



SFI® NEWSLETTER

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SFI: Get the Facts!

IF YOU ARE LOOKING FOR FACTS ABOUT THE SUSTAINABLE FORESTRY INITIATIVE® (SFI®) program, certification and eco-labeling, you'll be able to find them on a new SFI webpage In Case You Were Wondering.

The webpage is at www.sfiprogram.org/facts and features information and short videos:

- Larry Selzer, President and CEO of The Conservation Fund, examines his role as a member of the conservation chamber of the independent SFI Board of Directors.
- Mike Ferrucci, NSF-ISR Forestry Program Manager and Lead Auditor, explains what is involved with an SFI audit.
- Scott McDougall, President and CEO of TerraChoice, talks about the importance of choice and how to determine if an eco-label is credible.
- SFI President and CEO Kathy Abusow explores SFI's independent, open and inclusive approach to forest certification.

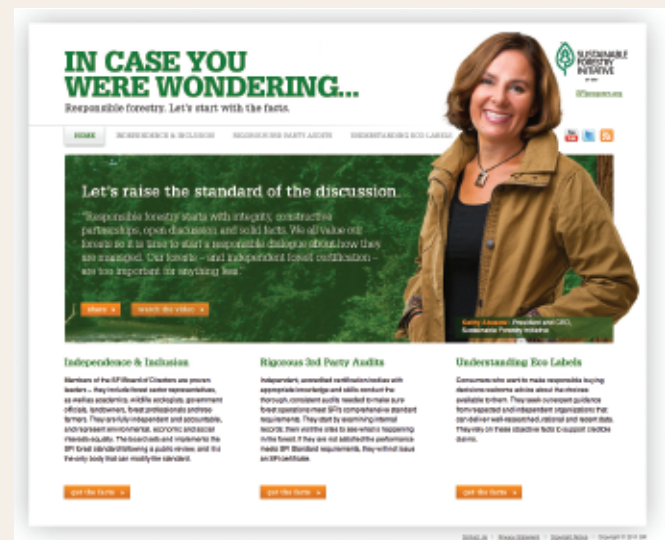
"The site is a great resource for anyone with questions about forest certification or the SFI program," says Karen Brandt, SFI Vice-President, Market Affairs. "It explains the values that ground our program, shows the importance of responsible forest management, and helps consumers make informed purchasing decisions."

The response to date shows the information is a welcome addition to the discussion — there have been dozens of tweets and the site was referenced in a

number of blogs and Facebook sites, including the UN International Year of Forests, The Conservation Fund, Manomet Center for Conservation, the West Virginia University Division of Forestry and Natural Resources and the National 4-H Invitational.

In its Choices blog, Boise says " . . . SFI is bringing together the most outspoken experts in the field — including academics, wildlife ecologists, government officials, landowners, forest professionals and tree farmers — and starting an honest, comprehensive dialogue."

A 'share' feature on each page makes it easy for visitors to post or email information about the site to social networks. For more information or comments, contact Karen Brandt.



ACCEPTANCE GROWING FOR SFI CERTIFICATION

Two U.S. federal departments — Agriculture and Education — and the new International Green Construction Code have joined a growing number of respected organizations that recognize SFI and other third-party certification programs. [See page 2.](#) In a recent article in LBM Journal, writer John D. Wagner asks if Pilot Credit 43 might lead to credits for SFI-certified products in the LEED rating system. [See page 2.](#)

And the SFI Standard has once again met the rigorous third-party assessment of the Programme for the Endorsement of Forest Certification (PEFC). [See page 3.](#)

The list of organizations that accept all certification standards already includes the Canadian Council of Forest Ministers, TerraChoice, the American Consumer Council, the ANSI/ICC 700-2008: National Green Building Standard and the Competition Bureau of Canada's *Environmental Claims: A Guide for Industry and Advertisers*.

USDA STUDY BACKS IMPORTANCE OF CERTIFIED WOOD

The U.S. Department of Agriculture (USDA) has recognized the environmental and economic benefits of wood certified to all credible standards, including the Sustainable Forestry Initiative.

