



SUSTAINABLE
FORESTRY
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THE SFI 2015–2019 CHAIN-OF-CUSTODY STANDARD

DELIVERING A RELIABLE AND CREDIBLE MECHANISM TO PROVIDE ASSURANCE TO CUSTOMERS

The SFI 2015-2019 Chain-of-Custody Standard is an accounting system that tracks certified forest fiber content through production and manufacturing to the end product. It applies to the supply chains of more than 740 organizations, representing more than 2000 sites, in 45 U.S. states, seven Canadian provinces, and 23 countries.

The SFI 2015-2019 Chain-of-Custody Standard applies to any organization that sources, processes, manufactures, handles, trades, converts or prints forest-based products. Companies can make claims about how much of their product comes from certified lands, certified sourcing and/or recycled content. SFI-labeled products must avoid fiber from controversial sources — such as illegal logging and fiber sourced from areas without effective social laws.

WHAT ARE THE BENEFITS OF SFI CHAIN-OF-CUSTODY CERTIFICATION?

SFI chain-of-custody certification helps companies address the growing demand from governments, customers, and consumers for forest products from responsible sources.

Consumers in growing numbers want assurance that their buying decisions represent a sound environmental choice. They are asking for proof that wood, paper and packaging products are made with raw materials from certified forest content or certified sourcing. The SFI 2015-2019 Chain-of-Custody Standard and associated labels, implemented together with certification to the SFI 2015-2019 Forest Management and Fiber Sourcing Standards and the SFI Rules For Use of On-Product Labels and Off-Product Marks, delivers a reliable and credible mechanism so businesses can provide this assurance to customers.

Program Participants practice responsible forestry on the lands they manage and, once they are successfully audited by an independent, accredited SFI chain-of-custody certification body, they can make claims about SFI forest management certification and access SFI-certified content labels.





Companies can make claims about how much of their product comes from certified lands, how much contains recycled content, and how much is responsibly sourced fiber through the unique SFI fiber sourcing certification.

These claims can be made based on either the physical separation or percentage-based methods of tracking SFI certified forest content and SFI certified sourcing.

The SFI program addresses the fact that only 10 percent of the world's forests are certified through procurement requirements in the SFI 2015-2019 Fiber Sourcing Standard. The SFI Fiber Sourcing Standard distinguishes SFI from all other forest certification programs in that it sets mandatory practice requirements for the responsible procurement of all fiber sourced directly from the forest, whether the forest is certified or not. It requires that Program Participants establish adequate measures to ensure all the fiber they source is from legal and responsible sources, regardless of whether it is from certified or uncertified forests. The SFI program meets guidelines on environmental claims in product advertising and communication issued by the U.S. Federal Trade Commission and guidelines on environmental labeling and advertising issued by the Competition Bureau of Canada.

Studies have shown that consumers appreciate the value of forest certification in helping them identify wood and paper products from legal, responsible sources. In a 2014 study for the Programme for the Endorsement of Forest Certification (PEFC) by the European research firm GfK, almost 70% of 1,000 U.S. consumers said they would prefer companies that source wood-based products responsibly to use a forest certification label to inform consumers.

The fact that the SFI program can deliver a steady supply of fiber from well-managed forests is especially important at a time when there is increasing demand for green building and responsible paper purchasing.

WHO IS ELIGIBLE FOR SFI CERTIFICATION?

Any company that processes or trades SFI-certified forest products, including manufacturers of forest products, paper merchants, converters, wood dealers, wood yards, wholesalers, brokers and printers, can seek SFI chain-of-custody certification. They must have processes such as inventory control, employee training, reporting and invoicing so they can track raw materials from certified forests, certified sourcing and, when it applies, recycled content, through production and manufacturing to the end product.

ON-PRODUCT CHAIN-OF-CUSTODY LABELS

The SFI program has on-product labels to help buyers and consumer interact with the forestry supply chain by supporting responsible forestry by choosing products with the SFI label.

The SFI Certified Chain-of-Custody labels communicate the use of fiber from certified forests or certified sourcing or recycled content. These products do not contain controversial sources and the content is calculated using one of three optional approaches for chain of custody: physical separation, average percentage and the volume credit method.



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 more than a set of standards — we are a community that stands for future forests. SFI works at the intersection of sustainable forestry, thriving communities and responsible procurement.

LEARN MORE: sfi-program.org/sfi-standard or contact SFI Inc. at (202) 596-3450

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 part of our everyday lives. Growing this future will require a broad range of partnerships and expertise. SFI brings landowners and brand owners from across the supply chain together with communities, government agencies, conservation groups and other key interests to advance understanding and ensure a better future for all of us.