015

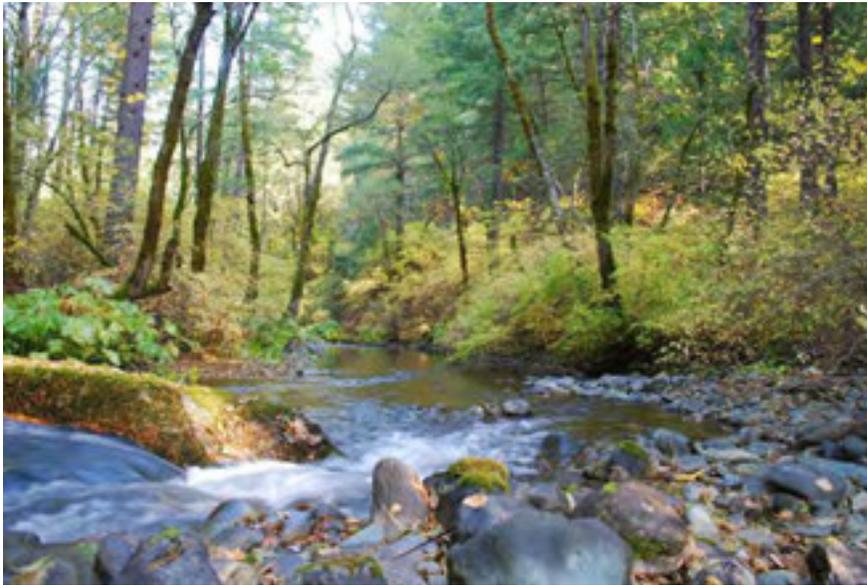
APPENDIX: Coverage Links

- The Patriot-News: [Depressed? Life got you down? Nature can be your upper: new study suggests: Outdoor Insider](#) 5/22/2015
- Styrk (Watertown Daily Times): [Almost 2,000 trees were planted at Sand Flats State Forest to help break a world record](#) 5/22/2015
- The Resolute Blog: [1 - 2 - Tree, Plant!](#) 5/22/2015
- The Daily Times: [Rossland effort helps set Guinness World Record](#) 5/22/2015
- Miramichi Leader: [Miramichi Valley High School tries to break tree planting record](#) 5/22/2015
- La Voix de l'Est: [Record Guinness: Mission Accomplie](#) 5/22/2015
- The Boundary Sentinel: [Kootenay Operations Join Tree Planting World Record Attempt](#) 5/24/2015
- Forests Ontario: [Tree planting teams awaiting official confirmation of Guinness World Record](#) 5/26/2015
- Tahoe Daily Tribune: [Truckee volunteers plant 360 trees as part of world record attempt](#) 5/26/2015
- City of Sumner: [Tree Planting Record](#) 5/26/2015
- FastSkiier.com: [Tahoe Donner World Record Challenge](#) 5/26/2015
- Mountain Resort Television Tahoe: [5 21 15 Itnl Seg2](#) 5/26/2015
- Williams Lake Tribune: [Locals attempt to break Guinness tree planting record](#) 05/26/2015
- The Westend Weekly: [Tree planting world record attempt](#) 5/26/2015
- Global BC: [Interview with Island Timberlands spokesperson Morgan Kennah](#) 5/26/2015
- Boonville Herald: [Guinness World Record Tree Planting Attempt](#) 5/27/15
- Boundary Creek Times: [Tree-planting event a world record attempt](#) 5/28/2015
- Bonney Lake Courier-Herald: [Sumner helps cement world record for tree planting](#) 5/28/2015
- Shaw TV Nanaimo: [On-site Interview with Kevin Ashfield, Island Timbers spokesperson](#) 5/29/2015
- Tree Hugger: [SFI teams plant more than 200,000 trees in 1 hour \(and that's a record\)](#) 5/29/2015
- Yahoo! Finance Canada: [Domtar supports world record tree planting attempt](#) 5/29/2015
- Public Opinion: [Tree planting record falls with help from Tuscarora State Forest supporters](#) 5/29/2015
- North County Public Radio (NCPR): [Students and state workers set a new world record by planting trees](#) 5/29/2015

