



## SFI: Promoting Responsible Forest Management and Sourcing

The Sustainable Forestry Initiative® (SFI®) program improves sustainable forest management in North America and supports fiber sourcing globally. It manages the largest single forest certification standard in the world, with one standard that applies to forest lands in the United States and Canada.

SFI program participants practice responsible forestry on the lands they manage, and influence millions of additional acres in North America and globally through unique fiber sourcing requirements. The SFI 2010-2014 Standard includes measures requiring that program participants acquire wood from known and legal sources, conserve biological diversity, and promote socially sound practices, among other things.

Through its fiber sourcing requirements, the SFI program stands apart from other independent forest certification programs by addressing the fact that all forest landowners play a critical role in the long-term health and sustainability of forests — and that 90 percent of the world's forests are not certified.

It does this through procurement objectives requiring that all SFI program participants — both those who own or manage forest lands and those who buy the raw materials they need — must show that the raw material in their supply chain comes from legal and responsible sources, whether the forests are certified or not. In North America, they must promote responsible forestry by sharing management and stewardship knowledge when they buy fiber from lands that are not certified.

### SFI certified sourcing label

The SFI certified sourcing label **does not make claims about certified forest content**. It tells consumers fiber in a product comes from a company that conforms with SFI fiber sourcing requirements (objectives 8-20, Section 2 - SFI 2010-2014 Standard), from pre- or post-consumer recycled content, or from a certified forest. All fiber must be from non-controversial sources.



The SFI requirements define two types of producers — primary and secondary.

- Primary producers have a more direct link to the forest and must meet the objectives in the SFI 2010-2014 Standard applicable to fiber sourcing (Objectives 8-20) to be eligible to apply to use the SFI certified sourcing label.
- Secondary producers use raw materials that have gone through a manufacturing process — such as semi-finished solid wood, paper, market pulp, recycled wood fiber, or composite products. Before they can apply to use the SFI certified sourcing label, they must meet the SFI Requirements: Section 4 – Rules for Use of SFI On-Product Labels. They must also verify that at least two-thirds of their supply comes from primary producers certified to the SFI 2010-2014 Standard, from pre- or post- consumer recycled content, or from a certified forest. All fiber must be from non-controversial sources.

To meet the fiber sourcing requirements, primary producers that own forestland must be third-party audited and certified to the SFI 2010-2014 Standard (Objectives 1-7 and 14-20). If they own manufacturing facilities, they also must certify their procurement system to Standard Objectives 8-13. Secondary producers who want to use the certified sourcing label must be certified to Section 4 – SFI Certified Sourcing Label Use Requirements.

### SFI Fiber Sourcing Requirements for Primary Producers

When buying fiber from sources in North America that are not from a certified forest, SFI program participants must:

- Supply regionally appropriate information or services so forest landowners can identify and protect or create habitat for wildlife; reforest harvested lands, either naturally and through replanting; and protect riparian zones and water quality.
- Provide implementation guidance for responsible forestry, addressing topics such as biodiversity, utilization, afforestation, invasive exotic plants and animals, and special sites.
- Promote the use of loggers and resource professionals trained in sustainable forestry practices and, where possible, support logger certification programs.
- Clearly define fiber sourcing policies in writing and make them available to suppliers — contracts for the purchase of raw material must include requirements for the use of best management practices.
- Implement a verifiable monitoring system.
- Encourage landowners to participate in forest management certification programs.

When sourcing fiber outside of North America, program participants must:

- Perform risk assessments on offshore fiber supplies to avoid controversial sources such as illegal harvesting operations or areas of civil unrest.
- Promote conservation of biological diversity, biodiversity hotspots and high-biodiversity wilderness areas outside the United States and Canada as defined by Conservation International, and or other sources such as the Alliance for Zero Extinction, World Wildlife Fund, World Resources Institute and International Union for Conservation of Nature.
- Promote socially sound practices that address workers' health and safety, fair labor practices, indigenous peoples' rights, anti-discrimination and anti-harassment measures, prevailing wages, and workers' right to organize.

#### Who Benefits from SFI Fiber Sourcing?

In the United States, about 10 million family forest owners account for more than 60 percent of private forest lands, and in Canada, family forest owners in many regions provide a significant share of the raw materials used by SFI program participants.

While large tracts of public and industrial forest lands are certified in North America, many family forests are not certified because timber harvesting is not often the primary management activity. SFI fiber sourcing helps landowners achieve economic value from their forests while considering the environmental benefits. This encourages family forest owners to maintain their forests as forests.

