WHY SFI MATTERS TO THE SUSTAINABILITY SUPPLY CHAIN

SUSTAINABLE FORESTRY INITIATIVE
SFI-00001



PROMOTING RESPONSIBLE FORESTRY AND SOURCING

Consumers, customers, government regulators, conservation groups, and investors increasingly want more information and greater transparency about how our forests are managed and how forest products are sourced. They want assurances that forest-based products are avoiding negative impacts, such as deforestation and forest degradation, and contributing to positive conservation and social outcomes. SFI forest certification standards play an important role in providing this assurance to the marketplace, supporting government priorities and thriving communities.

The SFI label helps consumers choose products that are certified to the SFI standards. SFI standards ensure the forest products we use in our daily lives are sourced from sustainably managed forests.

SFI'S ROLE FOR A BETTER FUTURE

SFI standards have become a highly trusted solution that can support a growing need for products from sustainably managed forests. Organizations certified to the SFI standards conserve wildlife and water, practice climate smart forestry, and support relationship building with Indigenous Peoples.

WHY INCLUSIVE SOURCING REDUCES RISK

All three systems—SFI, PEFC, and FSC—are designed to compliment the world's strictest environmental regulations.

Recognizing all three certifications lowers the risk of unknowingly introducing wood from unknown or controversial sources into your supply chain.

1 BILLION TREES PLANTED BY SFI-CERTIFIED ORGANIZATIONS IN 2024



WHY CHOOSE SFI?

SCALE: Over 365 million acres/147 million hectares in the U.S. and Canada are certified to the SFI 2022 Forest Management Standard. Tens of millions more are impacted by the SFI 2022 Fiber Sourcing Standard – a proactive approach that implements good forestry practices on non-certified lands.

SFI REPRESENTS OVER
ONE-THIRD
OF THE GLOBAL CERTIFIED FOREST AREA



SFI CERTIFICATION ACCOUNTS FOR
HALF
OF PEFC CERTIFICATIONS WORLDWIDE

LOW RISK: SFI's standards apply specifically to the U.S. and Canada, regions recognized by both the European Commission Country Classification List and Forest Trends Association as low-risk for deforestation and activities such as illegal logging.. This means that our work, and the companies that support it, can focus on elevating the many benefits that come from forests.



RESEARCH: SFI-certified organizations are required to advance or support research through in-house scientists or by collaboration with research partners across non-profits and academia. Research topics range from improving forest management, enhancing conservation, and assessing community outcomes. These projects ensure the relevancy and benefits of research conducted and supported by SFI-certified organizations.



NEARLY
$2.2 BILLION
DIRECTLY INVESTED IN FOREST RESEARCH
BY SFI-CERTIFIED ORGANIZATIONS SINCE 1995

TRAINING: SFI has 35 grassroots Implementation Committees made up of diverse stakeholders that support local communities and provide training for resource and harvesting professionals.

94% OF ALL FIBER SUPPLIED TO SFI-CERTIFIED MILLS WAS DELIVERED BY TRAINED HARVESTING PROFESSIONALS IN 2024



RECOGNITION: SFI standards and on-product labels help consumers make responsible purchasing decisions.

63% OF U.S. CONSUMERS HAVE HEARD OF SFI MORE THAN ANY OTHER CERTIFICATION STANDARD

93% OF U.S. CONSUMERS WHO HAVE HEARD OF SFI
TRUST SFI

Source: Global Eco Pulse® 2024



THREE CERTIFICATION STANDARDS

The SFI label helps consumers choose sustainably sourced products and SFI remains committed to responsible forestry, with nearly 85% of SFI-certified organizations reporting steady or increased demand for SFI-certified products.

SFI standards have become the fastest growing highly trusted solution that can support a growing need for products from the forest. SFI certification supports healthy forests that mitigate climate chance, reduce the impacts of catastrophic fire, protect and maintain biodiversity, and verify that fiber is sourced legally and sustainably.

The SFI 2022 Forest Management Standard is the largest single certification standard in the world. Among its requirements are measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value. Objectives on climate smart forestry and fire resilience address critical global sustainability issues and recognize forests as nature-based solutions to the climate crisis.

The SFI 2022 Fiber Sourcing Standard is designed for manufacturers that don't own forestland. It distinguishes SFI from all other forest certification programs in that it governs how SFI-certified organizations procure fiber from non-certified forestland in a responsible way.