APPENDIX: Coverage Links

- Grand Rapids Herald Review: [UPM Blandin takes part in world record attempt](#) 5/29/2015
- The Patriot-News: [No. 1 seed? Effort made to break a world record](#) 5/30/2015
- WRVO Public Radio: [Students and state workers try to break a world record ... in tree planting](#) 6/1/2015
- A Green Living Blog: [The Sustainable Forestry Initiative just planted over 200,000 trees in one hour](#) 6/3/2015
- The Dryden Observer: [Domtar supports world record tree planting attempt](#) 6/3/2015
- Inhabitat: [The Sustainable Forestry Initiative just planted over 200,000 trees in one hour](#) 6/4/2015
- Charity Vault: [The Sustainable Forestry Initiative just planted over 200,000 trees in one hour](#) 6/4/2015
- Hibbing Daily Tribune: [Group sets tree planting world record](#) 6/7/2015
- Meadow Blog: [Over 200,000 Trees Planted in One Hour!](#) 6/8/2015
- Printing Impressions: [Sustainable Forestry Initiative Sponsors 'World Record' Attempt for Tree Planting](#) 6/9/2015
- Mesabi Daily News: [Group sets tree planting world record](#) 6/10/2015

7 ways to spot a healthy forest



© Mark Lathrop, Hazel Creek on Sierra Pacific Industries forest land, California

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 behind the scenes.

Forests are critical from every angle. Animals and people rely on them for food, clean air and fresh water. Businesses count on

them to supply materials for products we need every day. Local and global economies depend upon them to create jobs and foster growth.

Sustainable forestry maintains a delicate balance among all these demands, so forests can serve as a viable resource now and in the future. Numerous factors indicate whether or not a forest is being managed sustainably. Get familiar with these key seven.

1. **Balanced Management Practices**

When forests are managed sustainably, there are ecologically sound plans in place for protecting watersheds, harvesting timber, reducing hazards and reforestation. Trees may be thinned to prevent overcrowding, reduce disease or enhance access to recreational users. Some management practices are tailored to help conserve habitat for species that would otherwise be lost. The forest may even be burned in a prescribed way to promote growth and prevent higher-intensity natural fires from occurring. Reforestation can be allowed to take place naturally through the growth and spreading of seeds from remaining trees or it can be prompted by new plantings. In a sustainably managed forest, all this activity is carried out by design with a long-term view.

2. **Economic productivity**

Thirty percent of the world's forests are used primarily in a production capacity to bring us wood, fiber, fuel and food. This production employs millions of people, supporting local and national economies. A healthy forest is highly productive, yielding an ample supply today without compromising the ability to

produce in the future. Achieving this health is directly related to how the forest is managed—how materials are harvested and replenished. In addition to reforestation, there is a growing trend toward afforestation, or the planting of new forests on non-forested lands to take some of the production pressure off of existing forests, or to help reduce harmful soil erosion.

3. Environmental protection

In addition to a production function, forests have what is known as a protective function. They absorb greenhouse gasses, filter air pollution, protect soil from water and wind erosion, maintain coastlines, mitigate floods and help control avalanches and mudslides. A healthy forest can be identified as much by what isn't happening as what is. Some of the negative environmental impacts we see on the daily news can be traced back to forests that are being prevented from doing the protective part of their job. In arid zone countries in the Middle East and Africa for example, overexploitation of forests and unsustainable deforestation practices have led to growing desertification, or the turning of fertile land into barren desert.

4. Biodiversity



© Phil Riebel, Female Common Merganser racing up the Cains River, New Brunswick, Canada

Forests are complex ecosystems with lives of their own, and every leaf counts. Even the smallest piece of the system, from a bird to a beetle to pond bacteria, is needed to support every other piece. All forest animals, in particular, need a clean, safe water supply, as well as specific foods for nourishment. Some animals require certain “microclimates”, which are the unique conditions resulting from particular groups of plants or land forms. Biodiversity represents the diversity of life in a thriving forest, which helps make it stronger and better able to withstand outside threats that can destroy it, like infestations and disease.

5. Wildlife

The loss of species' habitat and the extinction of species is one of the major threats to biodiversity. It's

like removing one link from a chain. A healthy, sustainable forest operates with wildlife conservation in mind, primarily by conserving habitat so species can move freely, feed and reproduce. For example, bears need to roam across long distances. Breaking up this habitat with commercial development, without planning for corridors that can provide safe passage, can isolate them to the point of population decline.

6. Recreation



© SFI

A healthy forest is not only one that supports the living creatures with in it, but also provides a place for us to visit and enjoy through hiking, boating, camping and other recreational activities. About 86% of US forestland is available for recreation, and U.S. National Forests welcome nearly 150 million visitors per year. In Canada, about 42% of the land mass is covered by forests, and the eco-tourism dollars generated number in the billions.

7. Certification

Forest certification programs, such as the Sustainable Forestry Initiative (SFI) work to ensure the health and future of our forests, with credible, transparent and auditable standards that enable a sustainable resource for today and generations to come. For example, landowners certified to the SFI Forest Management Standard have implemented and been audited for measures to protect the water quality, biodiversity, wildlife habitat, and species at risk that are critical to the health of their forests. The SFI Fiber Sourcing Standard is used throughout Canada and the U.S. by mills and manufacturers as a means to proactively influence millions of landowners through education, training, and outreach. This in turn helps the landowners implement the right practices, helping give companies and their customers assurance that the products have come from responsible sources. The SFI label on those products enable customers to identify wood and fiber products as a responsible choice when they shop. When consumers buy products with the SFI label, they are helping grow future forests, sustainable communities, conservation research, youth education, logger training and **much more**.

