The actions we take today determine the future of our forests.
WHO WE ARE

The Sustainable Forestry Initiative® (SFI®) is an independent, non-profit organization dedicated to promoting sustainable forest management. SFI Inc. is solely responsible for maintaining, overseeing and improving the internationally recognized SFI program. SFI sets standards for forest management and fiber sourcing, as well as chain-of-custody practices — all of which are third-party audited by accredited certification bodies. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.

The SFI Forest Management Standard is based on principles that promote sustainable forest management, including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value.

The SFI program’s unique fiber-sourcing standard promotes responsible forest management on all suppliers’ lands.

The SFI Standard is used widely across North America. It also has strong acceptance in the global marketplace and is endorsed by the Programme for the Endorsement of Forest Certification (PEFC).

The work of SFI starts with a standard but SFI is much more — it’s a community that stands for the future of forests.

Learn more: sfiprogram.org

The choices we make every day determine the future of our forests.

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WE STAND FOR THE FUTURE OF FORESTS

Kathy Abusow  President and CEO

Sustainable Forestry Initiative FUTURE FORESTS 2014 Progress Report

A Message from the President and CEO

FI stands at the intersection of sustainable forests and sustainable communities. You are part of the SFI community, whether you are adding value through managing forestlands, elevating the impact of conservation research, working with youth or learning from elders, broadening market leadership through responsible purchasing, or even if you’re simply a consumer trying to make the right choices.

We thank you for the work you do to ensure a future with healthy, vibrant forests. While SFI staff work hard to ensure your efforts are recognized, it is the SFI Program Participants and our larger community who actively promote conservation across the one-quarter billion acres that are certified to the SFI Standard and the many more acres that are positively affected as a result of SFI’s fiber-sourcing requirements. Through SFI chain-of-custody certificate holders, the good work done by forest managers and procurement organizations is communicated through the supply chain to end users and ultimately consumers.

Certification to the SFI Standard constitutes an investment by our Program Participants in the future of our forests – an investment that in turn depends on market recognition today. Spanning the supply chain from landowners to brand managers, the SFI community understands that healthy forests require healthy markets. When brand managers say yes to SFI, they are sending a signal to landowners, land managers and their customers that they care about responsible forest management.

It is organizations like Time Inc., the National Geographic Society, Macmillan and Pearson — SFI Founding Forest Partners — who are making a difference by investing in the growth of certification and responsible supply chains. We appreciate the progress made in 2013 by The Sustainability Consortium, GreenBlue, the World Business Council for Sustainable Development’s Forest Solutions Group, the Consumer Goods Forum and the National Association of State Foresters for developing and renewing statements, positions, resolutions and performance indicators that continue to send a signal that certification is a valued proof point of responsible forestry.

And thanks to those signals in the supply chain, the forest area and reach of the SFI community continues to grow. With one-quarter billion acres (100 million hectares) certified to the SFI Standard and many more positively influenced by SFI fiber sourcing, SFI has the necessary scale to influence the future of our forests. That scale is equivalent to an area larger than the forested land in the top-eight forested U.S. states combined — Texas, California, Oregon, Montana, New Mexico, Georgia, Alabama and Colorado. That’s also bigger than the combined forested lands in British Columbia, Alberta, Nova Scotia, and Newfoundland and Labrador. With this scale comes responsibility. SFI’s living reality lab of working forests is a place where responsible forest management is practiced and research is conducted to develop tools and practices to further enhance our conservation contribution across working forests and a larger landscape.

Our influence has grown by actively focusing on research, conservation partnerships and community-building. The SFI program responds to local needs and issues across North America through 34 SFI Implementation Committees at state, provincial and regional levels. Working together, this diverse network results in many of the stats, facts and successes shared on the following pages.

We know that elevating SFI’s impact and performance requires not just a strong standard but a strong community. A community that stands for the future of our forests. Thank you for saying yes to SFI. You are making a difference.

Kathy Abusow  President and CEO
Stats and Facts from the SFI Community

SFI recognizes that playing a leading role in shaping the forests of tomorrow will require collaborating with a wide range of interests today. SFI brings landowners and brand owners from across the supply chain together with communities, conservation groups and other key interests to tackle the issues that define forests today and will shape the future of forests.

Elevate the Value of Research

The SFI community’s forests are a living laboratory that shows how environmental, economic and social interests can coexist.

$69 Mil

Invested by Program Participants in research to promote sustainable forestry in 2013. ($1.4 billion since 1995)

400 Partners

Partners in research projects were underway in 2013.

$214 Mil

Invested by SFI Program Participants and partners in collaborative research projects in 2013.

Foster Diverse Community Engagement

SFI STANDS AT THE INTERSECTION OF SUSTAINABLE FORESTS AND SUSTAINABLE COMMUNITIES.

34 Provincial, State and Regional SFI Implementation Committees

Bring people together to work for the future of forests through landowner outreach, logger training and community-building projects.