SFI fiber sourcing certification delivers benefits to every link of the supply chain — from the forest to the consumer — and beyond.

In North America, it means:

- Forests are managed by knowledgeable, dedicated professionals.

- Forest professionals have access to training, new science and technology.
- Family forest owners are recognized for their stewardship, and have access to professional support and advice.
- Manufacturers have access to fiber from responsible and legal sources that are third-party certified to clear requirements set out in the SFI Standard.

Outside of North America, it means:

- Biodiversity hotspots and high-biodiversity wilderness areas are conserved.
- The rights of local workers and indigenous peoples are protected.
- Manufacturers have access to fiber from responsible and legal sources that are third-party certified to clear requirements set out in the SFI Standard.

#### SFI DEFINITION OF ILLEGAL LOGGING

**ILLEGAL LOGGING: The theft of timber or logs and cutting in parks, reserves or other similar areas where otherwise precluded by laws such as the United States Lacey Act, as amended in 2008. The Act combats trafficking in "illegal" wildlife, fish, and plants. As of May 22, 2008, the Lacey Act makes it unlawful to import, export, transport, sell, receive, acquire, or purchase in interstate or foreign commerce any plant, with some limited exceptions, taken, possessed, transported or sold in violation of the laws of the United States, a State, an Indian tribe, or any foreign law that protects plants. In addition, see Section 7 in the SFI requirements document for SFI Inc.'s policy on illegal logging.**

## Avoiding Controversial Sources

The SFI program certifies lands in North America, and does not try to duplicate comprehensive forestry laws and processes that are mandatory in the United States and Canada. Instead, it focuses on ways to improve forestry practices at home through activities that complement and build on the existing legal framework, and requires that program participants buying fiber from offshore avoid controversial sources of supply.

Fiber from controversial sources — such as illegal logging and fiber sourced from areas without effective social laws — is not allowed in SFI-labeled products.

The SFI 2010-2014 Standard includes objectives requiring that program participants promote the conservation of biodiversity hotspots and high-biodiversity wilderness areas and avoid illegal logging.

**Objective 13 requires that program participants avoid controversial sources from areas without effective social laws, with two indicators:**

1. *Process to assess the risk that the Program Participant's fiber sourcing could take place in countries without effective laws addressing the following:*
  - a. *workers' health and safety;*
  - b. *fair labor practice;*
  - c. *indigenous peoples' rights;*
  - d. *anti-discrimination and anti-harassment measures;*
  - e. *prevailing wages; and*
  - f. *workers' right to organize.*
2. *Program to address any significant risk identified under 13.1.1.*

The SFI 2010-2014 Standard has 13 objectives, 22 performance measures and 56 indicators specifically related to responsible fiber sourcing, including requirements for offshore procurement and for fiber sourcing in the United States and Canada.

Objectives 8-13 (noted below) are related specifically to fiber sourcing and Objectives 14-20 are related to forest management and fiber sourcing. In order to use the fiber sourcing label, companies that own forests must also certify their forest lands to Objectives 1-7.

Following are objectives 8-13 from the SFI Standard — each is accompanied by more precise, detailed auditable requirements as set out in supporting performance measures and indicators. The standard is posted at [www.sfiprogram.org/sustainable\\_forestry\\_initiative\\_standard.php](http://www.sfiprogram.org/sustainable_forestry_initiative_standard.php).

## SFI 2010-2014 STANDARD OBJECTIVES 8-13 FOR FIBER SOURCING

*Fiber sourcing within the United States and Canada (Objectives 8-10 apply).*

**Objective 8. Landowner Outreach.** To broaden the practice of sustainable forestry by forest landowners through fiber sourcing programs.

**Performance Measure 8.1.** Program Participants shall provide information to landowners for reforestation following harvest, for the use of best management practices, and for identification and protection of important habitat elements for wildlife and biodiversity, including Forests with Exceptional Conservation Value.

**Objective 9. Use of Qualified Resource and Qualified Logging Professionals.** To broaden the practice of sustainable forestry by encouraging forest landowners to utilize the services of forest management and harvesting professionals.

**Performance Measure 9.1.** Program Participants shall encourage landowners to utilize the services of certified logging professionals (where available), qualified resource professionals and qualified logging professionals in applying principles of sustainable forest management on their lands.

**Objective 10. Adherence to Best Management Practices.** To broaden the practice of sustainable forestry through the use of best management practices to protect water quality.

**Performance Measure 10.1.** Program Participants shall clearly define and implement policies to ensure that facility inventories and fiber sourcing activities do not compromise adherence to the principles of sustainable forestry.

