

The **BIGGER** Picture

CONSERVATION • INTEGRITY • COMMUNITY



SFI-0081

Progress Report / **MAY 2011**

Message from the President and CEO



The SFI program's bigger picture starts with a strong certification standard, and we go beyond it to improve forest practices through conservation grants, community partnerships, logger training, and landowner outreach. No other third-party forest certification program in North America matches this broad scope of sustainable forestry practices.

Everything we do is under the direction of an independent, multi-disciplinary board, and we draw strength and expertise from countless partners who care about our forests — from resource professionals, conservation groups, companies of all sizes, government agencies, Aboriginal communities, scientists and unions. This is why our program and its standard mesh so well with North American values and interests.

Diverse groups were involved in the development of the SFI standard more than 15 years ago, and they no doubt had high hopes about its influence on forest practices. They may never have expected the gradual, and significant, evolution to the multi-purpose non-profit program we have today with an independent Board of Directors, on-product labels and conservation research grants. Today, we stand as the world's largest single forest certification standard – one that is globally recognized and accepted as supporting responsible forest management.

Although the SFI program has achieved international respect, our roots will always be deep in North American communities — addressing their needs and gaining insight from their knowledge. Our bigger picture includes 37 community-based SFI Implementation Committees who train loggers and participate in important community events. They extend the reach of the SFI standard on the ground to forests and to people across the United States and Canada — environmentally, socially, economically and spiritually — and offer residents easy access to present their views or ask questions about what's happening in their back yards. We are entrusted with a responsibility we take seriously. We introduced certified sourcing so we could have an impact that goes beyond certified lands — we want all forest landowners to have the knowledge and guidance

needed to manage their forestlands responsibly. We give back through partnerships with Habitat for Humanity, 4-H and Aboriginal communities. We support activities to advance research and strengthen community outreach through our SFI Implementation Committees, our program participants, and our comprehensive program.

Our relationship with conservation groups has also evolved over time. We have both come to realize that we can address mutual objectives by working together. Our SFI Conservation and Community Partnerships Grant Program is yielding benefits by building knowledge, strengthening global supply chains and showing landowners how they can manage forests to enhance wildlife habitat.

We appreciate that we, in turn, are part of a bigger picture — third-party forest certification is just one element of broader procurement policies and life cycle assessment. And it does not end at our borders. Although all SFI-certified lands are in the United States and Canada, we work with international partners to tackle global issues such as illegal logging.

International Year of Forests, 2011, is a good time to pause and reflect on how much forests mean to our environment and to our communities. It is a good time to recognize that while the SFI program has evolved and grown over time, our focus will always be to advance responsible forestry — and look for new and effective ways to accomplish this.

When the goal is improving the welfare of the world's forests and communities, no one organization can claim to have all the answers or resources to achieve optimal results. That's why the SFI program keeps its eye on the bigger picture and is shaped by its many partnerships and community collaboration. By sharing ideas, resources and enthusiasm, we can accomplish so much more in the forest, in communities and in the marketplace.🌲

Kathy Abusow
President and CEO
Sustainable Forestry Initiative Inc.



Quick Facts and Statistics

The Sustainable Forestry Initiative® (SFI®) Inc. is an independent, 501(c)(3) non-profit charitable organization recognized and accepted by organizations and governments internationally, and supported by conservation groups, community organizations and forest professionals.

More than 2,500 individuals and organizations are helping the SFI program address the bigger picture — meeting its requirements and/or supporting its efforts to encourage and promote responsible forestry.🌲

“My advice for companies that want to be SFI certified is to make sure everything is in order before I arrive. I have no choice — if the SFI standard requirements are not being met, and I see a major non-conformance, I won’t be issuing an SFI certificate.”

— Mike Ferrucci, NSF-ISR Forestry Program Manager and Lead Auditor

Program Statistics: (As of April 30, 2011)

The SFI program manages the largest single forest certification standard in the world.

- **Forest area certified in North America 183 million acres/74 million hectares**
↑ 13% from 161 million acres/65 million hectares at the start of 2010
- **SFI chain-of-custody certificates 1,000**
↑ 24% from 807 at the start of 2010
- **SFI chain-of-custody locations 2,483**
↑ 36% from 1,831 at the start of 2010
- **Companies certified for responsible sourcing and associated labels 175**

"Close to 2.4 million acres of Alabama's forests are certified to the SFI Standard, and I see the benefits almost every day. And SFI's reach goes far beyond certified lands — it addresses the reality that 80 percent of our 22.7 million acres of Alabama's forests are owned by more than 440,000 non-industrial private landowners."

— Linda Casey, State Forester, Alabama

2010 statistics that demonstrate the broad reach of the SFI program and its partners, which deliver wide-ranging benefits on the ground.

Community Outreach

Number of community-based SFI Implementation Committees	37
Total number of members	948
Percentage of members representing SFI program participants	61%
Percentage representing community partners	39%
2010 contribution to support local activities such as education and training for loggers, and outreach to family forest owners	\$2.6 million
Contribution since 1995	\$57.7 million
2010 local contributions to Project Learning Tree ¹	\$61,600

Resource Training

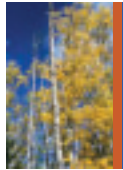
Number of resource and logging professionals trained in responsible forestry through the SFI program or its recognition of other programs in 2010 ²	5,584
Total trained since 1995	129,338

Research

Total SFI program participants have invested in forest research activities in 2010	\$81.4 million
Amount contributed since 1995	\$1.2 billion

¹ Project Learning Tree is the American Forest Foundation's multi-disciplinary environmental education program for educators and students

² Provided by the Forest Resources Association



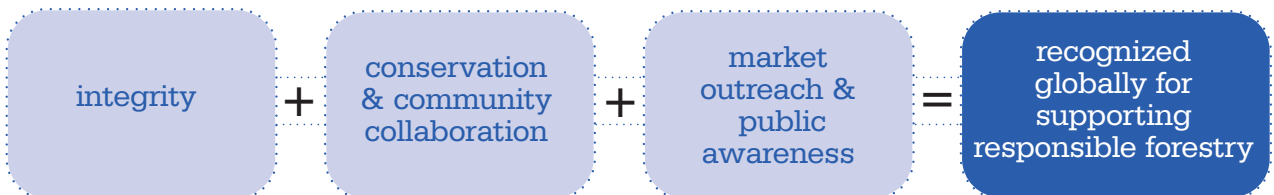
A Strategic View

No other third-party forest certification program in North America matches the SFI program's broad perspective. Under the direction of an independent, multi-disciplinary board, the SFI program works with individuals and organizations that share its passion for sustainable forest management and responsible procurement. The SFI program addresses the bigger picture – one that includes logger training, conservation research, community partnerships and landowner outreach. Every action is based on integrity and invites partnerships that deliver value on the ground and at each link of the supply chain.

"Ensure the integrity of the SFI program is strong, grounded in science and research, and based on conservation and community collaboration resulting in a program that is recognized globally for supporting responsible forestry."

— SFI Inc. Strategic Objective

STRATEGIC GOALS 2011



The SFI Inc. strategic objective is the outcome of three strategic goals, which are used to measure the program's achievements through this Progress Report:

INTEGRITY

Maintaining and building on the integrity of all aspects of the program including the SFI standard, audit process, labels, claims, branding, and governance.

CONSERVATION AND COMMUNITY COLLABORATION

Achieving shared objectives with conservation and community partners to improve forestry practices at the local, North American and global levels; and investing in research activities to strengthen forest management.

MARKET OUTREACH AND PUBLIC AWARENESS

Reaching out through public, consumer and government relations to make customers aware of SFI products and embrace them as a choice that supports responsible forest management.

The SFI Program: Meeting North American Needs

The SFI program embraces the bigger picture more than any other third-party forest certification program in North America. No single certification standard covers as large a geographical area or has as broad a perspective.

- SFI is the only forest certification program in North America that requires participants to provide in-kind support or funding for forest research. Since 1995, this has led to an investment of \$1.2 billion for research activities that improve forest health, productivity and sustainable management of forest resources.
- SFI is the only forest certification program in North America to support logger and forester training through a grassroots network of SFI Implementation Committees. Some U.S. states reporting consistent improvements in best management practices to protect water quality have attributed this to logger training and the SFI program. SFI program participants provide leadership and share best practices to improve forest management on certified and uncertified lands.
- The SFI program stands apart from other independent forest certification standards through its unique fiber sourcing requirements, which address the fact that all forest landowners play a critical role in the long-term health and responsible management of forests – regardless of whether they are certified.

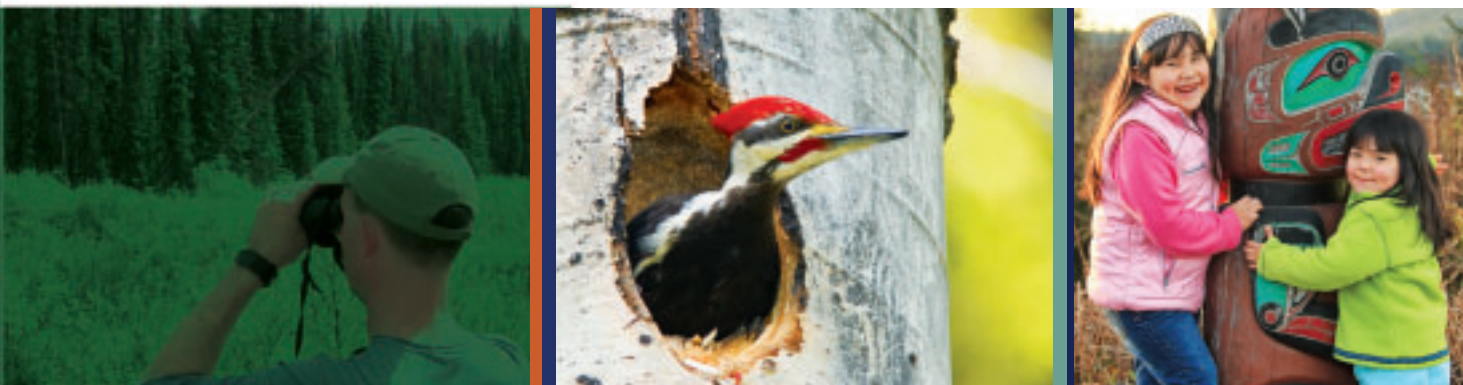


The importance of integrity

Across North America and globally, SFI is seen as a strong certification program built on a cornerstone of integrity and honesty. It is led by an independent Board of Directors that respects and represents all views, and builds these into all SFI activities. The world-class SFI 2010-2014 Standard was developed through an open multi-stakeholder process — and covers a geographical area larger than any other single certification standard. In 2011, enhancements to its on-product labels made it easier for buyers to make informed decisions. SFI certification audits are conducted by rigorous third-party certification bodies who are internationally accredited, and questions or concerns are welcomed through an independent process.