Deepen Aboriginal and Tribal Partnerships

6.8 Mil Acres

(2.7 million hectares) of Aboriginal and Tribal partners’ lands certified to the SFI Standard. This is an area bigger than the forested lands of New Hampshire and Connecticut.

SFI partners with organizations that include almost 30 Aboriginal or Tribal Communities.

7,533

Resource and logging professionals trained in 2013.

150,000+ Since 1995

This total includes individuals who have completed training programs more than once since 1995.

Data provided by the Forest Resources Association
**14 Core Principles**

THE SFI STANDARD PROMOTES SUSTAINABLE FOREST MANAGEMENT IN NORTH AMERICA THROUGH 14 CORE PRINCIPLES which include measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value.

1. Sustainable Forestry
2. Forest Productivity and Health
3. Protection of Water Resources
4. Protection of Biological Diversity
5. Aesthetics and Recreation
6. Protection of Special Sites
7. Responsible Fiber Sourcing
8. Avoidance of Controversial Sources including Illegal Logging
9. Legal Compliance
10. Research
11. Training and Education
12. Public Involvement
13. Transparency
14. Continual Improvement

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**Encourage Responsible Sourcing**

All certified SFI Program Participants — those who own or manage forestlands and those who buy the raw materials they need — must show that the raw material in their supply chain comes from legal and responsible sources, whether the forests are certified or not.

- **2,800** SFI had nearly 2,800 certified chain-of-custody locations at the end of 2013, up from 1,000 in 2008.
- **6,000** label use requests in 2013.
- SFI fiber-sourcing certification does not only recognize certified landowners. Instead, it takes a proactive approach that recognizes the role all landowners can play in a supply chain.

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**Broaden Market Leadership**

SFI is expanding the Forest Partners Program to encourage responsible sourcing — the program is on track to add 10 million certified acres of forestland by the end of 2017.

- **10 MIL ACRES**
- Time Inc., the National Geographic Society, Macmillan Publishers and Pearson are the founding partners of the SFI Forest Partners Program.
- SFI is partnering with a diverse array of stakeholders to increase global market share for sustainable forest products — public and private sector leaders are including SFI in their policies.

---

**250 MIL ACRES**

of responsibly managed forests are certified to the SFI Standard. That’s bigger than the entire province of British Columbia or nearly one and a half times the entire state of Texas.

- **80%** (200+ million acres) of this forestland is available for hiking, ecotourism, and other outdoor recreation activities.
ADDITIONAL VALUE THROUGH CONSERVATION RESEARCH

Forestland certified to SFI is a living laboratory that shows how environmental, economic and social interests can coexist.
Researchers and conservationists collaborate with SFI and SFI Program Participants across a vast North American forest landscape. With 250 million acres (100 million hectares) certified to the SFI Forest Management Standard, research and conservation projects are conducted all the way from the U.S. South to Canada’s northern boreal forest. This area represents a living laboratory equal in size to all the forested lands in British Columbia, Alberta, Nova Scotia, and Newfoundland and Labrador.

Supporting research is a central tenet of the SFI program. We see it as a way to further the conservation value of SFI-certified forests and lands subject to SFI’s fiber-sourcing requirements. Our commitment to research is also evidence that SFI is more than just a standard.

In fact, SFI is the only forest certification standard in the world that requires participants to support forestry research. These activities include improving forest health, productivity and sustainability. Better management of forest resources and enhancing the environmental benefits and performance of forest products are also central to the SFI research mission.

SFI CONSERVATION GRANTS
Since 2010, SFI has awarded more than 50 SFI Conservation and Community Partnerships grants totaling more than $1.9 million to foster research and to pilot efforts to better inform future decisions about our forests. When leveraged with project partner contributions, that total investment exceeds $7.1 million.

BIRDS, BEES, BEARS AND BATS
GOT A BOOST IN 2013
Home, sweet home for birds in the ponderosa pines of Idaho, Montana, Oregon and Washington — The American Bird Conservancy is using $70,000 in SFI grants to reverse declining populations of Lewis’s woodpecker, the flammulated owl, the white-headed woodpecker and Williamson’s sapsucker. These key species are monitored by the U.S. Fish and Wildlife Service as a barometer of healthy ponderosa pine forests. This SFI-supported project has improved bird habitat on 10 different private ownerships across 12,000 acres (4,800 hectares). The project is also helping dozens of landowners, representing more than 100,000 acres (40,000 hectares), adopt easy and effective ways to help with bird conservation.

FAMILIES, FORESTS AND FIRE RESTORATION
An SFI grant is helping African-American landowners in the U.S. South keep their land viable. More than 100 family forest owners are being supported in efforts to become more environmentally and economically sustainable.

The Nature Conservancy in North Carolina is reaching out to landowners in the Cape Fear Arch. The project focuses on improving forest management, restoring longleaf pine and creating opportunities for SFI certification.

