



# SFI® NEWSLETTER

..... JUNE 2011 .....

## IN THIS ISSUE

Maine Pilot Promotes Access to SFI Certification .....	2
Join the SFI Annual Conference in Vermont .....	2
USDA Broadens Green Building Acceptance Beyond LEED .....	3
Looking at SFI's Bigger Picture .....	3
CONSERVATION GRANTS UPDATE: New Grants Awarded .....	4
Latest News .....	5
SFI Response to Illegal Logging .....	5
SFI Launches Promotional Toolkit .....	5
BIOENERGY SECTION: Supporting Sustainability in Biomass .....	6
SFI and TNC Support Responsible Bioenergy .....	6
An Interview with John Crowe .....	6
Briefs .....	7
SFI Implementation Committees .....	7
Welcome Ben Silvernail! .....	7
New Certifications and Program Statistics .....	8
SFI Online Database Improves Efficiency .....	8
About SFI Inc. ....	8

**SAVE THE DATE**  
**2011 SFI ANNUAL CONFERENCE**  
 SEPT. 13-15, 2011  
 Burlington, Vermont

**see page 2 for details**

## Aboriginal Lands Certified to SFI

**MORE THAN FIVE MILLION** acres/two million hectares of lands held by or managed for Aboriginal communities are certified to the Sustainable Forestry Initiative® (SFI®) forest management standard – more than any other third-party certification standard in North America.

They include lands in British Columbia, Washington State and in the boreal forest in Northern Ontario. “The fact Aboriginal land managers choose SFI certification shows how our standard can meet First Nation values – and that’s a source of pride for our program,” says SFI President and CEO Kathy Abusow. “We are continuing to look for ways to work with Aboriginal communities to increase their involvement in forest certification.”

Three certifications in 2011 included Yakama Nation, Miitigoog General Partner Inc. and Stuwix Resources Joint Venture.





“The Yakama Nation has a traditional timber-based economy so we rely on sustainable forest practices to foster economic development and community growth while maintaining harmony with nature — SFI certification confirms that we are meeting these goals,” says Steve Andringa, Program Manager, Tribal Forestry.

“The SFI Standard re-enforces many of the objectives we currently have in managing our forests — protecting special sites, conservation and community involvement,” says Miitigoog President Chief Lorraine Cobiness. “Through SFI certification we can now communicate these important values to our customers and communities.”

“Our goal is to continually incorporate First Nation values into the practice of sustainable forestry, and

combined with the SFI principles, our management activities truly embody our ethic of protecting the ecosystems where we work,” says Lennard Joe, General Manager of Stuwix Resources Joint Venture.

The SFI program updated its fact sheet *The SFI Program: Addressing Aboriginal Issues*, and posted it on its website ([www.sfiprogram.org](http://www.sfiprogram.org)) under resources.

Certificate Holder	Nations	Area Certified (acres)	Area Certified (hectares)
 Capacity Forest Management	16 First Nation groups in British Columbia	1,412,279	571,529
 Miitigoog General Partner Inc.	Wabaseemoong Independent Nation, Naotkamegwaning First Nation, and Ochiichagwe' Babig o'ining First Nation in Ontario	2,811,716	1,137,861
 Stuwix Resources Ltd.	Eight First Nation groups in British Columbia	195,213	79,000
 Yakama Nation	Yakama Nation in Washington State	624,000	252,524
<b>TOTAL</b>		<b>5,043,208</b>	<b>2,040,914</b>

## LEED PILOT OFFERS CREDIT FOR SFI-CERTIFIED PRODUCTS

The U.S. Green Building Council is seeking user input on a LEED pilot credit that allows one point under Innovation in Design for non-structural products such as furniture, flooring and windows certified to programs including SFI.

“Pilot credits are used to test an idea before it becomes an official credit so it is critical that USGBC hear from users and stakeholders who support this inclusive approach to third-party certification,” says Jason Metnick, SFI Senior Director, Market Access and Product Labeling. “As well as sending in their own

comments, SFI participants should encourage builders and architects to tell USGBC they welcome a credit that lists SFI, Canadian Standards Association, American Tree Farm System, Forest Stewardship Council and the Program for the Endorsement of Forest Certification among pre-approved certifications.”

Comments on the credit, called Pilot Credit 43, can be posted at [www.leeduser.com/credit/Pilot-Credits/PC43](http://www.leeduser.com/credit/Pilot-Credits/PC43). For further information about the pilot credit or LEED, contact Jason Metnick.

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## Join SFI Annual Conference in Vermont

**CHECK OUT THE LIST OF SPEAKERS** and you'll definitely want to be part of the 2011 SFI Annual Conference in Burlington, Vermont, Sept. 13 to 15.