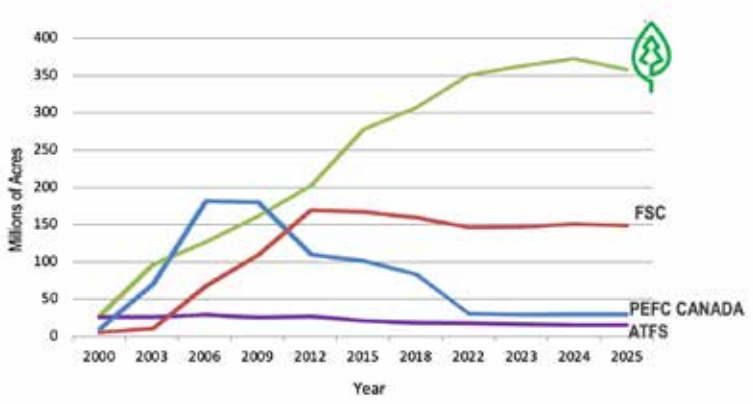
The SFI 2022 Chain-of-Custody Standard is an accounting system that tracks forest fiber content through production and manufacturing to the end product. This standard also has measures to avoid controversial sources in the supply chain.



PROVIDING SUPPLY CHAIN ASSURANCES

There are more than 350 million acres/145 million hectares of forestland in the U.S. and Canada certified to the SFI 2022 Forest Management Standard. This means we have the scope and scale to support the growing need for certified wood products in the global marketplace.

SFI FOREST MANAGEMENT CERTIFICATION GROWTH IN NORTH AMERICA LEADS ALL OTHERS



85% OF SFI-CERTIFIED ORGANIZATIONS

REPORTED STEADY OR INCREASED DEMAND FOR SFI-CERTIFIED PRODUCTS—MORE THAN ANY OTHER FOREST CERTIFICATION STANDARD IN 2024

28%

OF FORTUNE 100 COMPANIES USED AN SFI ON-PRODUCT LABEL IN 2024



SFI IMPLEMENTATION COMMITTEES ARE AT THE HEART OF THE SFI COMMUNITY

SFI responds to local needs through SFI Implementation Committees at the state, provincial, and regional levels. These committees work with local, forestry, and professional associations, universities, government agencies, landowner groups, conservation groups, and many others to promote SFI standards as a means to broaden the practice of responsible forestry and achieve on-the-ground progress.

From supporting delivery of logger training to advancing best practices in climate smart forestry and fire resilience, SICs turn standards into action that strengthens both forests and the people who depend on them.



SFI VALUES THE IMPORTANT RELATIONSHIPS BETWEEN FORESTS AND INDIGENOUS COMMUNITIES

SFI supports community-led forest-focused initiatives and partners with leading Indigenous organizations so that all communities are able to fully value and benefit from sustainably managed forests. Through growing and strengthening our relationships, SFI maintains strong alignment between SFI standards and the values, rights, and traditional knowledge of Indigenous Peoples.

65 INDIGENOUS COMMUNITIES, businesses, and partnerships across Canada and the United States are certified to the SFI Forest Management Standard

ACROSS NEARLY 24 MILLION ACRES/ 10 MILLION HECTARES



DELIVERING CONSERVATION LEADERSHIP

Unique among certification standards, SFI mandates innovative and impactful conservation research that builds knowledge and improves forest outcomes. SFI is advancing initiatives to identify key data, metrics, tools, and best practices that support conservation outcomes while promoting awareness of SFI standards as effective nature-based solutions.

505 DIFFERENT CONSERVATION AND RESEARCH PROJECTS REPORTED BY SFI-CERTIFIED COMPANIES IN 2024

THE SFI CLIMATE SMART FORESTRY INITIATIVE

The SFI Climate Smart Forestry Initiative is focused on advancing the interpretation and implementation of Climate Smart Forestry across our Canadian and U.S. footprint. This bi-national Initiative builds on over a decade of collaboration with climate and forest management experts.

With funding from Environment and Climate Change Canada, the SFI Climate Smart Forestry Initiative is supporting Indigenous-led projects to identify and implement strategies that improve forest resiliency, reduce greenhouse gas emissions, and center Indigenous values.

Environment and Climate Change Canada
Environnement et Changement climatique Canada

DORIS DUKE FOUNDATION

$4.6 MILLION
OF IN-KIND AND EXTERNAL RESEARCH FUNDING BY SFI-CERTIFIED ORGANIZATIONS IN SUPPORT OF INDIGENOUS TRADITIONAL KNOWLEDGES IN 2024

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