



# SFI® NEWSLETTER

..... SEPTEMBER 2011 .....

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### SEE YOU NEXT WEEK IN BURLINGTON, VERMONT!

The SFI program is putting the finishing touches on its annual conference, to be held Sept. 13 to 15 in Burlington Vermont. See page 3 for more information.

## USGBC: One Step Forward ... Two Steps Back

**WHEN THE U.S. GREEN BUILDING COUNCIL (USGBC)** released LEED Pilot Credit 43 in June, the Sustainable Forestry Initiative® (SFI®) was optimistic this signaled a change of direction from the council's unfair treatment of certified wood.

"It appeared USGBC was heading in the right direction because Pilot Credit 43 for non-structural wood products such as furniture, flooring and windows lists SFI and other forest certification standards equally in a section on 'pre-approved certifications and labels'," says SFI President and CEO Kathy Abusow. "Barely a month later, USGBC released its proposed updates to LEED's

materials and resources credits for commercial and residential construction, and we have taken a step back."

### Call to Action: Pilot Credit 43

Abusow says the best way to keep the positive language in Pilot Credit 43 top of mind is to tell USGBC to extend it to all LEED 2012 rating tools. "If you work with builders and architects who use LEED, encourage them to register their support for the pilot credit's inclusive approach to certified wood – and tell them to ask that this language be extended to structural wood products," she says.

CONTINUED ON PAGE 2

## Value of SFI Standard Cited in USFS Report

By Ben Silvernail, SFI Intern

**THE 2010 NATIONAL REPORT ON SUSTAINABLE FORESTS**, which was released in June 2011, highlights several areas where certification and the SFI Standard are helping to improve forest health and knowledge.

The report, issued by the U.S. Forest Service, provides information on 64 indicators of national progress toward the goal of sustainable forest management. Indicator 7.60, related to research and development, acknowledged that "forest certification standards, particularly the Sustainable Forestry Initiative, require demonstration of research." This is excellent recognition of SFI's contribution to research, including the \$1.2 billion SFI program participants have invested in research since 1995, and the SFI Conservation and Community Partnerships Grants Program.

The report also brings attention to the fact that forest certification programs provide a clear means to

demonstrate that private and public forestry organizations conform to Best Management Practices, and also work as a market-based mechanism to protect special sites.

While the report is national in scale, its success ultimately depends on action and innovation at all scales — national, state, and local — and coordination with those who may not traditionally be a part of the forestry community. It should help analysts, land managers, and policy-makers address prevailing and increasingly complex issues surrounding long-term sustainability goals, such as the evolving relationship between forests, climate change and bioenergy.

The review process for the report was organized by the Roundtable on Sustainable Forests, which includes organizations such as SFI Inc. that are committed to responsible, long-term forest management.

## MORE THAN 192 MILLION ACRES CERTIFIED TO SFI

SFI Inc.'s latest statistics show recent growth in its certified forest area over the last few months — with an increase of 3.6 million acres/1.6 million hectares since the end of May, the total area certified to the SFI 2010-2014 Standard was 192.8 million acres/78 million hectares at the end of August.

A few examples why Pilot Credit 43 is positive include:

- It means that all of the certified wood in North America and globally is eligible for this credit.
- Wood is a renewable resource and third-party forest certification demonstrates that social, economic and environmental values are being addressed.
- The ability for specifiers and builders to use and get credit for certified wood across North America makes their job easier and it provides the right signal to the marketplace to maintain the extra effort needed to seek and achieve third-party forest certification.
- With only 10 percent of the world's forests certified to any forest certification standard, recognizing all the credible forest certification standards means USGBC is providing market transformation which will drive the demand for more certified lands through this pilot credit.

USGBC uses pilot credits to test drive ideas before making them official LEED credits, and relies heavily on user input. Post comments on LEED Pilot Credit 43 through the LEED user forum at [www.leeduser.com/credit/Pilot-Credits/PC43](http://www.leeduser.com/credit/Pilot-Credits/PC43). There is no deadline for comments.