Experts will reinforce the conference theme — **The Bigger Picture: Conservation. Integrity. Community** — with presentations on a broad range of topics. Keynote speaker **Larry Selzer**, President and CEO of The Conservation Fund, will show why he is proud to be an advocate of responsible forestry and the SFI program. Currently vice-chair of the SFI Inc. Board and a member of its conservation chamber, Larry will tell us how responsible forestry and the SFI program can draw together environmental, social and economic priorities for the benefit of the forests and the communities they sustain.

**Maureen Frisch**, Vice President, Green Diamond Resource Co., will moderate the conference, which begins with an overview of the year's activities and future opportunities by SFI President and CEO **Kathy Abusow** and Board Chair **Bob Luoto**, and a welcome from Vermont State Forester **Steven Sinclair**. A new feature this year is an SFI Inc. Board arm chair discussion where three board members — **Stewart Hardacre**, Chief Executive Officer, Habitat for Humanity Canada; **John Hagan**, President, Manomet Center for Conservation Sciences; and **Daniel S. Fulton**, President and CEO, Weyerhaeuser Company — will explore reasons why they value SFI and look at what's ahead for the program and certification.

Other confirmed speakers include:

- **Jimmie Powell**, Energy Team Lead for The Nature Conservancy, will discuss how forest certification can support responsible procurement of woody biomass for bioenergy.



- **Kathryn Fernholz**, Executive Director of Dovetail Partners Inc. and an expert on forest certification will offer probing questions for the SFI community to consider for growing the program.



- **Adam Grant**, Senior Associate, World Resources Institute, will offer a sneak preview of the WRI Forest Legality Alliance Risk Tool, a valuable and practical resource to help importers and other stakeholders avoid illegal forest products by asking the right questions and knowing where to get the answers.



- **Kirsten Vice**, Vice President, Canadian Operations, National Council for Air and Stream Improvement Inc. (NCASI), will introduce NCASI's online Environmental Footprint Comparison Tool, which is bringing awareness to the trade-offs associated with making different environmental choices during the life cycle of paper.



- **Michael Luzier**, President, NAHB Research Center, will provide an update on how NAHB facilitates uptake of the ANSI/ICC 700-2008: National Green Building Standard in the marketplace.



- **Scott MacDougall**, President and CEO, TerraChoice, will build on his agency's consumer research and marketplace engagement on environmental issues to offer advice on how to make customers aware of your company's environmental choices in a manner that is compelling and accurate.



- **Mary White**, Director of Sustainable Package Sourcing, PepsiCo Inc., will tell delegates about PepsiCo's approach and commitments to responsible packaging, and its sustainability goals.



For more information or to register, visit the conference page at [www.sfiprogram.org/annualconference/2011/](http://www.sfiprogram.org/annualconference/2011/) or contact Amy Doty. If you register by the end of July, your name will be entered in a draw to win a two-night stay at the Hilton Burlington.

There is still time to show your support for the work of the SFI program by becoming a sponsor of the 2011 SFI Conference. Contact Allison Welde or check out the sponsorship prospectus on the conference webpage.

## MAINE PILOT PROMOTES ACCESS TO SFI CERTIFICATION

Time Inc., Hearst Enterprises, National Geographic Society, Verso Paper Corp. and Sappi Fine Paper North America are building on the success of a pilot project in Maine to make SFI forest certification more accessible to medium-sized landowners in Maine.

"Time Inc. supports SFI certification because we know it contributes directly to responsible forestry practices," says Guy Gleysteen, Senior Vice President of Production at Time Inc. "The pilot project was a success because it gave us a chance to show landowners the value of certification, and coordinated activities to reduce costs."

The initial pilot project led to an additional 620,000 acres of lands certified to the SFI standard in Maine. A template was created so medium-sized landowners could develop, implement and coordinate management plans in a simpler and more consistent manner. An independent certification body also coordinated activities to save staff time and travel costs. The project extension announced earlier this month involves new landowners, including Hilton Timberlands LLC, and is expected to add another 600,000 acres of certified lands.



## USDA BROADENS GREEN BUILDING ACCEPTANCE BEYOND LEED

SFI Inc. welcomed an announcement by the United States Department of Agriculture (USDA) to promote the use of wood as a green building material.

“SFI Inc. is one of many organizations that called for a more inclusive approach to green building, including recognizing multiple green building rating systems and encouraging the use of wood products from responsibly managed forests,” says SFI President and CEO Kathy Abusow. “The USDA plan shows the Administration is serious about the role wood can play in supporting green building initiatives, rural communities, and the overall sustainability of the forest sector.”

SFI Inc. sponsored the International Year of Forests 2011 celebration in March where Agriculture Secretary Tom Vilsack laid out a three-part plan calling on the U.S. Forest Service to:

- preferentially select wood in new building construction while maintaining its commitment to certified green building standards;
- enhance the research and development being done around green building materials; and
- actively look for opportunities to demonstrate the innovative use of wood as a green building material for all new structures of 10,000 square feet or more using recognized green building standards such as LEED, Green Globes or the National Green Building Standard.