The Sustainable Forestry Initiative (SFI) is an independent, non-profit organization that aims to make the world a better place by promoting sustainable forest management through standards, research, community building and conservation partnerships. To find out more about what makes a forest sustainable and how SFI helps, visit <http://www.sfiprogram.org/>.



HOME

SFIPROGRAM.ORG

AUTHOR BIOS



SFI Sponsors Habitat for Humanity 2015 Builder Blitz

Danny / 19 hours ago

Habitat for Humanity's 2015 [Home Builder Blitz](#) helped more than 200 families with building, rehabilitating or repairing houses across the U.S. On June 8, on behalf of SFI, I was privileged to be part of the Builder Blitz in Sanford, Florida.

[SFI has worked closely with Habitat](#) since 2008 in both the U.S. and Canada. Supporting the Home Builder Blitz is just another way that SFI shows its support for this great organization. SFI also supports numerous builds and initiatives across the U.S. and Canada to improve the quality of life for many underserved communities.

When I arrived on site at the kickoff build for the Builder Blitz, I was greeted by Rob Smith, the President of E2 Homes. As a sponsor, I was pleasantly surprised to see lumber certified to SFI in the back of his pickup truck. I asked Rob if he did that for my benefit.

"Absolutely not," said Rob. He went on to say that he uses a lot of lumber certified to SFI in his builds. Rob is a passionate green builder and no stranger to SFI certification and the environmental benefits of using certified wood products.



There was definitely a lot of emotion in the air during the various speeches that kicked off the build, including one from TV host Steve Thomas from This Old House. Perhaps the most emotional moment happened when new homeowner, Clarence Grayson, declared that in 60 years he has never owned his own home but now all that was about to change.

My colleague, Barry Graden, Director of the SFI Forest Partners Program had a similar experience at the Nashville Builder Blitz.

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“The program was very moving, especially when Tom Gipson, who created the Home Builder Blitz talked about two Tennessee families who were present and how they represented the American Dream, which includes the dream to own a home. He also gave a lot of credit to the builders who, since the Blitz began, have stepped up in very big ways to make it a huge success,” said Barry.



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As with all Habitat builds, one of the main highlights was the wall-raising. I was invited to help raise the first wall of the home. After the ceremony, we visited a couple of current habitat build projects, and when we returned to the house about three hours later, the builders already had the roof trusses installed and were about to start the shingles — amazingly, these Habitat homes are built in just one week. It was great to see wood from responsibly managed forests used to build Clarence’s new home.

To hear Clarence describe what his new home means to him watch this [WFTV news clip](#).

June 25, 2015 in Certification, Community, Green Building, Partnerships, Sustainability.

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What's new in the 2015 SFI standards?

By KATHY ABUSOW, PRESIDENT AND CEO, SUSTAINABLE FORESTRY INITIATIVE INC.



The Sustainable Forestry Initiative Inc. (SFI), founded in 1995, is an independent, non-profit organization dedicated to promoting sustainable forest management. SFI works to ensure the health and future of our forests, because forests are a part of our everyday lives. That future depends on credible, transparent and auditable standards to enable a sustainable resource for today and generations to come.

The new Sustainable Forestry Initiative 2015-2019 Standards and Rules, released in January, deliver on this promise by further enhancing the vital link that exists between healthy forests, responsible purchasing and sustainable communities. The new SFI Standards build on SFI's work over the past 20 years through a strengthened commitment to sustainability. In addition to the protection of water resources and attention to sustainable growth, the standards include new requirements supporting the diversity of forest types and the conservation of sites with significant species of concern. It also prohibits the conversion of forest types, except in justified circumstances, and limits the use of chemicals.

Fibre sourcing gets its own standard

A major enhancement to the SFI 2015-2019 Standards and Rules is the separation of the Fiber Sourcing requirements into its own auditable standard, which distinguishes SFI from all other forest certification programs in that it governs how SFI program participants procure fiber from non-certified forest land. The SFI Fiber Sourcing Standard is purposefully designed for non-landowning mills and operators, to encourage the spread of responsible forestry practices and responsible procurement and to influence millions of additional landowners through promotion, education, training and outreach.