#### Call to Action: LEED 2012

The proposed updates to the materials and resources credits of the LEED rating tools for

commercial and residential construction tell a totally different story. They include replacement of the 'certified wood' credit with a 'responsible sourcing of raw materials' credit. Wood must be Forest Stewardship Council (FSC) Pure (or carry the 100% FSC label), while materials such as steel and concrete can earn credits by meeting four basic criteria for responsible sourcing.

"The language in the proposed updates means the overwhelming majority of certified wood products in North America cannot earn this credit," says Abusow. "The USGBC appears to have ignored the voices of more than 100 congressman and governors who urged it to accept all credible forest certification systems, including SFI, in LEED."

The LEED 2012 draft may have some good news for wood — structural wood materials can earn credits through LEED's recognition of tools like life cycle assessment and environmental product declarations. However, because the USGBC's methodology for life cycle assessment is not available for review, it is not possible to analyze how wood products will fare when ranked against other major construction materials.

Post comments by Wednesday, Sept. 14, 2011, on the LEED 2012 update through the LEED Rating System Development website at [www.usgbc.org/DisplayPage.aspx?CMSPageID=2360](http://www.usgbc.org/DisplayPage.aspx?CMSPageID=2360).

In an August blog, Abusow said an article by Robert Cassidy, Editor-in-Chief of Building Design

and Construction — *End the Battle of FSC vs. SFI Wood in LEED* — captures concisely the inconsistencies of the LEED 2012 draft updates as well as the continuous unfair treatment wood receives over other building materials such as cement and steel. The article is posted at [www.bdcnetwork.com/end-battle-fsc-vs-sfi-wood-leed](http://www.bdcnetwork.com/end-battle-fsc-vs-sfi-wood-leed).

Green building councils in jurisdictions around the world — including the Green Building Council of Australia, the Spanish Green Building Council and the Green Building Council Italia — promote the benefits of all certified forest products.

Many green building rating systems — including ANSI-approved procedures such as the National Green Building Standard and Green Building Assessment Protocol — are willing to promote the use of North American wood in green buildings by accepting products from all credible certification programs.

Jason Metnick, SFI Senior Director, Market Access and Label Use, hosted a recent webinar offering an overview of LEED 2012 and Pilot Credit 43. Contact him for a recording of the webinar or for further information about LEED 2012 or Pilot Credit 43, or check out the SFI LEED update website at [www.sfi-program.org/leed](http://www.sfi-program.org/leed).

## SFI UNVEILS NEW WEB LOOK

If you visited the SFI website ([www.sfi-program.org](http://www.sfi-program.org)) recently, you'll notice the home page was redesigned so it is easier to find the most popular information — such as the SFI Progress Report, links to the Conservation and Community Partnerships Grant Program, and the searchable product database. We'd love to hear what you think of our new look — send any comments you have to Paula Wardle ([paula.wardle@sfi-program.org](mailto:paula.wardle@sfi-program.org))



## Trade Show Update

**THE SFI PROGRAM WAS REPRESENTED** at the Sustainable Brands Conference 2011 (SB'11) in Monterey, CA, which brought together more than 700 global sustainability strategists, product designers and top brand executives working toward a more sustainable future.

Allison Welde, SFI Director of Conservation Partnerships, introduced a group of world-class experts during the Supply Chain, Sourcing, and Community Partnerships track.

"This theme resonates strongly with the SFI program and the work we do," Welde says. "The speakers repeatedly stressed the need to collaborate and provide consumers with traceability and innovation. That's exactly what we are doing through the SFI Standard requirements and initiatives such as the Conservation and Community Partnerships Grant Program."

The goal of SFI's involvement in the conference was to look at the bigger picture and to inspire major brands to show they care about forests by including fiber from SFI-certified forests and other responsible sources in their supply chain.



## SFI: WORKING WITH GOVERNMENT

A new brochure sets out how the SFI program supports the work of government agencies in the United States, and why.

"Governments at all levels are important to forest certification in North America — they manage publicly owned forests and set procurement policies for wood and paper-based products," says Nadine Block, SFI Senior Director, Government Outreach. "We value the input and perspectives of public officials — and welcome them on our Board of Directors and External Review Panel."