Jay Farrell, Executive Director of the National Association of State Foresters, welcomed the decision, saying: “We hope this new policy from USDA will carry over to other federal agencies, and more importantly, set an example for the green building industry.”

Abusow said recognition of Green Globes and the National Green Building Standard — which are among many green building rating systems that recognize multiple forest certification standards — increases opportunities for third-party certified wood to be used and recognized in green buildings.

Also this year, the Spanish Green Building Council signed an agreement with PEFC Spain to promote the benefits of forest certification and the use of certified wood products in the building sector — similar to an earlier initiative involving the Italian Green Building Council and PEFC Italy. At the start of 2010, the Green Building Council of Australia began to give equal consideration in its Green Star rating tool to forest certification standards accepted by PEFC as well as FSC.

The SFI Progress Report has a section on green building advocacy and policy showing the latest developments in green building, including statements by leaders across the United States and beyond calling for changes to the LEED rating tool to encourage the use of wood by recognizing all credible forest certification standards.

## Looking at SFI’s Bigger Picture

**THE LATEST SFI PROGRESS REPORT** shows what anyone who has been part of the SFI program knows well — it goes beyond a rigorous forest certification standard to improve forest practices through conservation research, community partnerships, logger training and landowner outreach across North America.

The report, entitled *The Bigger Picture: Conservation. Integrity. Community*, highlights the important contributions made by the SFI program and its many partners in the last year. “We wanted to show the importance of reaching out widely and working with partners to accomplish more in the forest, in communities and in the marketplace,” says SFI President and CEO Kathy Abusow. “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.”

Among other things, the progress report demonstrates the value of the SFI Conservation and Community Partnerships Grant Program — with 2010 achievements and a list of new 2011 grants — introduces the six newest members elected to the SFI Board of Directors, and includes views about SFI certification from representatives of independent certification bodies.

Some of the numbers underlining the SFI program’s continuing success include:

- In 2010, SFI program participants invested \$81.4 million for research activities; since 1995, they have invested more than

\$1.2 billion. SFI is the only forest certification standard in North America requiring participants to support forest research.

- SFI Inc. committed more than \$1.1 million through its conservation grant program in 2010 and 2011, and partner contributions bring the total value of the projects to \$4.2 million.
- In 2010, the 37 grassroots SFI Implementation Committees contributed \$3 million to support local programs such as education and training for loggers. The contribution since 1995 is \$55.1 million.
- In 2010, 5,584 resource and logging professionals were trained in responsible forestry through the SFI program or its recognition of other programs; the total since 1995 is 129,338.
- Comet School Supplies of Palestine, Texas, earned the 1,000th SFI chain-of-custody certificate.

After reviewing the progress report, the SFI External Review Panel — an independent expert panel that advises the SFI Board of Directors — concluded the SFI program is “substantially improving the quality of forests and forestry in North America.” Panel Chair Michael Goergen, also Executive Vice-President of the Society of American Foresters, says: “The SFI program meets tough criteria based on transparency, sound science, conscientious implementation, rigorous audits, and continuous improvement.”

The report is posted under resources on the SFI website ([www.sfiprogram.org](http://www.sfiprogram.org)).



# Conservation Grants Update

## NEW CONSERVATION AND COMMUNITY GRANTS AWARDED

**SFI INC. BEGAN YEAR TWO** of its popular Conservation and Community Partnerships Grant Program this spring by awarding six new conservation grants and the first of its community-based grants.

Since the grant program began in 2010, SFI Inc. has committed a total of \$1.1 million for 24 projects. With the involvement of partners, projects funded to date will leverage additional resources to achieve a total value of \$4.2 million. The SFI program recognized the theme of International Year of Forests 2011 — Celebrating Forests for People — by introducing a new community category this year and awarding nine grants for smaller projects such as forestry educational programs for children and green building projects for low-income families.

New conservation grants include:

**Dalhousie University** will work with Ducks Unlimited Canada, local SFI Implementation Committees and government agencies, J.D. Irving Ltd., Bowater Mersey Paper Company Ltd., FPInnovations and the University of New Brunswick to develop best management practices for forest road crossings in Atlantic Canada to avoid disrupting water flows in wetlands.

**Ducks Unlimited Canada**, in partnership with Louisiana-Pacific Corporation and FPInnovations, will determine best practices for planning and building forestry roads that protect wetland ecosystems in the western boreal forest.

**The Land Trust for Tennessee, North Carolina Coastal Land Trust and Wildlands Network** will explore working forest conservation easements on special sites in partnership with the North Carolina Wildlife Resources Commission, The Nature Conservancy-North Carolina Chapter, and SFI program participants Louisiana-Pacific Corporation and Resource Management Service LLC.Resource Management Service LLC.