In September, USDA released a report saying wood from sustainable sources promotes a healthy environment and a strong economy, and in the accompanying news release said: "Sustainability of forest products can be verified using any credible third-party rating system, such as Sustainable Forestry Initiative, Forest Stewardship Council or American Tree Farm System certification."

"This study confirms what many environmental scientists have been saying for years," says Agriculture Secretary Tom Vilsack. "Wood should be a major component of American building and energy design. The use of wood provides substantial environmental benefits, provides incentives for private landowners to maintain forest land, and provides a critical source of jobs in rural America."

The study, *Science Supporting the Economic and Environmental Benefits of Using Wood and Wood Products in Green Building Construction*, says a recent lifecycle analysis found that harvesting, transporting, manufacturing, and using wood in lumber and panel products in building yields fewer emissions — including greenhouse gases — than the resource extraction, manufacture and use of other common building materials.

It says "sustainable forest management can produce stronger, healthier forests that serve as a 'carbon sink' to clean air of greenhouse gases and purify drinking water for wildlife and U.S. municipal water systems. Harvested trees can find value in wood products and systems for green building construction that continue to benefit the environment."

Larry Selzer, President and CEO of The Conservation Fund and Vice-Chair of the SFI Board of Directors, says the study is good news for forests and forest communities. "Working forests are an essential part of our nation's critical infrastructure," he says. "They provide clean air, clean water, wood products and jobs for more than two million people. By taking this step in recognizing the importance of wood in green building and the role of forest certification in verifying sustainability, Secretary Vilsack and the USDA are promoting a major investment in an essential part of our nation's infrastructure."

Is LEED Opening the Door for SFI?

IN A RECENT ARTICLE, WRITER JOHN D. WAGNER asks if Pilot Credit 43 might lead to credits for SFI-certified products in the LEED rating system.

In June, the U.S. Green Building Council (USGBC) introduced the pilot credit for non-structural items, which lists SFI and other forest certification standards equally. Right now, only wood certified to the Forest Stewardship Council (FSC) — which accounts for about one quarter of North America's certified forests — is eligible for the LEED certified wood credit. In addition, the draft 2012 LEED for Homes Standard does not single out any specific forest certification standard for non-tropical woods.

"With the opportunity for comment on Pilot Credit 43, USGBC has potentially opened the door for granting LEED credit to SFI-certified products for non-structural wood items, such as furniture,

flooring, and windows," Wagner wrote in the article — *LEED Acceptance of SFI Now Pending: Could SFI products finally achieve LEED credits?* — in the October issue of LBM Journal.

And as far as Wagner, an award-winning author and consultant on green building, is concerned, that would be the right move. "I've been to the last two SFI conventions — and followed the organization for years — and I would urge doubters to check out SFI," he writes. "It really is a solid and balanced organization, run by very decent people with a clear sense of their sustainability mission."

There is no deadline for comments on Pilot Credit 43. They can be posted through the LEED user forum at www.leeduser.com/credit/Pilot-Credits/PC43. For more information, contact Jason Metnick.

International Green Construction Code Recognizes SFI

SFI CERTIFICATION is among the forest certification standards accepted by the new International Green Construction Code (IgCC), a regulatory tool that helps state and local governments in the United States increase energy efficiency and complement voluntary green building rating systems.

In its bio-based materials section, the Code states that "wood and wood products used to comply with this section, other than salvaged or reused wood products, shall be labeled in

accordance with the SFI Standard, FSC Indicators of Sustainable Forestry, PEFC Council Technical Document or equivalent fiber procurement system. As an alternative to an on-product label, a Certificate of

Compliance indicating conformance with the fiber procurement system shall be permitted. Manufacturer's fiber procurement systems shall be audited by an accredited third-party."

State and local governments in Washington, New Hampshire, Arizona, Colorado, Rhode Island, Oregon, North Carolina, Maryland and Florida have already adopted the IgCC, which will be published in March 2012. It was developed by the International Code Council, a non-profit organization dedicated to developing a single set of comprehensive and coordinated national model construction codes. The outcome of a public development process that began in March 2010, it applies to new and existing traditional and high-performance commercial buildings, and is designed to go beyond traditional code requirements for safe and sustainable construction.