At SFI, we pride ourselves on using scientifically based results to drive our work. We continue to focus on certification as a way to manage and protect environmental values during and after harvest, while also providing social and economic returns to regions and countries. We are proud to include in our SFI community all those who use our standards, including land-owners, land managers, manufacturing facilities, government agencies, First Nations, conservation groups and universities. In fact, the SFI Standard is the most commonly used forest certification standard amongst First Nations in Canada. To date, more than 25 First Nations have more than 3 million hectares of forest certified to the SFI Forest Management Standard.

Undeniably the SFI Standards are core to the SFI program and serve as the proof point of responsible forestry. That said, SFI is much more than a standard. SFI and the SFI community are actively engaged in advancing scientific research, training of

resource and harvesting professionals, conservation partnerships and community building. SFI's more than 100 million hectares of responsibly managed forests and the even greater area included in the SFI Fiber Sourcing Standard provide a living laboratory that shows how healthy forests can deliver environmental, economic and social benefits.

Since 1995, SFI program participants have invested more than \$1.4 billion in forest research that includes conservation priorities. Also, SFI has awarded more than 60 SFI Conservation and Community Partnerships grants totaling more than \$1.9 million, since the program began in 2010. When leveraged with project partner contributions, that total investment exceeds \$7.1 million.

Specifically, recent grants have gone to The Nature Conservancy Canada, Bird Studies Canada, Ducks Unlimited Canada and many others to better manage habitat such as wetlands, and to improve conservation of forests, birds, bats and other wildlife. Another grant supports University of Saskatchewan researchers, who are studying how grizzly bears and caribou respond to a changing landscape. The results will help land managers conserve and restore habitats for these at-risk species.

SFI also works at a grassroots community level to encourage the spread of sustainable forestry. We have partnerships with a diverse group of organizations that share a common interest in sustainability. Our partners include Habitat for Humanity Canada, Girl Guides of Canada, Scouts Canada, and the Canadian Council for Aboriginal Business.

Our robust certification standards, insight and pragmatic collaboration are a valuable combination. SFI's recognition and market acceptance continues to grow. According to a recent global survey by European polling company GfK, SFI is the most recognized forest certification in North America with more than 26% of US consumers surveyed recognizing the SFI label. In addition, almost 20% of Fortune 100 companies used the SFI label in 2014 alone. When purchasing forest products you can make a positive contribution to the future of our forests by sourcing SFI. **PPC**



Abusow

Follow Kathy Abusow, president and CEO of The Sustainable Forestry Initiative Inc., on LinkedIn.



FOR IMMEDIATE RELEASE:

Tuesday, June 2, 2015

CONTACT:

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SC State Forester to receive prestigious Gifford Pinchot Medal

Kodama honored for lifelong commitment and contributions to North American forestry

South Carolina State Forester Gene Kodama has been selected to receive the Society of American Foresters' Gifford Pinchot Medal. One of the most esteemed forestry awards in the nation, the medal is presented every two years to a forestry professional in recognition of exceptional contributions to the administration, practice and development of forestry in North America.

Nominees for the Gifford Pinchot Medal must have demonstrated exemplary actions that further the field of forestry by making an indelible mark on the profession and being a person of action.

Endorsements for Kodama's nomination came from multiple state, national and international leaders in forestry and the forest products industries who pointed out a variety of contributions. Kathy Abusow, president and CEO of the Sustainable Forestry Initiative, wrote in her testimonial, "Gene led the South Carolina Forestry Commission to third-party certification of its five state forests to both the SFI Standard and the American Tree Farm Standard, highlighting that state forests are responsibly managed. By advancing the cause of forest certification, Gene has added to South Carolina's reputation as a sustainability leader in the global marketplace."

SAF will present the Gifford Pinchot Medal to Kodama at its national convention in Baton Rouge, La., Wednesday, Nov. 4.

###

Gifford Pinchot is widely credited as being America's first forester and the father of the conservation movement in North America. In 1892 Pinchot began the first systematic forest management plan in North America on the Biltmore estate in North Carolina. Seeing a need for a national resource management organization, Pinchot brought about the establishment of the Forest Service in 1898 with the help of President Theodore Roosevelt. The National Forest system and forest policy as we know them today are a result of Pinchot's efforts. In addition to establishing the Forest Service, Pinchot founded the Society of American Foresters in 1900. He served as its president from 1900-08 and again from 1910-11. He was elected an SAF Fellow in 1918. Gifford Pinchot brought a professional approach to all his endeavors, the Forest Service, natural resource conservation, and the SAF. His actions have left an indelible mark on the profession of natural resource management.



SC State Forester Henry "Gene" Kodama



6 tips to survive a misinformation campaign

Tyler Elm

Thursday, June 11, 2015 - 11:42am



[Tyler Elm](#)

Managing Partner

Elm & Associates

When working toward 'Capitalism 2.0,' it's important to see the forest for the trees.

