

# Forests for the Ages

**Here's how North America's leading sustainable forestry program balances environmental responsibility with sound, sustainable business practices.**

A decade ago, no matter where you were in the supply chain for forest products, any question about the environment was a red

flag signaling higher costs and depleted supply. In short, a threat to your business.

Initiative®, or SFI®, program follow strict environmental policies that promote well-managed forests, safeguard endangered forests, help eliminate illegal logging, and continuously nurture the growth of forests.



Implemented in 1995, the SFI program has grown to become one of the world's largest sustainable forestry programs. More than 136 million acres of forestlands in North America are enrolled in the program, and program participants plant 650 million trees a year on that acreage. Currently over 96 million acres are third-party certified. And the program influences additional millions of acres of forest through the training of more than 75,000 loggers and foresters in best forest management practices. The SFI program has also earned endorsements from

leading environmental groups. With continually improving standards and widespread adoption, the SFI program is recognized as one of the most vigorous and sustainable conservation programs of its kind, enabling program participants to support environmental policies established by office supply retailers, home improvement outlets, and thousands of other businesses in North America.

## **A Sustainable Program**

In less than ten years, the SFI program has shown incredible growth and achieved remarkable results. In addition to more than 200 participants, including companies that supply the nation's vast majority of paper, pulp, lumber, and wood products, the SFI program has worked to create and sustain abundant forest resources. In fact, the United States currently boasts 747 million acres of forestland, more than it had a century ago.

While sustaining a healthy supply of trees makes good business sense for everyone along the forest products supply chain, the SFI program has ensured a long-term commitment to sustain-

able forestry by establishing an independent governing body of environmentalists, academics, and forest industry leaders, called the Sustainable Forestry Board, or SFB.

As an independent, nonprofit organization, the SFB manages the Sustainable Forestry Initiative Standard, as well as the program's third-party certification process, dispute resolution, and quality control, while continuously working to refine and improve those efforts.

Recent refinements have led to more stringent policies and standards regarding the protection of wildlife, improved water and air

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quality, elimination of illegal logging, protection for imperiled forests, and promotion of forest best management practices on lands not under SFI-participant control.

More specifically, companies seeking SFI program certification must now develop and implement plans to protect ecological com-

munities, biodiversity hotspots, and major tropical wilderness areas that exist in forests worldwide, based on information developed by NatureServe and Conservation International.

Specific to the issue of illegal logging, which occurs in parts of the world where sustainable forestry has yet to take root, SFI program participants are now required to work with governments and conservation organizations to promote better forest management practices.

As the SFB continues to evaluate and refine the SFI Standard, with input from forestry experts, conservation groups, landowners, governments, participating members, customers, and the general public, the ultimate payoff is productive, responsibly managed forests that assure a reliable and affordable supply of paper, pulp, lumber, and wood products for generations to come.

For more information about the Sustainable Forestry Initiative program, please contact: American Forest & Paper Association®, 1111 Nineteenth Street, NW, Suite 800, Washington, DC, 20036; 202-463-2744; [www.aboutsfi.org](http://www.aboutsfi.org).

You can also find out more about the Sustainable Forestry Board at [www.aboutsfb.org](http://www.aboutsfb.org).