



SFI® NEWSLETTER

..... NOVEMBER 2010

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UN Report Finds Certification Convergence

THE 2009/2010 UNECE/FAO FOREST PRODUCTS ANNUAL MARKET REVIEW is the most recent report to show a growing convergence among third-party forest certification systems.

“Over the years, many of the issues that previously divided the systems have become much less distinct,” the review says. “The largest certification systems now generally have the same structural programmatic requirements. Convergence has been driven in part by the need for the various systems to conform to equivalent international standards, either for mutual recognition under the PEFC (Programme for the Endorsement of Forest Certification) framework or to ensure acceptance in various public- and private-sector procurement policies.”

Earlier this year, Dovetail Partners Inc. released *Forest Certification: A Status Report*, which says: “Significant changes have occurred within the major certification programs in recent years, and, in several ways, it is increasingly difficult to differentiate between certification systems in North America.”

See page 2 for a table prepared by Dovetail that outlines characteristics of Sustainable Forestry Initiative® (SFI®), Canadian Standards Association

(CSA), American Tree Farm System (ATFS), Forest Stewardship Council (FSC) and PEFC.

The SFI program has developed background information, posted at (www.sfiprogram.org/sustainable-forestry-initiative/sfi-recognition.php), showing how SFI compares with other certification standards. It uses observations from respected organizations around the world, such as the National Association of State Foresters, the Canadian Council of Forest Ministers and the American Consumer Council and TerraChoice (see page 2 for an item about the latest 2010 Sins of Greenwashing report).

The UN market review notes that about nine percent of the world’s forests are certified, and says the increase in chain-of-custody certification in the last year indicates “strong trade interest in certification as a tool to demonstrate high environmental performance and to differentiate products in a depressed marketplace.” The UN Economic Commission for Europe (UNECE)/Food and Agriculture Organization (FAO) Forestry and Timber Section operates to a mandate agreed to by 56 countries. The report is posted at <http://timber.unece.org/index.php?id=303>.

SFI Supports Forest Legality Alliance

SFI INC. HAS JOINED THE FOREST LEGALITY ALLIANCE, a joint effort of the World Resources Institute (WRI) and the Environmental Investigation Agency (EIA) aimed at reducing illegal logging by encouraging the supply of legal forest products. The international, multi-stakeholder initiative is supported by the United States Agency for International Development and stakeholders in the forest sector.

“The Alliance will raise awareness and equip participants in forest product supply chains with practical, interactive and freely accessible tools so they can exercise due care and keep illegally harvested forest products out of the market,” says Adam Grant, WRI Senior Associate. “Our aim is to help show that it is both feasible and cost-effective to comply with laws such as the Lacey Act.”

Illegal logging is a critical issue in developing countries where it can lead to the loss of wildlife habitat and

public revenues. When forests are logged illegally, this undermines good forest governance and reduces their potential to contribute to sustainable livelihoods in developing countries and countries in transition.

“Our involvement in the Alliance is just one more way SFI and its program participants can help tackle illegal logging and show why it’s important to make sure forest products come from legal and responsible sources,” says Nadine Block, SFI Senior Director, Government Outreach.

Earlier this year, WRI received an SFI Conservation and Community Partnerships Grant to create the Forest Legality Alliance Risk Tool, an online dynamic risk assessment tool that importers and other stakeholders can use to avoid importing illegal forest products into the United States.

For more information about The Alliance, visit <http://www.wri.org/fla/> or contact Nadine Block.

SAVE THE DATE

2011 SFI ANNUAL CONFERENCE
SEPT. 13-15, 2011
Burlington, Vermont

FOREST CERTIFICATION PROGRAM CHARACTERISTICS

The 2009/2010 UNECE/FAO Forest Products Annual Market Review used a table prepared by Dovetail Partners Inc. to show the largest certification systems generally have the same structural programmatic requirements:

PROGRAM	THIRD-PARTY AUDITORS?	CHAIN-OF-CUSTODY?	PUBLIC REPORTING?	STAKEHOLDER CONSULTATION?	INDEPENDENT GOVERNANCE?	ON-PRODUCT LABEL?
American Tree Farm System	YES	YES	YES	YES	YES	NO
Canadian Standards Association	YES	YES	YES	YES	YES	YES*
Forest Stewardship Council	YES	YES	YES	YES	YES	YES
Programme for the Endorsement of Forest Certification	YES	YES	YES	YES	YES	YES
Sustainable Forestry Initiative	YES	YES	YES	YES	YES	YES

* CSA has adopted the PEFC on-product label and discontinued use of the original CSA on-product label.