"Over the years, many of the issues that previously divided the systems have become much less distinct. The largest certification systems now generally have the same structural programmatic requirements."

— 2009/2010 UNECE/FAO Forest Products Annual Market Review



integrity



WHERE THE RUBBER HITS THE ROAD A Message from the Chair, SFI Inc. Board of Directors

There are a lot of reasons why I am impressed by the integrity of the SFI program. But without a doubt what impresses me most about the program is the fact that literally thousands of people across North

America are putting it to work on the ground, in the mills and across stores around the world.

The SFI program is led by an independent and balanced board whose members reflect diverse interests. It is the main reason why SFI Inc. is able to view and address the bigger picture. The SFI Inc. Board of Directors has six members in each of three chambers — environmental, social and economic. We are entirely responsible for the SFI program — we set and implement the forest certification standard following a public review process, and ours is the only body that can modify the standard.

I have been involved with the forest sector at the community level for decades. I often talk to people who want assurance that their forests are being managed with care and attention — and I work with logging professionals who are keen to learn as much as possible so they can meet this high expectation.

Since 1995, almost 130,000 loggers have completed SFI-approved training programs, including thousands of independent contractors who are the key to the quality of forest harvesting. The SFI is the only certification program in the world that trains loggers and helps them become better at doing their jobs on the ground. It has helped loggers become better stewards of the land and understand their environmental responsibility to the landowners and to the communities they live and work in. In 2010, 92 percent of the raw material used by SFI program participants was provided by loggers trained in responsible forest practices. We are hoping to have this percentage even higher in 2011 and 2012.

The SFI program makes an important contribution to the forest in North America because it understands what is needed, and it is willing to work with a variety of partners to achieve results that address the bigger picture. 🌲

Bob Luoto represents independent logging professionals and the American Loggers Council on the SFI Inc. Board of Directors. Luoto is president of Crown & Cross Inc. in Oregon, and has been involved with both his community and the forest products industry for more than 30 years. He joined the SFI board in 2008.

SFI On-Product Labels

Following a comprehensive review, enhancements were made to SFI on-product labels that strengthened the link between the claim on the labels and definitions in the SFI 2010-2014 Standard, making it easier for consumers to make informed decisions. SFI Inc. also introduced a unique label identification number in 2011 to facilitate the tracking of label users. SFI labels are available in English, French and Spanish.

Certified Sourcing Label



The certified sourcing label does not make claims about certified forest content. It tells buyers the fiber in a product meets unique SFI certified sourcing requirements.

Certified sourcing is defined as raw material sourced from the following sources confirmed by a certification body:

- Fiber that conforms with objectives 8-20 of Section 2 — SFI 2010-2014 Standard's fiber sourcing requirements
- Pre-consumer recycled content
- Post-consumer recycled content
- Certified forest content, which includes SFI and other acceptable forest management standards (e.g. CAN/CSA-Z809 and American Tree Farm System)
- Non-controversial sources

Chain-of-Custody Average Percentage Labels



The SFI X% chain-of-custody label tells buyers the percentage of fiber from certified forests, certified sourcing and/or post-consumer recycled material. Organizations using the average percentage method to calculate certified forest content must have at least 10 percent certified forest content to utilize the X% certified forest content tagline. Since organizations can label all of the product output with the average percent labels, they must communicate the actual percentage of certified content on the label (e.g. with 30% certified forest content, the label would show 30%).

Chain-of-Custody Volume Credit Label



Organizations using the volume credit method to calculate certified content must use the "Promoting Sustainable Forestry" chain-of-custody label. Since they can label the percentage of output corresponding to the percentage of certified forest content used in the manufacturing process, this means that if they use 30 percent certified forest content in their manufacturing facility, they can label only 30 percent of their output.

Chain-of-Custody Recycled Content Labels



All of the chain-of-custody labels can include a Mobius loop stating the percentage of post-consumer recycled content in the product, where applicable. This recycled content claim is verified during the third-party audit process.

NEW SFI BOARD MEMBERS

The six members most recently elected to the SFI Board of Directors introduced a wide range of knowledge and expertise, while maintaining the balanced approach to governance. See page 33 for the full list of board members. The new members are:



Charles Tattersall (Tat) Smith Jr., PhD.
Professor
Faculty of Forestry, University of Toronto

"SFI for me is where the rubber meets the road. We have often tested our environmental research by seeing how well it meets SFI standard requirements. The new SFI standard is more sensitive to the bioeconomy, and I'm keen to take this further as a member of the board. One of the real strengths of the SFI program is its willingness to provide opportunities for diverse groups to collaborate so they can broaden our knowledge and make a difference."



John M. Hagan III, PhD.
President
Manomet Center for Conservation Sciences

"As an environmental research organization, Manomet is committed to having unbiased science used by decision makers. Science is a powerful tool for helping the forest sector achieve and balance society's economic, social, and environmental values. SFI shares this same commitment to the application of solid science for the public good. I'm pleased to have the chance to contribute Manomet's experience with the practical application of science to the service of the SFI program."



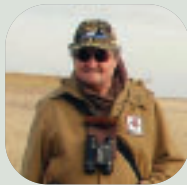
Stewart Hardacre
Chief Executive Officer
Habitat for Humanity Canada

"As the partnership between SFI and Habitat for Humanity has grown, it has become evident that we share many of the same values especially when it comes to the social benefits of both of our programs."



Steven W. Koehn
Director/State Forester
Maryland Forest Service

"The SFI program is improving management of North American forests by requiring stringent practices that go well beyond basic legal requirements. I welcome the opportunity to help raise awareness of the important role certification plays, and to work with SFI and its many partners to spread enhanced best management practices through community and conservation activities, training programs, research and outreach."



George Finney, PhD.
President
Bird Studies Canada

"Bird Studies Canada and SFI have common objectives — to promote responsible forest management and to protect wildlife habitat. A lot of our work is on SFI-certified lands so we work closely with SFI program participants. It's a great partnership — they help us collect information, especially in remote areas, and we provide the data they need to strengthen management planning and meet certification requirements."



John B. Crowe
Chairman and Chief Executive Officer
Buckeye Technologies Inc.

"My involvement in the SFI program supports Buckeye's commitment to provide unique fiber solutions that make everyday life better for consumers worldwide, and to do this in a way that protects the environment and resources for future generations. This includes our involvement in a research project making biobased chemicals from feedstock such as forest products that can be used for renewable energy and a lot more."

Commitment to Conservation

The SFI 2010-2014 forest management standard requires, among other things, that harvest levels are sustainable, biodiversity and old growth are conserved, water quality and wildlife habitat are protected, harvested areas are replanted promptly, chemical use is minimized, and the rights of local communities and Aboriginal peoples are considered and respected. Through continual improvement of the standard, it also addresses emerging issues such as climate change and bioenergy.



THE CONSERVATION FUND
America's Partner in Conservation



"It is precisely the power of SFI to sustain fish and wildlife, biodiversity, water quality and ecosystem functions (including mitigating and adapting to climate change) on 180 million acres of forest throughout North America that motivates us to serve on SFI's board. By serving, we help SFI continue to improve an already strong mechanism to conserve forests and their environmental values ... The six of us who serve on the Environmental Chamber of the SFI Board have dedicated our lives to conservation. We would not be on the SFI Board if we did not believe it is a credible forest certification program, which we are able to advise and guide through our combined and diverse conservation expertise."

— April 2011 open letter from members of the conservation chamber of the SFI Board of Directors

Third-Party Audit Process

SFI is a third-party certification program, which means an impartial third-party certification body verifies that the requirements set out in the SFI 2010-2014 Standard have been met — whether it is for forest management, chain of custody or certified sourcing.

Certification bodies must be independent, objective and qualified. Depending on the scope of the certification audit, they must have completed an accreditation program through one or more of the following international accreditation bodies: American National Standards Institute (ANSI); ANSI-ASQ National Accreditation Board (ANAB); and/or Standards Council of Canada (SCC). ANSI, ANAB and SCC are all national members of the International Accreditation Forum.

Organizations that own or manage forestlands must take the following steps to earn SFI forest certification:

- 1. Apply to participate in the SFI program**
- 2. Once approved, contact an accredited certification body**
- 3. Implement all relevant SFI 2010-2014 Standard requirements**
- 4. On-site audit by certification body verifies operations meet SFI standard requirements**
- 5. Once certification body approves certification, they prepare a public summary that the participant submits to SFI Inc. to post on the SFI website**

SFI chain-of-custody and fiber sourcing certification also involve third-party audits.

The SFI 2010-2014 Standard

Implementation of the new SFI 2010-2014 Standard took place through 2010. The revised standard was introduced in January 2010, and program participants had until the end of the year to implement the changes. The SFI program's 2010-2014 requirements, with unique sections for its forest and chain-of-custody standards, rules for label use, procedures, guidance and more, can be downloaded from the SFI website at www.sfiprogram.org/sustainable_forestry_initiative_standard.php.