After catastrophic wildfires in Oregon’s Douglas Complex area, a public education project is engaging the local community and landowners, and supporting work to restore devastated forestlands.

University of Saskatchewan researchers are studying how grizzly bears and caribou respond to a changing landscape in western Alberta. The results will help land managers protect and restore habitats for these at-risk species.

RESEARCH IS KEY TO THE SFI PROGRAM
SFI Program Participants invested $69 million in research funding in 2013. Since 1995, SFI-certified organizations have invested more than $1.4 billion toward forest research.

Forest Health and Productivity 46%
Wildlife and Fish 19%
Other Research Areas 18%
Landscape/Ecosystem Management and Biodiversity 10%
Water Quality 7%

Giving bats a chance to beat White-Nose Syndrome — The Nature Conservancy of Canada, SFI and a coalition of partners are working to protect British Columbia’s bat population.

Finding ways to mitigate bee colony collapse disorder — New research led by SFI Program Participant Soterra LLC and the Pollinator Partnership found that bee colonies were healthier in managed forests.
Since 2010, Clemson University and SFI have partnered to transform the university’s 17,500-acre Experimental Forest into a living laboratory for research, demonstrating that sustainable forest management can help preserve wildlife habitats.

**GRANT RECIPIENTS ENGAGED IN U.S. RESEARCH**

- American Bird Conservancy
- American Forest Foundation
- Audubon New York
- Clemson University
- Communities for Healthy Forests
- National Association of State Foresters
- National Audubon Society
- Pinchot Institute for Conservation
- Stephen F. Austin State University
- The Longleaf Alliance
- The Nature Conservancy, North Carolina Chapter
- U.S. Endowment for Forests and Communities
- World Resources Institute

**GRANT RECIPIENTS ENGAGED IN CANADIAN RESEARCH**

- Forest Ecosystem Science Co-operative
- FPInnovations
- Fundy Model Forest
- Heiltsuk First Nation
- National Council for Air and Stream Improvement
- Nature Conservancy of Canada
- Nature Trust of BC
- Tk’emlúps te Secwépemc
- University of Saskatchewan

> “Working lands, like those managed by SFI-certified companies, represent some of the best opportunities for conserving forest bird breeding habitat. By working with SFI and its members, we can promote forest management that will nurture forests that work for birds and provide income from timber.”

Jim Shallow
Audubon Vermont, Conservation and Policy Director
SFI Implementation Committees stand at the intersection of sustainable forests and sustainable communities.
At SFI Inc., we understand that sustainable forestry must be grounded in sustainable communities. The SFI program, through 34 state, provincial and regional SFI Implementation Committees, meets its core social responsibilities through community collaboration. These grassroots committees, operating in 42 states and provinces, promote the SFI Standard as a means of broadening the practice of responsible forestry. And they achieve tangible progress.

SFI Implementation Committee membership is a blend of SFI Program Participants and other local supporting organizations. All SFI Program Participants owning or operating forest product facilities, owning or managing forestland, or procuring fiber within the state or province are expected to participate in the SFI Implementation Committees.

A GRASSROOTS APPROACH TO SUSTAINABILITY
SFI Implementation Committees provide a forum for information and questions about local forestry operations. Each committee must have a process to respond to questions or concerns about forestry practices on lands certified to the SFI Standard.

Through SFI Implementation Committees, Program Participants work with local organizations and individuals, providing leadership, offering professional development for loggers and sharing best practices to improve forest management. The committees work with local conservation groups, government agencies, forestry and professional associations, landowner groups and many others in landowner outreach and community involvement activities. Committees also help build sustainable communities by volunteering on projects like Habitat for Humanity builds and youth engagement and education initiatives.

2013 HABITAT FOR HUMANITY AND SFI BUILDS
Through partnerships with Habitat for Humanity affiliates across North America, the SFI program has played a role in putting low-income working families into their own homes. These efforts have included more than 4,000 volunteer hours and many certified building materials such as panel products, lumber and engineered wood products. Some projects have even tracked the wood used to build the home back to the forest where the wood was grown, helping homeowners understand the link between their new home and sustainable forest management.

SFI has also worked with the National Association of Home Builders and Built Green Canada to support green building certification of Habitat homes.

Working with Habitat for Humanity is just one of the important ways that SFI Implementation Committees promote the SFI Standard as a means to broaden the practice of responsible forestry and make progress on the ground.

HABITAT FOR HUMANITY AND SFI BUILDS

SFI joined Habitat for Humanity National Capital Region for a Women in Wood Build Day. Twenty women worked on the framework of a new home for an Ottawa-area Ojibwe-Cree family.

SFI and Habitat for Humanity International signed a memorandum of understanding. It pledges to encourage the use of wood products certified to the SFI Standard on Habitat construction sites.