The brochure shows the many ways SFI meets the unique requirements of government agencies, and will provide a valuable resource for SFI Implementation Committees when they are reaching out to their local government officials. Examples include making sure SFI conservation grant projects complement government initiatives and helping states meet best management practices by training loggers.

The publication is posted under resources ([www.sfiprogram.org/forest\\_certification\\_resources.php](http://www.sfiprogram.org/forest_certification_resources.php)) on the SFI website. SFI Inc. is preparing a similar brochure for the Canada marketplace.



## MIKES HOLMES PROMOTES CERTIFICATION

Mike Holmes, who bills himself as the most trusted contactor, says homeowners should make sure the wood products in their houses — from framing to finishing — are third-party certified to independent standards such as SFI. In a June 2011 syndicated column, *Look for sustainable products when building with wood*, promoting the many benefits of wood, Holmes wrote: "You want to make sure that any wood products used in your home — from framing to finishing — come from sustainable sources and is certified by a third party. There are several different systems of certification, all of which exist to ensure that the wood consumers are buying is grown and harvested in the most responsible way possible." He lists SFI and other certification standards.

## Get Ready for the SFI Annual Conference

**DELEGATES AND SPEAKERS AT NEXT WEEK'S 2011 SFI ANNUAL CONFERENCE** in Burlington, Vermont, reflect the event's theme — **The Bigger Picture: Conservation. Integrity. Community.**

Delegates represent the broad reach of the SFI program, and include forest professionals, companies of all sizes, government agencies, conservation groups, builders, Aboriginal leaders, academics, customers and family forest owners. Presenters include individuals involved with certification and program participants as well as leaders from Aboriginal organizations and conservation groups, scientists, academics, researchers and green procurement specialists.

Two new speakers will be part of the green building panel: **Rob Ziegelmeier**, Chair, Sustainability Resources Committee, Architectural Woodwork Institute, and **Mark Pawlicki**, Director of Corporate Affairs and Sustainability, Sierra Pacific Industries, join **Michael Luzier**, President of the NAHB Research Center, to offer a variety of

perspectives and the latest news related to the green building front as it pertains to forest certification, and ways to encourage architects and builders to use certified wood products. The full agenda is posted on the conference website.

Several graduate students from forestry schools in the eastern United States and Canada will be able to take part in the event thanks to a student discount rate and sponsorships by The Lyme Timber Company and Weyerhaeuser Company, which will pay for registration and travel costs. "We asked interested students to apply by identifying the session that interests them most, and preparing a presentation or essay they can present in a university setting after the conference," says Nadine Block, SFI Senior Director, Government Outreach.

There's still time to register to attend the Sept 13-15 conference — the program and registration details are posted on the conference website at [www.sfiprogram.org/AnnualConference/2011/](http://www.sfiprogram.org/AnnualConference/2011/).

### GOLD SPONSORS

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### SFI LISTED IN WBCSD-WRI GUIDE

The latest edition of the *Sustainable Procurement of Wood and Paper-based Products Guide* continues to recognize SFI as a credible third-party certification program with procurement requirements showing buyers forest products are from legal and responsible sources.

The guide, produced by the World Business Council for Sustainable Development and the World Resources Institute, contains information to help company managers who buy wood and paper-based products develop and implement procurement policies.

The second edition, released in July 2011, includes more tools and procurement policy comparisons. SFI procurement requirements are once again included in a list of selected tools to support sustainable procurement of both wood and paper-based products.

The guide is posted at [www.wri.org/publication/sustainable-procurement-wood-and-paper-based-products](http://www.wri.org/publication/sustainable-procurement-wood-and-paper-based-products).

### 25X25 RELEASES BIOENERGY ROADMAP

The 25x25 Alliance, a group of organizations working to develop U.S. government policies that support the use of wood for bioenergy in a responsible way, released *A National Wood-to-Energy Roadmap*, which summarizes the key findings of a series of forums exploring topics vital to the future of biomass energy in the United States.