For more information, visit the IgCC website (www.iccsafe.org/cs/IGCC/Pages/default.aspx) or contact Jason Metnick.



GREEN RIBBON SCHOOLS ACCEPT SFI

The U.S. Department of Education accepts office paper from forests certified to SFI or comparable certification standards in the evaluation criteria for its Green Ribbon Schools program.

Green Ribbon Schools is an award program that recognizes schools for participating in activities

that promote and encourage a healthy and environmentally friendly learning environment. Schools are also recognized for new construction or renovations to green building programs including Green Globes, which recognizes all independent forest certification programs.

PEFC MEMBERS ENDORSE SFI FOREST STANDARD

THE SFI FOREST STANDARD HAS ONCE AGAIN met the rigorous third-party assessment of the Programme for the Endorsement of Forest Certification (PEFC).

“PEFC International’s endorsement reinforces our position as an internationally respected program with tough requirements to strengthen forest practices and support communities across North America,” said SFI President and CEO Kathy Abusow. “We are proud to be recognized by PEFC, and to be part of a global network with national members in 34 countries who share our commitment to sustainable forest management.”

“The SFI program is an important certification program in addressing the unique needs of North America’s forests and communities, and it is an important contributor to working with PEFC to address the challenges facing forests globally,” says PEFC Secretary General Ben Gunneberg. “Only forest certification schemes like SFI that meet our rigorous meta-standard and are developed in an open, transparent manner through a multi-stakeholder process are endorsed by PEFC.”

The PEFC endorsement means fiber from SFI-certified forests — which accounts for one third of PEFC’s 602 million acres/244 million hectares of certified forests — will continue to be accepted as certified content for both PEFC and SFI chain-of-custody labels. Three-quarters of all certified forests in Canada and the United States are to PEFC-endorsed standards and are eligible for SFI and PEFC chain-of-custody labels.



PEFC Secretary General Ben Gunneberg (left) and Chair Bill Street present the PEFC Certificate of Endorsement to SFI President and CEO Kathy Abusow

An advertisement for Sierra Pacific Industries. It features a scenic background of a forest with a lake. In the top left corner is the Sustainable Forestry Initiative (SFI) logo with the text "SUSTAINABLE FORESTRY INITIATIVE SFI - 00027 Good for you. Good for our forests. www.sfi-program.org". In the top right corner is the Sierra Pacific Industries logo with the text "SIERRA PACIFIC INDUSTRIES Growing Forests For Our Future". The main text in the center reads "Sustainably Managed Forests Providing Clean Water, Wildlife Habitat, Wood Products and Jobs...". At the bottom, it says "Sierra Pacific Industries A California Company" and "www.spi-ind.com". There is a QR code in the bottom left corner.

If you are one of the millions of people traveling through Sacramento International Airport, check out the rotating display ads in the baggage areas and alongside flight information monitors promoting Sierra Pacific Industries and SFI certification. “Sacramento is the state capital so a lot of opinion leaders, legislators and appointed officials pass through the airport,” says Mark Pawlicki, Director of Corporate Affairs and Sustainability for Sierra Pacific Industries. “This is a great way to remind them that Sierra Pacific is based in California, and that we not only create jobs and great products, our sustainable forest management also lets us provide clean water, wildlife habitat and so much more.” The ads are displayed on rotating basis on 21 screens — 14 in the baggage area and seven alongside boards displaying flight information.

Talking to BC Foresters about SFI Certification

THE 5,600 FOREST PROFESSIONALS in British Columbia had the opportunity to read about SFI certification and audits in the November/December issue of BC Forest Professional magazine.

The magazine featured third-party certification, and included articles by Chris Ridley-Thomas, who leads KPMG Performance Registrar Inc.’s forest certification practice, and Gerry Fraser, Interfor’s Manager of Sustainable Forestry and a founding member of the Western Canada SFI Implementation Committee.

More than 40 percent of the more than 130 million acres/53 million hectares of certified forests in British Columbia are certified to the SFI standard. Most forest professionals in the province choose SFI or Canadian

Standards Association Z809 certification — and since lands certified to CSA are recognized by SFI, this means products from 95 percent of British Columbia’s certified lands are eligible to use the SFI chain-of-custody label.

