

SFI IN BRIEF

A newsletter to keep you informed.

SFI Launches Conservation Impact Project and Convenes a Sounding Board of Conservation Experts

In early September, SFI launched the [SFI Conservation Impact Project](#). This project is a large-scale effort to quantify the conservation benefits associated with well-managed forests by developing metrics for climate change mitigation, water quality and biodiversity. The project was launched at the International Union for Conservation of Nature (IUCN) World Conservation Congress to reflect the importance SFI places on building networks with the world's leading conservationists. [SFI became a member of IUCN in April](#). See SFI's Chief Conservation Officer, Paul Trianosky's [presentation at the IUCN World Conservation Congress here](#).



Sierra Pacific Industries forest certified to the SFI Standard in California. Photo: Mark Lathrop

Following the launch, SFI convened researchers, conservationists, academics and government officials from across North America for the first full-scale meeting of the [SFI Conservation Impact Sounding Board](#) to provide guidance for the project. The thirty-seven participants, many of whom are the foremost experts in their field, serve voluntarily, and additional participants will be sought and added to ensure expertise on relevant issues.

SFI Recognized at PEFC General Assembly

Last week, [PEFC held its 21st Annual General Assembly](#) where SFI participated as a PEFC National Governing Body member. SFI is one of 46 national PEFC members around the globe.



Pictured (from left to right): Ben Gunneberg, CEO and Secretary General, PEFC; Sheam Satkuru-Granzella, Board Vice-Chair, PEFC; Kathy Abusow, President and CEO, SFI Inc.; Rachel Dierolf, PEFC US Governing Body Secretary, SFI Inc

PEFC recognized SFI at the PEFC General Assembly for an 8 million hectare/20 million acre increase in certified forest area this year. The Australian Forestry Standard (AFS) marked an increase of 16 million hectares/40 million acres. Germany was recognized for the most growth in PEFC CoC certificates over the past year.

PEFC also awarded SFI with a certificate of endorsement which allows SFI fiber to be accepted in markets where PEFC is a recognizable brand like parts of Europe and Asia.

Hancock's Billionth Tree Planting

SFI Program Participant [Hancock Timber Resource Group](#) celebrated the planting of its one billionth tree since the organization's founding in 1985. This significant milestone was celebrated with a group of conservation stakeholders including SFI at an event on November 1 in McCloud, California at the McCloud Forest, one of the longest held properties in the company's portfolio.



SFI and CCAB Present Progressive Aboriginal Relations Program Information Session

Mark your calendars for January 18, 2017 when SFI co-hosts a Progressive Aboriginal Relations (PAR) program information session with the Canadian Council for Aboriginal Business (CCAB) in Vancouver. This session will bring together Canadian companies committed to developing partnerships and opportunities with Aboriginal businesses and communities.



[Learn more and register here.](#)

Why Forests Matter

SFI presented at Nature Conservancy of Canada's "[Why Forests Matter](#)" speaker series held in Calgary, Montreal and Toronto and discussed the many benefits forests bring, the importance of responsible forest management and how SFI stands for future forests.



SFI Annual Conference Showcases a Diverse Community in Support of Future Forests

Close to 300 people attended the [2016 SFI Annual Conference](#) for three days of discussions, workshops, presentations and networking in Clearwater Beach, Florida, and brought life to the theme - *Linking Future Forests to Communities*. It was a great conference and many memories were made. [Click here to read some highlights](#). Missed a session or would like to revisit a speaker presentation? [You can view and download them here](#).



[Save the date:](#) SFI's 2017 Annual Conference is September 27 - 29 in Ottawa, Canada.

Kathy Abusow speaks at TEDx - Be a Forest Hugger

Looking for a way to talk to customers about the benefits of responsible forestry? Take less than 10 minutes to learn why responsible forestry does more than stop deforestation. Watch [Hugging The Forest, Rather than the Trees - How Responsible Forestry Does More than Stop Deforestation](#) on YouTube. It's a TEDx talk by Kathy Abusow, President and CEO of SFI.