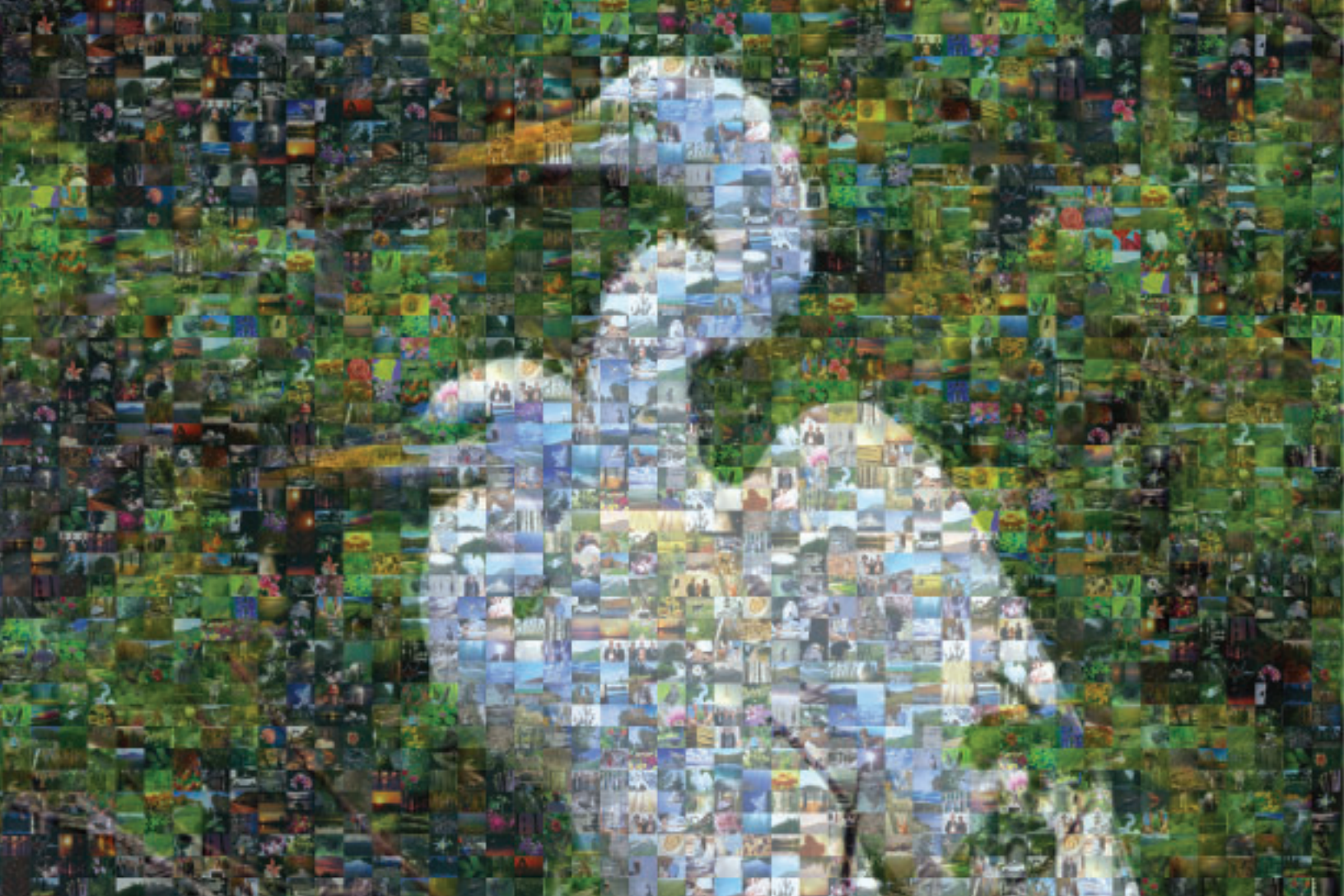
PEFC AND THE MARKETPLACE



SFI Inc. is a member of Programme for the Endorsement of Forest Certification (PEFC), which launched new standards in November 2010 for sustainable forest management, chain of custody, standard setting, group certification, and logo usage. The SFI program — the world's largest single forest certification standard — collaborates with PEFC — the world's largest forest certification umbrella organization — to show the value of third-party forest certification. Together, SFI and PEFC encourage public and private agencies to develop procurement strategies that recognize all certification standards. SFI Inc. is also a member of PEFC North America, which posted a website at www.pefcnorthamerica.org in 2011.

"There's a lot involved in an SFI forest management audit. The audit team starts with a detailed review of the company's policies and internal records — everything from operator training to habitat protection. Then we go out and make sure that's what is actually happening in the field. We examine the plans, inspect the sites, talk to contractors and review input from stakeholders to get all the evidence we need to show the SFI standard requirements are being met."

— Chris Ridley-Thomas, President, KPMG Performance Registrar Inc.



The concern for conservation

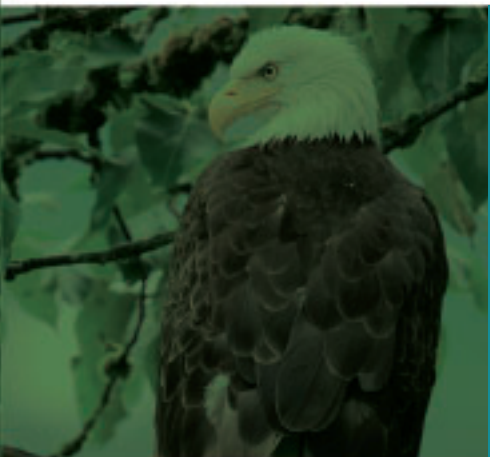
The SFI program is the only forest certification standard in North America that requires participants to provide in-kind support or funding for forest research to improve forest health, productivity, and sustainable management of forest resources, and the environmental benefits and performance of forest products.

In 2010, SFI program participants invested \$81.4 million for research activities. They were involved in a total of more than 110 conservation-based projects, most in collaboration with conservation organizations, state or provincial agencies, academic institutions, family forest owners and other forest products companies. This wide variety of projects collaboratively addressed issues related to biodiversity, wildlife habitat, water quality, protection of special sites and much more. Since 1995, they have invested more than \$1.2 billion for research. In 2010, SFI Inc. built on this commitment to research by introducing its Conservation and Community Partnerships Grant Program.

Conservation and Community Partnerships Grant Program

Number of grants awarded in 2010	9
Number of grants awarded in 2011	15
SFI commitment for 2010 projects	\$675,000
SFI commitment for 2011 projects	\$464,200
Total SFI commitment*	\$1.14 million
Total value with partner contributions	\$4.2 million

The first year of the conservation grant program led to impressive achievements — projects have helped build knowledge, support landowner outreach, strengthen global supply chains, and deliver countless benefits in forests and communities across the United States and Canada. This continued into 2011 when SFI Inc. awarded six new grants as well as supporting nine smaller projects such as forestry educational programs for children and green building projects for low-income families. The 24 projects receiving grants in 2010 and 2011 brought together about 125 partner organizations to advance important conservation and community work. 🌲



conservation

SFI INC. RECOGNIZES LEADERSHIP OF PORT BLAKELY TREE FARMS

SFI Inc. recognizes conservation work that illustrates the tangible, on-the-ground benefits of the SFI program through awards. In 2010, Port Blakely Tree Farms received an SFI Conservation Leadership Award for Biodiversity Research for its role in a cooperative project to reintroduce endangered Oregon spotted frogs to their historic range in Washington state. The project is led by the

Washington Department of Fish and Wildlife, and also involves the Washington Department of Natural Resources, U.S. Army, U.S. Fish and Wildlife Service, Northwest Trek Wildlife Park, Oregon Zoo, Point Defiance Zoo, University of Washington, The Evergreen State College, Washington Department of Transportation and The Nature Conservancy of Washington.

*Includes multi-year projects

Conservation and Community Partnerships Grant Program

SFI Funded Projects

SFI Conservation and Community Partnerships Grant projects support partnerships between organizations interested in improving forest management in the United States and Canada, and supporting responsible procurement globally. They often complement existing government initiatives in North America, and support communities by involving organizations such as government agencies, Aboriginal communities and universities.

PROJECT LEAD	PROJECT SUMMARY/STATUS
	<p>Established plantings to test potentially blight-resistant American chestnuts produced from traditional methods to improve breeding stock. The project will also develop web-based database to monitor and assess test plantings, create reintroduction guidelines. (2010-2011 grant) PARTNERS: Tennessee SFI Implementation Committee, Tennessee Tree Farm, Georgia-Pacific, MWV.</p>
	<p>Collected data to improve management of forest habitats for endangered bird species. The project will provide science-based data and tools to improve forest habitat management beyond regulatory compliance for the conservation of bird biodiversity and species at risk across Canada. (2010 – 2012 grant) PARTNERS: NewPage, Port Hawkesbury Corp., Bowater Mersey Paper Co. Ltd., Abitibi-Bowater, J.D. Irving Ltd., Acadian Timber, Louisiana-Pacific Corporation, Canadian Wildlife Service, Regroupement QuébecOiseaux, Breeding Bird Atlas projects (Maritimes, Ontario, Manitoba, and British Columbia).</p>
	<p>Created demonstration sites and a new website as part of outreach to help family forest landowners adopt and implement practices to improve wildlife habitat on managed lands in the southeast United States. (2010 – 2012 grant) PARTNERS: Upstate Forever, Nemours Wildlife Foundation, Quality Deer Management Association, National Wild Turkey Federation.</p>
	<p>Develop best management practices for forest road crossings in Atlantic Canada to avoid disrupting water flows in wetlands. Conduct rigorous experiments to test the most promising approaches and techniques, which are most effective at maintaining hydrologic function when building roads in forested swamps. (2011-2013 grant) PARTNERS: Ducks Unlimited Canada; SFI Implementation Committees in Nova Scotia and New Brunswick; the Nova Scotia Department of Environment; the New Brunswick Department of Natural Resources; two SFI program participants – J.D. Irving Ltd. and Bowater Mersey Paper Company Ltd. – FPInnovations; University of New Brunswick.</p>
	<p>Determine best practices for designing and building forestry roads that protect wetland ecosystems in the western boreal forest. (2011-2013 grant) PARTNERS: Louisiana-Pacific Corporation; the Forest Operations division of FPInnovations.</p>
	<p>Held Fourth Potomac Forum on Illegal Logging & Associated Trade; will create a policy brief to help U.S. suppliers meet market/policy demands for legally sourced wood products. (2011 grant) PARTNERS: USAID, U.S. Forest Service, World Bank, PROFOR and Forest Legality Alliance.</p>
	<p>Educate hardwood forest owners on sustainable forestry management and easements, work with SFI-certified companies to explore easements for special sites, and provide technical assistance to landowners planning to donate or sell an easement. (2011-2012 grant) PARTNERS: Louisiana-Pacific Corporation, Resource Management Service LLC, North Carolina Wildlife Resources Commission, The Nature Conservancy.</p>

PROJECT LEAD

PROJECT SUMMARY/STATUS



Examined the extent to which globally imperiled and critically imperiled species and communities are associated with generalized habitat types. This is part of a pilot habitat-based approach to at-risk biodiversity conservation on SFI-certified lands in Southeast, Pacific Northwest, Great Lakes regions (2010 grant).
PARTNERS: NatureServe, Weyerhaeuser.



Achieved habitat gains for birds and wildlife dependent on younger forests, the first step in a project to enhance biodiversity of young forest habitats by providing technical assistance, helping to reverse declines of some 80 species of highly imperiled birds and other wildlife species. (2010-2011 grant)
PARTNERS: 30 SFI program participants in 14 U.S. states and two Canadian provinces. Lyme Timber Company, Plum Creek Timber Company, Wagner Woodlands, J.D. Irving Woodlands, Ruffed Grouse Society, National Wild Turkey Federation, Wildlife Management Institute, 11 state resource departments.