In *An SFI Audit: How it Works and What’s Involved*, Ridley-Thomas said the key factors that drive successful SFI audits are competent auditors, clear standards, reliable audit processes and transparent reporting.

In *Interfor: 10 Years of SFI Certification*, Fraser said Interfor chose to be certified to the SFI standard in 2000 for a number of reasons. “It meant we could integrate performance measures and objectives into the environmental management systems we had in place and SFI had broad recognition in the United States — our largest market.”

SFI HOSTS CONSERVATION PLANNING WEBINAR

The SFI program hosted a webinar last month which provided an overview of a recent report by the National Council for Air and Stream Improvement (NCASI) and Ecosystem Management Research Institute about conservation planning efforts at the national, regional and state levels in the United States. The webinar presented many resources related to conservation planning in the United States that SFI Program Participants can use to meet SFI Standard requirements and to better inform management decisions. The webcast is posted on the SFI website at www.sfi-program.org/SFI-webinars/index.php

SFI RECOGNIZES EXCELLENCE

The Boy Scouts of America, The Lyme Timber Company, the Wildlife Management Institute and the Mississippi SFI Implementation Committee were honored at the 2011 conference for adding value to the SFI program in a variety of ways.

The Boy Scouts of America received the SFI President's award for promoting the value of sustainable forestry, including a Forestry merit badge and supporting forest certification – their Philmont Scout Ranch in New Mexico is certified to the SFI Standard; Boys' Life magazine is printed on SFI chain-of-custody certified paper; and they are using SFI-certified wood for facilities in West Virginia where the 2013 Scout Jamboree will be held.

In the official blog of Scouting magazine, Eagle Scout Bryan Wendell wrote: "Yep, we need our nation's forests. And the forests need us, too. So hat's off to us, the Boy Scouts of America, for helping protect this valuable national resource. We do that so well, in fact, that last month the Sustainable Forestry Initiative honored the BSA with its President's Award."

The Lyme Timber Company and Wildlife Management Institute received an SFI Conservation Leadership Award for Biodiversity Research for a project that is improving forest habitat for the American woodcock in northern New York State. As always, there are a lot of other partners involved — including New York State Department of Environmental Conservation; U.S. Fish and Wildlife Service; U.S. Geological Survey; National Fish and Wildlife Foundation; and Northeast Association of Fish and Wildlife Agencies.

Mississippi received the 13th Annual SFI Implementation Committee Achievement Award for meeting a broad range of criteria — including leadership, logger education, landowner outreach and education, SFI program integrity, and SFI program growth.

SAVE THE DATE

SFI 2012 Annual Conference

SEPT. 11 TO 13
MILWAUKEE, WI.

SFI Conference Celebrates the Bigger Picture with Highest Attendance Ever

THE SFI 2011 ANNUAL CONFERENCE in Burlington, VT lived up to its name: The Bigger Picture — Conservation. Integrity. Community. The 226 delegates made it the largest SFI conference ever, and sessions explored the integrity of the program and its contributions to conservation and communities.

There were many highlights, including a keynote address by Larry Selzer, President and CEO of The Conservation Fund, who called for responsible environmentalism and an urgent need to start seeing the social, environmental and economic value of working forests. A long-time supporter of the SFI program and a member of the board of directors, Selzer issued some tough challenges to environmental activists, corporate leaders and elected officials.

"If well-managed forests are the goal, we should all be celebrating the remarkable victory of having millions of acres of forests across North America certified," he said. "We should not be wasting precious resources while millions of acres of forests disappear."

Delegates came from across North America, representing companies and com-

munities of all sizes, Aboriginal communities, government agencies and conservation groups. They included academics, students, auditors, biologists, printers, landowners and forest professionals. Speakers included Kathryn Fernholz, Executive Director, Dovetail Partners Inc.; Scott McDougall, President and CEO of TerraChoice; Mary White, Director, Sustainable Package Sourcing, PepsiCo Inc.; Adam Grant, Senior Associate, World Resources Institute, and Michael Luzier, President and CEO, NAHB Research Center.