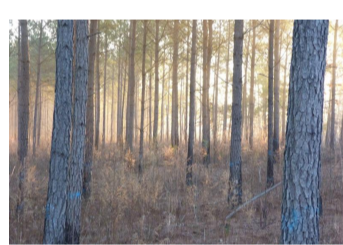


Use your social media networks to continue this conversation and get Kathy's message out there. Share on your own social networks, include it in your newsletters and give the video a thumbs up on YouTube if you like what you see.

Hugging the Forest, Rather than the Trees | Kathy Abusow | TEDxWilmington

Alabama Forest Conservationist of the Year

Jimmy Bullock, Senior Vice President, Forest Sustainability, at Resource Management Service, LLC and Chair of the SFI Resources Committee, was awarded the Alabama Wildlife Federation Governor's Conservation Achievement Award. This award, considered the most prestigious conservation honor in the state of Alabama, was awarded to Jimmy for his forest conservation achievements. Congratulations Jimmy!



SFI Visits Greening of Detroit

The Michigan's SFI Implementation Committee turned out for [Greening of Detroit's Citizen Forester Program](#) on an afternoon in late October. It was a day full of tree planting and community engagement, with plenty of discussion on the importance of sustainable forestry.



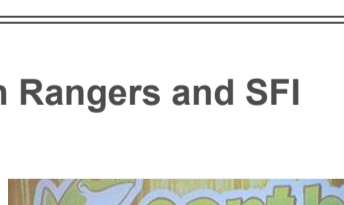
Habitat for Humanity Is 24-0 at Clemson Homecoming

For 24 years, the Clemson University community has come together to build a [Habitat for Humanity](#) home for a local family during the days leading up to the homecoming football game. This year's project was supported in part this year by SFI's Conservation and Community Partnerships Grant program in conjunction with the South Carolina SFI Implementation Committee. Wood was donated by Kapstone Paper and Packaging, Norbord provided subflooring and Huber contributed roof and wall sheathing - all of which are SFI Program Participants and committee members.

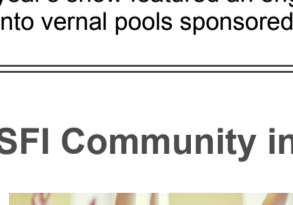


Nature Conservancy of Canada, Earth Rangers and SFI Educate on Amphibian Habitat

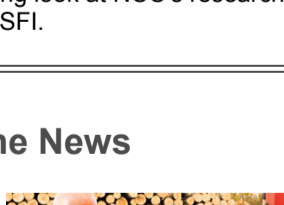
Through the power of live animal demonstrations, the Nature Conservancy of Canada (NCC) and the Earth Rangers' School [Assembly Program](#) helps students learn about the importance of protecting and conserving biodiversity in a hands-on way, while highlighting ongoing conservation initiatives across Canada. This year's show featured an engaging look at NCC's research into vernal pools sponsored by SFI.



SFI Community in the News



[10 Fun Things Students Can Learn About Forestry and the Environment](#)



[Sappi North America Is Working Towards Its Environmental Sustainability Goals](#)



[Crow Wing County Recognized for Excellent Forest Management](#)

Get Social with SFI

The SFI community is diverse and includes landowners, brandowners, conservation organizations, community groups, the public sector, universities, indigenous peoples and more.

As we continue to grow, we are excited to share not only SFI's stories but the SFI Community's news as well! Please take a few minutes to tweet and post your thoughts or send us your stories so we can share them for you:

- Follow us on [LinkedIn](#)
- Like us on [Facebook](#)
- Follow us on [Twitter](#)

We want to make sure you stay in the loop and are receiving our communications. To ensure our emails continue to reach your inbox, please add our email address to your Safe Senders List, Address Book or Contact List.

Stay Connected