Over the last 20-plus years — from my work as a registered professional biologist in the forests of British Columbia to the last decade developing and scaling business sustainability strategies for large corporations — my career has coalesced around one core concept: business sustainability.

It's the idea that free markets, business and their supply chains can be a powerful tools for creating enhanced social and environmental outcomes in concert with economic value.

I call it “pragmatic environmentalism,” the essence of which is this: Given the social and economic frameworks and institutions of our society, more social and environmental good can be **accomplished (and faster) by working with business** in a manner relevant and true to their reason for being — the creation of shareholder value — than by leading with an argument that it is “the right thing to do.”

Don't get me wrong. My environmental education and work as a conservation biologist tell me that it is “the right thing to do”; however, my business education and my experience as an executive brings out the pragmatist in me. The right thing to do is more appealing to a business when approached in a manner that also makes economic sense.

Time is of the essence; while working towards it, we cannot wait for “Capitalism 2.0.” To create material social and environmental value, we must frame and manage sustainability as an economic opportunity. In short, we must harness the power of our business models and supply chains to generate environmental and social value.

Pragmatic environmentalism builds upon the traditional corporate social responsibility mindset of what one is “responsible for” and uses sustainability as a strategic framework to examine how social and environmental issues and mega-trends — such as climate change, population growth and the ever-increasing demand for resources such as food, fiber and fuel — may affect business performance and the economic, social and environmental context of one’s stakeholders.

Not surprisingly, ethical [stakeholder engagement](#) is a core concept of business sustainability. Armed with a strategic mindset and an innovation agenda, business sustainability challenges managers need to understand the economic, social and environmental context of the stakeholders throughout their extended supply chains, including those of one’s suppliers and their suppliers.

Specifically, one must strive to understand the relationships among one’s business activities, extended supply chains and the process of economic, environmental and social value creation (or erosion). This, and the process of exploring, understanding and balancing economic, environmental and social value creation is the foundation of virtually every sustainably-driven innovation strategy.

Unethical stakeholders

But what’s a business to do when self-declared stakeholders crash a corporation’s sustainability initiatives and use unethical tactics to promote their agenda? That’s a good question; unfortunately, it’s one that has been around for decades and is increasingly relevant.

Perhaps more than any other industry, those managing the sustainability of forest product supply chains feel they long have had to deal with unethical stakeholders. This came to a head in May when the mayors of 22 communities in Northern Ontario and Quebec held a [press conference](#) at Parliament Hill, and a series of meetings with federal ministries to address misinformation campaigns and coercive tactics on the sustainability of the rural communities that depend on the sustainable, forest-based supply chains of Canada’s boreal forest.

These communities framed the issue as the “threat of eco-terrorism” from groups such as Greenpeace and ForestEthics on their “way of life.” And, while "eco-terrorism" is too extreme of a label, I spoke with forest workers and mayors. Unfortunately, the label reflects how they say they feel — like victims, collateral damage of deliberately inaccurate misinformation campaigns from organizations whose private politics have no regard for balancing the economic, social and environmental sustainability of their northern communities.

For example, activists have labeled [Canada’s boreal forest](#) an “endangered forest” — a meaningless term without any scientific criteria or merit. They have attacked product and retail brand-owners that source paper from forest products companies that operate there — urging brand-owners to change their sourcing relationships or face escalating Internet and social marketing campaigns labeling them as “destroyers of forests,” picketing their stores and harassing their customers.

Such behavior — particularly when designed to circumvent democratic public processes and land-use planning — is an abuse of the public trust, particularly when such planning has the support of local aboriginal peoples, academics, professional biologists and foresters, communities and government.

This raises the question of who should be considered a stakeholder and by what criteria. It’s another good question with no easy answer; however, to be a valid stakeholder, a person or organization should be required to conduct themselves in an honorable and ethical manner and abide by the rule of law.

Mitigating misinformation

Unfortunately, many companies do not apply such criteria when faced with aggressive, self-declared “stakeholders,” leaving them exposed to significant brand-risk. If your company does not already have criteria for identifying valid stakeholders, consider ethical behavior a minimal requirement.

As a sustainability professional, I too have had the unfortunate experience of having to mitigate misinformation campaigns and questionable tactics of activist groups, consuming resources that would be better served pursuing the corporation’s social purpose with legitimate stakeholders. Deceptive campaigns designed to erode a business’s reputation and subvert their commercial operations and trade relationships is neither honorable nor ethical conduct, nor in accordance with the rule of law.

Faced with such tactics, many brand owners cave to activist demands, hoping they’ll move on. But these campaigns are not victimless; they actually erode economic, social and environmental value in your supply chains and, as in this example, [threaten the viability of hundreds of communities](#).