**Nature Conservancy Canada** will create an inventory of significant bat hibernation sites in British Columbia's southern interior and protect hibernating bats from disturbance.

Partners include BC Bat, the British Columbia Ministry of Forests, Lands and Natural Resource Operations, and International Forest Products Ltd.

**Nature Trust British Columbia** will protect vulnerable ecosystems in British Columbia's southern interior by testing native seed mixes that limit the spread of invasive species. They will work with Weyerhaeuser Co. Ltd., South Okanagan-Similkameen Invasive Plant Society and the British Columbia Ministry of Forests, Lands and Natural Resource Operations.

**The Audubon Society New York Chapter** will work with Cornell University and the Empire State Forest Products Association to build a stronger link between bird conservation and forest management, and transfer knowledge and methods to seven other states along the Atlantic Flyway.

Community-based grants include:

**The Chattahoochee Chapter of the Society of American Foresters** will invite Boy and Girl Scouts in the Metropolitan Atlanta area to its Walk in the Forest Field Day on Oct. 22, 2011. In addition to the Georgia Forestry Commission; Georgia Urban Forest Council; Natural Resources at the University of Georgia and the Warnell School of Forestry, SFI Company Partners include Forest Investment Associates; Georgia Forestry Association; Georgia-Pacific; Plum Creek; Well Real Estate Funds, and Georgia SFI Implementation Committee.

**Evans Lake Forest Education Society**, in partnership with the Western Canada SFI Implementation Committee, will host a Forest Education Symposium for educators in October 2011 at its forest education center in Squamish, British Columbia.

**The Forest Foundation** will expand a program that cultivates tomorrow's forest management professionals and informs the community on important topics related to managing and sustaining California's forests. Partners include Sierra Pacific Industries and Soper-Wheeler Company. Partners making in-kind contributions include UC Berkeley Forestry Camp, University of California Cooperative Extension, and area high schools and colleges.

**Hardwood Forestry Fund** will plant 23,000 hardwood seedlings on idle agricultural land in Wisconsin to maintain the ecological and economic success of the forest and respond to forest fragmentation. Partners include the Wisconsin Department of Natural Resources (Division of Forestry; Bureau of Parks & Recreation; and State Nurseries Program); Sauk County Land Conservation Department and Youth Environmental Projects of Sauk County.

**Lauderdale County Habitat for Humanity** will sponsor a Habitat for Humanity home using SFI-certified products and certified to the ANSI National Green Building Standard in partnership with The Campbell Group and the Mississippi SFI Implementation Committee.

**The Mississippi SFI Implementation Committee** will 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.

**The National 4-H Forestry Invitational** will show youth how forests grow, the role forests play in their own lives, and how forests are managed to provide multiple benefits. The SFI grant will support the 2011 Invitational, and other partners include Southern Regional Extension Forestry; The Pennsylvania State University Cooperative Extension; and West Virginia Division of Forestry.

**National Housing Endowment**, in partnership with Habitat for Humanity and NAHB Research Center, will cover certification fees for 25 Habitat for Humanity homes to be green certified to the National Green Building Standard.

**Northwest Natural Resources Institute** will dedicate part of an annual Natural Resources Teacher Workshop in Spokane, WA, to show teachers how forest professionals manage lands. Partners include Forest Capital Partners LLC and Boise Cascade LLC

For more information about the conservation and community grant program and funded projects, visit the SFI website at [www.sfiprogram.org/](http://www.sfiprogram.org/) conservation-grant or contact Allison Welde.





## CLEMSON SHOWS LANDOWNERS HOW TO MANAGE FOR WILDLIFE

Clemson University held a field tour April 12 to show the results of research that will help land managers in the southeastern United States improve wildlife habitat management practices on private forests. Working with students and university faculty and staff, Greg Yarrow, wildlife ecology professor at Clemson, and project partners have established 25 research plots in the 17,500-acre Clemson University Experimental Forest to test management techniques that improve



Greg Yarrow describes how to generate ground cover for wildlife forage

timber production while enhancing wildlife habitat, protecting water quality, conserving rare species and communities, and protecting special sites, all core components of the SFI forest certification program. Clemson will also host workshops so landowners can learn about the research results and apply them.

## BLIGHT-RESISTANT CHESTNUT TREES PLANTED

Local chapters of The American Chestnut Foundation joined volunteers this spring to plant some of the most promising blight-resistant American chestnut trees on lands owned by Georgia-Pacific in Virginia and MeadWestvaco in West Virginia. The more than 1,200 trees planted were the result of more than 30 years of scientific research for blight resistance and American chestnut growth characteristics. The American chest-



nut tree was once a valuable source of food for a wide variety of wildlife and high-value wood products. An estimated four billion trees were lost to an exotic, Asian, fungal disease (chestnut blight) during the first half of the 20th century. The SFI-funded conservation grant project will eventually result in the planting of about 3,000 American chestnut trees in the southeastern United States, as well as the collection and utilization of baseline information which will facilitate the process of species restoration.

