



Good for you. Good for our forests.®

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ABOUT SFI

The Sustainable Forestry Initiative® (SFI) Inc. is an independent, non-profit organization dedicated to promoting sustainable forest management. While SFI Inc. develops and oversees standards for forest management and the forest products supply chain, the SFI Program is more than a set of standards — we are a community that stands for future forests. SFI works at the intersection of thriving forests, sustainable communities and responsible procurement.

SFI works to ensure the health and future of our forests, because forests are a part of our everyday lives. Growing this future will require a broad range of partnerships and expertise. SFI brings landowners and brand owners from across the supply chain together with communities, government agencies, conservation groups, First Nations and other key interests to advance understanding and ensure a better future for all of us.

LEARN MORE: sfiprogram.org

**THE CHOICES
WE MAKE EVERY DAY
DETERMINE THE FUTURE
OF OUR FORESTS.**



FORESTS CERTIFIED TO SFI

SFI has 34 SFI Implementation Committees representing close to 1,000 volunteers in 43 states and provinces. They are a critical part of the program promoting the SFI Standards, collaborating on the training of harvesting professionals and connecting people and communities to the forest.

Forests certified to the SFI Forest Management Standard cover more than a quarter-billion acres/100 million hectares, stretching from Canada's boreal forest to the U.S. South.

Currently there is over 24.9 million hectares of forestland in B.C., 10.9 million hectares in Alberta and 4.6 million hectares in Saskatchewan certified to the SFI Program.

**WCSIC members, (SFI Certified Companies)
can be found at:** www.wcsic.ca



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**EVERY GREAT IDEA NEEDS SOMEONE
TO MAKE IT HAPPEN**



WESTERN CANADA
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SFI IMPLEMENTATION COMMITTEES

SFI Implementation Committees are the SFI Program's strongest asset when it comes to community leadership. This grassroots network works with local conservation groups, government agencies, forestry and professional associations, landowner groups and many others to conduct landowner outreach and community engagement activities.

Core priorities include:

- Logger training and education
- Responding to inconsistent practices inquiries
- Landowner outreach
- Increasing SFI program recognition
- Annual reporting
- Protecting SFI Program integrity

The committees have the freedom to develop projects, programs and activities and make decisions – within their local membership – about the best way to achieve these priorities.

ABOUT WESTERN CANADA SFI IMPLEMENTATION COMMITTEE

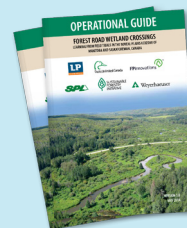
The Western Canada SFI Implementation Committee was the first implementation committee formed outside of the U.S. The committee works at the local level in British Columbia, Alberta and Saskatchewan to promote the SFI Standard as a means to broaden the goal of sustainable forestry and ensure on-the-ground progress.



CONSERVATION AND COMMUNITY PROJECT EXAMPLES

DATA IS POWERING FOREST CONSERVATION

Wetlands are an important feature of many forests. SFI program participants Louisiana Pacific, Ducks Unlimited Canada, FP Innovations, Spruce Products Ltd. and Weyerhaeuser are working to develop a National Handbook to help ensure that forestry activities will conserve wetlands across Canada. This guide outlines what to expect in terms of water movement when building roads in a wetland.



FESTIVAL OF FORESTRY



The BC Festival of Forestry is a non-profit organization committed to providing quality professional development experiences for school teachers. These annual, complimentary tours provide an interactive learning experience to enhance teachers' understanding of the complexities of sustainable forest management issues, and to share great ways to bring this information into their classes. The Western Canada SFI Implementation Committee has been a proud sponsor of this effort to provide ground level learning opportunities for our public educators across the province.



SFI ON-PRODUCT LABELS are recognized globally and provide a visual cue to help customers source products from responsibly managed forests. SFI has several certified chain-of-custody labels and a certified sourcing label.



PEFC ENDORSED

The SFI Program is endorsed by the Programme for the Endorsement of Forest Certification schemes. This enhances marketing opportunities for SFI Program Participants in numerous countries in Europe and Asia.

Mailing Address:

Western Canada SFI Implementation Committee
c/o CFPA
1200-1090 West Pender Street
Vancouver, BC V6E 2N7

E-mail: info@wcsic.ca

Website: <http://www.wcsic.ca>