



FORESTS

ARE THE ANSWER

2018 SFI PROGRESS REPORT
18-Month Calendar
July 2018–December 2019



SFI-00001

WHO WE ARE

SFI IS A SUSTAINABILITY LEADER THAT STANDS FOR FUTURE FORESTS

The Sustainable Forestry Initiative® Inc. is a sustainability leader that stands for future forests. SFI® is an independent, non-profit organization that provides supply chain assurances, delivers conservation leadership and supports education and community engagement. SFI believes that forests are the answer to so many of our conservation, community and supply chain challenges.

SFI works 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.

More than 300 million acres/120 million hectares of forestland across the U.S. and Canada are certified to the SFI Forest Management Standard and millions more are positively impacted by the SFI Fiber Sourcing Standard.

Additionally, SFI oversees the SFI Forest Partners® Program, which aims to increase the supply of certified forest products, the SFI Conservation and Community Partnerships Grant Program, which funds research and community building, and Project Learning Tree®, which educates teachers and youth about forests and the environment.

SFI Inc. is governed by an independent three-chamber board of directors representing environmental, social and economic sectors equally. The Board sets SFI's strategic direction and is responsible for overseeing and improving the internationally recognized SFI Program and SFI standards.



STATS AND FACTS

These stats and facts show progress supporting SFI's three pillars: supply chain assurance, conservation leadership, and education and community engagement.

THE SFI FOREST MANAGEMENT STANDARD

The Largest
Single
Certification
Standard In
The World

**300 MILLION
ACRES**

**120 MILLION
HECTARES**

certified to
the SFI Forest
Management
Standard and
millions more
influenced
through SFI
Fiber Sourcing



THE SFI FIBER SOURCING STANDARD

The SFI Fiber Sourcing Standard is designed for manufacturers that don't own forestland, but source directly from the forest. Because 89% of the world's forests are uncertified, the 2015-2019 SFI Fiber Sourcing Standard provides a way to govern how SFI Program Participants procure fiber from non-certified forestland. This standard is unique to SFI and encourages the spread of responsible forestry practices such as conserving water quality, providing outreach to landowners and using the services of trained forest management and harvesting professionals.

342
MILLION
CUBIC METERS
=
384
MILLION
GREEN TONS

are
procured
under the
SFI Fiber
Sourcing
Standard in
Canada and
the U.S.

=

2.4 MILLION
AVERAGE-SIZED HOMES

MARKET RELEVANCE

Top 3 reasons why SFI Program Participants choose to become certified:

- MEET CUSTOMER SUSTAINABILITY OBJECTIVES
- CONTRIBUTE TO CLEAN WATER
- PROOF POINT FOR RESPONSIBLE FOREST MANAGEMENT

Top 3 reasons why SFI Program Participants use the SFI logo:

- PROUD TO BE AFFILIATED WITH SFI
- CREATES A POSITIVE CORPORATE IMAGE
- PROOF POINT FOR RESPONSIBLE SOURCING



81%+ REPORTED STEADY OR INCREASED DEMAND

for products certified to SFI over the last 12 months

(Of SFI Program Participants representing all sectors in SFI's 2017 Market Survey)