Create an inventory of significant bat hibernation sites in British Columbia's southern interior and protect hibernating bats from disturbance by installing gates or deactivating forest roads. When bats are disturbed during hibernation, they may abandon their sites, using important energy reserves they need to survive the winter. (2011-2012 grant)
PARTNERS: BC Bat, the British Columbia Ministry of Forests, Lands and Natural Resource Operations, and International Forest Products Ltd.



Find the most effective way to reduce the spread of invasive plants in vulnerable ecosystems in British Columbia's southern interior. Testing will identify native seed mixes that establish well, limiting the spread of invasive species. (2011-2013 grant)
PARTNERS: Weyerhaeuser Co. Ltd., South Okanagan-Similkameen Invasive Plant Society and the British Columbia Ministry of Forests, Lands and Natural Resource Operations.



Build a stronger link between bird conservation and forest management along the Atlantic Flyway. Develop a communications and outreach program for foresters, forest landowners and SFI-certified mills in New York State, and transfer knowledge and methods to seven other states along the Atlantic Flyway. (2011-2014 grant)
PARTNERS: Cornell University Human Dimensions Research Unit and the Empire State Forest Products Association.



Increase impact of Wisconsin Coverts — A Woodland Wildlife Management Program for Private Landowners in Great Lakes Region. Two workshops held in 2010 were attended by 49 landowners. (2010-2012 grant)
PARTNERS: Louisiana-Pacific Corporation, Wisconsin Extension.



Developed materials and tools to identify and protect habitat for populations of forest-dependent plant and animal species at risk on British Columbia's Pacific Coastal Region, beginning with a new on-line tool featuring 95 fact sheets with information about species of conservation concern. (2010 grant)
PARTNERS: British Columbia Ministry of Environment, Capacity Forest Management (on behalf of coastal First Nations), International Forest Products Ltd. (Interfor).



Began to create online dynamic risk assessment tool to reduce proportion of wood and forest products of illegal origin imported into the United States. (2010-2012 grant)
PARTNERS: One activity of the Forest Legality Alliance, which comprises many retail, industry, government and conservation organizations.

The importance of community



The bigger picture has room for everyone — this is something the SFI program understands, appreciates and encourages.

It works with community organizations, companies of all sizes, government agencies, conservation groups, Aboriginal peoples, customers and family forest owners.

Habitat for Humanity

The SFI program's partnership with Habitat for Humanity affiliates has led to the first Habitat homes certified to the ANSI National Green Building Standard and to Built Green Canada. Through the SFI conservation grant program, additional Habitat homes will be certified to the ANSI National Green Building Standard.

- 2008** ■ Hibbing, Minnesota (first SFI-Habitat partnership)

- 2009** ■ Portland, Maine (first Habitat home certified to the ANSI National Green Building Standard)
 - Nashville, Tennessee (2009 build involved delegates from the SFI annual conference)
 - Winnipeg, Manitoba (partnership included Manitoba Métis Federation)
 - Alderville, Ontario (first Habitat home in a First Nations community in Canada)

- 2010** ■ Oakville, Ontario (first Habitat home certified to Built Green Canada)

- 2011** ■ Burnaby, British Columbia (scheduled for 2011)
 - Fredericton, New Brunswick (in progress)



- In 2010, the Western Canadian SFI Implementation Committee announced plans to help Habitat for Humanity Greater Vancouver build six townhouses in Burnaby, British Columbia, certified to the standards of Built Green Canada, which recognizes SFI-certified products.



- The SFI program donated wood for an annual Skills Day in Waterloo, Ontario, where 35 to 40 Girl Guides, aged 12 to 18, learned woodworking and certification, and built picnic tables to donate to the local Habitat for Humanity affiliate.



- SFI Inc. supported the 2010 National Scout Jamboree that brought 15,000 scouts to Fort A.P. Hill, VA. The Boy Scouts of America use SFI chain-of-custody certified paper for its magazine Boy's Life, and the Philmont Scout Ranch in New Mexico is certified to the SFI Standard.

"Habitat for Humanity Canada is committed to sustainable building, and we are thrilled to have partners like SFI and Built Green Canada who do more than donate resources. They are hands-on advocates who help us raise awareness about the need for affordable housing."

— Terry Petkau, National Director of Building Services, Habitat for Humanity Canada

Community Outreach and Forest Education Grant Projects

SFI Funded Projects

Nine community-based projects received SFI funding in 2011 through the SFI Conservation and Community Partnerships Grant program. In light of the fact that 2011 is International Year of Forests, a number of the projects provided opportunities for teachers or students to learn about forests and raise awareness about opportunities for resource management careers.

PROJECT LEAD	PROJECT SUMMARY
 Chattahoochee Chapter	Invite Boy and Girl Scouts in the Metropolitan Atlanta area to its Walk in the Forest Field Day where they can earn a Forestry Merit badge and learn about the forestry profession and benefits of sustainable forestry. PARTNERS: Forest Investment Associates; Georgia Forestry Association; Georgia-Pacific; Regions Morgan Keegan & Company; Timberland Investment Resources; Well Real Estate Funds; Georgia Forestry Commission; Georgia Urban Forest Council; Warnell School of Forestry and Natural Resources at the University of Georgia; Georgia SFI Implementation Committee.
	Host a Forest Education Symposium on forestry and SFI for educators at its forest education center north of Vancouver, British Columbia, which has been providing forest education materials for school and community groups for 50 years. PARTNERS: Western Canadian SFI Implementation Committee.
	Two-day educational field trip for high school students and teachers to help them learn about sustainable forest management and spark interest in careers in resource management. PARTNERS: Sierra Pacific Industries, Soper-Wheeler Company LLC.
	Plant 23,000 hardwood seedlings on idle agricultural land in Wisconsin, with opportunities for communities, especially children and youth, to have hands-on forest management experience. PARTNERS: Wisconsin Department of Natural Resources; Youth Environmental Projects of Sauk County.
	Sponsor a Habitat for Humanity home using SFI-certified products and certified to the National Green Building Standard. PARTNERS: The Campbell Group; the Mississippi SFI Implementation Committee.
	Sponsor incentives for team competition in FFA and 4-H forestry contests to promote awareness of sustainable forestry among students and their leaders, educators and advisors. PARTNERS: Members of the Mississippi SFI Implementation Committee.
	Receive funding to cover fees for 25 Habitat for Humanity homes to be certified to the National Green Building Standard. PARTNERS: Habitat for Humanity; NAHB Research Center.
	Dedicate part of its four-day Natural Resources Teacher Workshop in Spokane, WA, in July 2011 to educate teachers on forest management and also see first-hand processing of lumber at a mill. PARTNERS: Forest Capital Partners LLC; Boise Cascade LLC.
	Support the National 4-H Forestry Invitational – 4-H is a youth education program operated by the Cooperative Extension Service of the U.S. Department of Agriculture and the state land grant universities. PARTNERS: National 4-H Forestry Invitational Management Committee; Southern Regional Extension Forestry; The Pennsylvania State University-Centre County Cooperative Extension; West Virginia Division of Forestry; The Pennsylvania State University-Tioga County Cooperative Extension.

Certifying Aboriginal lands

More than five million acres/two million hectares of lands held by or managed for Aboriginal communities are certified to the SFI Standard — more than any other certification standard in North America.

CERTIFICATION	NATIONS	ACRES/HECTARES
 Capacity Forest Management	16 First Nation groups in British Columbia	1.4 million acres 572,000 hectares
 Miitigoog General Partner Inc.	Wabaseemoong Independent Nation, Naoakamegwanning First Nation, and Ochiichagwe' Babigo'ining First Nation in Ontario	3 million acres 1.1 million hectares
 Yakama Nation	Yakama Nation in Washington State	624,000 acres 253,000 hectares

- Miitigoog General Partner Inc., a partnership involving First Nations, forest product companies and harvesting companies, was awarded SFI certification in 2011 for 3 million acres/1.1 million hectares of boreal forest it is managing in northern Ontario. Participants include Wabaseemoong Independent Nation, Naoakamegwanning First Nation, Ochiichagwe' Babigo'ining First Nation, Weyerhaeuser Company Limited., Kenora Forest Products Ltd., Wincrief Forestry Products Ltd., Kenora Independent Loggers, and other companies with forestry operations on the Kenora Forest.
- In March 2010, Capacity Forest Management, which manages forest tenures for First Nations companies across British Columbia, certified 32 forest tenures involving 16 First Nations communities to the SFI 2010-2014 Standard. Company President Corby Lamb: "We found that a lot of the SFI principles matched the objectives and goals of First Nations communities for long-term management of their land base."

- The Yakama Nation, a federally recognized Indian tribe with a 1.4 million acre/567,000-hectare reservation located in Washington State, certified their 624,000-acre/253,000-hectare forested lands. The Yakama Nation is governed by a tribally elected council made up of 14 members of the Yakama Nation.
- The SFI program is working with a researcher from the University of British Columbia to explore ways to promote third-party forest certification in Aboriginal communities to reinforce and support their commitment to conservation and sustainable forest management.

"SFI provides the standard but it has no involvement at all in our audits — that's the whole point of third-party certification. QMI-SAI Global is able to conduct SFI forest management certification audits because we meet the accreditation requirements developed by the ANSI-ASQ National Accreditation Body (ANAB). ANAB, which is a national member of the International Accreditation Forum, makes sure we meet its requirements by auditing QMI-SAI Global's performance every year."

— Sylvain Frappier, F.Eng., Lead Auditor – Forestry Sector, QMI-SAI



SFI Implementation Committees

No single certification standard covers a geographical area as large as SFI. And no certification program in North America has a community-based network like SFI Implementation Committees. First created when the SFI program began in 1995, these grassroots committees reflect the diverse values and interests found in local communities that are such a vital part of the SFI program's bigger picture. In 2010, Alabama won the 12th SFI Implementation Committee Achievement Award for activities such as qualified logging professional training and outreach to landowners, legislators and educators.

Vision and Mission

SFI Implementation Committees are an integral part of the SFI program and play a vital role in promoting training and landowner outreach, maintaining integrity of the SFI program and supporting and promoting responsible forestry and the SFI program at local levels. They also offer a forum to provide information or answer questions about local forestry operations, and must have a process for responding to questions about forestry practices by SFI program participants.

