

# WHY CHOOSE SFI?



**SCALE:** Over 375 million acres/150 million hectares in the U.S. and Canada are certified to the SFI Forest Management Standard. Tens of millions more are impacted by Fiber Sourcing – a proactive approach that rewards good forestry practices on non-certified lands.

SFI accounts for almost

**35%**

of global certified forests



and **46%** of PEFC certifications worldwide

**LOW RISK:** SFI's standards are specific to the U.S. and Canada where forests are considered low risk for deforestation and activities like illegal logging. This means that our work, and the companies that support it, can focus on elevating the many benefits that come from forests



**RESEARCH:** The SFI standards require forest research making forests certified to SFI a living laboratory for conservation related research.

**\$1.8 BILLION**

Since 1995, SFI-certified companies have directly invested nearly **\$1.8 billion** in forest research. In 2019, 70% of these investments were allocated to conservation-related objectives.

**TRAINING:** SFI has 34 grassroots Implementation Committees made up of diverse stakeholders that support local communities and provide support and training of resource and harvesting professionals.

**96% OF THE FIBER** DELIVERED TO SFI PROGRAM PARTICIPANT MILLS IS DELIVERED BY **TRAINED HARVESTING PROFESSIONALS**

**RECOGNITION:** SFI standards and on-product labels help consumers make responsible purchasing decisions.

**54% OF U.S. CONSUMERS ARE AWARE OF THE SFI LOGO**  
**MORE THAN ANY OTHER CERTIFICATION STANDARD**

according to a 2020 survey conducted by Two Sides



**74% OF MILLENNIALS WHO ARE AWARE OF THE SFI LABEL SAY IT IS A POSITIVE INFLUENCE WHEN THEY ARE MAKING PRODUCT DECISIONS COMPARED WITH 62% OF BOOMERS**



according to a 2020 survey conducted by EcoFocus Worldwide

## THREE CERTIFICATION STANDARDS

Choosing certified sustainable forest products is a great way to protect species, combat climate change, reduce plastic pollution, and protect water supplies.

SFI standards have become the fastest growing, highly trusted solution that can support a growing need for products from the forest, as the drive to reduce carbon pollution and waste intensifies. We are working to shape markets today and ensure that properly managed forests will continue to play a crucial role in keeping the planet healthy.

**The SFI Forest Management Standard** is the largest single certification standard in the world. Among its requirements are measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value.

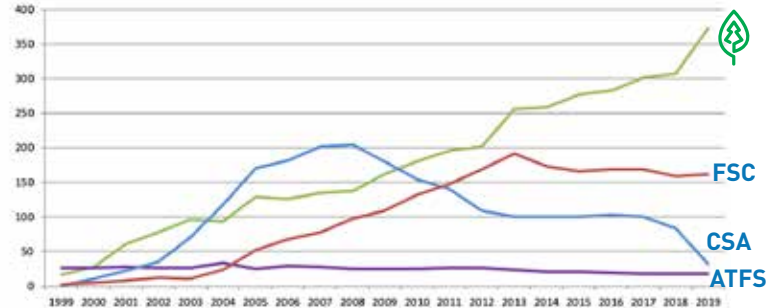
**The SFI Fiber Sourcing Standard** is designed for manufacturers that don't own forestland. It distinguishes SFI from all other forest certification programs in that it governs how SFI Program Participants procure fiber from non-certified forestland in a responsible way.

**The SFI Chain-of-Custody Standard** is an accounting system that tracks forest fiber content through production and manufacturing to the end product. This standard also has measures to avoid controversial sources in the supply chain.

## PROVIDING SUPPLY CHAIN ASSURANCES

SFI is the leader in providing supply chain assurances. There are more than 375 million acres/150 million hectares of forestland in the U.S. and Canada certified to the SFI Forest Management Standard. And we are still growing.

### SFI FOREST MANAGEMENT CERTIFICATION GROWTH IN NORTH AMERICA LEADS ALL OTHERS



## INCREASING THE SOURCE OF CERTIFIED SUPPLY

The SFI Forest Partners® Program, which is composed of National Geographic, Macmillan Publishers, and Hearst Enterprises, is investing in the future of our forests by making multi-year commitments to increase certification throughout the forest supply chain. The program recently saw the launch of two innovative solutions — the SFI Small Lands Group Certification Module and the SFI Small Scale Forest Management Module for Indigenous Peoples, Families and Communities.



BETTER CHOICES FOR THE PLANET