35% PACKAGING

31% PULP

25% BIOENERGY

21% LAND ONLY

18% PRINTING/WRITING PAPER

17% TOWEL AND TISSUE

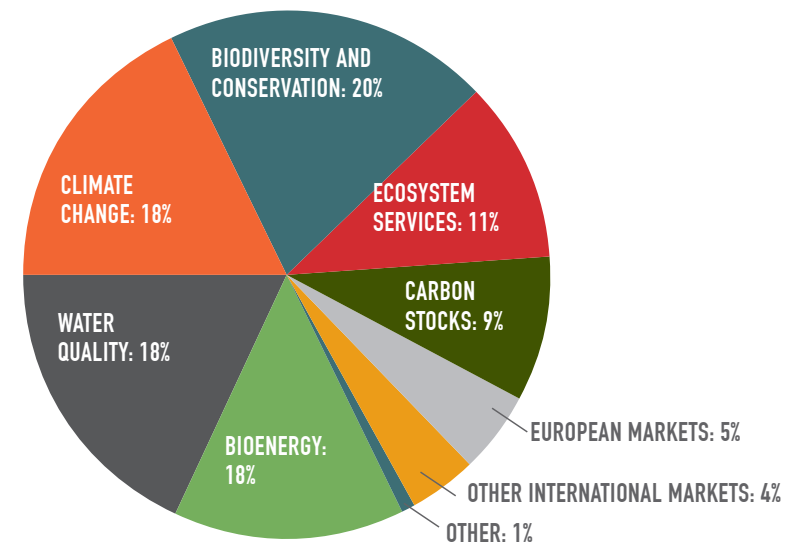
71%

SAW INCREASED OR SAME DEMAND FOR SFI CHAIN OF CUSTODY

75%

SAW INCREASED OR SAME DEMAND FOR SFI CERTIFIED SOURCING

ISSUES OF INTEREST TO PROGRAM PARTICIPANTS COMPLETING THE SURVEY (2017)



A GLOBAL REACH

PRODUCTS CERTIFIED TO SFI
STANDARDS ARE SOLD IN
NEARLY

140
COUNTRIES



SFI's international recognition is increased by the endorsement of the Programme for the Endorsement of Forest Certification (PEFC). PEFC has also endorsed ATFS and CSA standards. In turn, SFI recognizes both ATFS and CSA certified content in its supply chain.



11%
OF THE WORLD'S
FORESTS ARE
CERTIFIED

DELIVERING

29%
OF GLOBAL
ROUNDWOOD PRODUCTION



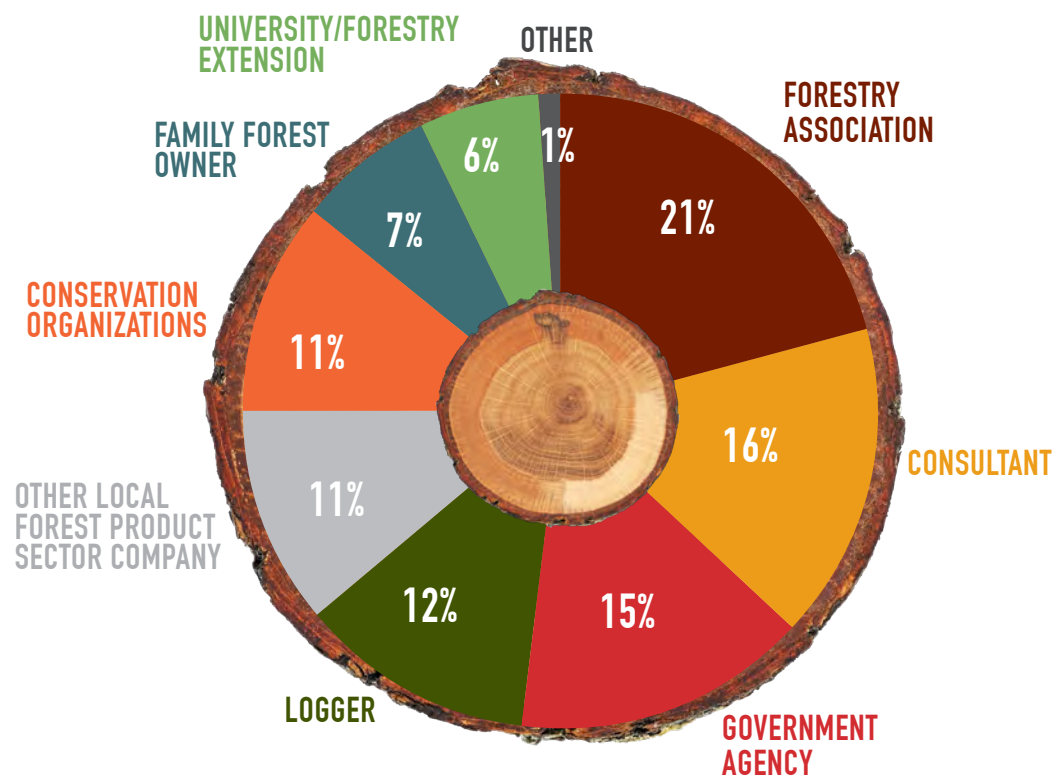
and nearly
40% of PEFC
certifications
worldwide

SFI COMMUNITY

34 provincial, state and regional SFI Implementation Committees

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.

Diversity of SFI Implementation Committee Supporters



TRAINED HARVESTERS

11,065 RESOURCE AND HARVESTING PROFESSIONALS

participated in training in 2017, to ensure understanding of water quality, biodiversity and other sustainable forest practice requirements.