NEW MEMBERS STRENGTHEN SFI INC. BOARD

The independent SFI Inc. Board of Directors has elected three new members who will contribute to the 18-member board's diverse range of knowledge. The new board members, announced during the 2010 SFI Annual Conference in Vancouver, are:

JOHN M. HAGAN III, President of the non-profit Manomet Center for Conservation Sciences, whose work has helped transform how the forest sector thinks about protecting biodiversity. Manomet (www.manomet.org) works to build a sustainable world through a non-advocacy use of science that allows policy makers and the public to make well-informed decisions.

STEWART HARDACRE, President and Chief Operating Officer, Habitat for Humanity Canada. Accredited as a certified management accountant, Hardacre has more than 20 years of experience in senior executive positions. Habitat for Humanity Canada (www.habitat.ca) has 73 affiliates and 50,000 volunteers across Canada, and has placed almost 1,800 families into new homes since 1985.

CHARLES TATTERSALL (TAT) SMITH JR., Professor, Faculty of Forestry, University of Toronto. In 2008, while he was dean of the University of Toronto's Faculty of Forestry, Smith led a workshop that brought together experts on sustainable biomass production, resulting in recommendations and changes in the SFI 2010-2014 Standard.

The SFI Inc. board represents environmental, social and economic sectors equally to meet the many needs of forests and communities. Hagan joins the board's environmental chamber, and Hardacre and Smith are part of the social chamber. Current board members include representatives of environmental, professional and academic groups, independent loggers, family forest landowners, public officials, labor and the forest products sector.

Maryland Seeks Dual Certification for State Forests

THE MARYLAND DEPARTMENT OF NATURAL RESOURCES (DNR) is seeking SFI and FSC certification for its western state forests — adding to about 67,000 acres/27,000 hectares of state forests on the Eastern Shore that already maintain dual certification status.

A news release issued by Governor Martin O'Malley included quotes from some of the many groups welcoming the decision, including conservation groups, industry and the state forester.

"Dual certification under both the Forest Stewardship Council and the Sustainable Forestry Initiative demon-

strates that Maryland's State Forests protect and restore sensitive natural resources while maintaining sustainable levels of forest products to local industries, thus preserving local jobs and creating rural wealth," said Steve Koehn, Director of the Maryland Forest Service.

"The Nature Conservancy believes that forest certification is an integral part of sustainable forest management and we applaud DNR for seeking dual certification for the Western Maryland State Forests as it has done for the Eastern Shore," said Steve Bunker, the Director of Conservation Programs for The Nature Conservancy.

SFI Listed Among Legitimate Standards

IN ITS 2010 THE SINS OF GREENWASHING REPORT, TerraChoice once again has included SFI on its limited list of "legitimate" environmental standards and certifications, which include EcoLogo, ENERGY STAR, and GREENGUARD.

This is the second time TerraChoice, part of Underwriters Laboratories Global Network, has named SFI as a trusted eco-label. In the 2009 Seven Sins of Greenwashing, it listed SFI among the most widely recognized eco-labels that met its key criteria of being third-party certified, having a publicly available standard and having a transparent standard development process.

For the 2010 report (posted at [\[ing-report-2010/\]\(http://sinsofgreenwashing.org/report-2010/\)\), researchers visited 19 retail stores in the United States and Canada, surveying 5,296 products that make an environmental claim. They tested the claims against best practice and guidelines provided by the U.S. Federal Trade Commission, the Competition Bureau of Canada and the ISO 14021 standard for environmental labeling, and found that more than 95 percent are misleading consumers.](http://sinsofgreenwashing.org/findings/greenwash-</p>
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The number was substantially lower for products certified to a recognized third-party certification, and for marketers and product manufacturers that have focused on environmentally preferable practices longer — including building, construction and office products, and tissues.



Conservation Research Grants Achieving Results

BARELY SIX MONTHS AFTER SFI INC. ANNOUNCED the first of its Conservation and Community Partnerships Grants, the projects have started to deliver results.

"From the day we announced the grants it was obvious we were filling a real need," says Allison Welde, SFI Director, Conservation Partnerships and Communications. "It has led to some fantastic projects that are already advancing many of the conservation objectives SFI shares with conservation and community partners."