Volunteers from SFI and J.D. Irving helped build a Habitat for Humanity home in Nova Scotia. The house is for new parents Natasha and Blair Skinner and their twins.

In South Macon, the Georgia SFI Implementation Committee helped build a Habitat for Humanity home for the Jones family. The project was part of ongoing work to revitalize the Lynmore Estates neighborhood.

SFI GRASSROOTS NETWORK RECOGNIZED FOR CONNECTING PEOPLE TO FORESTS
The 15th SFI Implementation Committee Achievement Award was presented to three deserving committees in 2013:

- Maine: For establishing the Fisheries Improvement Network, a project to protect habitats for Atlantic salmon and native brook trout by promoting improved stream crossings, fish passage and water quality protection.
- Minnesota: For mobilizing volunteers to connect sustainable forestry to an enduring Boy Scouts of America tradition through the Trees to Track project.
- Georgia: For convening a group of organizations in a community home building initiative promoting the use of SFI-labeled or sustainably sourced lumber in construction and forest products in the home.
Working with Diverse Forest Communities

BUILDING FUTURE LEADERS FOR FUTURE FORESTS

SFI is committed to programs that bring youth outdoors to connect with nature, conservation and forests. Our children’s contact with nature keeps shrinking. Today’s emphasis on screen time and indoor play is also linked to psychological and physical effects like obesity, loneliness, depression and attention problems. Getting kids into forests and helping them learn about sustainability is good for forests and good for kids.

SFI HELPS OUTDOOR ENTHUSIASTS DO WHAT THEY LOVE

SFI helps provide opportunities for the outdoor enthusiast community. Of the 250 million acres certified to the SFI Standard, more than 200 million acres are available for recreation. It’s an area bigger than all the forested land in California, Oregon and Washington combined. That’s a lot of space for a range of activities like hiking, camping, boating, fishing and hunting.

Supporting animal habitats, one duck nest box at a time. With support from SFI and Ducks Unlimited Canada, Girl Guides are preserving and restoring outdoor spaces and improving local habitats and the lives of various species in their natural communities across Canada. In May 2014, 23 Girl Guides of Canada groups built 60 duck nest boxes from SFI-certified wood. The boxes are elongated wooden birdhouses, large enough for ducks to build their nests inside and provide protection from predators and harsh weather.

BUILDING FUTURE LEADERS FOR FUTURE FORESTS

The Boy Scouts of America took a conservation challenge along an interactive trail during the 2013 National Scout Jamboree at the Summit Bechtel Reserve in West Virginia. They also helped build a suspension bridge with certified-wood planks.

SFI was proud to support Scouts Canada’s 2013 Canadian Scout Jamboree, held in Sylvan Lake, Alberta. SFI supplied a variety of certified-wood products, including 100 custom-made paddles from Oconto Paddles.

SFI is a proud sponsor of Scouts Canada’s annual Scouttrees tree planting program. Scouts have planted more than 80 million trees across Canada, since 1972.

Scouts in Minnesota built derby car race kits from sustainably harvested wood certified to the SFI Chain-of-Custody Standard. The Boy Scouts of America Trees to Track project is sponsored by the Minnesota SFI Implementation Committee.

SFI INC. COMMUNITY GRANT RECIPIENTS

U.S. GRANT RECIPIENTS
Greening of Detroit
Greenwood Area Habitat for Humanity (South Carolina)
Northern California Society of American Foresters
Pacific Education Institute
Project Learning Tree
State University of New York’s Center for Native Peoples and the Environment

CANADIAN GRANT RECIPIENTS
Manitoba Forestry Association
Tree Canada
DEEPENING ABORIGINAL AND TRIBAL PARTNERSHIPS

Understanding and respecting traditional forest-related knowledge.
SFI-certified forestland with Aboriginal and Tribal partners covers an area greater than 6.8 million acres (2.7 million hectares) — that’s bigger than the forested lands of New Hampshire and Connecticut, and more than any other certification standard in North America. Over 30 Aboriginal and Tribal communities and businesses work to maintain SFI certification on these lands.

HEILTSUK FIRST NATION: CULTURAL FOREST HERITAGE PROJECT

The SFI Standard requires Program Participants on public lands to understand and respect traditional forest-related knowledge and to identify and protect culturally important sites. These sites can be difficult to find and identify, and without appropriate knowledge and cultural resources they can be damaged. SFI recently offered two grants to help improve knowledge about and management of cultural heritage resources. In 2013 the Tk’emlups people were awarded a grant, as were the Heiltsuk in 2014. Through their grant, the Heiltsuk First Nation will record, track and manage cultural resources like culturally modified trees on the British Columbia coast. The bark of the western red cedar was extremely important to Pacific coast cultures and was used to create baskets, boxes, canoe bailers and clothing, and as material for building houses. Stripping bark in large slabs from the trees to get these resources left characteristic markings. Today, archaeologists and others trained to recognize the markings can identify these culturally modified trees.