Diversity

Almost 40 percent of the close to 1,000 members of the 37 regional, state and provincial committees represent community groups, including conservation organizations, academia, loggers, local forest companies and public agencies, and the rest represent SFI program participants. Support for SFI Implementation Committees is a requirement under the SFI 2010-2014 Standard.

Contribution

In 2010, the committees contributed a total of \$2.6 million to support local programs such as education and training for loggers, and outreach to family forest owners – bringing the total since 1995 to \$57.7 million. By the end of 2010, almost 130,000 loggers had completed SFI-approved training programs since 1995, including thousands of independent contractors who are the key to the quality of forest harvesting.

Landowner Outreach

Many SFI Implementation Committees are involved in workshops or other activities to support family forest owners. For example, in 2010, North Carolina reprinted its Landowners' Guide to Forestry in North Carolina for the fourth time; Kentucky held three woodland owner workshops, and New Brunswick issued a best management practices handbook.

Government Outreach

New York arranged tours of SFI-certified forests for municipal officials; and Georgia, Vermont, Michigan and Tennessee were among committees that held forestry events for state legislators.





A random survey of 500 harvesting sites by the Maine Forest Service credited the SFI program for helping it achieve high implementation rates of best management practices to protect water quality. The agency said “encouraging trends in environmental understanding on the part of the logging industry” between 2005 and 2009 indicate its training efforts with partners such as the Maine SFI Implementation Committee, are paying off.

THE BIGGER PICTURE: SFI AND TREE FARM

Private woodlands are the largest segment of America’s forests. About 26 million acres/10.5 million hectares of these lands are managed by family forest landowners certified to the American Tree Farm System (ATFS) standard. The ATFS is a program of the American Forest Foundation, dedicated to giving people the tools they need to be better stewards. The SFI program recognizes the ATFS standard.



Almost half of the SFI Implementation Committees supported ATFS in 2010, with total financial contributions or program support of \$93,350 for local coordination and administrative support, landowner and public outreach efforts, recruitment and volunteer inspectors. In 2011, representatives from both programs held a workshop to develop best practices for collaboration on activities such as landowner outreach and customer support.

As the result of the success of a pilot project in Maine that generated nearly one million acres/400,000 hectares of additional certified lands in 2010, SFI Implementation Committees are looking at similar projects in their states to increase the number of small and medium-sized properties certified to ATFS or SFI.

“We value our partnership with the SFI program, its participants and supporters, and look forward to continuing to work together to find ways to increase and promote sustainable forest management on more family forestland through our certification program. We also appreciate the support for the state programs of Project Learning Tree — our multi-disciplinary environmental education program for educators and students. More than one third of SFI Implementation Committees invested time and resources to support Project Learning Tree at the local level, including financial contributions of more than \$61,000 in 2010.”

— Tom Martin, President and CEO,
American Forest Foundation

Green Building Advocacy and Policy

The SFI program continues to work with green building rating tools that recognize wood from well-managed forests, including third-party certified forests and other responsible sources of supply. These include:

- **ANSI/ICC 700-2008:National Green Building Standard**
- **ANSI-GBI 01-2010 Green Building Assessment Protocol for Commercial Buildings (built on Green Globes U.S.)**
- **Built Green Canada**
- **Green Globes**
- **CASBEE (Japan)**
- **Green Star Program (Australia)**
- **BREEAM (United Kingdom)**

The U.S. Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED) remains the exception by not recognizing the benefits of wood and multiple third-party forest certification standards. Governments, citizens and strategic leaders are asking USGBC for changes to LEED. Other organizations are re-evaluating their policies, criteria and strategies for green building to find ways in which to promote positive outcomes for forests and communities.

■ **Recognize all Standards**

Fourteen state governors from Alabama, Arkansas, Idaho, Georgia, Maine, Michigan, Minnesota, Mississippi, Montana, Oklahoma, Oregon, Virginia, Washington and Wisconsin were among the leaders who called on the USGBC to ensure the certified wood credit in the LEED rating tool recognizes all credible third-party forest certification programs.

o "I would encourage the USGBC to recognize all credible forest management certification systems, including SFI and ATFS, and cease discriminating against domestically produced wood building products. These systems, along with other credible third-party forest management certification standards, essentially do the same thing — prove that a forest is being managed sustainably and legally. All contain environmental standards that, when followed, will sustain the many social, environmental and economic values found in a forest. Their differences do not detract from the basic sustainability principles found in each system." Former Alabama Governor Bob Riley in a Nov. 12, 2010 letter to USGBC

■ **6,000 Sign SFI Petition**

Nearly **6,000 individuals from North America and around the world signed a petition** demanding the LEED rating system recognize all certification standards. Many made comments that showed their deep commitment to responsible forest management, green building and American communities that depend on forests. SFI Inc. delivered the petition to the USGBC in July 2010.



A bipartisan letter signed by 79 members of the House of Representatives was among letters from around the world sent to Rick Fedrizzi, President and CEO of the USGBC in 2010, urging the USGBC to accept all credible forest management certification systems under LEED. USGBC also received letters from 14 state governors.

“We urge you and your organization to expedite your review of forest management certification systems and to accept all credible forest management certification systems for qualification under the LEED rating system. Doing so will help ensure strong markets for domestic lumber producers and our forest landowners, which is vital to the future of our forests and our forest industry workers.”

— From a letter signed by 79 Members of Congress, which was sent to USGBC on July 15, 2010

■ Italy Backs Certification

Italy's Green Building Council and PEFC Italy signed a protocol agreement to promote the benefits of forest certification and the use of certified wood products in the building sector. Green building rating systems around the world recognize certified wood as an excellent choice for green building. This comes one year after the Green Building Council of Australia announced that in addition to the Forest Stewardship Council, it would give equal consideration in its Green Star Timber Credit to forest certification standards accepted by the Programme for the Endorsement of Forest Certification, which includes SFI and the Australian Forest Certification Scheme.

■ Promote Wood Benefits

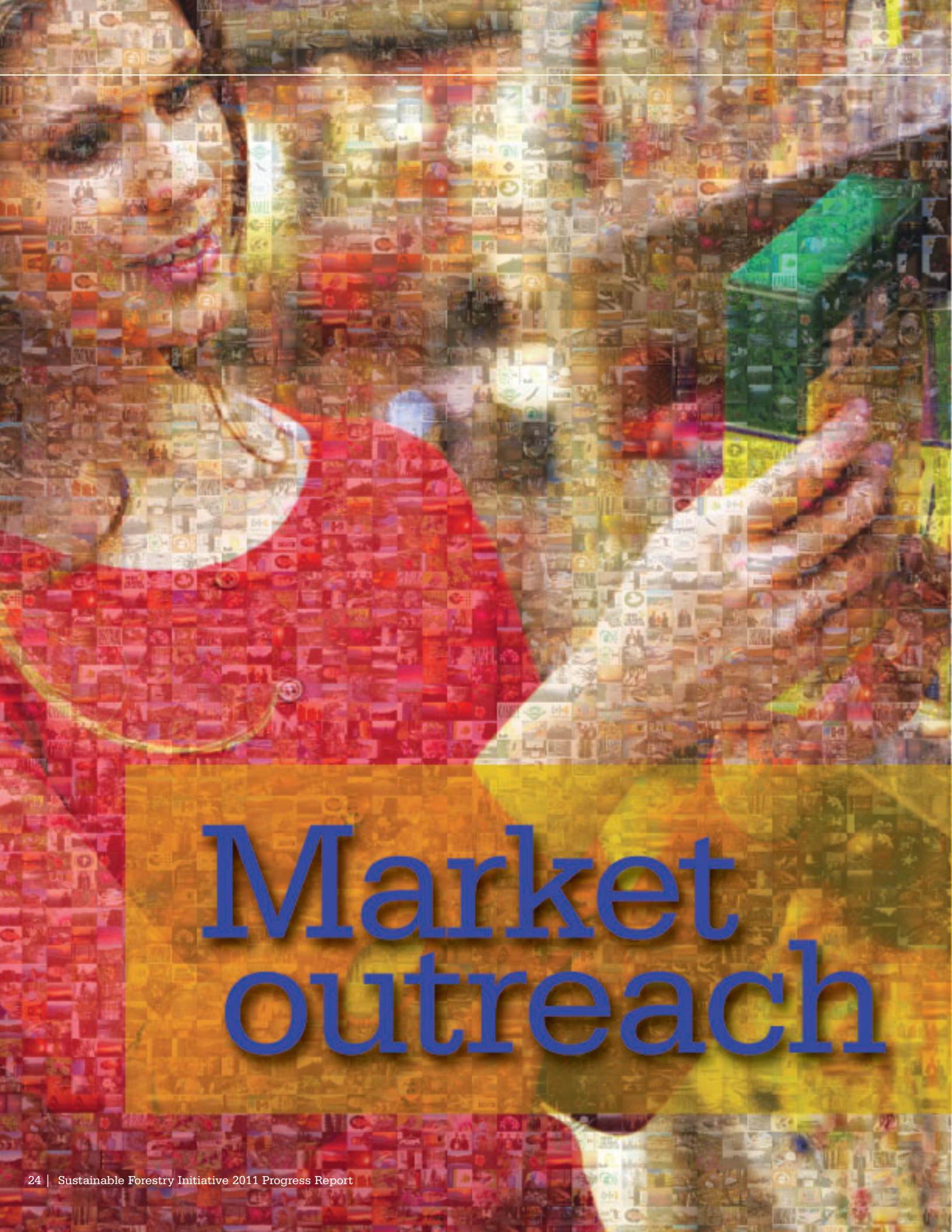
In 2010, many **SFI Implementation Committees promoted the benefits of certified wood** to achieve green building goals, including Washington State, which provided funds so a new children's museum could be certified to Green Globes, one of many green building rating systems that recognizes SFI certification.

■ Advance Recognition of Wood

The SFI program took a leadership role in the formation of the Green Building Strategy Group, made up of leaders in the forest and wood products community, including industry, government, research and non-profits. It aims to put wood recognition on the radar of government officials, architects and builders, research scientists, and others involved in the building sector, and to show forest certification is a viable proof point of well-managed forests. SFI chairs the strategy group's Policy and Advocacy Committee.