The June 2011 report covers recommendations regarding wood supply and demand, sustainability, carbon and climate change, and policy. Key findings on sustainability note that land conversion, not demand for forest products, is the major threat to America's forests and that removal of woody biomass for energy production may improve forest health and help prevent or reduce wildfires. It says forest managers appreciate the importance of sustainable forest management and employ the best science and technology — and some use forest certification standards such as SFI.

The report says woody biomass can be an important feedstock for renewable energy if the necessary steps are taken to ensure it is harvested in a wise and sustainable manner with appropriate feedback mechanisms and investment in research and technology. The report is posted at [www.25x25.org/storage/25x25/documents/WoodtoEnergy/wood\\_to\\_energy\\_roadmap.pdf](http://www.25x25.org/storage/25x25/documents/WoodtoEnergy/wood_to_energy_roadmap.pdf)

## UNECE on LEED and Green Building

### THE UNECE/FAO FOREST PRODUCTS ANNUAL MARKET REVIEW 2010-2011

says green building rating systems that reward environmental progress by different material sectors in an uncoordinated way tend to discriminate against wood.

It says systems like BREEAM in the UK, HQE (High Environmental Quality) in France and the German Sustainable Building Council (DGNB), which are based on a comprehensive life cycle assessment approach to material specification, have strong potential to benefit timber markets. On the other hand "... systems like LEED in the US, which reward environmental progress by different material sectors in an uncoordinated way, tend to discriminate against wood products."

This echoes observations in earlier UNECE/FAO annual reviews. The 2008-2009 report said green building initiatives are a mixed blessing for forest certification since green building standards "giving exclusive recognition to particular forest-certification brands may help drive demand for these brands at the expense of wider appreciation

of the environmental merits of wood."

The latest report also found that globally, "forest certification is becoming better known and might become a tool to ensure economic security and jobs in the future." There was a slight increase in certified lands in the last year — about 9.4 percent of the world's forests are certified, accounting for about 25 percent of global roundwood production. Almost 90 percent of certified lands are in the northern hemisphere, with most of the recent growth in North America and the Russian Federation.

The UN report says there continues to be rapid growth in chain-of-custody certification, which shows there is trade interest in certification "as a tool to demonstrate high environmental performance." However, the numbers of chain-of-custody certificates and volumes they account for remain insignificant in relation to the volumes of wood products traded globally. The UN market review can be found at [http://live.unece.org/fileadmin/DAM/publications/timber/FPAMR\\_HQ\\_2010-2011.pdf](http://live.unece.org/fileadmin/DAM/publications/timber/FPAMR_HQ_2010-2011.pdf)

## RISI Article Says Certification Must Embrace Bigger Picture

**AN ARTICLE IN THE JUNE ISSUE OF RISI** says forests are a source of economic and social health as well as environmental benefits, and certification programs can reach their full potential only when they recognize this. The article, *Good forest management much more than certification*, was based on an interview with SFI President and CEO Kathy Abusow.

In a followup blog, Abusow says writer Kenneth Norris, Contributing Editor of Pulp & Paper International, not only captured the reasons why SFI takes a "bigger picture" approach to third-party forest certification, but also encouraged readers to consider some of the challenges and opportunities that lie ahead for forest certification programs.

The RISI article points to the importance of having a choice of certification standards.

A healthy competitive environment improves all certification programs, which is great for forests, for communities and for the marketplace, and it addresses what is becoming an even more complex landscape with changes in everything from climate to land ownership demands to business contexts.

In the article, Abusow is quoted as saying that while she is proud of the growth of the SFI program, its real success comes from what it has achieved with its many partners — including conservation groups, public agencies, academics and community organizations. "You do certification because you care about responsible forestry," she says. "From that, you get marketplace benefits."

The RISI article is posted at [www.risiinfo.com/techchannels/environment/Good-forest-management-much-more-than-certification.html](http://www.risiinfo.com/techchannels/environment/Good-forest-management-much-more-than-certification.html).



# Conservation Grants Update

## DANNER BOOTS SUPPORTS SFI GRANT PROGRAM

**DANNER BOOTS**, a premier boot manufacturer since 1932, celebrated its rich heritage in the logging industry by hosting Timber Madness this past June at their Portland, Oregon factory store. A portion of sales generated during this two day event were donated to the SFI Conservation and Community Partnerships Grant Program.