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WORKING WITH THE CANADIAN COUNCIL FOR ABORIGINAL BUSINESS

In May 2013, SFI and the Canadian Council for Aboriginal Business signed a memorandum of understanding to work together through the Council’s Progressive Aboriginal Relations program. This agreement builds on SFI’s history of engagement and outreach with Aboriginal and Tribal communities.

The memorandum of understanding encourages SFI Program Participants to seek certification under the Progressive Aboriginal Relations program and support a dual logo process. In May 2014, for just the second time in history, a forestry company became a member of the Canadian Council for Aboriginal Business. As Western Canada’s largest private timber and land-management company, TimberWest, an SFI Program Participant, is proud to continue its commitments to forming valuable partnerships with Aboriginal businesses and communities.

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SFI Certified Lands Under Aboriginal Management

<table>
<thead>
<tr>
<th>CERTIFICATION</th>
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<th>ACRES</th>
<th>HECTARES</th>
<th>LOCATION</th>
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<tr>
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<td>British Columbia</td>
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<td>Milligoog General Partner Inc.</td>
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</tr>
<tr>
<td>Lake Nipigon Forest Management Inc.</td>
<td>Animibigoosagun Economic Development Trust, Red Rock First Nation Business Trust, Papasay Management Corporation, and Biinjtiwaabik Zaaging Anishinaabe Development Corporation</td>
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<td>Ontario</td>
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<tr>
<td>TOTAL</td>
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<td>6.8 million</td>
<td>2.7 million</td>
<td></td>
</tr>
</tbody>
</table>

TK’EMLUPS TE SECWEPEMC: CONNECTING ELDERS WITH YOUTH TO PROTECT CULTURAL HERITAGE RESOURCES

The Tk’emlups te Secwepemc First Nations people of southern British Columbia are working with their elders and training youth to identify trees, lands and other resources with historical and cultural significance.

STATE UNIVERSITY OF NEW YORK’S CENTER FOR NATIVE PEOPLES AND THE ENVIRONMENT: EXPLORING FOREST SUSTAINABILITY WITH INDIGENOUS YOUTH

The university is developing an educational program that focuses on the sustainability of ecologically and culturally significant trees. The program will be incorporated into the Native Earth Environmental Youth Camp.
TRANSPARENCY AND THE SFI EXTERNAL REVIEW PANEL

Ensuring balanced oversight from the forest community.
A Message from the External Review Panel

It has been a busy year for the External Review Panel. As part of the SFI Standard Review process, we spent many volunteer hours reviewing all of the public comments received during the two public comment periods. Our goal was to assure that every comment was properly received and recorded, considered fairly, and, where appropriate, addressed in the new draft of the SFI Standard. We identified some comments for SFI staff to review, but in general, what we found was that the public comments were very well handled, in an appropriate and credible manner.

We spent a full meeting going through the progress data reported by SFI participants. Those data provide the background for the contents of this report, and it is important that they be fully representative of what is happening in the forests of North America. We reviewed the methods of data gathering and analysis, and found that those methods were consistent with current professional practice. The report accurately reflects what is happening on the ground in the SFI program.

This progress report illustrates another factor that is very important to the future of forests. It is critical to have excellent forest management practices, and following the SFI Standard is making that a reality on a quarter of a billion acres of today’s forest. In addition, the attention to proper fiber sourcing from all forestlands extends good forestry practices to millions of additional acres and the people who own and manage those forests. But that’s still not enough, because in addition to good forest management, it will take broad public understanding and support for sustainable forestry to succeed in assuring the future of forests.

The SFI program is effectively building that broader public support in a variety of ways. The 34 state, provincial and regional Implementation Committees are a critical element. They bring sustainable forestry ideas and practices to people in a direct, hands-on way. Working to train loggers and foresters in sustainable forestry, helping build a Habitat for Humanity home with certified SFI wood products, and reaching out to communities and non-profit organizations through conservation and community grants are all important ways that sustainable forestry concepts reach that broader audience. The relationships that are built through these efforts are also vital to the future of forests.

The SFI program is unique among the major forest certification programs in its attention to local involvement, support for forest research programs, and conservation outreach to the people who furnish timber to participating mills. Among the major certification programs, it has the only grants program to promote conservation research, conservation action and community involvement. Those elements — going far beyond the forest boundary — are a major strength of the program.

Robin Morgan
Chair, Deputy Director, USDA Forest Service, Recreation, Heritage and Volunteer Resources at the USDA Forest Service

EXTERNAL REVIEW PANEL MEMBERS

The SFI External Review Panel is a distinguished group of independent experts representing conservation, professional, academic and public organizations. The panel operates at arm’s length from SFI. The panel conducts an independent review of the SFI program for both objectivity and credibility and to ensure the annual SFI progress report fairly states the status of SFI program implementation. The volunteer panel provides external oversight through its independent review of the current SFI program and standard revision process while seeking steady improvements in responsible forestry practices.

