

THE STRENGTH OF THE SFI LABEL WITH CUSTOMERS:



PROVIDING BETTER CHOICES FOR THE PLANET

The SFI label helps consumers choose sustainably sourced products. Choosing certified sustainable forest products is a great way to protect species, combat climate change, reduce plastic pollution, and protect water supplies.

Products with the SFI label help inform the marketplace by providing transparent, 3rd party certification. Consumers are becoming increasingly aware of their purchasing decisions and when a product has an SFI label, there is an extra assurance that the product was sourced sustainably.

SFI-certified products help ensure that sustainably managed forests will continue to play a crucial role in keeping the planet healthy.



VALUE OF THE SFI LABEL

52% OF CONSUMERS SURVEYED HAVE HEARD OF SFI



90% OF CONSUMERS THAT HAVE HEARD OF SFI TRUST SFI

79% OF CONSUMERS SUPPORT ENVIRONMENTAL EDUCATION INITIATIVES FOR YOUTH THAT TEACH HOW TREES AND FORESTS HELP ADDRESS SUSTAINABILITY CHALLENGES

Project Learning Tree, an initiative of SFI, uses trees and forests as windows on the world to increase students' understanding of the environment and actions they can take to conserve it. Learn more at plt.org

THIRD-PARTY CERTIFICATIONS ARE MORE TRUSTED THAN LARGE CORPORATIONS

THIS MEANS THAT THE SFI LABEL HELPS BUILD TRUST BETWEEN BRANDS AND CONSUMERS

Source: Shelton Group Eco Pulse® Wave 12. 2020



CONSUMERS CARE ABOUT THE ENVIRONMENT

WHEN IT COMES TO CONSUMER CHOICE AND CLIMATE CHANGE:

71% OF CONSUMERS SAY THAT IT IS A GOOD IDEA TO **BUY WOOD PRODUCTS FROM SUSTAINABLY MANAGED FORESTS**

IF YOU ARE SEEKING WAYS TO COMBAT CLIMATE CHANGE

72% OF CONSUMERS SAY THAT IT IS A GOOD IDEA TO **BUY PAPER OR CARDBOARD PRODUCTS FROM SUSTAINABLY MANAGED FORESTS**

IF YOU ARE SEEKING WAYS TO COMBAT CLIMATE CHANGE

Source: Nationwide Public Opinion Research conducted by Abacus Data June 2020

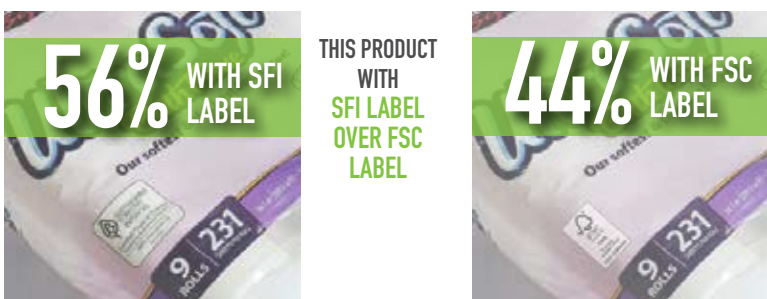
SFI-certified companies are helping to mitigate climate change through their use of our standards. The SFI Forest Management Standard requires a number of practices with direct climate benefits, such as ensuring forests remain vigorous and healthy, requiring harvested areas are promptly regenerated, and requiring programs and practices that reduce the likelihood of wildfire or reduce the proliferation of damaging invasive species.

Sustainably managed forests also produce wood products that sequester carbon for extended periods - often decades. That means SFI-certified forests fight climate change while they're growing, and long after they're harvested.



LABEL COMPARISON

IF THE PRICE WAS THE SAME CONSUMERS SAY THEY ARE MORE LIKELY TO BUY:



Source: Nationwide Public Opinion Research conducted by Abacus Data June 2020