



SUSTAINABLE FORESTRY INITIATIVE

*Good for you. Good for our forests.™*

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## **SFI® POISED TO MEET DEMAND FOR ECO-FRIENDLY PRODUCTS**

MINNEAPOLIS – Sustainable Forestry Initiative® Inc. (SFI) expects its record growth to continue, buoyed by its new on-product labels and its open review process leading to an updated forest certification standard by the end of 2009.

“SFI Inc. is in a truly enviable position to meet corporate and consumer demands for environmentally responsible forest products,” SFI Inc. President and CEO Kathy Abusow said at the conclusion of the SFI Inc. annual conference today. “Market research shows the only thing stronger than the demand for eco-friendly products is concern about unsubstantiated claims. The SFI program addresses both, with a comprehensive standard grounded in science and backed by third-party audits, and on-product labels that tell you what you are buying.”

Since achieving full independence as a non-profit corporation at the start of 2007, SFI Inc. has experienced astounding growth – from 21 chain-of-custody certificates at 48 locations to 293 certifications at 788 locations by the end of August 2008. The internationally recognized program is one of the largest in the world, with about 150 million acres (60 million hectares) of certified lands across North America. Program participants influence millions of additional acres in North America through an auditable procurement process designed to improve management on all suppliers’ lands, whether certified or not.

The conference was attended by 165 delegates representing every link of the forest product supply chain – from forest managers to printers to builders to buyers to distributors. They were told SFI participants will soon begin to use new on-products labels that provide more detailed information, completing the transition within one year. Over the next year, SFI Inc. will also:

- Complete an open review that will result in a new SFI 2010-2014 Standard, with opportunities for public comments and regional workshops across North America.
- Continue to work with conservation partners to improve forestry practices locally, regionally, and globally.
- Continue to show the world SFI certification it is a sound environmental choice for any paper or wood product.

Tim Lundberg, forest certification manager, Quad/Graphics, spoke to delegates about the major market drivers in magazine and catalog paper certification. He said the rapid growth of forest certification and growing acceptance of the SFI program shows consumers and suppliers realize the importance of certification at a time when 90 percent of the world’s forests are not certified.

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Greg Harden, President and CEO, Harden Furniture Inc., discussed how SFI-certified companies are meeting demand from the green building movement. "Forest products are the ideal, natural choice for so many purposes, as long as the fiber comes from well-managed, legal sources," he said. "A credible certification program like SFI offers that assurance – and about 600 organizations that are part of the SFI program obviously agree after taking a closer look."

At the conference, Abusow presented awards to organizations and individuals involved with SFI certification or SFI-certified companies, including:

- The Minnesota SFI Implementation Committee won the 10<sup>th</sup> annual SFI Implementation Committee Achievement Award for outstanding community service – including a partnership leading to the first Habitat for Humanity home in the United States built with products from well-managed forests.
- Harden Furniture Inc., JELD-WEN Windows and Doors, National Envelope, Sierra Pacific Industries and Smead Manufacturing Company received President's awards for activities promoting the benefits of their SFI certification.
- The Minnesota Division of Forest Capital Partners LLC won the SFI and Congressional Sportsmen's Foundation Wildlife Stewardship Award for a conservation easement that preserves wildlife habitat, protects jobs and ensures public access to almost 80 square miles (200 square kilometres) of forestland in northern Minnesota.
- Rayonier Inc. of Jacksonville, Fla., won the SFI Leadership in Conservation Research Award for a research project that promotes conservation of native biological diversity in Georgia and benefits the growth of one of the state's rarest plants.

Delegates learned that Tom Franklin, senior vice-president of the non-profit Theodore Roosevelt Conservation Partnership and a certified wildlife biologist, has joined the environmental chamber of the SFI Inc. Board of Directors, replacing Jerry McCollum of the Georgia Wildlife Federation. The Theodore Roosevelt Conservation Partnership ([www.trcp.org](http://www.trcp.org)) is a coalition of organizations and grassroots partners dedicated to the foresighted stewardship of America's landscape. It is helping to conserve and expand fish and wildlife habitat, including a campaign to protect wetlands, and increasing public access to quality hunting and fishing.

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### **About SFI Inc.**

SFI Inc. is a 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program ([www.sfiprogram.org](http://www.sfiprogram.org)), that is internationally recognized and among the largest in the world. It is one of the fastest growing forest certification programs with 150 million acres (60 million hectares) of SFI-certified forests across North America. The SFI Standard also includes unique fiber sourcing requirements that promote responsible forest management on all suppliers' lands and a chain-of-custody certification, which can communicate to buyers how much certified fiber is in a specific product. The SFI forest standard is endorsed by the Programme for the Endorsement of Forest Certification, a global umbrella organization that has strict requirements for endorsement. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.