

LINKING FORESTS TO COMMUNITIES

2016 SFI
PROGRESS REPORT





Forest certified to SFI in New Brunswick, Photo: Phil Riebel

WHO WE ARE

The Sustainable Forestry Initiative® Inc. is an independent, non-profit organization dedicated to promoting sustainable forest management.

While we develop and oversee standards for forest management and the forest products supply chain, we are much more than a set of standards — we are a community of people that stands for future forests.

SFI® works at the intersection of sustainable forestry, thriving communities and responsible procurement. The SFI supply chain links North America's forests, from Canada's boreal to the U.S. Southeast, to brand owners – and ultimately consumers and communities – around the world.

SFI Inc. is governed by the SFI Board, which sets SFI's strategic direction and is responsible for overseeing and improving the internationally recognized SFI Program and SFI standards. The Board's three chambers represent environmental, social and economic sectors equally.

SFI works to ensure the health and future of our forests, because forests are a critical part of our everyday lives. The SFI community links landowners and brand owners together with consumers, government agencies, conservation groups and other key stakeholders to advance understanding and ensure a sustainable future for us all.



[Learn more about SFI](#)

**Forests certified to the SFI
Forest Management Standard
cover more than**

**280 MILLION
ACRES**

**113 MILLION
HECTARES**

**linking forests to communities
across the forests of the
United States and Canada**



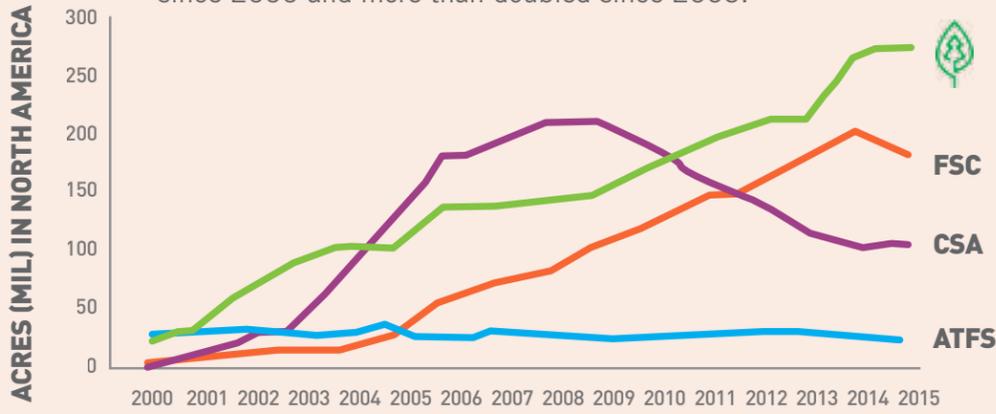
STATS & FACTS

All data to be verified by RD

SFI SCALE

LARGEST SINGLE CERTIFICATION STANDARD IN THE WORLD

SFI has consistently gained more certified forest area than any other forest management standard in North America since 2000 and more than doubled since 2005.



MORE THAN A

QUARTER BILLION ACRES

CERTIFIED TO THE SFI FOREST MANAGEMENT STANDARD

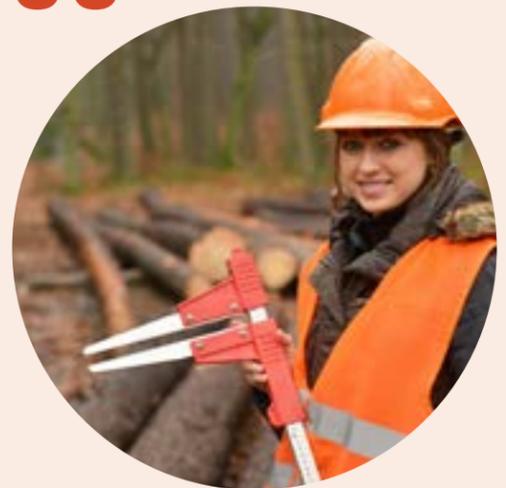
100 MILLION HECTARES

and millions more influenced through SFI Fiber Sourcing

SFI PRIMARY PROGRAM PARTICIPANTS DIRECTLY EMPLOYED MORE THAN

500,000

IN THE U.S. AND CANADA IN 2015



130+

There are 136 SFI Program Participants managing forests in Canada and the U.S., representing more than a quarter billion acres/100 million hectares. These forests include provincial/state public lands, private lands, Indigenous lands, university lands, Boy Scout lands, conservation lands and many more.

