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**SUSTAINABLE
FORESTRY
INITIATIVE**

SFI-00001



SFI® WORKS TO ENSURE THE HEALTH AND FUTURE OF OUR FORESTS WITH THE LAUNCH OF THE NEW *SFI 2015-2019 STANDARDS AND RULES*

BACKGROUND

Sustainable Forestry Initiative® Inc. (SFI) Overview

The Sustainable Forestry Initiative Inc. (SFI) is an independent, non-profit organization dedicated to promoting sustainable forest management. SFI Inc. is governed by the SFI Board, which sets SFI's strategic direction and is ultimately responsible for overseeing and improving the internationally recognized SFI program and SFI Standards. The Board has three chambers, representing environmental, social and economic sectors equally.

Forests certified to the SFI Forest Management Standard cover more than a quarter-billion acres/100 million hectares, stretching from Canada's boreal forest to the U.S. South. SFI's international recognition is increased by the endorsement of the Programme for the Endorsement of Forest Certification (PEFC). The SFI Fiber Sourcing Standard and SFI Chain-of-Custody Standard extend SFI's reach further across North America and globally.

SFI works to ensure the health and future of our forests, because forests are a part of our everyday lives. The future of our forests depends on credible, transparent and auditable standards to ensure a sustainable resource for today and generations to come. The new SFI 2015-2019 Standards and Rules delivers on this promise by further enhancing the vital link that exists between healthy forests, responsible purchasing and sustainable communities.

MAJOR ENHANCEMENTS

The SFI Standard Revision Process

The SFI Standards are revised and updated every five years to incorporate the latest scientific information and to respond to emerging issues. As part of this process, comments were received during two 60-day public comment periods in 2013 and 2014, and input was received from 12 public workshops across the United States and Canada. About 10,000 stakeholders were invited to submit comments. Participants included public and private landowners, forest sector representatives, indigenous communities, conservation groups, industry, academia and government officials.

Independent oversight was provided at each stage of the revision process by the SFI External Review Panel, a distinguished group of independent experts representing conservation, professional, academic and public organizations, operating at arm's length from SFI. The SFI External Review Panel reviewed every public comment submitted to ensure that all comments were considered, and to guarantee the Standard revision process was transparent, objective and credible. The responses to comments are posted on the SFI website.

The new SFI 2015-2019 Standards and Rules build on SFI's work over the past 20 years through a strengthened commitment to sustainability. In addition to the protection of water resources and attention to sustainable growth, it includes new requirements supporting the diversity of forest types and the conservation of sites with significant species of concern. It also prohibits the conversion of forest types, except in justified circumstances, and limits the use of chemicals.

SFI: ONE FUTURE, THREE STANDARDS

The SFI community understands that the future of our forests depends on strengthening the vital links between healthy forests, responsible purchasing and sustainable communities. Because forests touch all of our lives, SFI works to ensure the health and future of forests.

The SFI 2015-2019 Forest Management Standard promotes responsible forestry practices based on 13 Principles, 15 Objectives, 37 Performance Measures and 101 Indicators that promote sustainable forest management. These requirements include measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value.

The SFI 2015-2019 Fiber Sourcing Standard promotes responsible forestry practices based on 14 Principles, 13 Objectives, 21 Performance Measures and 55 Indicators that address the 90 percent of the world's forests that are not certified. These fiber sourcing requirements include measures to broaden the practice of biodiversity, use best management practices to protect water quality, and utilize the services of forest management and harvesting professionals. Because it governs how SFI Program Participants procure fiber from non-certified land, it means the Standard is encouraging the spread of responsible forestry practices. The SFI 2015-2019 Fiber Sourcing Standard distinguishes SFI from all other forest certification programs in that it sets mandatory practice requirements for the responsible procurement of all fiber, even if it is sourced from non-certified land.

The SFI 2015-2019 Chain-of-Custody Standard is an accounting system that tracks forest fiber content (certified forest content, certified sourcing & recycled content) through production and manufacturing to the end product. Companies can use chain of custody certification to track and communicate forest fiber content using one of three optional approaches for chain of custody: physical separation, average percentage and the volume credit method.

More Than a Forest Certification Standard

Dedicated to conserving working forests in North America, SFI Inc. manages the largest single forest management standard, recognized globally by both organizations and governments. Forestland certified to the SFI Standard covers approximately a quarter-billion acres/100 million hectares across the United States and Canada — more than the forested land in the top-eight forested U.S. states combined — Texas, California, Oregon, Montana, New Mexico, Georgia, Alabama and Colorado and bigger than the entire province of British Columbia.

The new SFI 2015-2019 Fiber Sourcing Standard distinguishes SFI from all other forest certification programs in that it sets mandatory practice requirements for the responsible procurement of all fiber, even if it is sourced from non-certified lands.

