

2015 SFI SCORECARD

AREA OF FOCUS

RESULTS

SFI IS RECOGNIZED BY MARKET LEADERS AND GOVERNMENT ORGANIZATIONS



INCLUSIVE MARKET POLICY AND LABEL RECOGNITION

20% of all **FORTUNE 100** Companies used the SFI label in 2015

nmi natural marketing institute As of June 2015

24%+ of **20,000** U.S. consumers recognize and understand the SFI logo vs. 14% for FSC

69,000+ different SKUs/product lines with the SFI label appeared in 2015

SFI FOREST PARTNERS® PROGRAM



FOREST PARTNERS GROWS IN FLORIDA

413,000 acres/167,000 hectares
Blackwater River and Tate's Hell Florida State Forests, covering 413,000 acres, became certified to the SFI Forest Management Standard.

SFI HAS THE SCALE TO MAKE A DIFFERENCE
Measured as of Dec. 2015

SFI Forest Management Certification
1/4 billion+ acres certified
100 million+ hectares

SFI Chain of Custody Certificates
covering **2,373** locations

SFI Fiber Sourcing Certification
243 organizations

CONSERVATION GRANTS
Active or Completed in 2015



COMMUNITY PARTNERSHIPS




THE CHOICES WE MAKE EVERY DAY DETERMINE THE FUTURE OF OUR FORESTS.

2015 SFI SCORECARD

AREA OF FOCUS

RESULTS

ABORIGINAL AND TRIBAL



21 First Nation and Tribal communities use the SFI standard
4.3 million acres/1.7 million hectares certified to the SFI Standard



PARTNER IN HABITAT FOR HUMANITY CANADA'S ABORIGINAL HOUSING PROGRAM

POSITIVE MEDIA COVERAGE

Key publications SFI was featured in



LAUNCH OF THE NEW SFI 2015-2019 STANDARDS AND RULES



January 2015

The **SFI Forest Management Standard** requires sustainable harvest levels, reforestation and measures to protect:

- WATER QUALITY
- BIODIVERSITY
- WILDLIFE HABITAT
- SPECIES AT RISK
- FORESTS WITH EXCEPTIONAL CONSERVATION VALUE



The **SFI Fiber Sourcing Standard** promotes responsible forestry practices by requiring:

- BROADENED MEASURES FOR BIODIVERSITY PROTECTION
- BMPS TO PROTECT WATER QUALITY
- TRAINED HARVESTING PROFESSIONALS
- FORESTRY RESEARCH
- LANDOWNER OUTREACH
- AVOIDANCE OF CONTROVERSIAL SOURCES



SFI AND ITS PARTNERS ACROSS NORTH AMERICA, SET A NEW WORLD RECORD



202,935 trees planted in one hour

SFI partnered with 29 teams to plant trees in locations from New York City to Vancouver Island, British Columbia



NEW SFI BOARD REPRESENTATION

Mary Klein
President and CEO,
NatureServe


Steve Bullard
Dean, Arthur Temple College of Forestry and Agriculture
Stephen F. Austin State University


Guy Gleysteen
Senior Vice President,
Time Inc.


Bettina Ring
State Forester,
Virginia Department of Forestry