## RECOVERING IMPERILED BIRD SPECIES

Allison Welde, SFI Director of Conservation Partnerships and Communications, and Daniel Petit, Director, Bird Conservation, National Fish and Wildlife Foundation, told delegates to the 67th Annual Northeast Fish and Wildlife Conference how SFI certification can help to recover imperiled species. With a conservation grant from SFI Inc., the National Fish and Wildlife Foundation is helping SFI-certified companies integrate wildlife management practices into their forest management plans and play a demonstrable role in reversing the declines of some 80 species of highly imperiled birds and other wildlife species that are dependent upon shrublands and early successional forest habitat.

## SFI LAUNCHES PROMOTIONAL TOOLKIT

SFI Inc. has unveiled a new on-line promotion toolkit to help certified participants and supporters share the SFI story with their customers, stakeholders and staff.

"We know that true success in raising awareness of responsible forest management relies on collaboration with and support for certified participants and supporters of the SFI program," says Sue McMillan, SFI Director, Marketing. "The new and improved tools will be a valuable resource for our community."

The website — at [www.sfiprogram.org/promotion](http://www.sfiprogram.org/promotion) — is home to a variety of resources including online widgets for websites or blogs, tabletop tent cards, FAQs, brief PowerPoint presentation templates, and much more. The site also includes a new online ordering form for fact sheets, reports and promotional items.

## SFI Response to Illegal Logging

THE SFI PROGRAM CONTINUES TO SUPPORT a range of activities to tackle illegal logging and raise awareness about the important role certification can play to support legal trade in forest products.

In May, SFI Inc. was one of the sponsors of the Fourth Potomac Forum on Illegal Logging and Associated Trade in Washington, hosted by Forest Trends. It brought together more than 100 representatives from U.S. and foreign governments, NGOs, forest products manufacturers and buyers to share experiences and learn from one other about what is being done — and what more should be done — to combat illegal logging.

In addition to an SFI conservation grant, funding for the Potomac Forum came from the World Bank, PROFOR, USAID, the U.S. Forest Service and Forest Legality Alliance. Videos featuring Michael Jenkins from Forest Trends, Joe Lawson from MWV, and James Griffiths from the World Business Council for Sustainable Development sharing their thoughts about the forum are posted on the SFI blog at [http://www.](http://www.goodforforests.com/archives/1135)

[goodforforests.com/archives/1135](http://www.goodforforests.com/archives/1135).

On June 14, Nadine Block, SFI Senior Director, Government Outreach, and Adam Grant, Senior Associate, World Resources Institute, co-hosted a live webinar ([www.sfiprogram.org/SFI-webinars/index.php](http://www.sfiprogram.org/SFI-webinars/index.php)) providing an update on recent government initiatives, highlighting how the SFI Standard addresses legality in the supply chain, and previewing tools being developed by the Forest Legality Alliance that will provide practical information to help companies along the supply chain conduct due diligence on forest trade. A fact sheet, *SFI: Taking Action Against Illegal Logging*, was also posted on the SFI website ([www.sfiprogram.org](http://www.sfiprogram.org)) under resources.

An article by Block appeared in a recent issue of UK Timber in Construction Magazine, and SFI staff have an ongoing involvement in activities such as the Forest Legality Alliance and the EU Timber Regulation. For more information about SFI activities related to combating illegal logging, contact Nadine Block.

## Supporting Sustainability in Biomass

**INTEREST IN BIOMASS** as a renewable energy option is increasing to promote energy security and reduce fossil fuel consumption, and the SFI program wants bioenergy companies using forest products as feedstock to understand how certification can help them meet their environmental goals.

“We want to drive home the message that bioenergy facilities using wood fiber to create energy or electricity need to select their fiber carefully,” says Allison Welde, SFI Director, Conservation Partnerships and Communications. “A procurement policy that recognizes SFI-certified forests and fiber sourcing sends a strong message to customers about the company’s high

corporate environmental values and practices.”

The SFI program is working to make biomass energy more sustainable through a number of activities, including:

- Posting a fact sheet, *The SFI Program and Bioenergy from Wood*, on its website under resources to outline the current role of SFI certification in bioenergy feedstock production.
- Looking for opportunities to talk to bioenergy representatives about responsible fiber sourcing, and helping them develop procurement policies.

“Wood bioenergy is a great source of renewable energy, one that gives forest landowners

access to new markets so they can continue to manage their forests as forests,” says Welde. “But companies need to take the next step and think about where the fiber is coming from. It’s a win-win only with assurance the fiber is from a well-managed forest.”