"I was constantly reminded that it's the passion, the enthusiasm, the knowledge and the diversity of our many participants and supporters that make the SFI program so strong," says SFI President and CEO Kathy Abusow. "That's why we are able to achieve so much in forests and communities across North America."

The 2012 conference will be held Sept. 11 to 13 in Milwaukee, WI. Copies of presentations from this year's event are posted on the SFI conference website at www.sfiprogram.org/AnnualConference/2011 along with videos and photos.



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Conservation Grants Update

AUDUBON WORKSHOP BENEFITS BIRD HABITAT

AUDUBON NEW YORK organized a workshop last month to show 30 woodlot and forest owners and managers in the Tug Hill region of northern New York State how to have positive impact on bird and other wildlife habitat by embracing sustainable forest management practices.

Tug Hill, one of the largest tracts of forest left in New York State, provides critical habitat for a great diversity of bird species, including Canada warbler, American woodcock and ruffed grouse. The workshop, funded in part by an SFI conservation grant, the New York SFI Implementation Committee and SFI program participants, brought together landowners and experts on birds, other wildlife and forest management.

Other workshop sponsors included the Empire State Forest Products Association,

Cornell University Human Dimensions Research Unit, Molpus Timberland Management, Cornell Cooperative Extension, Tug Hill Commission, New York State Department of Environmental Conservation, Tug Hill Tomorrow Land Trust, and The Nature Conservancy.

The workshop included speakers from Cornell University, Cornell Cooperative Extension, the New York State Department of Environmental Conservation, and the Tug Hill Tomorrow Land Trust who discussed recent declines in bird populations in the region, the economic benefits of timber management, and the resources and incentives available to landowners, such as conservation easements, who wish to conserve and manage their forest land.

Tug Hill is part of the New York State Department of Environmental Conservation's designated Northern Forest Legacy Area. Audubon New York has designated about 80,000 acres of Tug Hill Plateau as an Important Bird Area, and about 90% of this area is forested.



SAF CHAPTER SPONSORS WALK IN THE FOREST

MORE THAN 130 BOY AND GIRL SCOUTS from the Troops in the metropolitan Atlanta region joined the Chattahoochee Chapter of the Society of American Foresters on A Walk in the Forest at Stone Mountain Park in October. The event gave the youth a chance to learn about the forestry profession and the SFI program in a region of the state where there is not a lot of exposure to forestry – and also gave them a chance to earn a Forestry Merit badge. Members of the Georgia SFI Implementation Committee were among the volunteers who guided each group through nine educational stations focusing on topics such as watersheds, urban forestry, forestry products, careers and tree identification.



GRANT SUPPORTS 4-H AND FFA TEAMS

THE MISSISSIPPI SFI IMPLEMENTATION COMMITTEE received a grant to support state FFA and 4-H champions in their national competitions. "We were able to show these youth they had support from the Mississippi forestry community, and we were proud of them," says

Committee Coordinator Tom Monaghan. The 4-H team achieved its highest ranking ever, finishing fourth. The SFI Implementation Committee also received about 500 entries when it invited FFA and 4-H forestry programs in the state to submit essays about why SFI is important.



23,000 SEEDLINGS PLANTED IN WISCONSIN

WITH THE HELP OF AN SFI COMMUNITY GRANT, the Hardwood Forestry Fund began the process of turning an old soybean field in Devil's Lake State Park into a forest by planting 23,000 hardwood seedlings. The SFI conservation grant project will maintain the ecological and economic success of the forest and respond to forest fragmentation.

Forester Paul L. Kloppenburg of the Wisconsin Department of Natural Resources (WDNR) Division of Forestry in Sauk County, one of the project partners, says a study this summer found the overall survival of the red oak, white oak, black walnut and black cherry seedlings at more than 95 percent.

Annual monitoring of the trees will involve youth who will learn about tree identification and handle the tally sheets. As the trees — which were four to 18 inches high this summer, depending on the species — grow, they will create habitat for plants and animals needing deep forest conditions to survive, as well as providing forest products for economic benefits.

