



# NORTH CAROLINA

## The future of the world's forests depends on the actions we take today.

Market leaders know their choice of wood, paper and packaging products has a direct impact on forests and communities at home and around the world – today and into the future. That's why so many companies and government agencies include forest certification in their environmental value statements and procurement policies.

The Sustainable Forestry Initiative® Inc. (SFI®) is committed to help brand owners meet their procurement objectives while supporting the growth of responsible forestry and certification throughout the supply chain.

### SFI Forest Partners® Program

In 2012, four market leaders –Time Inc., the National Geographic Society, Macmillan Publishers and Pearson – stepped forward and became SFI Founding Forest Partners, investing in the future of our forests by making five-year commitments to increase the source of certified forest products.

SFI Forest Partners are investing in the future of our forests. Their decision to work directly with the diverse SFI community, through the SFI Forest Partners Program, will help achieve the goal of bringing together forest landowners,

manufacturers, customers, conservation groups and government agencies across North America to ensure current and future generations can enjoy the many ecosystem services and forest products provided through responsible forestry.

The program will begin with state-based or regional projects in the Southern United States, and will expand across the United States.





North Carolina State Tree: Longleaf Pine

## North Carolina

North Carolina is a state rich in forest resources with almost 60 percent, or 18.3 million acres, of the state covered in forests.<sup>1</sup> Over a million acres are certified to the Sustainable Forestry Initiative Standard. At the heart of the SFI Program is the belief that responsible environmental policy and sound business practices go hand in hand. The management decisions landowners make regarding the care of their forests have long-term environmental and economic impacts on all North Carolinians' quality of life. Healthy forests provide the best wildlife habitat, clean air, clean water and the base for a host of recreation activities. Certification to SFI also extends to the market through SFI Chain of Custody and SFI Certified Sourcing. When consumers see the SFI label on paper, packaging, or lumber products, they can be confident they are buying wood or paper from responsibly managed forests and procurement practices. In 2013, SFI initiated a project in North Carolina through the SFI Forest Partners® Program to encourage more forest landowners and mill operators to certify to the SFI Standards.

### The SFI Forest Partners Program has three objectives:

Objective 1: Build on experiences of the Maine Pilot Project by continuing to find innovative approaches to group and coordinated certification for smaller and medium-sized mills and forest ownerships, seeking opportunities for collaboration, cost effectiveness and incentives for certification.

Objective 2: Facilitate the uptake of fiber from certified forestlands through the supply chain to buyers of forest products by increasing chain-of-custody certification of small and medium-sized mills, and to influence responsible forestry beyond those lands through fiber sourcing certification.

Objective 3: Grow the certified forestland base by five million acres by the end of 2014, beginning in the Southeast United States, and by 10 million acres by the end of 2017.

**We support the SFI Forest Partners® Program in North Carolina to encourage forest landowners and mill operators in our state to certify to the SFI standards. We promote compliance to Forestry Best Management Practices, education of forestland owners and others about sound forestry practices, and training of logging professionals in accordance with the SFI standards. Through this effort we will continue to demonstrate to the domestic and global marketplace that North Carolina is a leader in forest sustainability.”**

— NC SFI Implementation Committee,  
November 13, 2013

Want to know more? Contact:

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<http://www.sfiprogram.org/markets/forest-partners/>

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Ref: NCSU Extension Forestry - <http://www.ces.ncsu.edu/forestry/about/>



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*Good for you. Good for our forests.®*

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