



SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

# SFI FOREST PARTNERS: FLORIDA



Photo: Blackwater River State Forest, Florida Forest Service

## THE ACTIONS WE TAKE TODAY DETERMINE THE FUTURE OF OUR FORESTS

The Sustainable Forestry Initiative (SFI) improves quality of life in Florida by ensuring the health and future of forests — because forests affect us all. The SFI Forest Partners® Program strengthens and grows the link between landowners, brand owners and markets. The program is designed to increase certification to SFI standards for forest management, chain of custody and fiber sourcing.

### WHY CERTIFY?

- PROOF POINT OF ENVIRONMENTAL LEADERSHIP
- MARKET ACCESS
- CREDIBILITY
- SOCIAL LICENSE TO OPERATE
- COMPETITIVE EDGE
- APPEAL TO INVESTORS
- INTERNATIONAL RECOGNITION
- COMMUNITY & CONSERVATION OUTREACH



### FOUNDERS:

Time Inc.

NATIONAL GEOGRAPHIC

MACMILLAN

PEARSON



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## FLORIDA FOREST SERVICE STATEMENT OF SUPPORT

“ The Florida Forest Service’s commitment to certify two of its largest State Forests to the Sustainable Forestry Initiative (SFI) Standard is one action the Service is taking to provide public assurance of environmental responsibility and sustainable forest management on Florida’s State Forests

By participating in the SFI Forest Partners Program, Florida State Forests hope to enhance its ability to compete in existing and emerging global markets. The Florida Forest Service believes this is a win-win for the environment and our forest based economy.”



### JIM KARELS, FLORIDA STATE FORESTER

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.

## SFI FOREST PARTNERS PROGRAM

Four market leaders – Time Inc., the National Geographic Society, Macmillan Publishers and Pearson – founded the SFI Forest Partners Program. The lasting commitment of these market leaders is increasing the source of certified forest products. Certification to SFI standards is helping to safeguard environmental values, support sustainable communities and expand market access.

## GROWING THE LINK BETWEEN LANDOWNERS, BRAND OWNERS AND MARKETS

**PROVIDING INCENTIVES** for smaller and medium sized mills and forest landowners to choose certification to SFI standards.

**OVERCOMING BARRIERS** to certification with expert, cost-effective solutions.

**CONNECTING MARKETS** to landowners and mill operators through certification.

## FLORIDA

Florida boasts more than 16 million acres of forestlands covering almost half of the state’s total land area. Public and privately owned forests have a positive impact on the environment as well as the economy of Florida. Strong markets for forest products support jobs and emerging markets for new products creates opportunities both domestically and abroad, including opportunities to enhance Florida’s global competitiveness through certification of its forests and forest products. That’s why the Sustainable Forestry Initiative has initiated a project in Florida to make it easier for forest products companies and landowners in Florida to certify to the SFI Standards and gear up for marketplace shifts toward the sourcing of more certified products. With the support of SFI’s Forest Partners making the certification process easier and more cost effective, the time has never been better to certify to the SFI Standards.



“ The Florida Forestry Association is proud to support the Sustainable Forestry Initiative (SFI) and the SFI Forest Partners Program. Many of our members participate in their comprehensive program of forestry and conservation practices. Landowners and mill operators who certify to the SFI Standards adhere to a set of principles addressing how they operate on their own lands and how procurement practices are conducted. SFI participants also promote sustainable forestry practices by funding logger and forester education. Individually and collectively, SFI helps to ensure that future generations will have the same abundant forests that we enjoy today.”

### ALAN SHELBY

Executive VP, Florida Forestry Association

### WANT TO KNOW MORE?

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