The Sustainable Forestry Initiative® Inc. is an independent, non-profit organization dedicated to promoting sustainable forest management. SFI® works at the intersection of sustainable forestry, thriving communities and responsible procurement.

SFI is a solutions-oriented sustainability organization. We collaborate on forest-based conservation and community initiatives that demonstrate and enhance our shared quality of life. And we provide supply chain assurances for brand owners and consumers around the world through standards, data and authentic stories about the life-sustaining value of managed forests.

SFI exemplifies the impact of responsible forestry globally. Our efforts help people, organizations and companies make informed choices when it comes to sustainably sourced forest products and the management of forest resources to ensure a healthy tomorrow.

More than 285 million acres/115 million hectares of forestland is certified to the SFI Forest Management Standard. These lands, stretching from Canada’s boreal forest to the U.S. South, are owned and managed by the public and private sectors, conservation groups, Indigenous peoples and academic institutions. Collectively, these lands have the scale to work as a living research lab for forest conservation and responsible management.

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.
STATS AND FACTS

THE SFI FOREST MANAGEMENT STANDARD

SFI has consistently gained more certified forest area than any other forest management standard in North America since 2000 and more than doubled since 2005.

The Largest Single Certification Standard In The World

285 MILLION ACRES certified to the SFI Forest Management Standard and more influenced through SFI Fiber Sourcing

115 MILLION HECTARES

THE SFI FIBER SOURCING STANDARD

The SFI Fiber Sourcing Standard is designed for manufacturers that don’t own forestland, but source directly from the forest. It is purposefully designed to influence millions of additional landowners through promotion, education and outreach addressing such issues as biodiversity, use of trained logging and resource professionals, prompt reforestation and protection of water quality through best management practices.

362 MILLION CUBIC METERS

405 MILLION GREEN TONS

= 2.6 MILLION AVERAGE-SIZED HOMES

are procured under the SFI Fiber Sourcing Standard in Canada and the U.S.
MARKET RELEVANCE

SFI is low risk
Less than 2% of supply procured by SFI Program Participants in U.S. and Canada comes from offshore

Top reasons why companies choose to become certified:
- MEET CUSTOMER SUSTAINABILITY OBJECTIVES
- MEET OUR OWN SUSTAINABILITY OBJECTIVES
- SUPPORT RESPONSIBLE FOREST MANAGEMENT

RECOGNIZE THE SFI LOGO
according to a 2016 Natural Marketing Institute survey

36% OF 80,000 U.S. CONSUMERS SURVEYED

TOP THREE REASONS PROGRAM PARTICIPANTS USE THE SFI LOGO:
1. PROOF POINT OF RESPONSIBLE SOURCING
2. PROUD TO BE AFFILIATED WITH SFI
3. DEMONSTRATES CORPORATE SOCIAL RESPONSIBILITY

80%+ REPORTED STEADY OR INCREASED DEMAND
for certified products over the last 12 months
(67% towel & tissue
49% packaging
26% printing & writing sector
22% bioenergy
16% wood products
Increased demand by sector)

65% SAW INCREASED DEMAND FOR SFI CHAIN OF CUSTODY
25% SAW INCREASED DEMAND FOR SFI CERTIFIED SOURCING
SFI's international recognition is increased by the endorsement of the Programme for the Endorsement of Forest Certification (PEFC). PEFC has also endorsed ATFS and CSA standards. In turn, SFI recognizes both ATFS and CSA certified content in its supply chain.
DIVERSITY

FORESTRY ASSOCIATION
CONSULTANT
LOGGER
FAMILY FOREST OWNER
CONSERVATION ORGANIZATIONS
UNIVERSITY/FORESTRY EXTENSION
GOVERNMENT AGENCY
OTHER LOCAL FOREST PRODUCT SECTOR COMPANY
OTHER

Diversity of SFI Implementation Committees

Diversity of Users of the SFI Standard

Distribution of Market Survey Respondents

24% PRINTING & WRITING SECTOR
22% PACKAGING & PAPERBOARD CONVERTER
22% WOOD PRODUCTS
10% LAND ONLY
7% OTHER
7% PULP
3% BIOENERGY
2% TOWEL & TISSUE
Since 1995, SFI Program Participants have directly invested nearly $1.6 billion in forest research. In 2016, more than 70% of these investments were allocated to conservation-related objectives.

DISTRIBUTION OF SFI PROGRAM PARTICIPANT RESEARCH DOLLARS IN 2016

- Forest Health and Productivity - 46%
- Landscape/Ecosystem Management and Biodiversity - 10%
- Wildlife and Fish - 10%
- Forest Operations Efficiencies and Economics - 7%
- Water Quality - 7%
- All Other Research Areas - 20%

Other research areas include: Air quality • Bioenergy research • NCASI • Sustainable management education • Recreation • Bioenergy research • Market expansion • Cultural and archaeological assessments.