In addition to the Hardwood Forestry Fund and state Division of Forestry, project partners include the WDNR Bureau of Parks & Recreation; WDNR State Nurseries Program; Sauk County Conservation, Planning & Zoning Department, and Youth Environmental Projects of Sauk County.

SFI SUPPORTS BMP MANUAL TO RESTORE AMERICAN CHESTNUT

THE AMERICAN CHESTNUT FOUNDATION (TACF) has released an easy-to-read best management practices manual at www.acf.org/resources.php so landowners can help restore American chestnut trees.

The manual outlines best practices for planting and raising chestnut trees, including site preparation, fertilization, deer and pest management, identifying and treating diseases, and more. The goal of the guide is to help planters of all types significantly improve the success rate of their chestnut plantings.

"We will need to plant a lot of trees if we

are to eventually restore the American chestnut to its former range," TACF President and CEO Bryan J. Burhans says. "The manual provides advice so landowners can work with us, and the SFI grant also lets us create a web-based database so volunteers and partners can track their progress."

The manual is part of a project funded through the SFI grant program, which led to the first plantings of some of the most advanced blight-resistant American chestnuts in the southeastern United States. Earlier this year, seedlings were planted on lands owned by

SFI program participants MeadWestvaco and Georgia Pacific. Quality Deer Management Association and the Pennsylvania Department of Conservation and Natural Resources also helped with the manual production.

The American chestnut once produced high-value wood products, such as furniture and rail ties, and was a valuable food source in the Appalachian hardwood forest ecosystem for a wide variety of wildlife from bears to birds. An estimated four billion trees were lost to an exotic, Asian, fungal disease (chestnut blight) during the first half of the 20th century.

BRIEFS

Study Highlights Key FSC-PEFC Differences

A professional paper published in the latest issue of the Canadian Institute of Forestry's *Forestry Chronicle* says third-party forest certification has improved forest management, accelerated the implementation of sustainable forest management, and increased customer and public awareness of the importance of good forest management. It also notes key differences between FSC and PEFC from a North American perspective. The article, by Canadian professional forester Tony Rotherham, says aspects of forest certification that are not beneficial include campaigns that use market pressure to promote specific certification programs.

SFI Featured in Bureau Veritas Webinar

Jason Metnick, SFI Senior Director, Market Access and Product Labeling, will be take part in a free Bureau Veritas webinar on Dec. 7 about LEED, SFI fiber sourcing and FSC controlled wood. Information about how to register for the one-hour session is posted under training programs on the Bureau Veritas U.S. website. Bureau Veritas North America uses the webinar format for general information sessions for customers and others interested in third-party certification. Past webinar presentations are available on the company website at www.us.bureauveritas.com/wps/wcm/connect/BV_USNew/local/home/our-services/management_systems_certification/training_programs/webinars/on_demand_webinars.

HABITAT BUILD ATTRACTS MEDIA ATTENTION

Media reports highlighted the Build Day in Lauderdale, MS, in November for a Habitat project involving The Campbell Group, the state SFI Implementation Committee, and other members of the Mississippi forest industry. The coverage included a news report on WTOK in Meridian (www.wtok.com/video/?autoStart=true&topVideoCatNo=default&clipId=6471222). Lauderdale County Habitat for Humanity received an SFI community grant for part of the cost of the home and to certify it to the National Green Building Standard.

Benefits of Certification as a Trade Tool

CERTIFICATION WAS ONE OF THE TOPICS explored during a lunchtime seminar on Forest Products Trade and Sustainability: Global Challenges and Opportunities sponsored by Resources for the Future.

Nadine Block, SFI Senior Director of Government Outreach, one of three panelists, offered an overview of certification and explained how it can be used as a tool to support due diligence in complying with illegal logging legislation. Adam Grant, Senior Associate of the World Resources Institute, talked about the Forest Legality Alliance's new

risk information tool, created with the help of an SFI conservation partnership grant. Al Goetzl, an International Trade Analyst with the U.S. International Trade Commission discussed global trade and forest products.

The 130 people who attended included representatives from government agencies and non-government organizations. The Nov. 2 event is posted on the Resources for the Future website at www.rff.org/Events/Pages/Trade-and-Sustainability-of-Forest-Products.aspx.