A GLOBAL REACH



SFI's international recognition is increased by the endorsement of the Programme for the Endorsement of Forest Certification (PEFC). PEFC has also endorsed ATFS and CSA standards. In turn SFI recognizes both ATFS and CSA certified content in its supply chain.

Products that are certified to SFI Standards are sold in:

MORE THAN

120

COUNTRIES

MARKET RELEVANCE

35%

OF

20,000

U.S. CONSUMERS SURVEYED

RECOGNIZE the SFI logo — more than any other forest certification standard.



2015 Natural Marketing Institute Survey



STATS & FACTS



THE SFI COMMUNITY

34

provincial, state
and regional SFI
Implementation
Committees

This unique grassroots network of close to 1,000 people includes private landowners, independent loggers, forestry professionals, local government agencies, academics, scientists and conservationists.



**\$3
MILLION**

INVESTED BY SFI
IMPLEMENTATION
COMMITTEES
IN LOCAL COMMUNITIES
IN 2015

to support training of resource and harvesting professionals, outreach to family forest-owners and environmental education. Since 20XX, total investment now exceeds \$XXXX million.

SFI AND ITS PARTNERS ACROSS NORTH AMERICA, SET A NEW WORLD RECORD — MAY 20, 2015



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



STATS & FACTS

CONNECTING PEOPLE TO THE OUTDOORS



95%

OF THE OF THE 280 MILLION ACRES/113 MILLION HECTARES IS AVAILABLE TO THE PUBLIC FOR OUTDOOR RECREATION, THE MAJORITY OF WHICH (80%) IS WITHOUT FEES.



Every year millions of hunters and anglers, hikers, birdwatchers, campers and other outdoor enthusiasts use forestlands that are certified to the SFI Standard.

THE AMOUNT OF FORESTLAND CERTIFIED TO THE SFI STANDARD AVAILABLE FOR RECREATION HAS MORE THAN TRIPLED SINCE 2007.



TRAINED HARVESTERS



9,834*

RESOURCE AND HARVESTING PROFESSIONALS

participated in training in 2015, to ensure understanding of water quality, biodiversity and other sustainable forest practice requirements (cumulative total since 1995: 169,640*).

*This total may include individuals who have completed training programs more than once. Data provided by Forest Resources Association.

1995 34% → 2015 94%

OF ALL FIBER SUPPLIED TO SFI PP MILLS WAS DELIVERED BY TRAINED HARVESTING PROFESSIONALS.

INDIGENOUS INTERESTS

SFI has a Memorandum of Understanding with the Canadian Council for Aboriginal Business to promote the Progressive Aboriginal Relations program.



31
INDIGENOUS
COMMUNITIES

ACROSS NORTH AMERICA USE THE SFI STANDARD TO MANAGE

XX MILLIONS

OF HECTARES OF FOREST LANDS

MORE THAN ANY OTHER FOREST CERTIFICATION



STATS & FACTS



RESEARCH



400

DIFFERENT CONSERVATION AND RESEARCH PROJECTS REPORTED BY SFI PROGRAM PARTICIPANTS IN 2015

These projects, involving hundreds of partner organizations, benefit multiple species and habitats, ranging from hummingbirds and salmon to bears and caribou, all benefit from the management of forests certified to the SFI Standards.

NO OTHER FORESTRY STANDARD HAS A RESEARCH REQUIREMENT.

