

# SFI FOREST PARTNERS



CARE ABOUT A MORE  
SUSTAINABLE FUTURE,  
SOCIAL RESPONSIBILITY,  
AND ASSURANCES OF  
RESPONSIBLE FOREST  
MANAGEMENT THROUGH THIRD-  
PARTY CERTIFICATION

## SFI FOREST PARTNERS PROGRAM

### BUILDING ON SUCCESS: A 2018-2020 PARTNERSHIP

#### ABOUT THE PROGRAM

The SFI Forest Partners® Program brings together forest landowners, manufacturers, customers, conservation groups and government agencies across the U.S. and Canada to ensure current and future generations enjoy the many ecosystem services and forest products provided through responsible forestry. By collaborating on shared objectives and linking market leaders directly to stakeholder groups, SFI and our Forest Partners are working together to strengthen forest practices and procurement through coordinated projects and group certification opportunities. By turning commitments into action, the SFI Forest Partners Program helps the Forest Partners meet sustainability targets. The program is on target to help commit 15 million acres to certification to SFI standards by the end of 2020.

#### BETTER CHOICES FOR THE PLANET

The SFI Forest Partners Program currently includes:



They invest in better choices for the planet by committing to increase the source of forest products and mills that are certified to SFI. This work is strengthening the link between landowners, brand owners and markets.

## A PARTNERSHIP OPPORTUNITY

Through certification to the SFI Chain-of-Custody and Fiber Sourcing Standards, the program also helps facilitate the uptake of fiber from certified forestlands through the supply chain to buyers of certified forest products and influence responsible forestry beyond certified lands.

The program's success demonstrates that once initial certification is achieved, forest landowners and mills find value in the SFI Program by becoming certified SFI Organizations. With the help of Forest Partners, we will continue to reach out to uncertified landowners and mills to facilitate their certification to SFI standards through 2020.

## PROGRAM OBJECTIVES

The SFI Forest Partners Program will follow opportunity, but pursue effectiveness. This means pursuing the right opportunities in the U.S. and Canada under the broad banner of certification for willing landowners and mill operators who want to join the growing family of SFI-certified organizations.

**OBJECTIVE 1:** Find innovative approaches to group and coordinated certification for smaller and medium-sized mills and forest ownerships, seeking opportunities for collaboration, cost effectiveness and incentives for certification.

**OBJECTIVE 2:** Facilitate the uptake of fiber from certified forestlands through the supply chain to buyers of forest products by increasing chain-of-custody certification of small and medium-sized mills, and to influence responsible forestry beyond those lands through fiber sourcing certification.

**OBJECTIVE 3:** Grow the certified forestland base by 15-million acres/6-million hectares by the end of 2020 in the U.S. and Canada.



## BY BEING A PART OF THE SFI FOREST PARTNERS PROGRAM, YOU'LL HELP

### CONNECT LANDOWNERS TO BRAND OWNERS:

As an SFI Program Participant, your organization helps promote responsible practices throughout the supply chain, beginning with over a QUARTER-BILLION ACRES of certified forest lands, plus millions more acres influenced by responsible wood procurement practices.

**INCREASE MARKET RELEVANCE:** By linking to SFI and its logo recognition by consumers as a proof point of responsible sourcing and corporate social responsibility, your organization is differentiated as a sustainability leader in the marketplace.

### PROMOTE CONSERVATION LEADERSHIP:

Through certification to the SFI standards, your organization is recognized as a leader in conservation and research focusing on water, biodiversity, and carbon and climate reported by SFI-certified organizations who engage with over 500 organizations.

**STIMULATE YOUTH EDUCATION:** As an SFI-certified organization you help teachers and youth learn about forests and the environment.

### TRAIN HARVESTING PROFESSIONALS:

Through participation in SFI Implementation Committees you promote training for harvesting professionals who supply 96% of all fiber supplied to SFI-certified organization mills.

**ENGAGE WITH COMMUNITIES:** As an SFI-certified organization, your organization is associated with SFI's community engagement across North America through projects involving Habitat for Humanity, Boy Scouts of America, Indigenous communities, and the SFI Community Partnerships Grants Program.

## OPPORTUNITY AWAITS

There are three SFI Standards — forest management, fiber sourcing and chain-of-custody. All require third-party audits to maintain an internationally recognized and trusted standard of practice. The SFI Forest Partners Program promotes certification by providing tools to help understand and navigate SFI standards, creating synergies with pre-assessment meetings, and by timing audits to run back-to-back to help lower costs for two or more landowners.

**IF YOU'RE A FOREST OWNER OR MANAGER, THE SFI FOREST MANAGEMENT STANDARD IS FOR YOU.** Forest owners and managers understand the importance of using the best forestry practices on the ground. Certifying well-managed forestlands to SFI is another way to demonstrate a commitment not only to responsible forest management, but also to promote the best science and research to improve forestry practices. Certification to SFI demonstrates concern for water quality, wildlife habitat, and protecting lands with important ecological, geological or cultural significance. It also demonstrates an on-the-ground commitment to healthy, productive forests for everyone. Companies, universities, conservation groups, government agencies, timber investment management organizations and real estate investment trusts that own or manage forestland may certify to the SFI 2015-2019 Forest Management Standard.

