

# SFI IN BRIEF

Recent highlights from SFI



There are over  
**300 Million Acres**  
of forests certified to SFI



More than 300 million acres are certified to the SFI Standard

## Trusted Sustainability Labeling and Certification Programs Empower Buying Decisions

In a [Packaging World Magazine article](#), Anne Marie Mohan, Editor, Greener Package, says that a growing number of consumers want to make purchases that are good for their own health and the health of the environment. She says this makes it critical that companies adopt rigorous and reputable labeling systems to build consumer awareness, understanding, and trust. Using the SFI label as an example, Mohan says that awareness and trust in environmental labeling continues to grow. The article is based on a recent op-ed by Steve French, Managing Partner of National Marketing Institute that notes that over 40% of Americans say a seal or mark indicating an "environmentally friendly product" increases the likelihood they'll buy the product.

## SFI Names New Chief Education Officer Melina Bellows to Lead Environmental Education and Expand Project Learning Tree

As a member of SFI's senior leadership team, Bellows' responsibilities include leading and growing Project Learning Tree and overseeing the overall strategy and implementation of initiatives under SFI's education pillar. Prior to joining SFI, Bellows worked at National Geographic for 17 years, where she created and launched the award-winning National Geographic Kids brand and served as Chief Education Officer overseeing all of the children's businesses. Bellows is also a best-selling author and an award-winning freelance writer and blogger. ([media release](#))



## Project Learning Tree Receives \$300,000 Pledge from International Paper

We are excited to announce that International Paper has committed to a three-year partnership with PLT. International Paper will invest \$300,000 over three years to support the development of new educational materials focused on STEM - science, technology, engineering and math - and green jobs. This work will begin with enhancements to PLT's Environmental Experiences for Early Childhood, as well as the revision of the PreK-8 Activity Guide.

## New Manager of Indigenous and Youth Relations Joins SFI

We are pleased to welcome Paul Robitaille to SFI. We believe his perspectives and experience will help support our commitment to promoting progressive Indigenous relations and focus on partnerships and initiatives that promote trust, conservation, community engagement and education. Paul grew up connected to the forest and the land. He has a Master of Science in Forestry, Bachelor of Science, and a Forest Ecosystem Management Technician Diploma. He also serves as the Chair of the Métis Nation Youth Council and has extensive experience in policy and Indigenous relations within the natural resources sector. Paul wrote a blog, [A Living Connection to our Past, Present and Future](#), to introduce himself to the SFI network. Please have a look and seek him out for opportunities to engage.



## How Sustainable Forestry Can Help the Legacy of African American Landowners

In recognition of African American History Month, it is important to highlight a lesser known part of history - the legacy of forest ownership among the black community. Following the Civil War, many African American families took to the land to seek their future, but due to lack of legal resources, many landowners never prepared a will naming their children as heirs. As these properties were passed down through the generations, the land lacked clear title of ownership, which limited management and economic opportunities. A recent [story on TreeHugger](#) highlights how we have partnered with several leading organizations on three projects to help reverse this trend by providing sustainable forestry education, access to timber market opportunities, and legal support.

## Connecting kids to nature: Latest free activity downloads from Project Learning Tree

[Free activity downloads](#) are featured in the latest TreeHugger story on PLT. The activities include smart phone apps and free i-Tree online tools developed by the U.S. Forest Service and its partners. The downloads are part of a suite of more than [40 family learning activities](#). Check out the latest:



- [Name That Tree](#)
- [What's the Value of That Tree?](#)
- [What Tree Should I Plant?](#)
- [Reduce Your Utility Costs](#)

## SFI and AFF Form Partnership to Grow Family Lands Certification

SFI and the American Forest Foundation are pleased to announce a new partnership to grow the amount of family forestlands and other small land holdings that are certified. This partnership represents an innovative new approach, through a Small Lands Group Certification Module, to grow certification and sustainability - to include American Tree Farm certification in the US, and certification to SFI in Canada. ([media release](#))