SFI's Conservation and Community Partnerships Grant Program fosters partnerships between organizations interested in improving forest management in the United States and Canada, and responsible procurement globally. In May 2010, the program announced a commitment of \$675,000 to support nine conservation initiatives — and plans are in the works for the 2011 grants. Through the involvement of partners, projects funded to date will leverage additional resources and achieve a total value of almost \$2.7 million.

Delegates to the SFI annual conference were treated to enthusiastic presentations by two grant recipients — Dan Petit of the **National Fish and Wildlife Foundation** and Pete Davidson of **Bird Studies Canada**. The session was so well-received that SFI plans to repeat them via webinars so a wider audience can learn how this work reinforces conservation and certification goals — webinar details will be posted at www.sfi-program.org/SFIwebinars/index.php as they become available.

Petit said the SFI grant was critical for the National Fish and Wildlife Foundation project, which he expects will garner massive habitat gains for birds that depend on younger forests. "The SFI Standard and underlying philosophy are highly compatible with this kind of effort," he said. "SFI and the National Fish and Wildlife Foundation are both interested in obtaining increased and enhanced biological diversity in managed landscapes."

He said the grant will lead to partnerships with as many as 30 SFI program participants in 14 U.S. states and two Canadian provinces, allowing access to about 175 million acres/ 70 million hectares of certified, high-quality managed forestland. The \$75,000 SFI investment will leverage total value in cash and

resources of \$600,000. Petit said he hopes to be invited to next year's SFI conference in Vermont because "we expect to have some great stories to tell."

Davidson of Bird Studies Canada told delegates birds are a great indicator species, and his organization is able to provide long-term monitoring data cost-effectively through citizen science — developing programs so the public can collect information. The SFI-supported project is meeting or exceeded its targets — nearly 4,000 participants completed more than 30,000 hours of surveys, the equivalent of 16 full-time positions.

Davidson estimated that the return on SFI's investment would be 10:1 cash, with additional leverage through volunteer con-

American Chestnut Foundation is gearing up to create a national database which will support the development of management and restoration guidelines for blight-resistant American chestnut trees. Welde and Jay Eagle, Operations Support Analyst from MeadWestvaco, spoke at the Foundation's annual meeting in October about certification, opportunities to work with SFI Implementation Committees, and the environmental and economic importance of restoring the American chestnut.

In British Columbia, coastal grizzly bear ecologist Grant MacHutchon completed a technical review of grizzly bear habitats along the Pacific Coast for the British Columbia Ministry of Environment Ecosystems Branch,



Private landowners at a Wisconsin Coverts workshop in August, one of six workshops the Ruffed Grouse Society will hold in the Great Lakes Region with the help of an SFI conservation grant.

tributions, contributed databases and program outreach.

Other conservation grant project accomplishments include:

In the Great Lakes Region, the **Ruffed Grouse Society** held two of the six Wisconsin Coverts workshops for private landowners planned over three years. The project enlists and educates landowners about management best practices for their land and the wildlife on it, so they can lead by example and help others better understand their role as land stewards. The grant means there is no cost for the workshops so they are a lot more accessible to family forest landowners — and society organizers selected applicants who are most likely to influence management on large tracts of land, either on their own or by influencing other area landowners.

In the southeast United State, **The**

one of the partners working with the **South Coast Conservation Program**. About 1200 grizzly bear habitats were reviewed in the mid-coast portion of the project area, and some were adjusted in size, shape or location because of new classifications or previous errors.

In South Carolina, **Clemson University** posted a website at www.clemson.edu/public/whip/ about its project, which aims to help landowners of all sizes adopt and implement practices to improve wildlife habitat on managed lands. The website will track the progress of the project, while making the public more aware of responsible forest management and the SFI program.

For more information about the conservation and community grants, go to www.sfi-program.org/conservation-grant/index.php or contact Allison Welde.

SFI IMPLEMENTATION COMMITTEES

North Carolina Produces Invasive Species DVD

The North Carolina Forestry Association has produced a 50-minute DVD *Invasive Species — Stop the Spread* geared toward loggers, landowners and other forestry interests. The project was supported by SFI Implementation Committees in Alabama, Kentucky, Mississippi, North Carolina, South Carolina and Virginia. From cogongrass to gypsy moths, the program shows how to identify some of the worst threats to forests and reviews actions loggers can take to prevent the spread of invasive species. "The DVD can be a valuable addition to logger training programs," says Roger Pyle of the North Carolina Forestry Association. "Invasive species cost billions of dollars each year in lost productivity, attempts to control, and eventual loss of species." The DVD costs \$495 and license rights are also available. For more information, contact Pyle at 919-834-3943.