SFI was the logical choice for the \$4,000 donation, says Melisa Blum, Retail Marketing Manager for Danner Boots. "Pacific Northwest loggers helped build our brand so we wanted to support sustainable forestry. When we did some research, we found we liked SFI's objectives and what the program is accomplishing."

The Danner Shoe Manufacturing Company also knows a thing or two about the value of certification — in 1996, it became the first shoe manufacturer in the United States to earn ISO 9002 certification, providing customers the assurance Danner Boots are made to the highest standards for comfort, durability, support and waterproofness.

Blum says the event at the Danner Factory store, complete with chainsaw artists and a professional lumberjack competition, truly was Timber Madness. "We had outstanding attendance and positive customer feedback — and we sold more boots than we did during last year's grand opening of the factory store."



Staff at Danner Boots promote SFI at a recent Timber Madness event

## SFI-FUNDED PROJECTS FEATURED ON RESEARCH WEBSITE

**A RESOURCE ROADS AND WETLANDS PAGE** on the FPInnovations website features SFI-funded conservation research partnerships in Manitoba and Atlantic Canada.

FPInnovations, the world's largest private, not-for-profit forest research institute, is actively working to expand and develop partnerships to bring added-value to research and implementation projects studying the impacts of resource roads on wetlands.

The web page, posted at [www.feric.ca](http://www.feric.ca) under research program, features two projects funded through SFI conservation grants:

- In Manitoba, Ducks Unlimited Canada is working with FPInnovations and Louisiana-Pacific Canada Ltd. on a three-year project to determine best practices for designing and

building forestry roads that protect wetland ecosystems in the western boreal forest.

- In Atlantic Canada, Dalhousie University is leading a multi-partner project that includes government (Nova Scotia Department of Environment, New Brunswick Department of Environment, Nova Scotia Department of Natural Resources), industry (J.D. Irving Limited, AbitibiBowater, NewPage), the University of New Brunswick, FPInnovations and Ducks Unlimited Canada. It will field test a variety of Best Management Practices that allow for the maintenance of vegetation and hydrologic function of forested wetlands while ensuring the long-term operational performance of resource roads.



FPInnovations



Dear Mr. Cantrell,  
Thank you so very much for your sponsorship of the National Forestry Competition. Our team has worked incredibly hard to get to this point. However, we know we could not get here on our own. Without wonderful sponsors like you, our team, and all the others, would have to had missed out on this amazing opportunity. Again, thank you!

Sincerely,

Abby Harrison  
Ashley Hollinshead  
Rachel Rice

Rick Cantrell

## SFI COMMUNITY GRANT BACKS 4-H INVITATIONAL

**BRITTANY EVANS, ABBY HARRISON, ASHLEY HOLLINSHEAD AND RACHEL RICE** from Georgia won the 32nd annual National 4-H Forestry Invitational, which was supported through an SFI community grant.

In a handwritten note to Rick Cantrell, SFI Vice-President and COO, the winning team said: "Without wonderful sponsors like you, our team, and all the others, would have missed out on this amazing opportunity."

The national forestry event was held in July at Jackson's Mill near Weston, WV, and events included tree identification, tree measurement, compass and pacing, insect and disease identification, topographic map use, forest evaluation, the forestry bowl and a forestry written exam. Nearly 100,000 people are part of the 4-H Forestry Program, where youth learn about the forest and forest systems by experiencing them and not just learning about them in a classroom.

## EDUCATORS BENEFIT FROM SFI GRANT

**THE NORTHWEST NATURAL RESOURCES INSTITUTE** used an SFI community grant to provide an opportunity for educators to learn about forest management, procurement and product manufacturing as part of its annual Spokane-based K-12 Natural Resources Teacher Workshop.

Institute Executive Director Diahne Gill says the response from the 22 people who attended showed the value of the tours of Forest Capital Partners land management activities and Boise Cascade plywood mill.