Robin Morgan
Chair, Deputy Director, USDA Forest Service, Recreation, Heritage and Volunteer Resources

Robert Tomlinson
Vice Chair, Manager of Strategic Land Asset Management, Minnesota Department of Natural Resources

Lena Tucker
Vice Chair, Deputy Division Chief for Private Forests, Oregon Department of Forestry (ODF)

Neil Sampson
Executive Secretary, President, Vision Forestry

Jeremy Bauer
Principal Scientist, URS Corporation

Thomas Boggus
State Forester and Director, Texas A&M Forest Service (effective July 1)

Jim Brown
Member, Jim Brown Consulting Forestry, LLC

Bryan Burhans
President and CEO, The American Chestnut Foundation (TACF)

Linda Casey
Retired State Forester, Montgomery, Alabama

Kathryn Fernholz
Executive Director, Dovetail Partners

Jon Gassett
Former Commissioner, Kentucky Department of Fish and Wildlife Resources

Bill Hubbard
Southern Regional Extension Forester, USDA Extension Service

Valerie Luzadis
Professor, Department of Forest and Natural Resources Management, State University of New York College of Environmental Science and Forestry System, USDA Forest Service

Brian Murphy
Chief Executive Officer, Quality Deer Management Association

Terry Quinney
Provincial Manager, Fish and Wildlife Services Department, Ontario Federation of Anglers and Hunters (OFAH)

Hal Salvassero
Professor of Forest Ecosystems and Society, Oregon State University

Mike Sullivan
Director, New Brunswick Department of Natural Resources Fish and Wildlife Branch (effective July 1)

Scot Williamson
Vice President, Wildlife Management Institute
SFI stands apart from other forest certification programs by supporting and promoting responsible forest management on uncertified lands. This is achieved through our unique fiber-sourcing requirements, which are more rigorous than paper-based risk assessments. Our fiber-sourcing requirements involve direct engagement, technical assistance and training for landowners. At their core, our requirements recognize that all forest landowners, certified and uncertified, play a critical role in ensuring the long-term health and sustainability of our forests.

In North America, this includes millions of family-owned forests, which make up the majority of the fiber supply. SFI requires Program Participants to provide outreach to these landowners and to use Qualified or Certified Logging Professionals when sourcing fiber directly from the forest. This includes things like identifying and protecting habitat for threatened and endangered species, fostering prompt reforestation and using best-management practices to protect water quality.

SFI fiber-sourcing certification addresses the 90% of the world’s forests that are not certified. Program participants must show that the raw material in their supply chain comes from legal and responsible sources, whether the forests are certified or not. To meet the fiber-sourcing requirements, primary producers must be third-party audited and certified to the SFI requirements.

Although not every landowner will get certified under a formal forest certification program, SFI broadens its impact by requiring SFI Program Participants to provide outreach to uncertified landowners and by using loggers who are trained in sustainable forestry.

“Through SFI’s fiber-sourcing requirements, the SFI program stands apart from other forest certification programs by addressing the fact that all forest landowners play a critical role in the long-term health and sustainability of forests — and that 90% of the world’s forests are not certified.”

Rupert Oliver
FOREST INDUSTRIES INTELLIGENCE LTD.
BROADENING MARKET LEADERSHIP

Engaging market leaders to promote responsible purchasing.
The World Business Council for Sustainable Development is the leading platform for strategic collaboration for the global forestry industry and its value-chain partners. In November 2013, the Council’s Forest Solutions Group released a statement recognizing and supporting SFI.

“The WBCSD recognizes and supports the assurance of performance and fiber chain of custody provided by independent forest certification like SFI. Our Forest Solutions Group’s leadership statement calls on all stakeholders to join forces to innovate and grow markets for sustainably produced forest products. Approaches to expand the reach and impact of existing certification standards should better address the needs of small forest owners, community forestry, indigenous peoples and agroforestry operators.”

James Griffiths
DIRECTOR, FOREST SOLUTIONS GROUP OF THE WORLD BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT

At SFI, we are building credible, responsible market leadership. We understand that the buying decisions of consumers, corporate leaders and governments prove how much they care about using natural resources sustainably. That’s why encouraging responsible purchasing is an SFI priority. SFI encourages private and public sector leaders to include SFI in their policies as part of responsible wood, paper and packaging purchasing.

SFI IS RECOGNIZED BY MARKET LEADERS
The trend toward recognizing all forest certification standards is on the rise. In 2013, GreenBlue, The Sustainability Consortium, the World Business Council for Sustainable Development, the National Association of State Foresters and the Consumer Goods Forum all put out statements supporting an inclusive approach to recognizing certification.