BRIEFS

SFI Blog Among 50 Best

The Guide To Online Schools, an online education directory that specializes in online degrees, online schools, and distance learning, has named the SFI Good for Forests blog one of the 50 best forestry and conservation blogs. It says Good for Forests "covers recent news about ways (SFI), and other certification and governance schemes, are helping to make forestry more sustainable." Check out the full list at <http://www.guidetoonlineschools.com/tips-and-tools/best-forestry-blogs>.

Conservation Fund #1 Rated Charity

Charity Navigator has named The Conservation Fund #1 on its list of 10 of the Best Charities Everyone's Heard Of – for efficient and fiscally responsible performance. The Charity Navigator evaluates the financial health of more than 5,500 of America's largest charities. Larry Selzer, President and CEO of The Conservation Fund, is a member of the SFI Board of Directors and was the first winner of the Dr. Sharon Haines Memorial Award for Innovation and Leadership in Sustainability, sponsored by SFI and International Paper. Using a non-advocacy approach, The Conservation Fund and its partners have protected more than 6.5 million acres/2.6 million hectares of irreplaceable wildlife habitat, watersheds and waterways, working landscapes, historic sites and recreation areas in all 50 states.

Latest Habitat Partnership in British Columbia

MEMBERS OF THE WESTERN CANADIAN SFI IMPLEMENTATION COMMITTEE will help Habitat for Humanity Greater Vancouver build six townhouses in Burnaby, British Columbia.

Ainsworth Engineered Canada, Husby Forest Products Ltd., Hancock Forest Management Inc., West Fraser Mills Ltd. and iLevel by Weyerhaeuser will contribute nearly \$25,000 for certified products, including engineered wood products, plywood for roofing, lumber, OSB and cedar fencing. The SFI Implementation Committee from Washington state will also make a contribution.

Construction begins next year for the structure, part of a 27-townhouse community

Habitat for Humanity is building that includes three accessible units at ground level. It will be certified to the standards of Built Green Canada, a voluntary green building program that promotes green building practices to reduce the impact buildings have on the environment.

"Like all Habitat projects, these homes will be built to simple, decent specifications and quality standards," said Anneke Rees, CEO of Habitat for Humanity Greater Vancouver. "As a bonus, our partnership with the Sustainable Forestry Initiative means we can use wood products from organizations committed to responsible forest management — and committed to local communities."

FTC Seeking Comments on Proposed Green Guides Revisions

THE U.S. FEDERAL TRADE COMMISSION has released proposed revisions designed to update its Guides for the Use of Environmental Marketing Claims. The guides are designed to make it easier for companies to understand and use so they can avoid making misleading environmental claims.

"In recent years, businesses have increasingly used 'green' marketing to capture consumers' attention and move Americans toward a more environmentally friendly future," FTC Chairman Jon Leibowitz said in a news release. "But what companies think green claims mean and what consumers really understand are sometimes two different things. The proposed updates to the Green Guides will help businesses better align their

product claims with consumer expectations."

The proposed changes were developed using information collected from three public workshops, public comments, and a study of how consumers understand certain environmental claims. They include new guidance on marketers' use of product certifications and seals of approval, "renewable energy" claims, "renewable materials" claims, and "carbon offset" claims.

The FTC is accepting comments until Dec. 10 – a summary of the proposed revisions is posted at www.ftc.gov/os/2010/10/101006greenguidesproposal.pdf. SFI is currently reviewing the draft guides and will submit comments. For more information contact Jason Metnick.

Quebec Program Encourages Use of Certified Products

QUEBEC COMPANIES ARE BEING offered customized training and coaching services so they can establish a traceability chain for their products – including help to prepare for chain-of-custody certification or pursue multiple certifications.

The \$4.6-million Forest Products Traceability Program, a pilot project administered by the Quebec Wood Export Bureau and funded by the Canadian and Quebec governments, will help to raise awareness across the supply chain of the benefits of third-party forest certification, and encourage more companies to seek multiple chain-

of-custody certifications — increasing supply options for customers.

"This will both raise awareness across the supply chain of the benefits of third-party forest certification, and encourage more companies to seek multiple chain-of-custody certifications — increasing supply options for customers," says Danny Karch, SFI National Director, Green Building.