One teacher wrote on the workshop evalua-

tion: "... Sometimes I forget about many of the possibilities that await my students upon their graduation. I believe that the great insights and in depth tours that our guides provided not only fascinated me, but also gave me great information that I will be able to share with my students. Thank you so much for your openness, friendliness and willingness to share your expertise with a novice like myself."

Kevin M. Arneson, Wood Procurement Manager at Boise Cascade, says the tours "meshed well to exceed our intended goals of educating teachers on sustainable forest manage-

ment, the wise use of our sustainable raw materials, and exposing them to some key objectives contained within the SFI 2010-2014 Program."



## SFI POSTS NEW FACT SHEETS

The SFI program has addressed growing interest in ways SFI can support Aboriginal communities and help to tackle illegal logging by posting updated fact sheets on its website.

*SFI: Taking Action Against Illegal Logging* looks at the auditable measures in the SFI 2010-2014 Standard that must be followed to show fiber is from legal sources and that illegal fiber has been avoided. It also examines the broader approach taken by the SFI program to tackle illegal logging, including membership in the Forest Legality Alliance and conservation grant projects to improve procurement globally.

*The SFI Program: Addressing Aboriginal Interests* examines how SFI Standard requirements reflect and support the approach to land management taken by Aboriginal communities. It shows that more than five million acres/two million hectares of lands held or managed by Aboriginal communities are certified to the SFI Standard — more than any other standard in North America.

Both fact sheets are under resources ([www.sfi-program.org/forest\\_certification\\_resources.php](http://www.sfi-program.org/forest_certification_resources.php)) on the SFI website.



## Participate in the Forest Footprint Disclosure Project

**THE FOREST FOOTPRINT DISCLOSURE** (FFD) has launched its third disclosure request, asking 360 of the largest companies worldwide to report to investors on how they are managing their exposure to deforestation.

The request was sent out on behalf of 64 financial institutions who manage assets in excess of \$6 trillion US and value information about forest risk to guide their investment decisions. The deadline for responses is Sept. 30, 2011.

Participating companies are asked to disclose how their operations and supply chains are impacting forests worldwide, and what is being done to manage those impacts responsibly. It allows SFI-certified organizations to demonstrate their commitment to responsible wood fiber sourcing. Companies receive feedback about their performance

relative to a peer group, including specifics on where they are performing well and where more effort might be needed.

In 2010, 78 international companies responded to the request, including Weyerhaeuser, which was a joint leader in the industrial, construction and autos category.

More information can be found on the Forest Footprint Disclosure website ([www.forestdisclosure.com](http://www.forestdisclosure.com)) or by listening to a streamed recording of an information webinar SFI hosted last September, posted at <https://sfi-events.webex.com/sfi-events/lr.php?AT=pb&SP=EC&rID=2684142&rKey=496cca33b1580632>.



## Louisiana Grows Tree Farm Certification

**AN INNOVATIVE PARTNERSHIP** between the American Tree Farm System (ATFS) and the Louisiana Forestry Association (LFA) means Louisiana forest owners who own 10,000 or more acres (4,000 or more hectares) can certify their lands to an ATFS group certificate held and managed by the forestry association.

LFA, which is the first state forestry association to manage a group certificate, says two forest owners are expected to certify 50,000 acres/20,000 hectares to ATFS under the new group certificate, and the total area may reach about 250,000 acres/100,000 hectares.

In a recent presentation to the LFA annual convention, SFI President and CEO Kathy

Abusow reinforced the value of coordinated approaches to make certification more accessible to small mills and forest operations. About 10 million family forest owners account for more than 60 percent of private forest lands in the United States. Fiber from forests certified to the ATFS can be counted as certified content for SFI chain-of-custody labels.

In Maine, Time Inc., Hearst Enterprises, National Geographic Society, Verso Paper Corp. and Sappi Fine Paper North America are building on the success of a pilot project to make SFI forest certification more accessible to medium-sized landowners. Abusow says SFI hopes to create a pilot for small mills in Louisiana.