New SFI Position Promotes Value of Certification



BARRY GRADEN LOVES BEING A FORESTER — and he loves to tell people about his work.

So he's well suited to the new position of SFI Director, Southeast United States Community Outreach, where he will build on both his passion and SFI community activities to promote and strengthen forest certification throughout the United States, with emphasis on the south.

A registered forester in South Carolina, Graden joined SFI Inc. from AbitibiBowater Inc. where he worked for the past 31 years, most recently as Manager, Sustainable Forestry. He has been involved with SFI since its inception, and was responsible for making sure his company operations met the principles of sustainability that became the nucleus of the SFI Standard.

"I am honored to be part of the SFI program because I know how much SFI and its partners have achieved for forests and communities across North America — and I am confident we can do a lot more," he says. "I have seen first-hand how both markets and customers are becoming more attuned to the drivers and trends supporting sustainable forest management. As a result, there is a need for more certified forests, and SFI with its science-based, consensus-based program is in a strong position."

Graden says he looks forward to supporting the work of SFI Implementation Committees, forestry associations and family forest owners, as well as working with customers who want to support forest certification. He welcomes the opportunity to spread the word that foresters — and the SFI program — understand and support responsible forest management.

Graden's office is in Greenville, SC, and he can be reached by email at Barry.Graden@sfi-program.org or 864-451-7958.

SFI HELPS BUILD HABITAT HOME IN NEW BRUNSWICK

The AV Group, an SFI-certified company in New Brunswick, coordinated a Habitat for Humanity build for SFI program participants in Fredericton last month. The two-family home is the first in New Brunswick to be certified to the Built Green Canada green rating program. The SFI Implementation Committee donated \$4,000 and three of its members, J.D. Irving Ltd., Huber Engineered Woods LLC and Louisiana Pacific also donated products. To date, SFI and its participants have been involved in 10 Habitat for Humanity projects.



SFI GRANT CONNECTS HABITAT FOR HUMANITY AND NAHB

The National Housing Endowment has announced 10 of the 25 Habitat for Humanity homes that will be certified to the ANSI/ICC 700-2008 National Green Building Standard thanks to an SFI community grant.

The NAHB Research Center will receive funds through the National Housing Endowment to certify 25 Habitat for Humanity homes in Bettendorf, IA; Bay Saint Louis, MS; Wilmington, DE; Pittsboro, NC; Lexington, KY; Traverse City, MI; Greensboro, NC; Smyrna, GA; Moscow, ID; and New London, CT.

Michael Luzier, President and CEO of the NAHB Research Center, says the SFI support means his organization can expand efforts to make green certification accessible for homes in all price ranges "That's why our certification is more affordable and not as time consuming as other national certifications while delivering the same third-party credibility and rigor."

"Our partnership with Habitat for Humanity is a fantastic way to help communities across North America, and with the support of the NAHB Research Center we're able to make sure more Habitat homes are built with SFI-certified products," says Danny Karch, SFI National Director, Green Building. "The National Green Building Standard recognizes wood from all credible third-party forest certification standards, including SFI, making it easier for builders to build with North American wood."

SFI IMPLEMENTATION COMMITTEES

ALABAMA PILOT RESULTS IN CERTIFIED LANDS

Close to 800,000 acres/324,000 hectares of privately owned Alabama forestlands have been certified through an innovative pilot where forest owners who are part of the state's "Treasure Forest" program are eligible now for certification to the American Tree Farm System (ATFS).

The pilot, involving the Alabama Forestry Commission, The Alabama Forestry Association, Alabama SFI Implementation Committee and ATFS, involves 1,313 different forest properties. The SFI Implementation Committee paid for a risk assessment by PriceWaterhouseCoopers that showed forest management practices required by Alabama's Treasure Forest program met Tree Farm's strict standards.

"We invested in this project because we wanted to have a larger basket of certified wood for our customers, and to make people more aware of the value of certification," says Sam Hopkins of the Westervelt Company, who chairs the SFI Implementation Committee. "With demand for certified wood increasing, this helps us maintain desirable markets."

