

# COMMUNITY

STRATEGY: SFI is committed to delivering its strategic direction with a diversity of communities that leads to genuine progress in the forest and makes a positive difference in people's lives.

YEAR 1 OF SFI'S 2025-2030  
STRATEGIC DIRECTION



CREATE POSITIVE CHANGE THAT SUSTAINS COMMUNITIES

**94%** OF ALL FIBER SUPPLIED TO  
SFI-CERTIFIED MILLS IN 2024  
WAS DELIVERED BY TRAINED  
HARVESTING PROFESSIONALS  
COMPARED TO 34% IN 1995



**257,000**

RESOURCE AND HARVESTING PROFESSIONALS  
HAVE PARTICIPATED IN TRAINING SINCE 1995

TO ENSURE UNDERSTANDING OF WATER  
QUALITY, BIODIVERSITY AND OTHER  
SUSTAINABLE FOREST PRACTICE  
REQUIREMENTS

**SFI NETWORK TRAINED 9,086  
LOGGERS IN 2024**

SFI LOGGER TRAINING VIDEO

AN OVERVIEW OF THE  
SUSTAINABLE  
FORESTRY INITIATIVE



SFI PUBLISHED A VIDEO ABOUT THE  
VALUE OF SFI CERTIFICATION AND THE  
IMPORTANCE OF LOGGER TRAINING, FOR  
SICS TO USE IN LOGGER TRAINING  
**VIEWED CLOSE TO 1,000 TIMES**

HELD 4 WEBINARS FOR SICS IN 2025  
**535+ REGISTRANTS**

NEW CHAIR AND COORDINATOR  
BIODIVERSITY  
SIC BEST PRACTICE  
UNDERSTANDING INDIGENOUS COMMUNITIES THE US SOUTH

**\$2.6 MILLION**

WAS INVESTED BY SFI IMPLEMENTATION  
COMMITTEES IN LOCAL COMMUNITIES

IN 2024 TO SUPPORT  
RESOURCE MANAGEMENT  
AND LOGGER TRAINING,  
OUTREACH TO FAMILY  
FOREST LANDOWNERS,  
AND OTHER LOCAL  
COMMUNITY ACTIVITIES

SFI IMPLEMENTATION COMMITTEES REPORTED  
THEY ARE COORDINATING IN 2025 ON STANDARD  
REQUIREMENTS RELATED TO:

- 74% BIODIVERSITY
- 62% LANDOWNER OUTREACH
- 56% FIRE RESILIENCE AND AWARENESS
- 56% INDIGENOUS OUTREACH
- 50% CLIMATE SMART FORESTRY
- 50% RESEARCH



**98%**

OF FORESTS CERTIFIED TO  
THE SFI STANDARD ARE  
AVAILABLE FOR

**OUTDOOR  
RECREATION**