SFI’S ROLE IN THE SUSTAINABILITY SUPPLY CHAIN
Who We Are

The Sustainable Forestry Initiative® Inc. is a sustainability leader that stands for future forests. We believe forests are the answer to helping address many of the local, national and global challenges we face. SFI’s contribution to addressing these challenges is seen every day in the work we do to provide supply chain assurances, deliver conservation leadership, and support education and community engagement.

SFI Inc. is governed by an independent three-chamber board of directors representing environmental, social, and economic sectors equally. Board members are leaders in their field and many are C-suite level executives.

SFI Program Participants harvest less than 2% of their forests every year and plant more than 2 million trees every day.

Doing What’s Best for Forests

Supporting forest certification programs is one of the best things you can do for forests. And choosing SFI shows you care in so many ways. SFI’s commitment to forests is exemplified not only by our standards, but in the work we do that benefits conservation, communities and education. We are the only certification program that takes such a holistic approach to the dynamic values of our forests.

An inclusive approach to forest certification helps forests

At SFI we support an inclusive approach to forest certification. A specific focus on one certification, to the exclusion of others, can lead to confusion in the marketplace. Preferences may actually lead to lower rates of certification and therefore are detrimental to a shared goal of sustainable forest management.

Increasingly, large consortiums are staying away from single-certification preferences and instead asking for and recognizing an inclusive approach to forest certification that recognizes all certification standards. SFI is recognized by market leaders and government organizations.
WHY CHOOSE SFI?

**SCALE:** Over 300 million acres (120 million hectares) in the U.S. and Canada are certified to the SFI Forest Management Standard. Tens of millions more are impacted by Fiber Sourcing – a proactive approach that rewards good forestry practices on non-certified lands.

**LOW RISK:** SFI’s standards are specific to the U.S. and Canada where forests are considered low risk for deforestation and activities like illegal logging. This means that our work, and the companies that support it, can focus on elevating the many benefits that come from forests.

**RESEARCH:** The SFI standards require forest research making forests certified to SFI a living laboratory for conservation related research.

Since 1995, SFI Program Participants have directly invested nearly $1.6 billion in forest research. In 2017, more than 75% of these investments were allocated to conservation-related objectives.

**TRAINING:** SFI has 34 grassroots Implementation Committees made up of diverse stakeholders that support local communities and provide support and training of resource and harvesting professionals.

**RECOGNITION:** SFI standards and on-product labels help consumers make responsible purchasing decisions.
THREE CERTIFICATION STANDARDS

The SFI Forest Management Standard is the largest single certification standard in the world. Among its requirements are measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value.

The SFI Fiber Sourcing Standard is designed for manufacturers that don’t own forestland. It distinguishes SFI from all other forest certification programs in that it governs how SFI Program Participants procure fiber from non-certified forestland.

The SFI Chain-of-Custody Standard is an accounting system that tracks forest fiber content through production and manufacturing to the end product. This standard also has measures to avoid controversial sources in the supply chain.

IF YOU CARE ABOUT CONSUMER RECOGNITION, CHOOSE SFI

The SFI on-product label gets more popular every year. Based on the Natural Marketing Institute’s consumer research, in 2017, 41% of 80,000 U.S. consumers recognized the SFI logo. More than any other forest certification logo tested. This has grown from 35% in 2015. In addition, of those consumers that recognize the SFI logo, over 35% consider it trustworthy, up from 31% in 2016.

PROVIDING SUPPLY CHAIN ASSURANCES

SFI is the leader in providing supply chain assurances. There are more than 300 million acres (120 million hectares) of forestland in the U.S. and Canada certified to the SFI Forest Management Standard. And we are still growing.

INCREASING THE SOURCE OF CERTIFIED SUPPLY

The SFI Forest Partners® Program, which is composed of National Geographic, Meredith, Macmillan Publishers, Pearson, Hearst Enterprises and Boy Scouts of America, is investing in the future of our forests by making multi-year commitments to increase certification throughout the forest supply chain. The program recently saw the launch of two innovative solutions — the SFI Small Lands Group Certification Module and the SFI Small Scale Forest Management Module for Indigenous Peoples, Families and Communities.
DO YOU WANT TO REDUCE RISK?

Credible forest certification programs like SFI are an important element of deforestation policies since fiber certified to SFI disallows the inclusion of wood sourced from areas being converted from forests to other land uses. In addition, 98% of all fiber SFI Program Participants procure comes from the U.S., and Canada, where there is virtually no deforestation.

SUSTAINABLE FORESTS HELP ADDRESS THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

The impact of sustainable forests can be seen across all 17 of the SDGs. In particular, SDG 15 (Life on Land) aims to “protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.” The sub-indicators for Goal 15 mention sustainable forest management and that forest certification should be promoted to enhance achievement of this goal.

EXPAND YOUR GLOBAL REACH

Forests certified to SFI represent 25% of all the certified forests in the world. In addition, products certified to SFI are sold in nearly 140 countries.

DELIVERING CONSERVATION LEADERSHIP

Our conservation efforts begin with our SFI Program Participants’ 2017 investment of almost $60 million in research — a mandatory requirement of our standard. We have awarded over 100 SFI Conservation and Community Partnership Grants since 2010, totaling over $14 million in leveraged funds. Many of these projects focus on key at-risk species like woodland caribou.

The SFI Conservation Impact Project

The SFI Conservation Impact Project aims to quantify the conservation benefits of SFI’s work, and the connection between well-managed forests, sustainable supply chains and important conservation outcomes. SFI is focusing on quantifying the impact of our footprint in three key areas where well-managed forests play a central role: carbon sequestration, water quality and biodiversity.

For guidance on this work, SFI has convened the SFI Conservation Impact Sounding Board — a diverse group of scientists, drawn from academia, public agencies, the non-profit conservation community, SFI Program Participants and SFI’s leadership.
SFI IMPLEMENTATION COMMITTEES ARE AT THE HEART OF THE SFI COMMUNITY

This unique grassroots network of 34 SFI Implementation Committees is made up of close to 1,000 people. It includes private landowners, independent loggers, forestry professionals, Indigenous people, local government agencies, academics, scientists and conservationists.

Since 1995, these SFI Implementation Committees have invested over $70 million to support training of resource and harvesting professionals, outreach to family forest owners and environmental education.

SUPPORTING EDUCATION AND COMMUNITY ENGAGEMENT

Raising the next generation of forest leaders

Project Learning Tree (PLT) became an SFI initiative in 2017. PLT is an award-winning environmental education initiative that has reached over 135 million students in its four-decade history. It helps educators integrate environmental education into lesson plans and use the outdoors to engage students in learning about the world around them.

53% of PLT’s lessons take students outdoors

ENGAGING WITH INDIGENOUS COMMUNITIES

SFI supports Indigenous Peoples’ interests in multiple ways including in elements of our standard, our grants program and through direct engagement. SFI also partners with the Canadian Council for Aboriginal Business and Habitat for Humanity Canada’s Indigenous Housing Program. SFI grants have supported Indigenous values in the U.S. Southwest, Canada’s boreal forest, the U.S. Northeast and the Pacific Northwest.

ACROSS NORTH AMERICA USE THE SFI STANDARD TO MANAGE

10.5 MILLION ACRES
4.2 MILLION HECTARES
OF FORESTLANDS

CONTACT US

sfiprogram.org  |  info@sfiprogram.org

Canada
1306 Wellington Street W, Suite 400
Ottawa, ON K1Y 3B2
Phone: 613-747-2454

United States
2121 K Street NW, Suite 750
Washington, DC 20037
Phone: 202-596-3450

Follow us on  

Phone: $70 million invested since 1995