## 2019 Conservation Impact Sounding Board and Forest Climate Learning Lab - Time to RSVP

Please plan to be in Washington, D.C. April 9-11, 2019 for SFI's Conservation Impact Sounding Board and a Forest Climate Learning Lab, which will be co-hosted with American Forests. The Sounding Board workshop will begin at 9 a.m. on Tuesday, April 9, to be followed by a networking reception at SFI's D.C. office. The workshop will run until noon on April 10, and be followed by the Forest Climate Learning Lab until noon on April 11. The Sounding Board will explore SFI's ongoing projects to build understanding of the conservation attributes of managed forests relative to water, climate change and biodiversity, and will also explore communications and messaging. The Sounding Board helps ensure "Conservation Impact" results that are founded in credible science, but which also resonate with key audiences. American Forests developed the Learning Lab model to lead participants through inquiries where they apply scientific information, technical tools, and the expertise of "faculty" to develop their own unique actions on forests and climate change. Both workshops feature an interactive format. To RSVP or learn more please [find the event invitation and draft agendas here](#), or contact Rocco Saracina: [Rocco.Saracina@sfi-program.org](mailto:Rocco.Saracina@sfi-program.org), 202-596-3459.

**YOU'RE INVITED**  SUSTAINABLE FORESTRY INITIATIVE

**2019 SFI'S CONSERVATION IMPACT SOUNDING BOARD WORKSHOP**

April 9<sup>th</sup> & April 10<sup>th</sup>  
9:00AM - 5:00PM & 9:00AM - 12:00PM

WORKSHOP LOCATION:  
Mayer Brown,  
1999 K St NW, Washington, DC 20006

**2019 SFI'S CONSERVATION IMPACT SOUNDING BOARD RECEPTION** April 9<sup>th</sup>: 6:00PM - 8:00PM

RECEPTION LOCATION: SFI OFFICES  
2121 K Street, NW, Suite 750  
Washington, DC 20037

**FOREST CLIMATE LEARNING LAB: ENHANCING CARBON THROUGH FOREST PRACTICES**

April 10<sup>th</sup> & April 11<sup>th</sup>  
12:00PM - 5:00PM & 9:00AM - 12:00PM

WORKSHOP LOCATION:  
Mayer Brown,  
1999 K St NW, Washington, DC 20006

 AMERICAN FORESTS

RSVP BY MAR 18<sup>TH</sup>  
[rocco.saracina@sfi-program.org](mailto:rocco.saracina@sfi-program.org) or 202-596-3459

## Save the Date for the SFI Annual Conference

[Mark your calendars](#) now for the 2019 SFI Annual Conference, **October 21-25, 2019**, in Richmond, VA. Conference attendees include CEOs of multinational companies, conservationists, community representatives, Indigenous leaders, forest managers, university faculty and students, government officials, and more. Join attendees from across North America and beyond to explore SFI's work on standards, conservation, education, and community engagement. Registration will open soon, learn more at [sficonference.org](http://sficonference.org).

**SAVE THE DATE**  
**VIRGINIA**

**2019 SFI ANNUAL CONFERENCE**  
OCTOBER 21-25, 2019 RICHMOND MARRIOTT, VIRGINIA

 SUSTAINABLE FORESTRY INITIATIVE  
[sficonference.org](http://sficonference.org)



## Networking with SFI and PLT

SFI and PLT staff and board members attend and make presentations at a wide variety of events around the world. Here's where we're going in coming weeks. Seek us out and connect!

- National Wild Turkey Federation Conservation Conference, Nashville, Feb. 13-17
- Women for Nature, Ottawa, Feb. 25
- GreenBiz, Phoenix, Feb. 26-28
- American Tree Farm System National Conference, Louisville, Feb. 26-28
- Forward Summit, Calgary, Feb. 26-28
- Ontario Forest Industries Association, Toronto, Feb. 27
- Forest New Brunswick Annual General Meeting, Fredericton, March 13-14
- Mass Timber Conference, Portland, March 19-21
- Green Schools Conference & Expo, St. Paul, April 8-10