**Performance Measure 10.2.** Program Participants shall monitor the use of best management practices.

*Fiber sourcing by facilities enrolled in the SFI program from sources outside the United States and Canada (Objectives 11-13 apply).*

**Objective 11. Promote Conservation of Biological Diversity, Biodiversity Hotspots and High-Biodiversity Wilderness Areas.** To broaden the practice of sustainable forestry by conserving biological diversity, biodiversity hotspots and high-biodiversity wilderness areas.

**Performance Measure 11.1.** Program Participants shall ensure that their fiber sourcing programs support the principles of sustainable forestry, including efforts to promote conservation of biological diversity.

**Objective 12. Avoidance of Controversial Sources including Illegal Logging.** To broaden the practice of sustainable forestry by avoidance of illegal logging.

**Performance Measure 12.1.** Program Participants shall ensure that their fiber sourcing programs support the principles of sustainable forestry, including efforts to thwart illegal logging.

**Objective 13. Avoidance of Controversial Sources including Fiber Sourced from Areas without Effective Social Laws.** To broaden the practice of sustainable forestry by avoiding controversial sources.

**Performance Measure 13.1.** Program Participants shall avoid controversial sources and encourage socially sound practices.

## Rules for Use of SFI On-Product Labels

**5. Certified Sourcing:** is defined as raw material sourced from the following sources confirmed by a certification body:

5.1 Fiber that conforms with objectives 8-20 of Section 2 – SFI 2010-2014 Standard's fiber sourcing requirements.

5.2 Pre-Consumer Recycled Content: Material diverted from the waste stream during a manufacturing process. It does not include materials such as rework, regrind or scrap generated in a process and capable of being reclaimed within the same process.

Any claims about pre-consumer recycled content by Program Participants or label users shall be accurate and consistent with applicable law. Program Participants and label users are encouraged to consult the U.S. Federal Trade Commission's guidelines on environmental claims in product advertising and communication and the guidelines on environmental labeling and advertising issued by the Fair Business Practices Branch of Industry Canada's Competition Bureau, as appropriate, and to seek additional information and direction from national accreditation bodies, national standards bodies and national, state and provincial consumer protection and competition laws.

5.3 Post-consumer recycled content: Material generated by households or by commercial, industrial and institutional facilities in their role as end-users of the product, which can no longer be used for its intended purpose.

Any claims about post-consumer recycled content by Program Participants and label users shall be accurate and consistent with applicable law. Program Participants and label users are encouraged to consult the U.S. Federal Trade Commission's guidelines on environmental claims in product advertising and communication and the guidelines on environmental labeling and advertising issued by the Fair Business Practices Branch of Industry Canada's Competition Bureau, as appropriate, and to seek additional information and direction from national accreditation bodies, national standards bodies, and national, state and provincial consumer protection and competition laws.

5.4 Certified forest content, which includes content from specific forest tracts that are third-party certified to conform with the SFI 2010-2014 Standard's forest land management requirements (Objectives 1-7 and 14-20) or other acceptable forest management standards (e.g. CAN/CSA-Z809 and ATFS).

5.5 Non-controversial sources: If the raw material is sourced from outside of the United States and Canada, the organization shall establish adequate measures to ensure that the labeled products do not come from controversial sources. See Section 3, 3.6 and Section 4, 6.1 on the process to avoid controversial sources. Up to one third of the supply for secondary producers can come from non-controversial sources for use of the certified sourcing label; the other two-thirds must come from the sources defined under the certified sourcing definition — fiber that conforms with objectives 8-20 of Section 2, pre consumer fiber, post consumer fiber, and/or certified forest content.

### Representing local interests in North America

SFI Inc. represents local interests through 37 SFI Implementation Committees, a unique grassroots network at the state, provincial or regional level. SFI program participants provide leadership through these committees, improving forest management on lands that are both certified and not certified, and leading to consistent SFI implementation adapted to meet regional needs.

Since 1995, SFI program participants have contributed \$55.1 million to support local programs such as logger and forester training and outreach to family forest owners, as well as to develop and respond to concerns about inconsistent practices, and to conduct sustainable forestry research and a variety of other activities at the state or provincial level.

Close to 125,000 loggers have received training through SFI-supported programs. In 2009, 93 percent of raw material used by SFI program participants was provided by loggers trained in responsible forestry practices. Recent studies in several American states show SFI certification and logger training are one of the reasons for high compliance with forestry best management practices.

For more information about the SFI program or certified sourcing, visit [www.sfiprogram.org](http://www.sfiprogram.org) or call Jason Metnick, Senior Director, Market Access and Product Labeling at 602.374.6539



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