Let’s consider what to do if campaigners have targeted your brand. Unfortunately, caving to unethical tactics is merely the beginning of your "relationship." Demands will escalate and your brand increasingly will be framed as a collaborator when activists declare a “victory” and use your brand in subsequent campaigns against the next brand-owner. (Not the best company to keep.)

Six survival tips

My advice to product and retail brand-owners trying to manage misinformation campaigns is this:

- 1. Understand that you are not the target;** rather, your brand, fabricated controversy and the creation of brand-risk are merely the tools of an organization trying to promote its politics. You are being used; don’t take it personally.
- 2. Understand that “environmental” campaign groups are not organizations with any scientific standing,** nor do they further business sustainability in any sense of the concept; rather, they are political activist organizations.
- 3. If you do not have in-house sustainability expertise, engage a business sustainability professional** who is familiar with the issues and who can help you identify ethical, conservation science or other social-purpose organizations that truly can partner with your company to explore environmental and social issues that will affect your business.
- 4. Use your “Ethical Code of Business Conduct” as a touchstone** for identifying legitimate stakeholders; hold “environmental” groups to the same standard as your other business relationships — if they don’t operate within your ethical framework, move on.
- 5. If you have not already done so, begin your sustainability journey,** because there is no shortage of legitimate environmental and social issues that will affect your business and no shortage of legitimate environmental and social-purpose organizations to help you understand them.
- 6. Understand that done right, business sustainability is a gateway** to becoming an even better company, a more profitable business with less risk and a workforce that will appreciate the opportunity to participate and succeed in one of the greatest entrepreneurial imperatives of our time — the creation of business value from social and environmental leadership.



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Forest Are the Solution: A Vision of the Future at Earth Day Texas

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Rocco Saracina / April 30, 2015

Fear and uncertainty surrounds much of how we think about our planet. It seems that every week there is new information focused on imminent extinctions, critical resource depletion, or insurmountable ecological degradation. We fear that humanity is too late, that we have done too little, and we're uncertain that our environment will continue to serve as the sanctuary it always has been.



But where others are moved to fear, I am moved to hope. And for all the uncertainty, I have great optimism. I had the pleasure of spending last week, April 23-28, at [Earth Day Texas](#). With 70,000 participants, 1,500 exhibitors, and dozens of interactive sessions, it's the largest Earth Day celebration in the US. While the scale of the event is encouraging, it's the breadth of its participants that is truly moving. Attendees included corporate and local businesses, environmental and conservation advocates, community and education non-profits, and ranged across the political spectrum.

All these different groups have their own unique perspective, but they share a common vision: a sustainable future built upon collaboration. That vision is at the very heart of the Sustainable Forestry Initiative. Every day, the SFI program helps to build partnerships between industry, conservation, academia and communities. SFI staff work tirelessly to enhance the connection between healthy forests, sustainable communities and a strong economy.

We achieve this vision through the [SFI Conservation and Community Partnership Grant Program](#), our 34 state and provincial SFI Implementation Committees, and participation in numerous sustainable market consortiums. Our Program Participants achieve this vision through the 250 million acres of responsibly managed forests certified to the SFI Standard.

At Earth Day Texas, SFI was fortunate to have several great opportunities. I personally hosted an information booth next to the [Texas A&M Forest Service](#) and [Project Learning Tree, Texas](#). These two highly driven groups collaborate with SFI through our [Texas SFI Implementation Committee](#). Together we work to increase the profile of sustainable forest management, conduct outreach and education to youth and local communities, and enhance the connection between healthy markets and healthy forests. Earth Day Texas gave us the chance to spread this message to thousands of individuals.

My friend and co-worker Barry Graden, Director, Southeast U.S. Community Outreach, was heartened by a Future 500 roundtable discussion about the future of sustainability and the environment. "No matter what side of forest discussions participants were on, we could all agree that the future of forests is important to everyone, and that we all depend on healthy forests for our quality of life," he said.

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This basic tenet is one to which SFI subscribes and can serve as a springboard for constructive dialogue on forest issues, even if we don't always agree on the same path to environmental responsibility. As Barry says, "Global brand owners can — and do — play an important role by establishing a position to promote responsible forest management and then putting their doctrines into action by supporting forest certification and on-product labelling to help engage consumers in support of a healthy, future for our forests."

Barry's own work on the [SFI Forest Partners Program](#) is a perfect example of this. The program, driven by founding partners Time Inc., National Geographic, Macmillan Publishers and Pearson, with additional support from Hearst Enterprises, seeks to increase certification to the SFI Standard by 10 million acres by 2017 in the U.S. South. This program is building numerous partnerships while expanding the SFI's sustainability footprint.