For more information about how the SFI program is working with the bioenergy sector, contact Allison Welde. Visit [www.biomassthermal.org/resource](http://www.biomassthermal.org/resource) to hear an interview she gave to the Biomass Thermal Energy Council, or [www.heatne.com/pdfpres11/welde.pdf](http://www.heatne.com/pdfpres11/welde.pdf) to check out her presentation to the April Heating the Northeast with Renewable Biomass Conference in Manchester, NH.

## SFI and TNC Support Responsible Bioenergy

**THE NATURE CONSERVANCY (TNC) AND SFI** are helping bioenergy companies in the United States support responsible forest management through their procurement of woody biomass.

Through a pilot project, they will help facilities that produce renewable energy or transportation fuels from woody biomass establish a responsible procurement system. SFI fiber sourcing requirements will be applied for the procurement system, and

analysis will be conducted to identify gaps between existing procurement and SFI Fiber Sourcing requirements.

“Woody biomass can be a great source of renewable energy and offers an excellent incentive so landowners can maintain their forests as forests — as long the forest is managed responsibly,” says Glenn Prickett, Chief External Affairs Officer for The Nature Conservancy. “TNC is interested in this project with SFI to explore how the SFI Standard’s

unique fiber sourcing requirements can address the need of responsible procurement of woody biomass for bioenergy facilities while managing for important forest values.”

The joint effort reflects the recognition by both organizations that the bioenergy industry provides new market opportunities for forest landowners and managers, but that appropriate steps should be in place for the procurement of forest fiber in order to maintain the health of the forest resource.

## AN INTERVIEW WITH JOHN CROWE



**John B. Crowe**, Chairman and Chief Executive Officer of Buckeye Technologies Inc. of Memphis, TN, is one of the newest members of the SFI Board of Directors. Buckeye ([www.bkitech.com/](http://www.bkitech.com/)) manufactures and sells specialty fibers and nonwoven materials. It operates facilities in the United States, Canada, Germany and Brazil, and sells its products worldwide. Its pulp mill in Perry, FL, is certified to the SFI fiber sourcing requirements.

### **Why does Buckeye Technologies support the SFI program?**

At Buckeye, we are proud of the societal value provided by the products we produce and the way we produce them. We want to make a positive difference in communities where we work, environmentally and economically, today and into the future. The SFI program shares this vision.

### **What do you hope to contribute as a member of the SFI Board?**

I think there is a fantastic future for third-party forest certification — but first we need to make sure companies and customers understand what it represents.

I’m interested in helping SFI promote the value of all third-party certification programs. It’s certainly something we recognize at Buckeye — our Foley plant has SFI certified sourcing, and our Steinfurt plant has FSC and PEFC chain-of-custody certification for select products.

We have built our business with an outstanding reputation, and we understand the critical importance of continuously earning the trust of employees, customers, shareholders and the communities we serve.

### **Is there a link between your role on the board and Buckeye’s innovative bioenergy research?**

I look forward to helping the SFI program explore the role certification can play in addressing concerns about the use of forest resources for bioenergy production.

Buckeye is a leader in biomass production. Our pulp mill in Perry, Florida, is part of a research project that may lead to a full-scale biorefinery that will produce transportation fuels and specialty chemicals from renewable forest-based resources and byproducts. We expect this research and development project will lead to products that improve people’s lives, reduce America’s dependency on fossil fuels, minimize human impact on the environment and create a sustainable economy.

### **Where do you see the greatest opportunity for the SFI Program within the bioenergy market?**

As more bioenergy facilities and mills producing pellets and chips for fuel come online, the SFI Fiber Sourcing Objectives can meet a real need for these companies to ensure their fiber is coming from responsible sources. There is a limit, as we all know, to the amount of certified fiber they will be able to source for their operations, and so SFI Fiber Sourcing certification is a great way for these companies to offer their customers renewable energy from responsible sources.



## BRIEFS

### Picnic Tables for Habitat

Girl Guides, aged 12 to 18, learned about woodworking, certification and Habitat for Humanity at an annual Skills Day in Waterloo, Ontario, in February. SFI donated the wood, Conestoga College donated the facilities, and the girls built seven picnic tables to donate to Habitat for Humanity Waterloo Region. Danny Karch, SFI National Director, Green Building, who joined students from Conestoga College's Women in Skilled Trades Program to work with the guides, says it was a great way to tell them about the benefits of certified wood.



### Souvenir Easter Eggs in SFI Packaging

For the third consecutive year, packaging for the White House Easter Egg Roll souvenir egg was made with SFI chain-of-custody certified fiber. The eggs are manufactured from FSC-certified wood, making the White House and the National Park Foundation two of many organizations, companies and associations around the world — including the United Nations, the Society of American Foresters and the National Association of State Foresters — who appreciate the value of multiple forest certification programs.