■ Increase Use of Wood

The U.S. Department of Agriculture unveiled a new strategy to promote the use of wood as a green building material. Under the plan, U.S. Agriculture Secretary Tom Vilsack has asked the U.S. Forest Service to examine ways to increase its already strong commitment to green building. The Forest Service will preferentially select wood in new building construction while maintaining its commitment to certified green building standards. And it will actively look for opportunities to demonstrate the innovative use of wood as a green building material using recognized green building standards such as LEED, Green Globes or the National Green Building Standard. SFI Inc. was a sponsor at the International Year of Forests 2011 event where the announcement was made and is working with USDA to implement the new strategy. 🌲



Market outreach

The market is an important part of the SFI program's bigger picture. Buyers who choose SFI-certified wood, paper and packaging products – whether they are Fortune 500 companies or individual consumers – send a strong signal to the thousands of people in the SFI community that their work is respected and valued. The SFI program works hard to present a clear picture showing the importance of certification to market leaders – including companies of all sizes, government agencies, community and consumer associations. 🌱



and public
awareness

market outreach

Corporate Leaders Accept all Certification Programs

- **Disney Company**, in its 2010 Corporate Citizenship Report⁵, said that by the end of 2011, paper and packaging in products sold to consumers will contain recycled content, be sourced from certified forests, or be of known source origin. “Certified forests: In pursuit of responsible paper use, Disney shall accept certification documentation for recycled and virgin paper from the Forest Stewardship Council (FSC), Programme for Endorsement of Forest Certification Claims (PEFC), Canadian Standards Association (CSA), and the Sustainable Forestry Initiative (SFI). Additional certification systems may be evaluated by Disney on a case-by-case basis.”
- **Time Inc.**, in its 2009-2010 Sustainability Report⁶, says: “Time Inc. supports all credible forest certification standards because we believe they contribute to the expansion of responsible forestry practices worldwide. While there is some contention that one standard is better than another, they are more similar than not. Rather than engage in unproductive quibbling about the superiority of one certification system over another, we encourage competition among the standards to drive innovation and greater acceptance of forest certification globally.”

*“Sustainability is one area where **Walmart Canada** can use its size to advantage, and we are joining with other businesses here in Canada and abroad to leverage our collective efforts to achieve even more. Third-party forest certification to a reliable and respected standard like the Sustainable Forestry Initiative is an important part of our strategy.”*

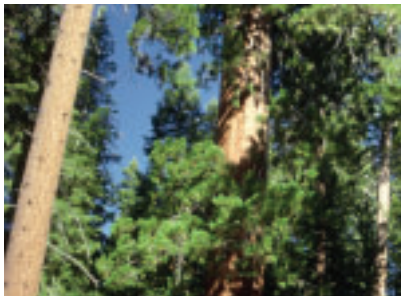
— **Andrew Telfer, Manager, Sustainability, Walmart Canada**

⁵Walt Disney Company 2010 Corporate Citizenship Report <http://corporate.disney.go.com/citizenship2010/environment/overview/productfootprint/>

⁶Time Inc. 2009-2010 Sustainability Report Page 10 www.timeinc.com/_assets/Time%20Inc.SustainabilityReport2009-2010.pdf

SOURCING SIMPLIFIED WITH SFI DATABASE


In 2011, SFI Inc. expanded the on-line SFI Certification Database it launched in 2010. The database (www.sfi-program.org/find-sfi-forest-products/index.php) now provides searchable information on all certificates for the SFI forest management, chain-of-custody and certified sourcing standards as well as chain-of-custody certification to PEFC standards in North America. Buyers can use the site to find wood, paper, print or packaging products that meet SFI standard requirements, as well as research information about SFI-certified forests, organizations with SFI certificates, certificate details and which independent certification body conducted the certification. The database can also be used to verify SFI label identification and certificate numbers, and for program uses such as on-line label approvals and to submit information.



Market Developments

- Organizations certified to the SFI program range from small printers and lumberyards to international entities with more than 100 locations. They are found in every corner of the United States and Canada, and in **21 other countries around the world** — including Belgium, Brazil, China, Colombia, Czech Republic, El Salvador, France, Germany, Honduras, India, Ireland, Italy, Mexico, Peru, Poland, South Africa, Spain, Switzerland, The Netherlands, Turkey and the United Kingdom.
- In its 2010 The Sins of Greenwashing report, TerraChoice included **SFI on its limited list of "legitimate"** environmental standards and certifications, which include EcoLogo, ENERGY STAR, and GREENGUARD.
- **Time Inc., Hearst Corporation, Verso Paper Corp., Sappi Fine Paper North America and NewPage Corporation** were awarded an SFI President's Award for their leadership in a pilot project that increased the amount of certified land in Maine by almost a million acres. The project, in partnership with SFI Inc. and the American Tree Farm System, made third-party forest certification more efficient and accessible to small- and medium-sized landowners. Time Inc, Hearst Corporation, Verso Paper Corp. and Sappi Fine Paper North America are looking at a phase two of the project which will add more SFI certified lands in 2011.
- The SFI program hosted a webinar to **introduce the Forest Footprint Disclosure Project**, which helps investors identify how an organization seeks to minimize deforestation through its activities and supply chains. Participating companies disclose how their operations and supply chains are impacting forests worldwide, and what is being done to manage those impacts responsibly.
- The SFI program produced a number of **information fact sheets on topics of wide interest**. The SFI Program and Bioenergy from Wood examines the role of third-party certification can play to avoid environmental impacts due to the growing demand for bioenergy feedstocks. SFI: Taking Action to Combat Illegal Logging looks at the ways the SFI program is helping to address this critical global issue.

Illegal Logging – Beyond North America

- SFI Inc. joined the Forest Legality Alliance, a joint effort of the World Resources Institute (WRI) and the Environmental Investigation Agency aimed at reducing illegal logging globally by encouraging the supply of legal forest products. WRI was awarded an SFI Conservation and Community Partnerships Grant in 2010 to create a practical online tool to reduce the proportion of wood and forest products of illegal origin imported into the United States.
 
- Also through its conservation grant program, SFI Inc. sponsored Forest Trends' fourth Potomac Forum on Illegal Logging & Associated Trade, which facilitated a better understanding of the issues, different perspectives and different initiatives currently being undertaken by governments, industry and NGOs on the issue of illegal logging and associated trade.
 
- The SFI program contributed to discussions regarding implementation of the European Union Illegal Timber Regulation, which was formally adopted in 2010 and will apply to all member states by 2013. It requires that operators based in the EU selling timber and timber products — from the EU or imported — ensure it has been harvested according to relevant laws of the country of harvest. Traders along the supply chain within the EU need to keep records to ensure traceability of products. 

1,000TH SFI CHAIN OF CUSTODY

Comet School Supplies earned the 1,000th SFI chain-of-custody certificate in April 2011. Comet School Supplies of Palestine, TX a manufacturer of paper products for the educational marketplace, has been in the business of serving college bookstores and educational distributors throughout the United States since 1986. Organizations certified to the SFI chain-of-custody standard range from small printers and lumberyards to international entities with more than 100 locations. The wide range of services, goods and locations means buyers can find SFI-labeled products to meet any need.