## SFI IMPLEMENTATION COMMITTEES

### SIGNS OFFER MESSAGES ABOUT FORESTS AND SFI

When Trees For Tomorrow, a non-profit natural resource specialty school, wanted to install signs along an Interpretative Trail on its campus in Eagle River, WI, it turned to the Wisconsin SFI Implementation Committee.

"We have a super partnership with the SFI committee so it made sense to work together and include SFI messages on the signs," says Maggie Bishop, Executive Director of Trees For Tomorrow.

The school had previously printed a booklet so visitors could learn more about the forest community as they walked the trail, which is on U.S. Forest Service land and winds through maple stands, conifers and alongside a river. "The 12 signs are colorful and attractive, and they make the interpretative information available to all hikers," Bishop says.

The Wisconsin SFI Implementation Committee also provides scholarships so high school students can learn about sustainable forestry at Trees For Tomorrow.



### SFI Backs Habitat Build in New Brunswick

**THE NEW BRUNSWICK** SFI Implementation Committee is leading SFI's involvement in the latest Habitat for Humanity project — a two-family home in Fredericton, New Brunswick.

The committee donated \$4,000 to buy building materials, and two of its members — J.D. Irving Ltd. and Huber Engineered Woods LLC — also donated dimensional lumber and structural panels. The structure, which includes an assisted-living rental suite, will be the first home in New Brunswick to be certified to the Built Green Canada green rating program.

"The SFI Implementation Committee and its members have been huge supporters of our efforts to build a safe, affordable 'green' home," says Mike Ross, Executive Director of Habitat for Humanity Fredericton Area. "This is an important partnership for Habitat Fredericton."

"Working with Habitat for Humanity is such a fantastic way to demonstrate the many benefits of the SFI program for the forests, the communities and the economy of New Brunswick," says Marc Pinette, chair of the New Brunswick SFI Implementation Committee.

Construction of the home began last month, and a building blitz day will be held Sept. 24. In addition to SFI, other project participants

include TD Canada Trust, Stantec, Enbridge Gas, Recycle New Brunswick, CFB Gagetown Engineering/Construction, MacDonald Builders, New Brunswick Community College (Woodstock), Clowaters Plumbing and Heating, and Lafarge Canada Inc.

"We are proud to be involved in this project which also has an environmental emphasis, with the involvement of SFI and Built Green Canada," says Eric Hovey, financial advisor of TD Canada Trust Prospect St. in Fredericton. "TD Canada Trust is committed to supporting grassroots community and environmental projects — and this meets both our objectives."

To date, SFI partners and participants have donated time and resources for Habitat projects in British Columbia, Manitoba, Ontario, Tennessee, Maine and Minnesota — including the first Habitat home on a First Nations reserve in Canada and the first Habitat homes certified to the Built Green Canada and the ANSI/ICC 700-2008: National Green Building Standard green rating systems.



### SFI Training Expands to Oil and Gas Sector

**SINCE 2007, ANYONE HARVESTING TIMBER** on state lands in Pennsylvania has had to complete SFI logger training — and this now applies to contractors working for the oil and gas industry.

The Pennsylvania Bureau of Forestry added an SFI logger training requirement to its *Guidelines for Administering Oil and Gas Activity on State Forest Lands*.

The report says: "On-site crew leaders for all logging crews working on State Forest land must be trained under the Pennsylvania Sustainable Forestry Initiative (SFI). Information relating to this training may be found on the internet at [www.sfiopfpa.org](http://www.sfiopfpa.org). Each crew leader operating on the site must present a valid PA SFI Core Level Training card as proof of training to the Forest District Manager prior to beginning logging opera-

tions. Comparable training from other states may be accepted in lieu of Pennsylvania Sustainable Forestry Initiative training."

SFI-trained contractors are already handling harvesting activities for oil and gas companies operating on state forest lands, says Charles Brown, Chair of the Pennsylvania SFI Implementation Committee.

"We have a lot of trained harvesters because more and more contractors understand the need for and benefit of this training thanks to the efforts of the Pennsylvania Forest Products Association, industry leaders, public agencies, and other supporters of the Pennsylvania SFI program," says Brown. "In the last six years, we have issued, on average, 120 training cards a year to new participants."