Wood manufacturing and remanufacturing companies that have expressed interest in pursuing or expanding chain-of-custody certification include sawmills, and producers of lumber, furniture, flooring, windows and doors.



SFI ANNUAL CONFERENCE: THE POWER OF PARTNERSHIPS

THE 15TH ANNUAL SFI CONFERENCE showed the true power of partnerships. It attracted more than 200 people from every link of the supply chain who heard about how SFI and its many partners are improving forest management, strengthening communities and raising awareness about the value of third-party forest certification.

"I often point out how partnerships fuel the SFI program, but it takes an event like this to truly demonstrate just how much we all gain through collaboration," SFI President and CEO Kathy Abusow said after the conference, held in Vancouver, British Columbia. "This year we had 20 sponsors – the most ever. That tells me something about the growing enthusiasm for certification and the SFI program."

Check out the conference website at www.sfiprogram.org/conference-2010.php to view the multi-media closing release and videos along with other conference news releases, photographs and presentations.

SFI Awards Recognize Partnerships

THE POWER OF PARTNERSHIPS WAS REFLECTED IN THE AWARDS presented at the SFI 2010 Conference. The outstanding achievements recognized sent a clear message about the strength of the program's many shared successes — from conserving habitat for endan-



Alabama committee members (left to right) Chris Erwin, Sam Hopkins and chair Mike Griggs receive the 12th annual SFI Implementation Committee achievement award from SFI President and CEO Kathy Abusow.

gered species to logger training and outreach to increasing the amount of certified forestland.

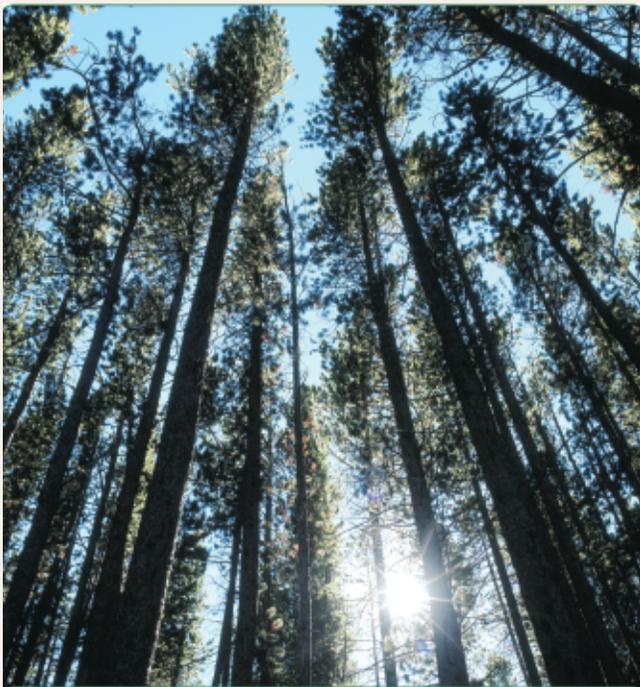
Time Inc., Hearst Enterprises, Verso Paper, NewPage Corporation and Sappi Fine Papers received the SFI President's Award for a pilot program that increased the amount of certified land in Maine by making third-party certification more accessible to small- and medium-sized landowners. The companies worked in partnership with SFI Inc. and ATFS.

Port Blakely Tree Farms received an SFI Conservation Leadership Award for Biodiversity Research for its participation in a cooperative project to reintroduce endangered Oregon spotted frogs to their historic range in Washington state. The project, led by the state Department of Fish and Wildlife, also involved the Washington Department of Natural Resources, U.S. Army, U.S. Fish and Wildlife Service, Northwest Trek Wildlife Park, Oregon Zoo, Point Defiance Zoo, University

of Washington, The Evergreen State College, Washington Department of Transportation and The Nature Conservancy of Washington.

Alabama received the 12th annual SFI Implementation Committee achievement award for outreach activities and logging professional training that strengthens forest practices and raises awareness about the benefits of using wood from responsible sources. It was the second time Alabama received the achievement award. "Implementation of best management practices in Alabama stands at 97 percent – thanks in large part to the training and outreach led by the Alabama SFI Implementation Committee," said Alabama State Forester Linda S. Casey.

All of the award winners were presented with carvings that represented a symbol of the First Nations culture, and were created by Muliszas, whose given name is Curtis Wilson, an artist and carver from northern Vancouver Island.