**IF YOU PROCURE FOREST PRODUCTS, USE THE SFI FIBER SOURCING STANDARD.** The SFI Fiber Sourcing Standard promotes responsible forestry practices by requiring:

- Broadened biodiversity protections
- BMPs to protect water quality
- Trained harvesting professionals
- Forestry research
- Landowner outreach
- Avoidance of controversial sources

## Companies want assurance that their products are from responsibly managed forests.

In addition, the SFI Small Lands Group Certification Module offers certification of a group of forest lands under one certificate that are supplying a SFI-certified organization certified to the SFI 2015-2019 Fiber Sourcing Standard. The SFI Small Lands Group Certification Module allows landowners to sell and SFI Organizations to procure fiber as certified forest content and satisfies the requirements for the use of SFI Chain-of-Custody labels. The SFI Forest Partners Program can help with implementing the requirements of the SFI Small Lands Group Certification Module.

**CHAIN-OF-CUSTODY CERTIFICATION HELPS YOU TRACK YOUR SUPPLY CHAIN.** Any company that manufactures or trades forest products certified to SFI is eligible to seek SFI chain-of-custody certification. Chain of custody is an accounting system that tracks fiber content through production and processing to the end product. Companies can make claims about how much of their product comes from certified lands, certified sourcing and/or post-consumer recycled content. SFI-labeled products do not use fiber from controversial sources, such as illegal logging. So, through SFI labeling, manufacturers send a powerful message about their business practices, environmental issues, and commitment to responsible, sustainable forestry.

**FOR COMMUNITIES AND CONSERVATION GROUPS, THERE'S OPPORTUNITY TO INSPIRE.** Often, it takes one innovator to inspire others to act. When your organization supports certification to SFI, you encourage community involvement in forest management and promoting science to improve forestry practices. Certification to SFI conserves important forest values, from water quality to habitat diversity.

**Certifying to SFI means we all have the chance to make a big impact by demonstrating a commitment to healthy forests around the world. Opportunity awaits.**

## WHAT OTHERS ARE SAYING

“ This is another method whereby LDWF can show that we’re using proper stewardship managing the property entrusted to us by the citizens of Louisiana. Thanks to the SFI Forest Partners® Program, the public can remain confident that our forested WMA land is managed in line with the high standards set by SFI. They can also be assured that these forests will remain healthy and productive for generations to come. Certification through the SFI Forest Partners Program allows us to show the private landowners we work with, that are interested in managing for wildlife and long-term forest sustainability, that we’re doing what we say we’re doing and what we do works.”

### JACK MONTUCET

Secretary, Louisiana Department of Wildlife and Fisheries

“ Working with the Forest Partners Program helped us weave SFI into our strong set of stewardship principles, which are focused on sustainable forest management. The end result is a holistic approach to forest management that greatly enhances our capacity to reduce risk and generate both environmental and financial benefits.”

### MARK T. SEAMAN

President and Chief Investment Officer, Timberland Investment Resources

“ Not only are there more forests in Georgia than ever before, there is also more care given to the growth and harvesting of those forests. That’s due, in large part, to the efforts of the Sustainable Forestry Initiative, which touches the entire wood-producing process, from the grower all the way to the mill. When you see the Sustainable Forestry Initiative stamp on wood products, you can be assured that the timber was managed and harvested in an environmentally responsible way.”

### GREG BROOKS

Author, Georgia Magazine

“ The Sustainable Forestry Initiative Forest Management Standard is a tool that gives an assurance our forests and wildlife resources are managed sustainably. The value of the public’s confidence that their natural resources are certified as sustainably managed can’t be overstated. Certification and the methodical decision-making process that underlies it also provide much greater confidence to hunters, anglers, outdoor recreationists and the general public that these resources are well-managed. It also shows that natural resource managers are strongly committed to continual improvement of their practices and procedures.”

### JUSTINE GARTNER

Forestry Division Chief/State Forester  
Missouri Department of Conservation

“ Virginia is a strong competitor in domestic and global forest product markets, and forest certification plays an increasingly vital role in providing assurances of forest sustainability. The Sustainable Forestry Initiative provides the necessary certification tools to promote sustainably managed forests and leading-edge forest-product certification and labeling. The Virginia Department of Forestry is pleased to support these efforts.”

### BETTINA RING

Virginia Secretary of Agriculture and Forestry

“ The SFI Forest Partners Program has been instrumental in assisting with millions of acres being certified to the SFI Forest Management Standard. These lands contribute to conservation, deliver on research, and provide certified wood to the supply chain. The Program also assists mills with certification to the SFI Fiber Sourcing and Chain-of-Custody Standards which benefits everyone by ensuring clean air, water, healthy wildlife habitat and sustainably grown forests for future generations.”

### GUY GLEYSTEN

Chairman, GreenBlue.org

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