(cumulative total since 1995: 192,384*)

*This total includes individuals who have completed training programs more than once.
Data provided by Forest Resources Association.

\$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 1995, total investment now exceeds \$70 million

CONNECTING PEOPLE TO THE OUTDOORS



EVERY YEAR MILLIONS OF HUNTERS AND ANGLERS, HIKERS, BIRDWATCHERS, CAMPERS AND OTHER OUTDOOR ENTHUSIASTS USE MORE THAN

290 MILLION ACRES
117 MILLION HECTARES

OF FORESTLANDS THAT
ARE CERTIFIED TO THE
SFI STANDARD

THE AMOUNT OF FORESTS CERTIFIED
TO SFI AVAILABLE FOR RECREATION
HAS MORE THAN

**QUADRUPLD
SINCE 2007**



PROJECT LEARNING TREE (PLT)

ADVANCES ENVIRONMENTAL LITERACY AND PROMOTES STEWARDSHIP

1 MILLION

students reached every year

135 MILLION SINCE PLT
BEGAN

1,200 FACILITATORS CERTIFIED TO LEAD PLT WORKSHOPS

20,000 EDUCATORS TRAINED 700,000 SINCE PLT BEGAN

4,000 GREENSCHOOLS ARE EMPOWERING STUDENTS TO
PROMOTE SUSTAINABILITY

53%

of PLT's lessons
take students
outdoors



INDIGENOUS INTERESTS

40

INDIGENOUS
COMMUNITIES

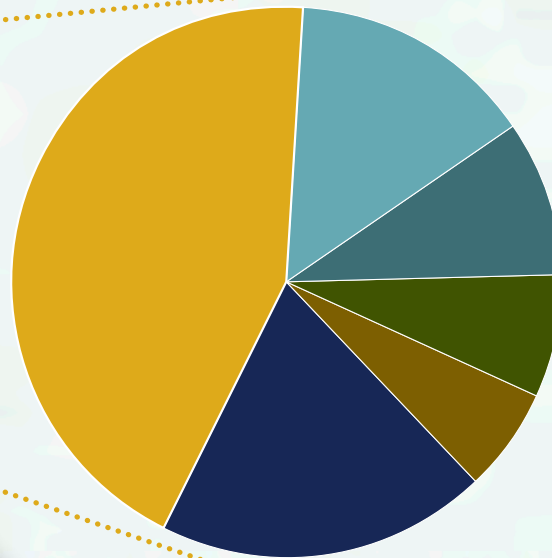
ACROSS NORTH AMERICA USE
THE SFI STANDARD TO MANAGE

10.5 MILLION ACRES

4.2 MILLION HECTARES
OF FORELANDS



SFI PROGRAM PARTICIPANT 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.

FOREST HEALTH AND PRODUCTIVITY - 43%

WILDLIFE AND FISH - 14%

LANDSCAPE/ECOSYSTEM MANAGEMENT AND BIODIVERSITY - 9%

FOREST OPERATIONS EFFICIENCIES AND ECONOMICS - 7%

WATER QUALITY - 6%

ALL OTHER RESEARCH AREAS - 19%

Other research areas include: Energy efficiency • Life cycle assessment • Avoidance of illegal logging • Avoidance of controversial sources