### SFI Label on Food Drive Bags

The Houston Chronicle — the seventh-largest newspaper in the United States — included an SFI-certified paper bag with each paper on Sunday, May 8, as part of a food drive benefit in support of the Houston Food Bank. "It is wonderful to see the SFI label used for such a worthy project," says Mike Hamilton, Chair of the Texas SFI Implementation Committee. "And it is a great match. Just as SFI works with partners to go beyond forest certification to achieve a lot more for forests and communities, the Houston Food Bank goes beyond food distribution to offer nutrition education and job training."



## SFI IMPLEMENTATION COMMITTEES

### Strengthening Tree Farm Partnerships

**SFI IMPLEMENTATION COMMITTEE** and American Tree Farm Program representatives met in February to find ways to improve collaboration around activities such as landowner outreach.

"We looked at the current activities and how we are collaborating now to identify benefits and challenges," says Amy Doty, SFI

Manager, Community Outreach. "We came up with a list of best practices such as joint membership on respective committees, collaboration on landowner outreach packets/materials, and combined state advocacy. We also discussed potential pilot projects and more long-term strategies."

### Nominations Open for SIC Achievement Award

**NOMINATIONS FOR THE 13TH ANNUAL SFI Implementation Committee Achievement Award** are open until July 15. The award, which will be presented at the SFI Annual Conference in Burlington, VT, recognizes outstanding work at the local level in pro-

moting the SFI program and assuring SFI Standard compliance. Nominations can be submitted to the SFI office by mail, fax or email any time before 5 p.m. EDT on July 15. For more information, contact Amy Doty.

### Pennsylvania SIC Sponsors 4-H Event

**THE PENNSYLVANIA SFI Implementation Committee** was among the sponsors of a Forestry Field Day held at Laurel Haven Conservation Education Center in Julian, PA, in May. The event included a junior (non-competitive) track where younger 4-H members learned basic skills relating to forestry

and a senior competitive track where "4-H foresters" from across the state used their knowledge and demonstrated forestry skills. Four of winners will represent Pennsylvania at the 2011 National 4-H Forestry Invitational held in late July at Jackson's Mill 4-H Conference Center in Weston, WV.

### Kevin Hoyt Wins Conservation Award

Kevin Hoyt received the Tennessee Wildlife Federation's prestigious Forest Conservationist award in April for his work in forest sustainability research as chair of the Tennessee SFI Implementation Committee. The award recognizes individuals, organizations and businesses going beyond normal call of duty to ensure the conservation of Tennessee's wildlife and natural resources for current and future generations. Hoyt was chair in 2007 when the Tennessee committee won the SFI Implementation Committee annual achievement award.



## WELCOME BEN SILVERNAIL!

**SFI INC.'S SUMMER INTERN BEN J. SILVERNAIL** expects to learn a lot in three months.

Working with SFI's Senior Director of Government Outreach, he will be reviewing state and federal policies to find out how they support sustainability procurement — and he will learn how a non-profit like SFI Inc. works.

And that's just fine with Silvernail who is in the last semester leading to a Bachelor of Science in Environmental Studies and Agriscience degree and is interested in a career where he can use science to inform policy development.

Silvernail, of Laingsburg, MI, has worked as a legislative

intern, as a member of a group that offered GIS development to contract clients with the MSU Center for Spatial Analysis of Recreation and Tourism, as a subcontractor installing office equipment, and as a member of the Michigan Civilian Conservation Corps. He can be reached at [intern@sfiprogram.org](mailto:intern@sfiprogram.org).

He also expects to learn a lot more about third-party forest certification this summer. "I learned about SFI certification in a forest policy class at MSU and saw the labels on paper products in office jobs I had — but I will certainly be watching more closely for certified products now."

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The SFI program is endorsed by the Programme for the Endorsement of Forest Certification schemes (PEFC), an international umbrella organization recognizing rigorous forest certification programs. PEFC and its endorsed standards are accepted by governments around the world.



PEFC/29-1-1

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## NEW SFI CERTIFICATIONS (EFFECTIVE MAY 31, 2011)

More than 2,500 individuals and organizations are meeting SFI requirements and/or working with the program to strengthen forest practices and fiber sourcing. They include forest products companies, industrial and family forest owners, conservation groups, universities, public agencies, manufacturers, retailers, printers, resource professionals and many others who share a passion for responsible forest management. You can find lists of all SFI program participants and certifications on the SFI website under resources.