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WORKING TOGETHER TO MAKE A DIFFERENCE

HABITAT FOR HUMANITY AND SFI INC. have a lot in common — both support strong communities and both emphasize the principle of partnerships.

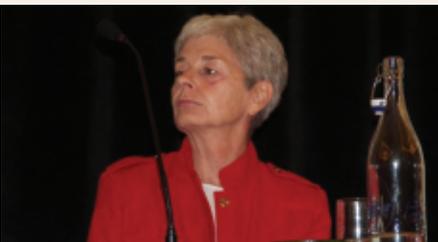
Stewart Hardacre, President and Chief Operating Officer of Habitat for Humanity Canada, talked about this shortly after being elected to the SFI Board of Directors in September: “Habitat for Humanity Canada and SFI both are grass-roots organizations that rely on collaboration with diverse partners to make a difference in our communities.”

Terry Petkau, National Director of Building Services for Habitat for Humanity Canada, later reinforced the point at the SFI annual conference. He told delegates a true partnership involves organizations that help each other to become the best they can be — which is why Habitat for Humanity is thrilled to work with partners like SFI and Built Green Canada, a voluntary green building program that promotes green building practices to reduce the impact buildings have on the environment. Habitat for Humanity Canada and Built Green Canada both recognize all forest certification standards in use in Canada.

Petkau and Ann Ralph from Built Green Canada discussed the power of partnerships on the same day the latest SFI-Habitat-Built Green Canada partnership was announced in Burnaby, British Columbia. To date, SFI partners and participants have donated time and resources for Habitat projects in British Columbia, Manitoba, Ontario, Tennessee, Maine and Minnesota — including the first Habitat home on a First Nations reserve in Canada and the first Habitat homes certified to the Built Green Canada and the ANSI/ICC 700-2008: National Green Building Standard green rating systems.



Terry Petkau, National Director of Building Services for Habitat for Humanity Canada at the SFI annual conference.



Ann Ralph, Executive Officer of Built Green Canada, discusses sustainable building initiatives.

SFI Will Vote Against LEED Certification Benchmarks

SFI INC. WILL VOTE AGAINST the forest certification evaluation proposed by the U.S. Green Building Council (USGBC) for its Leadership in Energy and Environmental Design (LEED) rating system.

In a recent statement, SFI Inc. says USGBC made zero changes to the final version of the benchmarks, despite the numerous comments it received from SFI and others. “We believe in the power of working with stakeholders to find solutions that promote responsible forestry and support our communities across North America,” the statement says. “These ideas are the very essence of our own program. It was for these reasons we participated in each of the four rounds of comments on the USGBC benchmarks. The fact is, a process that is being criticized by all sides is not a ‘winning formula’ — it means we need to find a different solution, one that can achieve broader buy-in.”

Currently only wood certified to the Forest Stewardship Council (FSC) is eligible for the certified wood credit under LEED. USGBC members who have opted in to the consensus body will vote on the proposed new forest certification benchmarks until Nov. 23.

SFI Inc. says USGBC should replace the complex process involving 81 detailed benchmarks with a simpler solution such as one put forward by the National Association of State Foresters that identifies five key elements of credible forest certification: independent governance; multi-stakeholder standard; inde-

pendent certification; credible complaints and appeals process; and open participation and transparency. The full policy statement is posted on the NASF website.

The SFI statement says that with only 10 percent of the world’s forests certified, USGBC should listen to the thousands of individuals and organizations — including 99 U.S. Congressmen and Governors — urging it to recognize the value of wood products certified to all credible third-party forest standards, including SFI, FSC, the Programme for the Endorsement of Forest Certification (PEFC), Canadian Standards Association (CSA) and American Tree Farm System (ATFS).

SFI President and CEO Kathy Abusow says that while the USGBC understandably must listen to the voices within its membership, “it should also listen to a broader set of stakeholders, such as elected officials who are entrusted with the public good.”

She says SFI is willing to work with the USGBC and other interests to find a sustainable and workable solution. “Until a solution is found, the building community can demonstrate their pride and support for North American forests, communities, and jobs by giving up the one point available for certified wood products and continuing to use SFI-certified products in LEED buildings.”

For more information about LEED and forest certification, visit the update website or contact Jason Metnick.

Senators Challenge USDA LEED Policy

THE SENATE AGRICULTURE COMMITTEE wants the U.S. Department of Agriculture to reconsider a policy that encourages the use of the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) rating system for new construction.

