



**SUSTAINABLE FORESTRY INITIATIVE**  
SFI-00001

# SFI FOREST PARTNERS: WEST VIRGINIA



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

The Sustainable Forestry Initiative (SFI) improves quality of life in West Virginia 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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“ We believe it is good business to be third-party certified to a credible standard. Third-party certification is an investment in maintaining our social license to grow, manage, and harvest forests in a manner that meets client objectives.”

### CRAIG BLAIR

CEO, Resource Management Service, LLC

## 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.

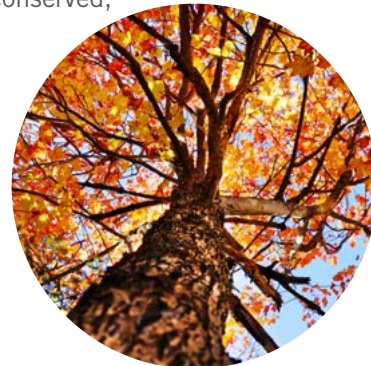
**CONNECTING MARKETS** to landowners and mill operators through certification.

### WANT TO KNOW MORE?

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## WEST VIRGINIA

Wood and wood products touch every person's life throughout West Virginia, making life convenient, safe and more comfortable. Forestry also encourages the development of a solid economic base for West Virginia. It provides jobs in every West Virginia county, supporting communities and improving lives while protecting the natural resources people need. Forestry and tourism in West Virginia exist side-by-side. Having acres of forestland that are conserved, and well-managed allows people to enjoy hunting, fishing and hiking. And while nearly a million acres of timberland are certified to either the Sustainable Forestry Initiative or American Tree Farm System® Standards, opportunities exist to expand certification of additional timberlands. Certification serves as the proof-point of responsible forestry and strengthens West Virginia's position as a preferred supplier of forest-based goods and services.



“ In West Virginia we grow and produce a lot of wood, and our forests provide a wealth of benefits to us all, like wildlife habitat, recreation, clean water and air, as well as jobs. Forests hold great importance in our state. Third-party forest certification can be a valuable tool to help landowners and the forest product industry demonstrate proof of responsible forestry and wood procurement practices to world markets, which are essential to West Virginia. Certification can provide just the edge needed to compete effectively in today's global markets. Our forests and all the values they provide have a bright future, and I personally look forward to the continued success of forest certification.”

### RANDY DYE

Director/State Forester, West Virginia Division of Forestry

[www.sfiprogram.org/markets/forest-partners/](http://www.sfiprogram.org/markets/forest-partners/)