The SFI program recognizes fiber from any standard operating in North America endorsed by PEFC, which means fiber from forests certified to ATFS and the Canadian Standards Association can be counted as certified content for SFI label use.

Mississippi Committee Backs Children's Museum Exhibit

Arnulfo Zendejas, Chair of the Mississippi SFI Implementation Committee, coaches children on equipment operation at a working forest exhibit at the Mississippi Children's Museum in Jackson, MS, which was designed and funded by committee members and others in the Mississippi forest resources community. There have been more than 230,000 visitors since the museum opened in December 2010.



Check Out SFI Calendars

IF YOU'RE LOOKING FOR A HOLIDAY GIFT, you might want to order an SFI 15-month calendar, featuring stunning photos contributed by SFI program participants and our partners.

The calendars can be ordered through the SFI website (www.sfiprogram.org/promotion/promote-order-form.php#bumperstickers). The first 10 are free for SFI program participants and certificate holders, and any additional ones cost \$5 US each. Thanks to Verso Paper for supporting the production of the calendars.



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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.



PEFC/29-1

NEW SFI CERTIFICATIONS (EFFECTIVE NOV. 30, 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

3M Company, Alexander Lumber Company, Atlas Trading International, Bennett Packaging of Kansas City Inc., Canadian Wood Products - Montréal Inc., CartonCraft Inc., Cascades Canada ULC Div. Cascades Boxboard Group - Mississauga, Craftmaster Printers Inc., Everett Graphics, Georgia Biomass, Gorham Paper and Tissue LLC, Hasbro Global Operations - East Longmeadow, Imprimerie Lebonfon Inc., J R Cole Industries - Carton Division, Kaweah Container, Pioneer Packaging Inc., South Coast Paper, UPM Raflatac, Walker360, Washburn Graphics Inc, dba Cadmus, Western Web Envelope

NEW SFI PROGRAM PARTICIPANTS

Carrier Lumber, Coulson Group of Companies, Coulson Forest Products, Joe N. Miles & Sons Inc, Mackenzie Fibre Management Corporation

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)

Coastal Container Corporation, DanHil Containers II Ltd., Northern Sheets LLC, PhilCorr LLC, South Coast Paper, Tolleson Lumber, Trebio Inc.

NEW SFI FOREST MANAGEMENT CERTIFICATIONS

Mackenzie Fibre Management Corporation, Coulson Group of Companies, Coulson Forest Products, Greenmantle Forest Inc.

CURRENT PROGRAM STATISTICS (AS OF NOV. 30, 2011)

SFI PROGRAM PARTICIPANTS:	242
AREA THIRD-PARTY CERTIFIED TO THE SFI 2005-2009 STANDARD OR SFI 2010-2014 STANDARD:	195 MILLION ACRES/79 MILLION HECTARES
CHAIN-OF-CUSTODY CERTIFICATES:	1,021
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.):	2,524
CERTIFIED SOURCING CERTIFICATES ISSUED TO PRIMARY PRODUCERS CERTIFIED TO SECTION 2 - SFI 2010-2014 FIBER SOURCING OBJECTIVES 8-20:	97
CERTIFIED SOURCING CERTIFICATES ISSUED TO SECONDARY PRODUCERS CERTIFIED TO SECTION 4 - SFI CERTIFIED SOURCING LABEL USE REQUIREMENTS:	117
PEFC ANNEX 4 (U.S.) CHAIN-OF-CUSTODY CERTIFICATIONS:	363

SFI BROCHURE FOCUSES ON CANADA

The SFI program has produced a new brochure illustrating the benefits SFI certification offers to forest managers, communities and consumers in Canada. *Supporting Responsible Forestry* with SFI points out that almost three quarters of the certified lands in Canada are eligible to use the SFI on-product label.

This complements a publication produced earlier this year that shows how the SFI program supports governments at all levels in the United States. Both publications are posted on the resources section of the SFI website (www.sfiprogram.org/forest_certification_resources.php).

ABOUT SFI INC.

SFI Inc. (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, about 195 million acres/79 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.

Search for SFI-certified products on the SFI Certification Database at www.sfiprogram.org/sfidatabase.