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The SFI program is endorsed by the Programme for the Endorsement of Forest Certification schemes (PEFC), an international umbrella organization recognizing rigorous forest certification programs. PEFC and its endorsed standards are accepted by governments around the world.



## NEW SFI CERTIFICATIONS (EFFECTIVE AUGUST 31, 2011)

More than 2,500 individuals and organizations are meeting SFI requirements and/or working with the program to strengthen forest practices and fiber sourcing. They include forest products companies, industrial and family forest owners, conservation groups, universities, public agencies, manufacturers, retailers, printers, resource professionals and many others who share a passion for responsible forest management. You can find lists of all SFI program participants and certifications on the SFI website under resources.

### NEW SFI CHAIN-OF-CUSTODY CERTIFICATIONS

Rosmar Packaging – InterPack Industries Division; Rosmar Packaging-Gibraltar North Carolina Division; Noramex LLC Member of Korab International Group; Mid-Atlantic Packaging Inc.; Keller Crescent Company; Morgan Lumber Company; Warren's Printing Place Inc.; AxiSource Inc.; Lakeland Paper; Mid South Packaging; Boehmer Box LP dba Canampac/dba LYFT Visual; Liberty Carton Company; Symcor Inc.; Appling Country Pellets LLC; 3C Packaging; Saint Louis Print Group; PearceWellwood Inc.; Hamilton Printing Company; Sutherland Packaging Inc.

### NEW SFI PROGRAM PARTICIPANTS

Rex Lumber; Tolleson Lumber Company

### NEW SFI CERTIFIED SOURCING CERTIFICATES

(INCLUDES SFI REQUIREMENTS: SECTION 2 – SFI 2010-2014 STANDARD, OBJECTIVES 8-20, AND SFI REQUIREMENTS: SECTION 4 – RULES FOR USE OF SFI ON-PRODUCT LABELS)

Canfor Southern Pine; Rex Lumber; Fontana Wood Products; Union Packaging LLC; Wisconsin Packaging Corp; Little Rapids Corporation; AJM Packaging; Gateway Packaging Company; Harris Packaging Corp; KyKenKee; Fraser Timber Limited

### NEW SFI FOREST MANAGEMENT CERTIFICATIONS

ANC Timber; Stuwix Resources Inc.; Molpus Timberlands Management LLC; Carrier Lumber Ltd.

## CURRENT PROGRAM STATISTICS (AS OF AUGUST 31, 2011)

SFI PROGRAM PARTICIPANTS:	243
AREA THIRD-PARTY CERTIFIED TO THE SFI 2005-2009 STANDARD OR SFI 2010-2014 STANDARD:	192.8 MILLION ACRES/78 MILLION HECTARES
CHAIN-OF-CUSTODY CERTIFICATES:	1,013
CHAIN-OF-CUSTODY CERTIFIED LOCATIONS (A company with multiple facilities, such as a paper merchant or printer, has the option of including more than one facility under its certificate.):	2,499
CERTIFIED SOURCING CERTIFICATES ISSUED TO PRIMARY PRODUCERS CERTIFIED TO SECTION 2 - SFI 2010-2014 FIBER SOURCING OBJECTIVES 8-20:	91
CERTIFIED SOURCING CERTIFICATES ISSUED TO SECONDARY PRODUCERS CERTIFIED TO SECTION 4 - SFI CERTIFIED SOURCING LABEL USE REQUIREMENTS:	105
PEFC ANNEX 4 (U.S.) CHAIN-OF-CUSTODY CERTIFICATIONS:	357

## ABOUT SFI INC.

SFI Inc. ([www.sfiprogram.org](http://www.sfiprogram.org)) is an independent 501(c)(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative (SFI) program. Across North America, more than 190 million acres/78 million hectares are certified to the SFI forest management standard, making it the largest single forest standard in the world. SFI chain-of-custody certification tells buyers the percentage of fiber from certified forests, certified sourcing and/or post-consumer recycled content. The SFI program's unique fiber sourcing requirements promote responsible forest management on all suppliers' lands. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.