



BROADENING GLOBAL MARKET LEADERSHIP

The SFI community is building credible, responsible market leadership. We understand that the buying decisions of consumers, corporate leaders such as Fortune 500 companies, and governments prove how much they care about using natural resources sustainably. That's why encouraging responsible purchasing is an SFI priority. SFI encourages private and public sector leaders to include SFI in their policies as part of responsible wood, paper and packaging purchasing.

SFI is recognized by market leaders

Endorsement by the **Programme for the Endorsement of Forest Certification (PEFC)** increases SFI's international recognition. And the trend toward recognizing all forest certification standards is on the rise. **GreenBlue**, the **World Business Council on Sustainable Development**, **The Sustainability Consortium** and the **National Association of State Foresters** have made statements supporting an inclusive approach to recognizing certification.



The SFI label is found on a wide range of products from packaging to paper and building products.

The SFI program offers a suite of product and promotional labels that give consumers confidence they are buying products from a responsible source and backed by a third-party independent audit. Companies that meet the SFI 2015-2019 Forest Management Standard, the SFI 2015-2019 Fiber Sourcing Standard and the SFI 2015-2019 Chain of Custody Standard or certification can make claims about the fiber in their products.

Consumers identify products that promote sustainable forestry through SFI on-product labels. A GfK survey of 1,000 U.S. consumers, commissioned by PEFC in 2014, showed 26% of respondents recognized the SFI label.

Saying 'Yes' to SFI

When you purchase an SFI product or you support the SFI Program, you're not just saying yes to responsible forestry, you're saying yes to sustainable communities and the future of forests.

To find suppliers who can deliver SFI products or to learn how you can be involved in the SFI program, visit: sfiprogram.org.



THE CHOICES WE MAKE TODAY DETERMINE THE FUTURE OF OUR FORESTS

The Sustainable Forestry Initiative Inc. (SFI®) is an independent, non-profit organization dedicated to promoting sustainable forest management. SFI enhances the vital links that exist between healthy forests, responsible purchasing and sustainable communities. The SFI 2015-2019 Standards and Rules are science-based and are designed to respond to emerging issues.

The SFI Board of Directors has three chambers representing environmental, social and economic sectors equally. The SFI External Review Panel operates at arm's length from SFI and conducts regular reviews of the SFI program.

When you buy an SFI product, you are buying into so much more. You are growing the future of our forests, supporting conservation research, youth education, logger training and more.



SFI — ONE FUTURE, THREE STANDARDS

The SFI community understands that because forests touch all of our lives, we must work together to ensure the health and future of forests. Input into the SFI standards was received from 12 public workshops across the United States and Canada. About 10,000 stakeholders were invited to submit comments. The SFI External Review Panel provided an arm's length review to ensure all comments were considered fairly, and where appropriate, addressed in the new SFI Standard.

The SFI 2015-2019 Forest Management Standard promotes sustainable forestry practices. It includes measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value.

The SFI 2015-2019 Fiber Sourcing Standard promotes responsible forestry practices that address the 90 percent of the world's forests that are not certified. These fiber sourcing requirements include measures to broaden the conservation of biodiversity, use forestry best management practices to protect water quality, provide outreach to landowners and utilize the services of forest management and harvesting professionals. Because it governs how SFI Program Participants procure fiber from non-certified land, it means the Standard is encouraging the spread of responsible forestry practices.

The SFI 2015-2019 Chain of Custody Standard tracks the percentage of fiber from certified forests, certified sourcing and recycled content through production and manufacturing to the end product. Organizations can use physical separation, average percentage or volume credit methods to track and communicate their chain of custody claims. The SFI Chain of Custody standard is applied globally.



MORE THAN A FOREST CERTIFICATION STANDARD, IT'S ABOUT CONSERVATION AND COMMUNITY

The SFI program's reach goes much further than its certification standards. Our influence has grown by actively focusing on research, conservation partnerships and community building.

SFI Inc. has awarded more than 50 SFI Conservation and Community Partnerships grants since 2010, totaling more than \$1.9 million, to foster conservation and community-building projects. When leveraged with project partner contributions, that total investment exceeds \$7.1 million.

Since 1995, SFI Program Participants have invested in logger training for environmentally responsible timber harvesting that has reached more than 150,000 professionals.



The scale to make a difference

Forests certified to the SFI Forest Management Standard cover more than a quarter-billion acres/100 million hectares, stretching from Canada's boreal forest to the U.S. South. This scale means that SFI has an ever-growing impact on forestry practices in communities across North America.