**SFI is the only
forestry standard
with a research
requirement.**

75%

**OF RESEARCH FUNDING IS LINKED
TO CONSERVATION-RELATED
OBJECTIVES**

405

DIFFERENT CONSERVATION AND RESEARCH PROJECTS REPORTED BY SFI PROGRAM PARTICIPANTS IN 2017

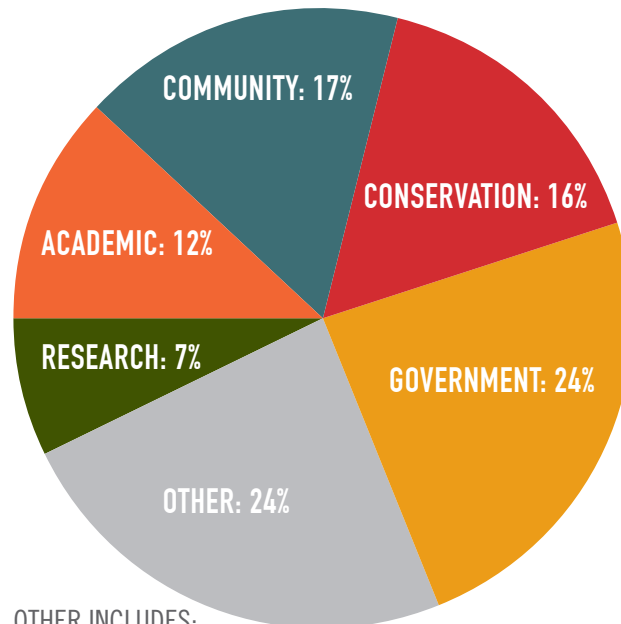
Projects on the ground: In 2017, SFI Program Participants engaged with over 550 organizations in multiple sectors including research, conservation, government, academic, community and others.



MORE THAN

550

UNIQUE PARTNER
ORGANIZATIONS



OTHER INCLUDES:
Other SFI Program Participants • Associations •
Consultant Groups and Firms • Non-SFI landowners •
Brand owners

GRANTS

58

CONSERVATION
GRANTS

+

57

COMMUNITY
GRANTS

TOTALING

\$14

MILLION

Since 2010, SFI has awarded 100+ SFI Conservation and Community Partnerships grants, totaling more than \$3.9 million, to foster conservation and community-building projects. When leveraged with project partner contributions, the total investment **exceeds \$14 million.**



SFI BOARD

I am proud to help SFI and my fellow board members continue to look for new and innovative ways to support SFI's three pillars — supply chain assurance, conservation leadership and education and community engagement. In 2018 and 2019, SFI is undertaking a strategic direction exercise to help us think through our role when it comes to the next chapter for our forests, supply chains, communities, conservation efforts and youth environmental education.

Mark Rodgers

CHAIR OF THE SFI BOARD OF DIRECTORS

PRESIDENT AND CEO, HABITAT FOR HUMANITY CANADA

SOCIAL



ECONOMIC



ENVIRONMENTAL



SFI BOARD



SFI® Inc. is governed by the 18-member SFI Board, which sets SFI's strategic direction and is responsible for overseeing and improving the internationally recognized SFI Program and SFI standards. The Board's three chambers represent environmental, social and economic sectors equally.

SFI Board members include executive-level representatives of conservation organizations, academic institutions, Indigenous groups, family forest owners, public officials, labor and the forest products industry. This diversity reflects the variety of interests in the forestry community.

SOCIAL SECTOR

Board members representing the social sector, which includes community or social interest groups such as universities, labor, family forest owners or government agencies:

Mark Rodgers, Ph.D., CEC, RODP (SFI Chair)

President and CEO,
Habitat for Humanity Canada

Dr. Skeet (A.G.) Burris

Family forest landowner,
Cypress Bay Plantation

Laura Downey

Executive Director, Kansas Association for
Conservation and Environmental Education
(KACEE)

Lennard Joe

President,
Nicola Tribal Association

Bob Matters

Chair, United Steelworkers Union of Canada
Wood Council

Bettina Ring

Secretary of Agriculture and Forestry,
State of Virginia

ECONOMIC SECTOR

Board members representing the economic sector, which includes the forest, paper and wood products industry or other for-profit forest ownership or management entities.

Guy Gleysteen (SFI Vice-Chair)

Chairman,
GreenBlue

Craig Armstrong (SFI Secretary-Treasurer)

President and CEO,
Millar Western Forest Products Ltd.

Daniel P. Christensen

Director, Hancock Natural
Resources Group Board of Directors

Michael P. Doss

President and CEO,
Graphic Packaging Holding Company

Jim Irving

Co-CEO,
J.D. Irving, Limited

Jaime Yraguen

President,
Associated Oregon Loggers

ENVIRONMENTAL SECTOR

Board members representing the environmental sector, which includes non-profit environmental or conservation organizations.

Robert Abernethy

President,
Longleaf Alliance

Karla Guyn, Ph.D.

CEO,
Ducks Unlimited Canada

Jonathan (Jon) Haufler, Ph.D.

Past President, The Wildlife Society and
Head of the Ecosystem Management Research
Institute

Mike Parr

President,
American Bird Conservancy

Gail Wallin

Co-Chair, Canadian Council on Invasive Species
Executive Director, Invasive Species Council of
British Columbia

As of April 12, 2018

