

STANDARDS

STRATEGY: SFI will develop and promote standards that provide an assurance of sustainable forestry and responsible sourcing of forest products.

YEAR 1 OF SFI'S 2025-2030
STRATEGIC DIRECTION



PROMOTE RESPONSIBLE FORESTRY & SOURCING

350 MILLION ACRES CERTIFIED TO THE SFI FOREST MANAGEMENT STANDARD
140 MILLION HECTARES AND MILLIONS MORE POSITIVELY INFLUENCED BY THE SFI FIBER SOURCING STANDARD

ENOUGH FIBER WAS SOURCED THROUGH THE SFI 2022 FIBER SOURCING STANDARD TO BUILD

2.2 MILLION
AVERAGE-SIZED HOMES



THE FIRST TO CERTIFY TO THE SFI URBAN AND COMMUNITY FOREST SUSTAINABILITY STANDARD



CLEMSON UNIVERSITY

In 2025, Clemson University in South Carolina became the world's first organization certified to the Standard.



REGIONAL MUNICIPALITY OF YORK

The Regional Municipality of York in Ontario was the first Canadian organization and municipality to become certified to the Standard.

85% OF SFI-CERTIFIED ORGANIZATIONS REPORTED STEADY OR INCREASED DEMAND FOR SFI-CERTIFIED PRODUCTS MORE THAN ANY OTHER FOREST CERTIFICATION STANDARD

THREE YEARS OF CONSISTENT GROWTH FOR SFI-CERTIFIED PRODUCTS

85%
2025

79%
2024

74%
2023

27% OF FORTUNE 100 COMPANIES USED AN SFI ON-PRODUCT LABEL IN 2025



1 BILLION TREES
PLANTED BY SFI-CERTIFIED ORGANIZATIONS IN 2024

SFI IS ENDORSED BY PEFC TO SUPPORT GLOBAL REACH AND COLLABORATION

SFI REPRESENTS OVER
ONE-THIRD
OF THE GLOBAL CERTIFIED FOREST AREA



SFI CERTIFICATION ACCOUNTS FOR

HALF