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3M Company ■ A&A Trading Ltd. ■ A&B Printing ■ A&H Lithoprint Inc. ■ A.T. Clayton and Co. Inc. ■ Abbott Communications Group ■ ABC Imaging ■ AbitibiBowater ■ Aboriginal Printing ■ Absolute Printing Trading dba Fuse Graphics ■ AC Graphics ■ Academy Graphic Communication Inc. ■ Accell Graphics ■ Access Business Group - Corrugated Printing ■ Accord Carton ■ AccuCopy of Greenville Inc. ■ Ace Graphics ■ Adams Lithographing ■ Adden Furniture ■ Admore Inc. ■ Advance Paper Box Company / Packaging Spectrum ■ Advanced Printing of NY ■ Advanced Web Offset ■ Advertiser Printers Inc. ■ Advocate Printing and Publishing Company Ltd. ■ AGI North America LLC ■ Agility Press Inc. ■ Ainsworth Engineered Canada LP ■ AJ Schrafel Paper Corporation ■ Alaska Dept. Of Natural Resources ■ Alberta Newsprint Company ■ Albuquerque Printing Company ■ Alexandre Côté Ltée ■ All Out Print Communications Inc. ■ All Packing Company ■ Allegheny Dimension ■ Allegheny Plywood Company ■ Allen Group Marketing SMC Co. Inc. ■ Allied Litho Inc. ■ Allied Printing & Graphics Co. Inc. ■ ALLPAK TROJAN ■ Allstate Insurance Company ■ Alpha Printing ■ Alpha-Omega Graphics and Print Media Services Inc. ■ Alpine Litho Graphics ■ AM Lithography ■ Ambrose International ■ Amcor Packaging Distributions ■ American Color Graphics Inc. ■ American Greetings Corporation ■ American Hardwood Industries ■ American Press LLC ■ American Printing Company Inc. ■ American Web Inc. ■ Ames Plantation ■ Ample Industries ■ Amway ■ Anbrook Industries Ltd. ■ Anchor Paper Company ■ Anglo American Hardwoods ■ Angstrom Graphics ■ Anstadt Printing ■ Ansun Graphics ■ Anthony Forest Products ■ Apex Color ■ Apex Graphics dba Apex Trade Web and John Sands & Associates ■ Appleton Coated LLC ■ Applied Paper Pulp & Substrate Sources dba Princeton Papers ■ Arandell Corporation ■ Arbour Press LLC dba ArborOakland Group ■ ARC Paper L.L.C. ■ Arcade Marketing Inc. ■ Arizona Public Service (APS) Company ■ Arkay Packaging ■ Arma Container Corporation ■ Arna Marketing Group Inc. ■ Arrowhead Press ■ Art & Negative Graphics ■ Art for Everyday ■ Art Print Company ■ Arthur Press (1978) Ltd., The ■ Aspen Printing Co. Inc ■ Associated Hardwoods ■ Associated Printing ■ AT Limited Partnership ■ Atco Wood Products Ltd. ■ Athens Paper Company ■ Atlantic Corporation of Wilmington Inc. ■ Auburn University ■ AV Group (AV Nackawic Woodlands and AV Cell Woodlands) ■ Avery Dennison ■ B&G House of Printing Inc. ■ Baldwin Paper Co. Limited ■ Barn Door Lumber Company Inc. ■ Bassette Company ■ Bates Container LLC ■ Bay Corrugated Container Inc. ■ Baywater Paper Limited ■ BBF Integrated Solutions ■ Beasley Forest Products ■ Beasley Timber Management LLC ■ Bedwick Jones Printing Inc. ■ Beisser Lumber Company ■ Bell Container Corp ■ Bellak Color Printing Corp. ■ Bellwyck Packaging Solutions ■ Beloit Box Board Company Inc. ■ Ben Franklin Press & Label Co. ■ Bennett Lumber Products Inc. ■ Benson Media Inc. ■ Berea College Printing Service ■ Bert-Co. Industries ■ Best Deal Graphics ■ Best Press Inc. ■ BFC Form Services Inc. ■ Bibler Bros. Lumber Co. ■ Bind-Rite Robbinsville ■ Bio PAPPEL International Inc. ■ Black Bear Forest Inc. ■ Blooming Color Inc. ■ Blue Heron Paper Company ■ Blue Ridge Paper Products Inc. ■ Blue Ridge Printing ■ Boaz Printing ■ Boca Systems ■ Boelter Industries Inc. ■ Bois Expansion Inc. ■ Boise Cascade LLC ■ Boise Paper Holdings LLC ■ Bonhaft Printing Group ■ Boozer Laminated Beam Company Inc. ■ Boscos Canada Inc. ■ Boutwell, Owens & Co. Inc. ■ Bowers Forest Products ■ Bowne & Co. Inc. ■ Bowne Business Communications ■ Bowne of Atlanta ■ Bowne of Houston ■ Bowne of Los Angeles ■ Boxes R US Inc. dba Ultimate Paperbox Co. ■ Boyd Brothers Inc. ■ BPG Graphic Solutions ■ BPM Inc. ■ Bradford & Bigelow ■ Bradner Smith and Company ■ Bridge View Paper Company ■ Bridgeport Forest Products Inc. ■ Bridgewater Wholesalers Inc. ■ Briggs & Stratton ■ Brilliant Graphics ■ British Columbia Timber Sales ■ Brown Industries Inc. dba Brown Printing ■ Brown Printing ■ Bryant & Young ■ BSC Acquisition Sub LLC dba Double Envelope, Convertgraphics and Champion Printing Company ■ BST Printing dba SVEC Conway Printing ■ Buches du Nord Inc. - dba Moulures M.Warnet Mouldings Inc. ■ Buckeye Florida LP ■ Burd and Fletcher ■ Burrows Paper Corporation ■ Business Ink Co. ■ BUYSEASONS Inc. ■ C & S Press Inc. ■ C&B Display Packaging Inc. ■ C&C Wood Products ■ C&D Lumber Co. ■ C.J. Duffey Paper Company ■ C.W. Zumbiel Co. ■ Cadmus Communications, A Cenveo Company ■ California Litho-Arts ■ California Redwood Company ■ Caliper Woodworking Crop ■ Callaway Gardens ■ Cal-Tex Lumber Company Inc. ■ Campbell Printing Company ■ Canadian Paper and Film Converters ■ Canfor Southern Pine ■ Canyon Lumber Co. Inc. ■ Capacity Forest Management Ltd. ■ Cape Cod Lumber Company Inc. ■ Capital Corrugated & Carton ■ Capital Printing ■ Capital Printing Corporation ■ Carastar Industries Inc. ■ Cardinal ColorPrint ■ Carolina Container Company ■ Catawissa Lumber and Specialty Company ■ CDS Global ■ Cellu Tissue Holdings Inc. ■ Central Florida Press ■ The Central Group ■ Central Michigan Hardwoods ■ Central National-Gottesman Inc., Central National-Gottesman Divisions ■ Cenveo Inc. ■ Certified Ad Services ■ Chartpak Inc. ■ Chicago Press Corporation ■ Chicago Tag & Label Inc. ■ Chroma Graphics Inc. ■ Chromatic Inc., Lithographers ■ Circle Incorporated ■ CJK Print Possibilities ■ Clampitt Paper Company ■ Clark Graphics ■ Classic Color Inc. ■ Claude Howard Lumber Co. Inc. ■ Clear Lake Press ■ Clearwater Paper Corporation ■ Clemson University ■ Clifford Paper Inc., also trading as World Pac Paper and Inner Link ■ Climax Packaging Inc. ■ Cloquet Forestry Center ■ CMYK Printing ■ Coastal Printing Inc. ■ Coating Excellence International LLC ■ Cogent Fibre LLC ■ Colad Group LLC, The ■ Colbert Packaging Corporation ■ Coldwater Veneer Inc. ■ Collinsville Printing ■ Collum's Lumber Products LLC ■ Colonial Press international Inc. ■ Color Optics Inc. ■ Color Spectrum Network ■ Color World Printers ■ Colorado Container Corporation ■ ColorDynamics Inc. ■ ColorFX ■ ColorGraphics ■ ColorMark Inc. ■ Colortree Inc. ■ Columbus Productions ■ Comet School Supplies Inc. ■ Command Web Offset ■ Commencement Bay Corrugated ■ Commercial Communications Inc. ■ Commercial Lithographing Company Inc. ■ Comptech Inc. ■ Concord Litho ■ Conifex Inc. Fort St. James Woodland ■ Connemara Converting ■ Conservation Forestry ■ Consolidated Graphics (GraphTec commercial printing facility) ■ Container Service Corp ■ Continental Press ■ Cooper Marine & Timberlands Corp ■ Copy General Corporation ■ Copycats Second Avenue Corporation ■ Corcoran Printing Inc. ■ Core Communications ■ Corpap Inc ■ Corporate Communications Group dba CCG Marketing Solutions ■ Corporate Express Document & Print Management ■ Corporate Graphics of America Inc. ■ Corrugated Services Inc. ■ Corrugated Supplies LLC ■ Corru-Kraft Company ■ Cory Mouldings Inc. - Moulures Cory Inc. ■ Courier Corporation ■ Cox Industries Inc. Carolina Pole Leland ■ Coyle Reproductions Inc. ■ CPS Printing ■ Craftline Printing ■ Creative Press Inc. ■ Cross Tech Communications Inc. ■ Crownhill Packaging Ltd. ■ CRT, Custom Products Inc. ■ CTI Paper Group Inc. ■ Cultech Inc., A subsidiary of Autajon Group ■ Cultivate Communications ■ Curtis Packaging ■ Custom Index Inc. ■ Custom Lithographic Inc. ■ CV Studio ■ Daniels Graphics ■ Darwill Press Inc. dba Darwill ■ Data Graphics Inc. ■ Data Reproductions ■ Datatel Resources Corporation ■ Davis Printing ■ Day-Timers Inc. ■ Dee Paper Co. Inc. ■ Delaware Wild Lands ■ Delta Natural Kraft ■ Deltacraft Converting ■ Deltic Timber Corporation ■ Democrat Printing & Lithographing Co. ■ Deschamps Printing Co. Inc. ■ Desert Paper and Envelope Co. Inc. ■ Design Printing ■ Devereaux Sawmill Inc. ■ DG3 North America Inc. ■ Diamond Graphics Inc. ■ Dickinson Press Inc. ■ Digital

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Traded as Terra Legno ■ Dynacolor Graphics Inc. ■ E&D Web Inc. ■ EarthColor Inc. ■ Eastern Engineered Wood Products ■ Eastern Forest Products dba Mill Services Inc ■ Eastwood Litho Inc. ■ Eastwood Printing Inc. ■ Edgewater Partners LLC dba LoyaltyExpress/Little Moose LLC ■ Edison Lithograph & Printing ■ Edwards Brothers ■ Edwards Wood Products ■ Ekman and Co. Inc. ■ ElandersUSA ■ Elk Grove Graphics ■ Ellis Packaging Limited ■ Ellis Packaging West ■ Ellis Paper Box Inc. ■ Ellison Graphics Corp. ■ Emballages Netpak Inc. ■ Emery Panel Products Limited ■ Enap Inc. ■ Endura Products Inc. ■ Ennis-Leipsic Inc. ■ Envelope 1 Inc. ■ Envelope Printery Inc., The ■ Envelopes and Forms dba Surebill ■ Envision Graphics LLC ■ Enviva LP ■ Esselte Corporation ■ Estate of J.G. Gray ■ EU Services ■ Evans Printing Solutions ■ Evergo Printing Co. Ltd. ■ Evergreen Packaging ■ Exopack LLC ■ F.H. Stoltze Land and Lumber Company ■ Falcon Lumber ■ FCL Graphics ■ Federal Envelope Company ■ Federated Cooperatives Limited ■ Fellows Inc. ■ Fibercorr Mills LLC ■ FiberMark North America Inc. ■ Fibre Source International Corp ■ Fibreco Export Inc. ■ Field Packaging Group LLC ■ Filler King Company ■ Financial Graphic Service Inc. ■ Finch Paper Holdings LLC (includes Litchfield Park Corporation, Elk Lake Land Inc., and The Nature Conservancy) ■ Fine Line Graphics Corporation ■ Finline Printing Group ■ First Capital Paper Company LLC ■ Five Star Sheets LLC ■ Fleetwood Fibre Packaging & Graphics ■ Flesh Company, The ■ Flower City Printing ■ Foothills Forest Products ■ Forbes Printing ■ Force Enterprises ■ Forest Capital Partners LLC ■ Forest City Trading Group LLC ■ Forest Investment Associates ■ Forestar (USA) Real Estate Group Inc. ■ Forms Associates dba FAC ■ Fornebu Lumber Company Inc. ■ Forum Communications Printing ■ Frank Grumpert Printing ■ Frank Parsons ■ Fraser Papers Inc. ■ Freedom Corrugated LLC ■ Freedom Graphics Systems ■ French Paper Company ■ Frisby Litho ■ Fruit Growers Supply Company ■ FSA Group, The ■ Furci Communications Inc. dba Printeck ■ Future Wood Corp. (includes Timber Corp and Flambeau River Paper) ■ FutureMark Paper Company ■ Futurewood Corp. ■ Gannett Offset - Minneapolis ■ Garvey Group, The ■ Gateway Press Inc. ■ GBS Filing Solutions ■ Geami Ltd. ■ General Converting Inc. ■ Genesis Innovations LLC. ■ George H. Dean ■ George Kellett and Sons Inc. ■ George Leask Limited dba The Drawing Centre ■ Georgia Biomass LLC ■ Georgia-Pacific Corporation ■ Gilman Building Products ■ Giustina Land & Timber Co. ■ Glatfelter ■ Global Forest Partners LP ■ Global Group ■ Globus Printing and Packaging ■ Glory Moon Greeting Cards Co., Ltd ■ Glover Printing Inc. ■ GLS Companies ■ GM Wood Products ■ GMO Renewable Resources – Washington ■ GMO Threshold Timber Corporation ■ Goetz Printing Company, The ■ Gould Paper Corp. ■ Grant Allendale LP ■ Graphic Arts Studio, The ■ Graphic Communications ■ Graphic Communications Corporation ■ Graphic Impressions Inc. ■ Graphic Innovations LLC ■ Graphic Packaging ■ Graphic Packaging Corporation ■ Graphic Visual Solutions ■ Graphics Innovations LLC ■ GRC Direct ■ Great Atlantic Graphics Inc. ■ Great Lakes Packaging Corp ■ Great Little Box Company ■ Great Northern Corporation ■ Great West Timber ■ Greatview Aseptic Packaging (Shandong) Co. Ltd./ Greatview Aseptic Packaging (Inner Mongolia) Co. Ltd. ■ Green Bay Packaging Inc. ■ Green Circle Bio Energy ■ Green Depot ■ Green Diamond Resource Company ■ Green Dot Litho Ltd ■ Greenmantle Forest Inc. ■ Greystone Graphics Inc. ■ Greystone Print Solutions ■ Groupe Lelys Inc. ■ Groupe Produlith ■ Groupe Savoie Inc. ■ Grupo Papelero Scribe S.A. De C.V. ■ H.W. Culp Lumber Company ■ Haapanen Brothers ■ Hahn Printing Inc. ■ Hallmark Cards Inc. ■ Hampden Papers ■ Hampton Resources Inc. ■ Hancock Forest Management Northwest Division ■ Hancock Lumber Company ■ Hankins Inc. ■ Harden Furniture ■ Harding Poorman Group Inc. ■ Harmony Press Inc. dba Harmony Marketing Group ■ Harmony Printing Ltd. ■ Harry Freeman & Son Ltd. ■ Hart Graphics Inc. ■ Hazen Paper Company ■ Heame Hardwoods ■ Heinrich Envelope Corporation ■ Herzog Veneers ■ Heuss Printing ■ HighRoad Press LLC ■ Hitchcock Printing ■ Hi-Tech Litho dba Hi-Tech Imaging ■ HM Graphics ■ HM Woodworking ■ Hobby Press Inc. dba Executive Printers of Florida ■ Hoff Enterprises Inc. ■ Holm Graphic Services ■ Holmberg Co. Inc. ■ Homan Industries Inc. ■ Home Lumber of New Haven Inc. ■ Homewood Press ■ Hood Industries Inc. ■ Horizon Printing ■ HOT dba EMI Enterprises dba Envelope Mart ■ Hotcards.com ■ Hub Folding Box Co. Inc. ■ Huber Engineered Woods LLC ■ Huber Resources Corporation ■ Hull-Oakes Lumber Co. ■ Hummel Printing ■ Husby Forest Products Ltd. ■ Huston Patterson Corp. ■ Hutchison-Allgood Printing Co. ■ I.C. 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(Pro-Con) ■ Progressive Graphics Inc. ■ Prolam - Société en commandite Prolam ■ Proteus Packaging Corp. ■ Publication Printers Corp. ■ Publix Super Markets Inc. Printing Services ■ Pyramid Lumber ■ Quad Graphics Inc. ■ Quality Color Graphics ■ Quality Park Products ■ Quality Printing Company Inc. ■ Quest Graphics ■ R B Converting ■ Raff Printing Inc. ■ Ram Forest Group Inc. ■ Range Printing ■ Rapid Displays ■ Rayonier Inc. ■ Red River Forest Management LLC ■ Redi-Frame Inc. ■ Reed Hann ■ Regal Printing Company ■ Reid & Wright Inc. ■ Reindl Printing Inc. ■ Reliable