### NEW SFI CHAIN-OF-CUSTODY CERTIFICATIONS

Alberta Newsprint Company; Allen-Bailey Tag & Label; Bell Container Corp; Bennett Lumber Products Inc.; Bio PAPPEL International Inc.; Boca Systems; BUYSEASONS Inc.; Campbell Printing Company; CardPak Inc.; CDS Global; Comet School Supplies Inc.; Container Service Corp; Continental Accessory Corp; Core Communications; Ekman and Co. Inc.; Fibre Source International Corp; Fifth Third Bank; Greatview Aseptic Packaging (Shandong) Co. Ltd./Greatview Aseptic Packaging (Inner Mongolia) Co. Ltd.; Imprimerie Pub Cite; Kanzaki Specialty Papers Inc.; MBI Direct Mail Inc.; MWV- Healthcare Packaging; Nashua Corporation; Packaging Corporation of America; Pearl Pressman Liberty; Perfection Press; Pressworks; Produits Forestiers Lamco Inc.; Reliable Container Corp.; Roebuck Printing Inc & H.G. Roebuck & Son Inc.; Rosmar Packaging Group; Rosmar Packaging Group - Hamilton; Sealed Air Corporation; Sterling Paper Company; Stylecraft Printing Company; Superior Lithographics; The C.J. Krehbiel Co. (CJK); The Millcraft Paper Company; The Royal Group; Woodbury Supply Company

### NEW SFI PROGRAM PARTICIPANTS

Edwards Wood Products Inc.; Morgan Lumber Company; The Campbell Group LLC - Southeast Region; BBC Land LLC; KPAQ Industries Inc.; Manning Diversified Forest Products, Stuwix Resources Ltd., Miitigoog L.P. (Miitigoog General Partner Inc.); Coulson Forest Products Limited; ANC Timber Ltd.

### NEW SFI CERTIFIED SOURCING CERTIFICATES

(INCLUDES SFI REQUIREMENTS: SECTION 2 - SFI 2010-2014 STANDARD, OBJECTIVES 8-20, AND SFI REQUIREMENTS: SECTION 4 - RULES FOR USE OF SFI ON-PRODUCT LABELS)

Bates Container LLC; Burrows Paper Corporation; Enviva LP; Idaho Forest Group, OOC; Lampe & Malphrus Lumber Co.; Leticia Corporation; Madison Paper Company; Madison Paper Industries; MOD-PAC CORP; Neiman Enterprises; Omaha Box Company; Pacific Western Container; Packaging Logic Inc.; Rose City Printing and Packaging; Spearfish Pellet Company LLC; Summit Container Corporation

### NEW SFI FOREST MANAGEMENT CERTIFICATIONS

C&C Wood Products Ltd.; Miitigoog L.P. (Miitigoog General Partner Inc.); Springer Creek Forest Products Ltd.; The Campbell Group - Northwest Region; The Nature Conservancy - Montana Chapter; Yakama Nation

## CURRENT PROGRAM STATISTICS (AS OF DECEMBER 31, 2010)

SFI PROGRAM PARTICIPANTS:	241
AREA THIRD-PARTY CERTIFIED TO THE SFI 2005-2009 STANDARD OR SFI 2010-2014 STANDARD:	186.4 MILLION ACRES/75.4 MILLION HECTARES
CHAIN-OF-CUSTODY CERTIFICATES:	1,002
CHAIN-OF-CUSTODY CERTIFIED LOCATIONS (A company with multiple facilities, such as a paper merchant or printer, has the option of including more than one facility under its certificate.):	2,494
CERTIFIED SOURCING CERTIFICATES ISSUED TO PRIMARY PRODUCERS CERTIFIED TO SECTION 2 - SFI 2010-2014 FIBER SOURCING OBJECTIVES 8-20:	88
CERTIFIED SOURCING CERTIFICATES ISSUED TO SECONDARY PRODUCERS CERTIFIED TO SECTION 4 - SFI CERTIFIED SOURCING LABEL USE REQUIREMENTS:	101
PEFC ANNEX 4 (U.S.) CHAIN-OF-CUSTODY CERTIFICATIONS:	359

## SFI ONLINE DATABASE IMPROVES EFFICIENCY

The SFI online database has become the newest tool to improve the SFI program's administrative efficiency.

"We added password-protected features to the database so SFI and PEFC US certificate holders can complete their logo use approvals from start to finish online," says Rachel Dierolf, Manager, Statistics and Licensing. "Certified organizations and certification bodies can also log on to update their SFI-certified product

information or to enter annual progress report data. And certification bodies can submit certificate details."

Through the public section of the SFI Certification Database at [www.sfiprogram.org/find-sfi-forest-products/index.php](http://www.sfiprogram.org/find-sfi-forest-products/index.php), customers can find wood or paper products from certified forests or certified sourcing. For more information about either the public or internal database, contact Rachel Dierolf.

## ABOUT SFI INC.

SFI Inc. is an independent 501(c)(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative (SFI) program ([www.sfiprogram.org](http://www.sfiprogram.org)). Across North America, more than 185 million acres/75 million hectares are certified to the SFI forest management standard, making it the largest single forest standard in the world. SFI chain-of-custody certification tells buyers the percentage of fiber from certified forests, certified sourcing and/or post-consumer recycled content. The SFI program's unique fiber sourcing requirements promote responsible forest management on all suppliers' lands. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.