WE BELIEVE FORESTS ARE THE ANSWER TO MANY OF OUR LOCAL, NATIONAL AND GLOBAL CHALLENGES

Well-managed and certified forests and forest products that are responsibly sourced are the answer to societal needs that are focused on:

CLEAN WATER
CLEAN AIR
RECREATIONAL OPPORTUNITIES
WILDLIFE
GREEN JOBS
QUALITY PRODUCTS FROM A RENEWABLE RESOURCE
SFI is dedicated to the future of our forests.
STANDARDS

To advance sustainable forestry and responsible purchasing globally through certification standards and certified products.
SFI STANDARDS

A PROOF POINT FOR ENVIRONMENTAL STEWARDSHIP AND SUSTAINABLE FORESTRY

SFI Forest Management Standard
SFI Fiber Sourcing Standard
SFI Chain of Custody Standard

STANDARD REVISION KICKING OFF OCTOBER 2019
FOREST CERTIFICATION IN THE U.S. AND CANADA

BY CERTIFICATION STANDARD: 2000 – 2019

370 MILLION ACRES / 150 MILLION HECTARES
SFI STANDARDS HIGHLIGHTS

NEW CERTIFICATE HOLDERS
YEAR TO DATE

35 SFI Chain of Custody certificate holders
11 SFI Fiber Sourcing and Certified Sourcing certificate holders
6 SFI Forest Management certificate holders

NEW CERTIFICATION BODIES IN 2019

2

CERTIFIED FOREST AREA INCREASE
YEAR TO DATE

62 MILLION ACRES / 25 MILLION HECTARES

ST. GEORGE TIMBERLANDS HOLDINGS, INC.
CELEBRATING 2.2 MILLION ACRES TO SFI FOREST MANAGEMENT STANDARD

OCTOBER 18, 2019

Pennsylvania Department of Conservation and Natural Resources

Prime example of public-private effort that promotes sustainable forestry across the region.

SFI FOREST PARTNERS® PROGRAM

Original Partners

Time Inc.

National Geographic

Macmillan

Pearson
STATE AGENCIES CERTIFIED TO SFI

STATE FORESTERS 2019
SHARED STEWARDSHIP, SHARED OUTCOMES

30%+
OF U.S. ACRES CERTIFIED TO THE SFI FOREST MANAGEMENT STANDARD ARE PUBLICLY OWNED.

Certified to SFI
In Process of Certifying
In Discussions
Cities are really working to address population growth and urban expansion.

Annie Perkins
Senior Director, Strategic Partnerships
Sustainable Forestry Initiative
SFI ON-PRODUCT LABELS

Are recognized globally and provide a visual cue to help customers source products from responsibly managed forests.

**CHAIN OF CUSTODY**

**FIBER SOURCING**

Sustainable Forestry Initiative

Certified Chain of Custody
At Least X% Certified Forest Content

www.sfiprogram.org
SFI-XXXX

Sustainable Forestry Initiative

Certified Chain of Custody
X% Certified Forest Content, X% Certified Sourcing, and X% Recycled Content

www.sfiprogram.org
SFI-XXXX

Sustainable Forestry Initiative

Certified Chain of Custody
Promoting Sustainable Forestry

www.sfiprogram.org
SFI-XXXX

Sustainable Forestry Initiative

Certified Chain of Custody
Promoting Sustainable Forestry and Recycled Content

www.sfiprogram.org
SFI-XXXX
TRAINED HARVESTERS

192,384*

RESOURCE AND HARVESTING PROFESSIONALS

have participated in training since 1995, to ensure understanding of water quality, biodiversity and other sustainable forest practice requirements

IN 2017, 94% OF ALL FIBER SUPPLIED TO SFI PROGRAM PARTICIPANTS’ MILLS WAS DELIVERED BY TRAINED HARVESTING PROFESSIONALS

1995 34%  →  2017 94%
SFI is an excellent choice for any green building project. Using wood products from responsibly managed forests is key to any green building project.
This new path to LEED credit recognizes the contributions forest certification standards have made in establishing the infrastructure to verify responsible sourcing.”

Rick Fedrizzi
Former CEO of the U.S. Green Building Council
To advance credible and effective solutions to environmental challenges through the SFI standards and leadership initiatives.
WELL MANAGED FORESTS

PURIFY OUR WATER

STORE CARBON

AND PROVIDE HEALTHY HABITAT FOR MULTIPLE SPECIES
CONSERVATION IMPACT SOUNDING BOARD WORKSHOP

APRIL 2019 KEY PARTICIPANTS INCLUDED

THE CONSERVATION FUND

Canada
Natural Resources Canada
Canadian Forest Service

THE TRUST FOR PUBLIC LAND

The Nature Conservancy

WWF

AMERICAN FORESTS

NatureServe

PEPSICO

NAFO
National Alliance of Forest Owners

IRVING

Weyerhaeuser

sappi

Highland

TIMBERLAND INVESTMENT RESOURCES

Hancock Natural Resource Group®

SUSTAINABLE FORESTRY INITIATIVE CONSERVATION
To advance collaborations between local communities and the SFI network to increase mutual understanding of the values and benefits provided by sustainably managed forests.
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 2017 to support training of resource and harvesting professionals, outreach to family forest-owners and environmental education.

Since 2007, total investment now exceeds $70 million
TRAINED HARVESTERS

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“...SFI (has) made important contributions to improved best management practices implementation through logger training, landowner outreach and water quality requirements.
SUPPORT FOR UNDERSERVED COMMUNITIES

Urban Youth
African American Landowners
Indigenous Housing
To advance environmental literacy, stewardship, and career pathways using trees and forests as windows on the world.
Joined SFI July 2017

Created in August 2017
TOP MARKS IN 2019 & 2020!

GRADES 3-5
ENERGY IN ECOSYSTEMS

GRADES 6-8
CARBON & CLIMATE
This April 2020, Green Jobs and other PLT Content will be featured in National Geographic Explorer Magazine, which has a circulation of 382,000, reaching over one million students.

Multiple countries and languages:
Poland (Polish), China (Mandarin), and Mexico (Spanish)