The letter, signed by Committee Chairman Blanche Lincoln (Democrat-Arkansas) and Ranking Member Saxby Chambliss (Republican-Georgia), says LEED discourages the use of U.S. wood products by allowing points only for wood certified to FSC and failing to recognize wood certified to SFI or ATFS standards. It says that since most FSC-certified forests are outside of North America, this means LEED is encouraging the use of imported wood products over domestic sources. LEED also discriminates against the 191 million acres/77 million hectares of U.S. national forests since they are not currently certified, even

though timber harvest is tightly regulated.

“Unfortunately the LEED rating system discourages the use of domestically grown and processed wood products that are vital to rural communities all across the U.S.,” Lincoln and Chambliss say. “Nationally, about 360,000 men and women, most of whom reside in rural communities, depend on the wood products industry for their livelihoods.”

The letter urges Agriculture Secretary Tom Vilsack to reconsider his department’s and the Forest Service’s policy regarding LEED and instead either encourage the use of all credible green building rating systems or develop a policy that encourages the use of domestically produced wood products in its buildings.

For the latest information about USGBC, the proposed LEED benchmarks and the SFI position, and to find out how to register your views, visit www.sfi.org/leed/index.php.

Trade Shows

The SFI program was represented at a number of recent trade shows, including:

Sustainable Packaging Forum **Sept 14-16**
Phoenix, AZ



Canadian Office Products Association
Environmental Symposium **Sept. 28**
Mississauga, ON



Graph Expo **Oct. 3-6** Chicago



GreenGov Symposium **Oct. 5-7** Washington, DC



Canadian Business for Social Responsibility
Oct. 21 Toronto



SFI SPONSORS GRAPH EXPO 2010

Print professionals attending GRAPH EXPO 2010 learned how SFI-certified and labeled products can increase awareness of the importance of forest certification and demonstrate a commitment to responsible forestry.

"It was encouraging to find that many printers — large and small — are familiar with chain-of-custody certification," says Jason Metnick, SFI Senior Director, Market Access and Label Use, and a speaker at the event. "Professionals in the printing and publishing fields can generate change with procurement policies that recognize all credible forest certification standards, including SFI."

GRAPH EXPO 2010, considered the commercial printing, publishing, package printing, mailing and transactional exposition for the Americas, was attended by 26,000 printers, packagers and graphic professionals. Nearly 80 percent of the attendees are decision makers and key influencers in their organizations. SFI was title sponsor of GREENSpace, a section of the show devoted exclusively to exhibits on sustainability-focused products and services that will offer personalized applications and solutions.

Introducing the Forest Footprint Disclosure Project

THE SFI PROGRAM HOSTED A WEBINAR in September to introduce the Forest Footprint Disclosure Project, which helps investors identify how an organization seeks to minimize deforestation through its activities and supply chains.

Participating companies are asked to disclose how their operations and supply chains are impacting forests worldwide, and what is being done to manage those impacts responsibly. The information is reported annually, enabling investors to identify the sustainable businesses of the future as well possible risks related to a company's forest footprint.

Tracey Campbell, Director of the Forest Footprint Disclosure, provided background about the project, and talked about the 2010

disclosure request. Jim Stark, Manager Sustainable Forests and Products for Weyerhaeuser, told participants the survey offers a good opportunity for SFI-certified organizations to demonstrate their commitment to responsible wood fiber sourcing. Companies receive feedback about their performance relative to a peer group, including specifics on where they are performing well and where more effort might be needed.

A streamed recording of the webinar is posted on the SFI webinar website at www.sfi-program.org/SFI-webinars/index.php. More information about the Forest Footprint Disclosure is available at <http://forestdisclosure.com>.



SFI Represented at GreenGov Symposium

THE SFI PROGRAM TOOK PART IN THE FIRST U.S. GreenGov Symposium where leaders from government and the private sector met to identify opportunities to green the federal government.

The three-day educational event was sponsored by the White House Council on Economic Quality, and focused on President Obama's Executive Order 13514, which set sustainability goals for federal agencies, specifically on environmental, energy and economic performance. SFI was an event sponsor as well as an exhibitor. Additionally, SFI sponsored the "Greening the Supply Chain" track, helping to draw attention to the many steps that can be taken to help make more efficient procurement decisions.