Indeed, the increase in forests certified to the SFI standard is making a significant environmental impact. Every day, these forests are providing a solution to the majority of environmental issues people fear. They are serving as habitat to rare and endangered species, sequestering carbon and providing innumerable ecological services, such as improving water and air quality. They are also providing renewable resources that we all rely on.

I have to have hope for the future; I'm planning on being on Earth for a long time. I plan that my future children will be here even longer. I know that with hard work we can leave the planet healthier than how we inherited it. That's what we are striving for at SFI. I'm optimistic, because if such a wide range of stakeholders can come together in Texas to collaborate for a sustainable future, anything is possible.

April 30, 2015 in Certification, Community, Conservation, Corporate Social Responsibility, Partnerships, Sustainability.

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The Great Cypress Swamp

Paul Trianosky / May 7, 2015

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 coffee and finding my glasses.



But even old foresters enjoy a chance to visit the woods, and so I jumped at the chance last week when long-time SFI External Review Panel member (and consulting forester) Neil Sampson offered to take several of us on a tour of a truly unique forested wetland in Delaware. It turns out that this is a very special place, indeed... and a great example of the varied, and sometimes surprising, ways in which the SFI standard is applied to ensure sustainability.

[Delaware Wild Lands](#) is the non-profit owner and manager of the Great Cypress Swamp, a 10,000 acre tract at the heart of what was once an ancient wetland stretching across some 60,000 acres. Over the last couple centuries, most of the historic forest of Atlantic white cedar and bald cypress was cleared, and drainage ditches installed to enable agriculture. Much of the residual forest changed over to sweetgum and red maple over time. This legacy of human intervention provides both challenges and opportunities to the land trust, which is working very hard to reestablish the historic forest.

It's worth noting that the scale of this forested tract is itself unusual in Delaware, which is one of our smallest states, and one that has experienced a high degree of forest fragmentation. According to the [USDA Forest Service](#), "Thirty-one percent of Delaware's private timberland is now held in ownerships of less than 50 acres", and, that "Delaware's forests are highly fragmented, with few stands covering large acreages...", noting that "forest fragmentation has had a detrimental effect on many bird species and other wildlife..." in the state. A recent study by David Mizrahi of New Jersey Audubon and Jeff Buler of the University of Delaware, revealed that the Great Cypress Swamp is one of the two most important stopover sites in Delaware for neotropical migratory songbirds during the spring and fall migrations. So the Great Cypress Swamp is important for a number of reasons, including the fact that it may be the largest remaining contiguous tract of privately owned forest left in the state.

Today, the hard working volunteers and staff of Delaware Wild Lands are focused on converting the current forests of sweetgum and red maple back to the historic condition of cedar and cypress. With newly installed water control structures in the drainage ditches, they are able to control the rate and timing of wetland flooding to facilitate the forestry operations necessary for restoration – truly turning the historical human impact into conservation opportunity. Meanwhile, income from the harvested off-site species helps fuel the activities of the land trust, and ensures that the forest itself is truly sustainable. Material harvested from the site has helped restore the historic farmhouse and outbuildings which now serve as the land trust offices at the Great Cypress

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Swamp.

And in a fascinating twist of "old meets new", the staff uses a remote-control drone aircraft to delineate areas appropriate for planting cypress versus cedar – a task made tough on the ground by the fine differences in elevation. Atlantic white cedar seedlings are hard to come by, so Delaware Wild Lands has secured seed sources from the Great Dismal Swamp in Virginia, which has similar habitat and site conditions, ensuring suitability of the seedlings.

So what's the connection with SFI? It turns out that the leadership of the Delaware Wild Lands recognizes the importance of SFI third-party audited certification in providing the necessary assurances of sustainability demanded by their stakeholders and the public. According to Executive Director, Kate Hackett, "SFI certification is important to us because it gives us social license to operate. Our Board of Directors, and the local community, can be confident about our forest restoration and management activities because they meet – even exceed – the standards of SFI." Working with professionals at Vision Forestry, Delaware Wild Lands has developed a management and restoration plan that meets all the tests of sustainability and biodiversity protection that the SFI standards demand, while meeting their conservation-driven objectives.

It was good to strap on the boots again, and to see yet one more way that the SFI standards are helping to build (or restore...) the future forest.

May 7, 2015 in Certification, Community, Conservation, Environmental Policy, Partnerships, Public Lands.

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Pursuing Our Dreams

Paul Trianosky / May 15, 2015

Last week I found myself driving through central North Carolina following a meeting, and decided to pay a quick visit to my alma mater at Duke University. What I didn't know at the time was that it was just a couple days prior to graduation, and the campus was teeming with excited parents and students. Once I considered the timing, I quickly realized that it was almost exactly 22 years ago that I managed to complete my own struggles through graduate school, and began to stumble forward into what has become a very satisfying career.