No other forestry standard has a research requirement.

$1.6 Billion

$59 Million in forest research in 2016

More than 70% of research funding is linked to conservation-related objectives.
Since 2010, SFI has awarded 100+ SFI Conservation and Community Partnerships Grants, totaling more than $3.4 million, to foster conservation and community-building projects. When leveraged with project partner contributions, the total investment exceeds $13.2 million.

Projects on the ground: In 2016, SFI Program Participants engaged with over 500 organizations in multiple sectors including research, conservation, government, academic, community and other sectors.
34 Provincial, state and regional SFI Implementation Committees

This unique grassroots network of close to 1,000 people includes private landowners, independent loggers, forestry professionals, Indigenous people, local government agencies, academics, scientists and conservationists.

$3.1 MILLION
INVESTED BY SFI IMPLEMENTATION COMMITTEES IN LOCAL COMMUNITIES IN 2016
to support training of resource and harvesting professionals, outreach to family forest-owners and environmental education.

Since 2007, total investment now exceeds $29.5 million

IN 2016, 96% OF ALL FIBER SUPPLIED TO SFI PP MILLS DELIVERED BY TRAINED HARVESTING PROFESSIONALS

34% 1995
96% 2016

10,812 RESOURCE AND HARVESTING PROFESSIONALS

participated in training in 2016, to ensure understanding of water quality, biodiversity and other sustainable forest practice requirements (cumulative total since 1995: 181,319*).

*This total may include individuals who have completed training programs more than once. Data provided by Forest Resources Association
CONNECTING PEOPLE TO THE OUTDOORS

Every year millions of hunters and anglers, hikers, birdwatchers, campers and other outdoor enthusiasts enjoy nearly 285 million acres of forestlands that are certified to the SFI Standard — that’s bigger than Texas and California combined.

<table>
<thead>
<tr>
<th>HIKING</th>
<th>HUNTING</th>
<th>BIRDWATCHING</th>
<th>BACKPACKING</th>
<th>CROSS-COUNTRY SKIING</th>
<th>CAMPING</th>
<th>CYCLING</th>
<th>SNOWMOBILING</th>
<th>HORSEBACK RIDING</th>
<th>AND MORE!</th>
</tr>
</thead>
</table>

98% OF 285 MILLION ACRES
115 MILLION HECTARES

IS AVAILABLE TO THE PUBLIC FOR

OUTDOOR RECREATION

INDIGENOUS GROUPS

ACROSS NORTH AMERICA USE THE SFI STANDARD TO MANAGE

27 INDIGENOUS COMMUNITIES

5.1 MILLION ACRES
2.0 MILLION HECTARES OF FORESTLANDS
“One of the things that inspires me the most about my role at SFI is the opportunity to collaborate with a diverse community focused on building a sustainable future for people and the forests we all depend on. We can do so much together — whether it relates to my passion for affordable housing using certified forest products or leading edge approaches to conservation, the SFI community is making it happen.”

Mark Rodgers
CHAIR OF THE SFI BOARD OF DIRECTORS
PRESIDENT AND CEO, HABITAT FOR HUMANITY CANADA
SFI® Inc. is governed by the 18-member 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 Board members include executive-level representatives of conservation organizations, academic institutions, aboriginal/tribal entities, family forest owners, public officials, unions and the forest products industry. This diversity reflects the variety of interests in the forestry community.

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

Mark Rodgers, PhD, CEC, RODP (SFI Chair)
President and CEO, Habitat for Humanity Canada

Bettina Ring (Secretary/Treasurer)
State Forester, Virginia Department of Forestry

Steve Bullard, PhD
Dean, Arthur Temple College of Forestry and Agriculture, Stephen F. Austin State University

Dr. Skeet (A.G.) Burris
Family forest landowner

Bob Matters
Chair, United Steelworkers Union of Canada Wood Council

Charles Tattersall (Tat) Smith Jr., PhD
Former Dean and Professor, Faculty of Forestry, University of Toronto

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

Craig Armstrong
President and CEO, Millar Western Forest Products Ltd.

Craig Blair
President and CEO, Resource Management Service LLC

Daniel P. Christensen
Chairman of Hancock Natural Resource Group Board of Directors

Guy Gleysteen
Senior Vice President, Time Inc.

Jim Hannan
CEO and President, Georgia-Pacific

Chief David Walkem
Chief, Cook’s Ferry Indian Band, Merritt, British Columbia, and President, Stuwix Resources Joint Venture

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

Robert Abernethy
President, Longleaf Alliance

Karla Guyn, PhD
CEO, Ducks Unlimited Canada

John M. Hagan III, PhD
President, Manomet

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

Gail Wallin
Co-Chair, Canadian Council on Invasive Species Executive Director, Invasive Species Council of British Columbia

As at April 2017