"All federal agencies are required to meet the goals set out in the executive order, so many of the delegates who stopped by our booth were interested to learn how they could improve environmental performance," said Nadine

Block, SFI Senior Director, Government Outreach. "We were able to show the value of certification as a simple and straightforward tool to support responsible procurement decisions."



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The SFI program is endorsed by the Programme for the Endorsement of Forest Certification schemes (PEFC), an international umbrella organization recognizing rigorous forest certification programs. PEFC and its endorsed standards are accepted by governments around the world.



- RACHEL DIEROLF, 613-274-0124**
 Secretary, PEFC US Governing Body Manager, Statistics and Labeling
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NEW SFI CERTIFICATIONS (EFFECTIVE OCTOBER 31, 2010)

More than 2,500 individuals and organizations are meeting SFI requirements and/or working with the program to strengthen forest practices and fiber sourcing. They include forest products companies, industrial and family forest owners, conservation groups, universities, public agencies, manufacturers, retailers, printers, resource professionals and many others who share a passion for responsible forest management. You can find lists of all SFI program participants and certifications at www.sfiprogram.org under resources.

NEW SFI CHAIN-OF-CUSTODY CERTIFICATIONS

Apex Color, Briggs & Stratton, Business Ink, Co., CADMUS, The Whitehall Group, Capital Corrugated & Carton, Compte's Inc., Connemara Converting, Crownhill Packaging Ltd., Forest City Trading Group LLC, Graphics, Innovations LLC, GRC Direct, Greystone Print Solutions, Hitchcock Printing, Lawrence dba Lawrence Ink, Lithographix Inc., Menasha Packaging Company LLC - Display Philadelphia, Nebraska Printing Company Inc., Printfacility Inc., PrintingForLess.com, Proteus Packaging Corp., RR Donnelley, Specialty Wood Products, Star Acquisitions LLC, Streeter Printing & Graphics, Inc., Tangent Graphics, Tri-State Envelope Corporation, TWP Enterprises dba TW Perry, Wellborn Cabinet, Woodland Pulp LLC

NEW SFI FIBER SOURCING (SFI ANNEX 1) & PROCUREMENT CERTIFICATIONS (SFI 2005-2009 STANDARD OBJECTIVES 8-13)

Amcor Packaging Distributions, Rock-Tenn Company, Useful Products Inc.

NEW SFI FOREST MANAGEMENT CERTIFICATIONS

Timbervest LLC, Orion Timberlands, Huber Resources Corporation, Fruit Growers Supply Company

NEW SFI PROGRAM PARTICIPANTS

Timbervest LLC, Orion Timberlands, Huber Resources Corporation, Fruit Growers Supply Company, C & C Wood Products

CURRENT PROGRAM STATISTICS (AS OF OCTOBER 31, 2010)

SFI PROGRAM PARTICIPANTS:	251
AREA THIRD-PARTY CERTIFIED TO THE SFI 2005-2009 STANDARD OR SFI 2010-2014 STANDARD:	181.1 MILLION ACRES/73.3 MILLION HA
CHAIN-OF-CUSTODY CERTIFICATES:	959
CHAIN-OF-CUSTODY CERTIFIED LOCATIONS (A company with multiple facilities, such as a paper merchant or printer, has the option of including more than one facility under its certificate.):	2338
COMPANIES CERTIFIED FOR RESPONSIBLE SOURCING AND ASSOCIATED LABELS:	102
PEFC ANNEX 4 (U.S.) CHAIN-OF-CUSTODY CERTIFICATIONS:	345

Helping You Promote Your SFI Certification

SFI INC. IS SURVEYING its program participants to make sure they have the resources they need to tell customers about certification and encourage responsible sourcing of forest products. The survey, sent the second week of November, tests existing marketing and communications materials available in a "certification promotion kit" found on the

members-only website, and also solicits feedback on additional tools that might be helpful for sales, marketing and communications staff within the SFI community. SFI will release an updated promotion kit in early 2011. For more information, a link to the survey, or for specific marketing and communications support requests, contact Sue McMillan.

ABOUT SFI INC.

SFI Inc. is an independent 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative (SFI) program (www.sfiprogram.org). Across North America, more than 175 million acres/70 million hectares are certified to the SFI forest management standard, making it the largest single standard in the world. SFI chain-of-custody certification tells buyers how much certified, responsibly sourced and/or recycled content is in a product. The SFI program's unique fiber sourcing requirements promote responsible forest management on all suppliers' lands. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.