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Inc. ■ Tweddle Group ■ Twenty-First Century Press Inc. ■ Twin Rivers Paper Company ■ Two C Pack Systems Corp. ■ TWP Enterprises dba TW Perry ■ U.S. Corrugated Inc. ■ UBS ■ UC Davis Repro Graphics ■ Unadilla Laminated Products Inc. ■ Unicorr Packaging Group ■ Unifoil Corporation ■ Unimac Graphics ■ Unisource Canada Inc. ■ Unisource Worldwide Inc. ■ United Book Press Inc. ■ United Corstack LLC ■ United Envelope ■ United Graphics ■ United Press & Graphics Inc. ■ Universal Lithographers ■ University LithoPrinters ■ University of Florida ■ University of Idaho Experimental Forest ■ UPM-Kymmene ■ Upper Hudson Woodlands ATP ■ Useful Products Inc. ■ Utah Paperbox Company dba UPB ■ V.G. Reed & Sons Inc. ■ Vacumet Corp. Metallized Paper Division ■ Valassis Communications Inc. ■ Valley Lumber Company ■ Valley Wood Remanufacturing Ltd., a division of Tebo Holdings Inc. ■ Valpak Direct Marketing Systems Inc. ■ Vanguard Companies ■ Verso Paper Corp. ■ Vertis Communications Inc. ■ Victor Envelope Co. ■ Victor Graphics Inc. ■ Visographic Inc. ■ Vox Printing Inc. ■ Wagner Forest Management, Ltd ■ Wallace Carlson Printing ■ Wallace Printing Inc. ■ Wallis Printing Company ■ Walsworth Publishing Company ■ Walton Press Inc. ■ Warren's Waterless Printing Inc. ■ Washington Alder LLC ■ Washington Department of Natural Resources ■ Watkins Printing Company, The ■ Watkins Sawmills Ltd. ■ Weaber Inc. ■ Webcrafters Inc. ■ Weber Display & Packaging ■ Welch Packaging Group ■ Weldon, Williams & Lick Inc. ■ Wellborn Cabinet ■ Wells Printing Company ■ Wells Timberland Reit ■ West Fork Timber Co. 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External Review Panel

In reviewing the 2011 SFI Progress Report, the External Review Panel looked at the data that underlies the claims made in the report. We wanted to know that it was being reported, collected and analyzed properly. We wanted assurance that it supported the accomplishments claimed, and that those accomplishments further the program's objectives. And while we found that this was the case, we also felt there's more to the story.

SFI program participants prepare an annual progress report about their operations. These self-reports are checked by independent auditors, who ensure that each data gathering and reporting process is valid. The collection and analysis of each participant's data is also reviewed and summarized by the SFI staff, who reports to the External Review Panel. Our review of the process corroborates that it is credible and that the claims are valid. Furthermore, this year's summaries indicate that SFI Program Participants have been successfully implementing the new 2010-2014 Standards for forest management on their lands and for wood procurement from other lands.

The Panel also continues to monitor the need to extend forest certification to other forest landowners, including family forest owners. The quality and scope of the American Tree Farm Program and its growth is a positive indicator in this area. So is the continued growth of logger training programs supported by the SFI Implementation Committees and the high percentage of raw material delivered by trained loggers. These factors reflect the impact of the SFI Fiber Sourcing standard — a feature unique to the SFI program that requires processing facilities to pro-actively promote sustainable forestry methods in the harvesting of the wood fiber they purchase.

The question that continually challenges the Panel, however, is the "so what" question. Does the application of the SFI certification standard on 183 million acres (74 million ha) improve sustainable forestry in North America? This is critical to the Panel, whose members represent professions and organizations keenly interested in the quality and sustainability of forests everywhere.

On SFI certified lands, the SFI program requirements link policies, programs and plans with actual field practices to ensure

transparency and scientific integrity. The independent audits, feedback, and pressure for continuous improvement complete this system approach.

Our external review confirms that the SFI program continues to meet high standards, transparent process, sound science basis, conscientious implementation, rigorous audits, and continuous improvement. The key to consistency is the SFI Standard. The product of thousands of hours of work by forest practitioners and environmental experts, plus a strong public review process, the Standard is the same for all participants. It enables more than 100 organizations, large and small, public and private, who have certified their forestland to develop comparable approaches to using Best Management Practices to protect soil and water quality, or implement similar programs to protect special areas or threatened wildlife populations. Actions vary from region to region, depending on local laws and forest types, but the indicators in the Standard are applied everywhere.

For a land managing organization, that means that the top officials have to be aware of the land management taking place under their direction. To meet the Standard's requirements for continual improvement, organizations must conduct at least one formal meeting each year to review field audits and consider ways to improve their forest management. At the grassroots, field foresters know that each timber harvest, road project, tree planting, or other job is subject to a visit from an independent auditor. They need to know what the SFI Standard requires and how to achieve it on the land if they are to avoid a non-conformance report from the auditor. If they are a fiber procurement employee, they must pay similar attention to their procurement process and its requirements. From the top to the bottom of every certified SFI participant, the SFI Standard plays a daily role in how business is conducted.

These factors, taken together, lead the Panel to the conclusion that the SFI Program is meeting its objectives and substantially improving the quality of forests and forestry in North America.

The SFI External Review Panel conducts an independent review of the current SFI program while seeking steady improvements in responsible forestry practices.

Michael T. Goergen Jr. (CHAIR), Executive Vice President, Society of American Foresters ■ **Robin Morgan** (VICE CHAIR), Deputy Director, Northern Research Station, USDA Forest Service ■ **Daniel B. Hayes** (VICE CHAIR), Professor, Department of Fisheries and Wildlife, Michigan State University ■ **Bryan Burhans**, President and CEO, American Chestnut Foundation ■ **Linda S. Casey**, State Forester, Alabama Forestry Commission ■ **Frederick W. Cabbage**, Professor, Department of Forestry and Environmental Resources, North Carolina State University ■ **Jonathan W. Gassett**, Commissioner, Kentucky Department of Fish and Wildlife ■ **John A. Helms**, Professor Emeritus, University of California Berkeley ■ **David L. Ledford**, President, Appalachian Wildlife Foundation ■ **Valerie A. Luzadis**, Professor, Department of Forest and Natural Resource Management, State University of New York College of Environmental Science and Forestry ■ **Brian P. Murphy**,⁹ Chief Executive Officer, Quality Deer Management Association ■ **Thomas A. Peterson**,⁹ Director, Forest Management, National Forest System, USDA Forest Service ■ **Robert S. Tomlinson**, Assistant Director, Division of Forestry, Minnesota Department of Natural Resources ■ **Lena Tucker**, District Forester, Oregon Department of Forestry ■ **R. Neil Sampson** (EXECUTIVE SECRETARY), President, The Sampson Group Inc.

⁸ Joined the panel in 2011; ⁹ Left the panel in 2011

Board of Directors (APRIL 2011)



SFI Inc.'s Board of Directors represents environmental, social and economic interests equally. Board members include representatives of environmental, conservation, professional and academic groups, independent professional loggers, family forest owners, public officials, labor and the forest products industry — reflecting the variety of interests in the forestry community.

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[School of Forestry and Wildlife Sciences, Auburn University](#)

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