85%
OF WHICH WENT

ABOVE AND BEYOND

THE SFI RESEARCH REQUIREMENT

SFI CONSERVATION & COMMUNITY PARTNERSHIPS GRANT PROGRAM



+



TOTALING

\$9.5
MILLION

Since 2010, SFI has awarded 85 SFI Conservation and Community Partnerships grants, totaling almost \$3 million, to foster conservation and community-building projects. When leveraged with project partner contributions, the total investment **exceeds \$9.5 million.**





SFI land, California Photo: Lisa Hauser

Celebrating the Scale to Make a Difference

The forest sector has played a founding role in the lives of the United States and Canada, both of which celebrate their national birthdays this month. At SFI, we are proud to be part of the forest sector, and this calendar celebrates our significant presence in both the U.S. and Canada. Forests certified to SFI cover more than 280 million acres/113 million hectares from Canada's boreal to the U.S. Southeast.

This impressive scale means SFI links a wide range of forests and communities together in our shared pursuit of sustainable environmental, social and economic goals. With so many people coming together in the SFI community, we are able to deliver solutions that can be replicated across the continent.

These solutions are good for people and good for the forests we all love — and that's something worth celebrating.

JULY 2016

S	M	T	W	T	F	S
						2
					CANADA DAY 	
3	4 INDEPENDENCE DAY 	5	6	7 Eid al-Fitr	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NEED STAT HERE XXXXXXXXXXXX XXXXXXXXXXXX XXXXXXXXXXXX
 XXXXXXXXXXXX XXXXXXXXXXXX XXXXXXXXXXXX XXXXXXXXXXXX XXXXXXXXXXXX





Experienced tree planter, part of Norbord team A during record breaking tree-planting SFI event in Palmarolle, Québec Photo: Alain Shink

A Community That Makes a Difference

The SFI community delivers and supports initiatives that elevate and enrich the link between people and forests. This community includes conservationists, youth, architects and builders, government officials, Indigenous peoples, harvesting professionals, resource managers, landowners and brand owners, community groups, and many more.

SFI's almost 700 partners have delivered close to 400 projects to date. These partners range from small local community groups and non-profit organizations, to academic institutions and government agencies of all kinds across the U.S. and Canada.

SFI's continent-wide reach combined with the network of SFI Implementation Committees means the best local projects have the opportunity to be adopted on a big scale. As part of an ongoing effort to stand for the health and future of our forests, this huge grassroots community does everything from training loggers to engaging youth.

AUGUST 2016

S	M	T	W	T	F	S
	1 Civic Holiday Canada	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

IN 2015 SFI IMPLEMENTATION COMMITTEES CONTRIBUTED MORE THAN

\$150,000
LOCALLY

IN LOCAL SUPPORT FOR PROJECT LEARNING TREE AND THE AMERICAN TREE FARM SYSTEM — PROGRAMS OF THE AMERICAN FOREST FOUNDATION





A third-party certification audit led to Florida's Tate's Hell State Forest being certified to the SFI Forest Management Standard. Photo: SFI

Bringing Communities Together for Florida's Forests

Florida's Blackwater River and Tate's Hell State Forests, covering 413,000 acres, became certified to the SFI Forest Management Standard thanks in part to support from the SFI Forest Partners® Program, which links communities and forest managers to responsible purchasers. The program was founded in 2012 by Time Inc., the National Geographic Society, Macmillan Publishers, and Pearson, with support from Hearst Enterprises. By increasing certification throughout the supply chain, current and future generations can enjoy America's forests for years to come.

“By participating in the SFI Forest Partners Program, we are helping infuse the forest products sector with an increased supply of certified timber. Although responsible forest management has been a priority of the Florida Forest Service since the beginning, certification provides conscientious consumers with the guarantee that our focus is on protecting, renewing and sustaining healthy forests.”

— JIM KARELS, Florida State Forester

Learn more about the SFI Forest Partners Program



FOUNDING PARTNERS:



SEPTEMBER 2016

S	M	T	W	T	F	S
				1	2	3
4	5 Labor Day Labour Day	6	7	8	9	10
11 Eid al-Adha	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27-29 SFI ANNUAL CONFERENCE - CLEARWATER BEACH, FLORIDA			30	

THE SFI FOREST PARTNERS PROGRAM HAS A

GOAL

OF CERTIFYING

10 MILLION / 4 MILLION
ACRES HECTARES

BY THE END OF 2017, STARTING IN THE U.S. SOUTH.