GreenBlue, a non-profit that equips business with the science and resources to make products more sustainable, recognizes SFI for supporting environmental quality throughout the paper supply chain.

The Sustainability Consortium, which works to improve consumer product sustainability, recognizes the value of SFI certification standards in its key performance indicators.

The National Association of State Foresters, a non-profit comprised of the directors of state forestry agencies, renewed a resolution recognizing SFI as a credible standard.

The Consumer Goods Forum brings together more than 400 retailers, manufacturers and stakeholders across 70 countries. It supports an inclusive approach to forest certification.

Not only is SFI recognized by customers, conservation groups and government, the SFI 2010-2014 Standard is also recognized as a credible forest certification standard by the Programme for the Endorsement of Forest Certification (PEFC).

This endorsement of SFI’s Forest Management Standard adds international value to SFI’s position as a highly respected, third-party certification program in North America. PEFC has also endorsed the American Tree Farm System (ATFS) and Canadian Standards Association (CSA) standards in the U.S. and Canada, and in turn SFI recognizes both ATFS- and CSA-certified content in its supply chain.

SFI-LABELED PRODUCT: IT STARTS AT HOME

The Consumer Goods Forum brings together more than 400 retailers, manufacturers and stakeholders across 70 countries. It supports an inclusive approach to forest certification.
GREEN BUILDINGS SHOWCASE SFI

Wood’s inherent sustainability as a natural and renewable resource makes it an excellent environmental choice for any new construction or renovation. But many of wood’s positive attributes depend in large part on whether the forest resource is renewed. The SFI Standard offers a proof point that the forest has been managed for multiple environmental, social and economic values — today and tomorrow.

The International Green Construction Code mandates that wood and wood products must be labeled in accordance with the SFI Standard or an equivalent fiber procurement system.

The U.S. General Services Administration issued a recommendation that federal agencies have the option to use the Green Building Initiative’s Green Globes standard, which recognizes SFI, when choosing a third-party green building certification system.

Built Green Canada is a federally incorporated non-profit organization created by builders, for builders — that supports an all-inclusive certification approach to lumber use. It recognizes wood, or wood-based products, from SFI.

Built using wood certified to SFI, Kordyban Lodge in Prince George, British Columbia provides a comfortable and peaceful home away from home for cancer patients and their caregivers.

The new Arena Stage at the Mead Center for American Theater in Washington, D.C. showcases wood certified to SFI. It features unique wood columns, as well as wood glazing bars supporting a stunning glass façade.

At the Holy Spirit Church in Barrie, Ontario, exposed wood certified to SFI and CSA was used to create a simple Gothic style. Wood was chosen for both its structural elegance and economy.

The wood-paneled Hands-On Children’s Museum in Olympia, Washington was built using wood certified to SFI. It achieved Green Globes certification for its numerous sustainability features.

AWARD–WINNING GREEN BUILDING DESIGN

Vancouver’s NSDA Architects won the first Sustainable Forestry Initiative Award handed out March 3, 2014, as part of the 10th annual Wood WORKS! BC Wood Design Awards. The architectural firm was recognized for its innovative use of wood certified to the SFI Standard in the new Kordyban Lodge, a Canadian Cancer Society care facility in Prince George, British Columbia.
**EXPANDING OUR REACH WITH SFI FOREST PARTNERS® PROGRAM**

In 2012, four market leaders — Time Inc., the National Geographic Society, Macmillan Publishers, and Pearson — stepped forward as founding partners of the SFI Forest Partners Program. They are investing in our forests by making five-year commitments to increase the source of certified forest products. The program is also supported by Hearst Enterprises. The program works to involve more landowners, manufacturers, distributors, customers, conservations groups and government agencies across the supply chain with the goal of certifying 10 million new acres (4 million hectares) by 2017, starting in the U.S. South.

The SFI Forest Partners Program was founded to ensure landowners are aware that brand-name companies are looking for SFI forest certification as a proof point of responsible purchasing. Our work with these brand owners shows that they are keen to see an increase in certification in the supply chain.

By collaborating on shared objectives and linking market leaders directly to stakeholder groups, SFI and our Forest Partners are working together to strengthen forest practices and responsible procurement through certification. SFI is collaborating with ATFS to create opportunities on shared objectives to certify more lands. Thirty percent of U.S. acres certified to the SFI Standard are publicly owned, demonstrating the value of SFI certification to public working forests, while sending a leadership signal to private landowners as well.

“The National Geographic Society is very proud to be able to participate in SFI’s Forest Partners Program. We believe strongly that we, as publishers, have a role to play in encouraging responsible forestry practices. The goal of certifying 10 million new acres of forest in the United States by the end of 2017 represents the perfect opportunity for us to do so. By participating in forest certification and specifying that all fiber used in our paper comes from certified forests, we hope to send a clear signal that we are a responsible corporate citizen.”

