

October 2015: We share ForestEthics underlying objective to save forests, but we disagree with their decision to target Sustainable Forestry Initiative® (SFI). SFI has a proven track record of helping to grow future forests through programs to sustain communities, fund conservation research, educate youth and work to continually improve and quantify conservation impacts. SFI®, along with other certification standards, plays an important role in forest protection. We need an all the above approach.

ForestEthics is stringing together diverse and unrelated procurement preferences of various companies, and claiming that they reflect a decision not to use Sustainable Forestry Initiative (SFI) certified product. That is not true. The overwhelming majority of organizations that ForestEthics names in their press releases continue to recognize the value of the SFI program and purchase paper certified to the SFI standard.

The truth is that SFI certification continues to grow on all fronts because we play a key role in forest protection. With more than a quarter-billion acres/100 million hectares certified to the SFI Forest Management Standard, our rigorous certification requirements protect water quality, biodiversity, wildlife habitat, species at risk, funding conservation research, and protecting Forests with Exceptional Conservation Value. That gives SFI the necessary scale to directly influence the future of our forests.



SFI Inc.'s 18-member multi-stakeholder Board of Directors comprises three chambers, representing environmental, economic and social interests. Board members include representatives of environmental, conservation, professional and academic groups, family forest owners, public officials, labour and the forest products industry.

Over the past 20 years, SFI has evolved into an internationally-endorsed forest certification program used by a diverse set of groups including conservation organizations, community groups, the public sector, universities, indigenous peoples, and many more. Products that are certified to SFI are sold in more than 120 countries. Almost 20% of Fortune 100 companies are already using the SFI on-product label, and last year, more than 6,500 SFI label use requests were approved.

In a world where only ten percent of the forests are certified, we must work together to promote responsible forestry, because we all rely on healthy forests in our daily lives. We don't want to silence our critics, but rather work in a meaningful way that makes SFI stronger and, in turn, ensures the long-term health and future of our forests, and the people that depend on them.

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



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