After picking through the traffic to find a parking space, I made my way to the Bryan Student Center... instinctively hoping to get a vicarious taste of the excitement. Students were attending seminars, and showing their parents around the campus, and collecting their caps and gowns at the bookstore. But what struck me most was an unexpected sign of the hope represented by these young lives.

Outside the Bryan Center someone had placed a giant blackboard with perhaps a hundred lines drawn on it for students to voluntarily complete. Each line began with the words, "Before I die, I want to...". I couldn't help but be drawn to the responses, which ran the gamut of emotions felt by any 22 year old about to launch into the world - anticipation, trepidation, hope, and ambition. Several students had written "...fall in love", or "travel the world". A couple had written "get a job", or simply "be happy and fulfilled". But there was one that probably touched me most.

"Before I die, I want to *save an endangered species.*"

As it happens, we live (whether in the United States or Canada) in a country where we can each pursue our dreams, no matter how grand or simple. These young people, armed with their new education, are as well-positioned as anyone to make their dreams come true.



I wasn't nearly so articulate, or self-directed, when I graduated. But I can look back now, and say that there's a salamander in West Virginia that I had some small part in protecting. The General Davis salamander was known from a single cave in West Virginia, and was subject to becoming bass bait until the cave was protected by The Nature Conservancy. I was State Director of TNC at the time. Very few folks know of it, but that's not what matters... at least to me.

Our Program Participants at SFI have their own private victories as well. Forest managers regularly protect species and ecosystems, not to mention jobs and communities, through the work that they do every day. Like nearly everyone in the business of conservation or natural resource management, they are motivated for private reasons, and seeking fulfillment of some vision that might have been scrawled on a blackboard sometime back in their own personal history.

I left the campus of Duke University last week with more than a little hope, knowing that there are still opportunities to do the right thing, and there are young people poised to get it done.

May 15, 2015 in Community, Conservation, Corporate Social Responsibility, Environmental Policy, Partnerships.

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Guest Blogger / 5 days ago

Guest blog by: Eleanor Fast, Executive Director, Nature Canada

When I began work at Nature Canada six months ago I asked my team for a list of key partners who I should introduce myself to. Sustainable Forestry Initiative (SFI) was in the list of most trusted partners, and when I met with the SFI team at their smart new Ottawa offices I quickly understood why.



Kathy Abusow, Andrew de Vries and the SFI Canada team embody what trusted partners are for Nature Canada – they believe in the importance of nature conservation to our future health and prosperity, they are always ready to sit down and discuss ideas, and are willing to take action to make things happen.

Not only do Nature Canada and SFI both care about conserving Canadian nature, we both care about inspiring the next generation of nature lovers, and we both see the value in profiling women as leaders in nature conservation. And those shared objectives have led to a number of successful partnerships.

In March, SFI was the lead sponsor and partner for an [international workshop](#) to discuss a conservation plan for the Canada Warbler that Nature Canada organized. It was inspiring to have SFI speak at the event and participate for the full two days as well as committing to being part of the ongoing conversation to protect this iconic species.

SFI was also one of the key sponsors for a second year on Nature Canada's [Women for Nature](#) reception on Parliament Hill which featured MPs and Senators from all parties, and included a presentation from the Minister of Health about her personal love for nature. Andrew de Vries, VP at SFI spoke eloquently about SFI's work in recognizing women leaders, but also about the important partnership between SFI and Nature Canada. We are delighted to honour Kathy Abusow as a founding member of Women for Nature.



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"Trust" and "shared objectives" are buzzwords that are

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thrown around all to freely and are sometimes nothing more than empty words. But when Nature Canada and SFI work together, trust and shared objectives really are at the heart of our successful and ongoing collaboration.

About Nature Canada:



Nature Canada is [the oldest national nature conservation charity in Canada](#). Over the past 75 years, Nature Canada has helped protect over 63 million acres of parks and wildlife areas in Canada and countless species that depend on this habitat. Today, Nature Canada represents a network of more than 45,000 members and supporters and more than 350 nature organizations across the country, with affiliates in every province. Nature Canada focuses on effecting change on issues of national significance including bird conservation, citizen science and urban nature initiatives, and being a voice for nature at the federal level.

About Eleanor Fast:

Eleanor Fast joined Nature Canada as Executive Director in October 2014. She brings to the position a passion for nature and extensive senior level experience in the not-for-profit and government sectors working in science policy, research, advocacy, communications and fundraising. Previously she has worked at the Federation for the Humanities and Social Sciences, the Council of Canadian Academies, the Library of Parliament and the British High Commission in Ottawa. Eleanor completed undergraduate and graduate degrees in biodiversity at McGill University.

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