



SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.SM

SUSTAINABILITY AND SUPPLY.

Sustainability and supply. It's a win-win with SFI.[®]

Never before has so much attention been given to the environment and its relationship to corporate social responsibility. Today, we're all seeking ways to combine environmental stewardship with operational efficiencies and profitability.

One way for you to help meet these goals is to source wood and paper products from responsibly managed, sustainable forests. It's what a growing number of Fortune 500[®] companies have done by looking more deeply into SFI[®], the Sustainable Forestry Initiative[®] program.

WHAT IS THE SUSTAINABLE FORESTRY INITIATIVE PROGRAM?

The Sustainable Forestry Initiative is a forest certification program that integrates the perpetual growing and harvesting of trees with the protection of biodiversity and water quality. A single North America-wide standard, SFI shepherds a collective effort of individuals, organizations and companies committed to responsible forestry.

Our rigorous standard is grounded in science, research and regional expertise, and is endorsed by leading conservation groups, such as The Conservation Fund, as well as the United States, Japanese and United Kingdom government procurement systems.

Our members include environmental and conservation organizations, public officials, professional and academic groups, forest products industry companies, loggers and foresters. Together we are dedicated to encouraging others to join the effort: the program is committed to training loggers and foresters (100,000+ to date), encouraging consumers to look for SFI labeled products and spreading the word about the benefits of responsible forestry.

Ultimately, the SFI program thrives on the energy and collaboration of a diverse group of individuals

and organizations working to do what's right for North American forests.

- **Only 10% of the world's forests are certified – by sourcing certified products, from a variety of credible standards, buyers are sending a message that they support sound forestry and buy responsibly.**
- **The SFI program represents a single North America-wide standard and has more than 200 program participants.**
- **In 2007 alone, SFI chain-of-custody certificates have grown by 386% with more than 408 facilities involved in the program.**

GOOD FOR YOUR BUSINESS.

Make SFI part of your corporate environmental affairs policy and you will:

- Have a steady supply of certified forest products from more than 152 million acres (62 million hectares) of certified forests.
- Be joining a growing number of customers and governments around the world that recognize and accept the SFI Standard.
- Be purchasing products from a science-based standard backed by an independent board of conservation leaders, academics, labor and industry experts.
- Benefit from the exposure of our national marketing plan, which is raising public awareness of the SFI program and the importance of certified forest products.

GOOD FOR OUR FORESTS.

By saying 'Yes' to SFI, your business can expand its role as an environmental leader.

- The SFI Standard integrates the perpetual growing of trees with the protection of wildlife, plants, soil and water quality.
- SFI program participants practice responsible forestry on the lands they manage, and influence millions of additional acres through the training of loggers, foresters and family forest landowners in best management practices.
- SFI program participants protect water quality, and meet or exceed best management practices developed under U.S. Environmental Protection Agency (EPA) approved programs.
- The SFI certification standard is science-based and research-driven, and is updated every five years as part of the SFI program's commitment to continuous improvement.
- SFI program participants manage the distribution of wildlife habitats, including species at risk, and contribute to the conservation of biological diversity.

THE RIGHT CHOICE FOR YOUR BUSINESS.

By saying 'Yes' to SFI, you will have made the choice to do the right thing for our forests as well as the right thing for your business.

The SFI program is working with businesses to get their products marked with the SFI label and is getting the word out to consumers to look for SFI labeled products.

Some organizations who support SFI:

American Bird Conservancy
Center for Wildlife Information
The Conservation Fund
Council of State Governments
National Association of Conservation Districts
National Association of University Forest Resources Programs
National Fisheries Institute
The Pacific Forest Trust
Society of American Foresters
USDA Cooperative State Research, Education, and Extension Service
The Wildlife Society
Wildlife Habitat Council
Wildlife Management Institute

Some companies who said 'Yes' to SFI:

84 Lumber	Centex Homes
Century Furniture	Delta Airlines
FAO Schwartz	JELD-WEN
Marvin Windows	Pella Corporation
Plow & Hearth	Southwest Airlines
Stanley Furniture	United Airlines
Unisource	US Airways
Wal-Mart	Xerox



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www.sfiprogram.org