

WHY CHOOSE SFI?



The Sustainable Forestry Initiative is an independent, non-profit sustainability leader that stands for future forests.

WHAT WE DO

SFI provides supply chain assurances, produces conservation outcomes, and supports education and community engagement. We work with the forest sector, brand owners, conservation groups, resource professionals, landowners, educators, local communities, Indigenous peoples, governments, and universities. SFI standards and on-product labels help consumers make responsible purchasing decisions.

WHAT SETS US APART

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.

SFI accounts for almost

25%
of global certified forests



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.

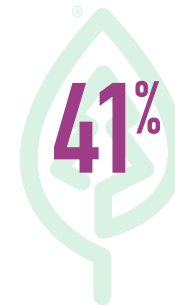
\$1.6 BILLION

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.

94% OF THE FIBER DELIVERED TO SFI PROGRAM PARTICIPANT MILLS IS DELIVERED BY **TRAINED HARVESTING PROFESSIONALS**

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



OF 80,000 U.S. CONSUMERS

RECOGNIZE THE SFI LOGO

according to a 2017 Natural Marketing Institute survey