**Hans Wegner**  
CHIEF SUSTAINABILITY OFFICER, NATIONAL GEOGRAPHIC SOCIETY
Sustainable Forestry Initiative
FUTURE FORESTS 2014 Progress Report

SFI Certificate Holders

SFI is primarily supported financially by SFI Program Participants who use the program’s forest management and fiber-sourcing standards. These SFI Program Participants include private landowners, forest product and paper companies, conservation organizations, state and local public agencies, Tribal and Aboriginal lands, and universities. In 2013, SFI Program Participants provided 93% of the funding for SFI, and the remaining

7% came from annual conference revenue, various services agreements, investment income and other sources. Certified SFI Program Participants are audited by independent certifiers, and forest product and paper companies, conservation organizations, state and local public agencies, Tribal and Aboriginal lands, and universities. In 2013, SFI Program Participants provided 93% of the funding for SFI, and the remaining

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I am honored to serve as Chair of the SFI Board of Directors. In fact, I am serving for the second time, an expression not only of how much I believe in forest certification as a force for improving on-the-ground forest management, but how much I believe in SFI. No other standard or organization is doing as much good for North America’s magnificent forests. Not only do we have 250 million acres (100 million hectares) of certified forests across Canada and the United States, but we have invested in logger training that has reached more than 100,000 professionals, and invested more than $1.9 million in conservation and community grants that are helping to develop the next generation of sustainable forestry.

One of our most important tasks in 2013–14 was to guide the revision process for the SFI 2015–2019 Standard. Once completed, the revised standard will continue as the proof point for responsible forestry in North America, with unmatched focus on protecting water quality, wildlife habitat, species at risk and forests with exceptional conservation value. The SFI Standard is shaped by the people and communities who use it on the ground every day, and the Board of SFI, consisting of equal representation from the environmental, social and economic sectors, is intensely focused on its independent role of ensuring that the process, repeated every five years, engages people from every corner of the forest and forestry worlds.

The Board also is focused on expanding the reach and impact of SFI certification across the North American landscape. And we are seeing tremendous growth. SFI-certified forestland has increased by 66% since 2008 and the Standard’s reach is now even greater with SFI’s fiber-sourcing requirements used by those who don’t manage land but procure wood from forestlands for their manufacturing operations.

As we grow, the Board will continue to explore ways that SFI can have an even greater positive impact on North American forests and responsible forestry. In fact, most exciting to me is that reaching a quarter of a billion acres of land certified to the SFI Standard has encouraged the Board and staff of SFI to begin a far-reaching strategic discussion about how to accelerate conservation beyond the land base that we have certified already by stitching together a much larger coalition of landowners, researchers, conservation organizations and forest product users. In other words, certification not as the end but as the beginning. This is truly exciting and represents the single best opportunity to advance our collective interests in clean air, clean water, biological diversity and sustainable forestry on a massive, continental scale.

Forests across North America have never been managed better, and SFI has played an integral part. But there is so much more to do. With our partners we will continue to focus on achieving a sustainable future for our forests and for forestry. I hope you’ll join us.

Lawrence A. Selzer
President and CEO
The Conservation Fund
SFI BOARD MEMBERS

Board members representing the environmental sector, which includes non-profit environmental or conservation organizations:

Larry Selzer  
Chair, SFI Board  
President and CEO, The Conservation Fund

George H. Finney, PhD  
President, Bird Studies Canada

John M. Hagan III  
President, Manomet Center for Conservation Sciences

Jonathan (Jon) Haufler  
President, The Wildlife Society and Head of the Ecosystem Management Research Institute

Roger Sedjo, PhD  
Senior Fellow, Resources for the Future

Greg Siekaniec  
CEO, Ducks Unlimited Canada

Board members representing the social sector, which includes community or social interest groups such as universities, labor, family forest owners or government agencies:

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Secretary-Treasurer, SFI Board  
Dean Emeritus, School of Forestry and Wildlife Sciences, Auburn University

Dr. Skeet (A.G.) Burris  
Family Forest Landowner

Steven W. Koehn  
Director/State Forester, Maryland Forest Service

Bob Matters  
Chair, United Steelworkers Union of Canada Wood Council

Mark Rodgers, PhD, CEC, RODP  
Chief Operating Officer, Habitat for Humanity Canada

Charles Tattersall Smith Jr.  
Former Dean and Professor, Faculty of Forestry, University of Toronto

Board members representing the economic sector, which includes the forest, paper and wood products industry or other for-profit forest ownership or management entities:

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Vice Chair, SFI Board  
President and CEO, Resource Management Service LLC

Anne Giardini  
President, Weyerhaeuser Company Ltd.

Robert A. Luoto  
Immediate Past Chair, SFI Board  
Representing Independent Professional Loggers and the American Loggers Council

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Chief Executive Officer, Hancock Natural Resource Group

James (Jim) Hannan  
CEO and President, Georgia-Pacific LLC

David Walkem  
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