The SFI program's reach goes much further than its certification standards. For example, since 1995, SFI Program Participants have invested in logger training for environmentally responsible timber harvesting that has reached more than 150,000 professionals. SFI Inc. has also awarded more than 50 SFI Conservation and Community Partnerships grants since 2010, totaling more than \$1.9 million, to foster conservation and community-building projects. When leveraged with project partner contributions, that total investment exceeds \$7.1 million. This scale means that the SFI program is having an ever-growing impact on forestry practices in communities across North America.

Third-Party Independent Certification Audits

The SFI 2015-2019 Standards and Rules require third-party independent certification audits by competent and accredited certification bodies for all three certifications — Forest Management Certification, Fiber Sourcing Certification and Chain-of-Custody certification. All certification bodies must be accredited by a member of the International Accreditation Forum (i.e., ANSI-ASQ National Accreditation Board, American National Standards Institute or the Standards Council of Canada (SCC)).

HIGHLIGHTS OF THE NEW SFI 2015-2019 STANDARDS

IMPROVING FORESTRY PRACTICES

Species of concern: SFI Program Participants must address conservation of known sites with viable occurrences of significant species of concern.

Water quality: SFI mandates the use of best management practices that are comprehensive and go well beyond legal requirements to protect water quality. SFI Program Participants must implement protection measures to protect all water bodies including rivers, streams, lakes and wetlands.

Fiber sourcing: The new SFI 2015-2019 Fiber Sourcing Standard distinguishes SFI from all other forest certification programs in that it sets mandatory practice requirements for the responsible procurement of all fiber, even if it is sourced from non-certified land.

Forestry research, science and technology: Unique to the SFI Standard is the requirement that SFI Program Participants invest in forestry research, science and technology.

REDUCING RISK TO FUTURE FORESTS

Forest conversion: SFI prohibits conversion of forest cover type to another forest cover type except in justified circumstances, such as dealing with disease.

Illegal logging and controversial sources: All non-certified forest content must either be from certified sourcing, recycled content or from non-controversial sources.

Chemicals: SFI requires the minimization of chemical use and the use of only government-approved chemicals. Pesticides listed under the Stockholm Convention on Persistent Organic Pollutants are banned and World Health Organization type 1A and 1B pesticides are prohibited, except where no other viable alternative is available.

Biotechnology and genetically modified trees: The use of fiber from genetically engineered trees via forest biotechnology is not approved for use in SFI-labeled products. SFI will proactively review the research that is still being conducted to study the ecological cost benefits of genetically engineered trees and regulations concerning forest biotechnology as research continue to evolve.

A DISTINCT FIBER SOURCING STANDARD

Separating Fiber Sourcing Requirements into a Stand-Alone Standard is Designed to Require the Responsible Procurement of Fiber From Non-Certified Forest Lands

A major enhancement to the SFI 2015-2019 Standards and Rules is the separation of the fiber sourcing requirements into its own auditable standard, the **SFI 2015-2019 Fiber Sourcing Standard**. The SFI 2015-2019 Fiber Sourcing Standard distinguishes SFI from all other forest certification programs in that it governs how SFI Program Participants procure fiber from non-certified forest land. This will encourage the spread of responsible forestry practices, given that about 90% of the world's forests are uncertified there needs to be strong mechanisms to promote responsible procurement from these lands.

The SFI Fiber Sourcing Standard is purposefully designed to influence millions of additional landowners through promotion, education, training, and outreach. For sources originating from within the United States and Canada, SFI Program Participants must comply with all applicable laws and also broaden the practice of responsible forestry. This is accomplished in multiple ways, including addressing the conservation of biodiversity for Forests with Exceptional Conservation Value in harvests of purchased stumpage, and utilizing the services of qualified logging professionals, certified logging professionals and resource professionals. SFI Program Participants must also invest in forestry research, science and technology, and develop verifiable monitoring systems to evaluate the use of best management practices across the wood and fiber supply area.

A LOW RISK PROCUREMENT STRATEGY INCLUDES SFI

Avoidance of Controversial Sources Including Illegal Logging (within the United States, Canada and offshore)

The global marketplace has become increasingly concerned with the need to avoid forest based materials from regions of the world where there is an increased risk of illegal logging or deforestation. Historically, less than 2% of the fiber purchased by SFI Program Participants comes from outside the United States and Canada. Previous versions of the SFI Fiber Sourcing and Chain of Custody requirements have focused on ensuring a risk assessment by Program Participants to avoid illegal sources from outside the United States and Canada.

Despite the very low risk of illegal logging in the United States and Canada, the marketplace has increasingly wanted risk assessments across the entire supply chain. The SFI 2015-2019 Fiber Sourcing Standard now requires Program Participants to assess the risk of illegal logging regardless of the country or region of origin, which means the same requirements that apply outside the United States and Canada, now also apply to sources within the United States and Canada. This is an assurance that will further facilitate compliance with corporate and government policies such as the U.S. Lacey Act and the European Union Timber Regulation.

Due Diligence System to Avoid Controversial Sources

SFI also has an expanded definition of controversial sources. Program Participants making claims or using the SFI label must conduct a risk assessment to avoid controversial sources and fiber from illegal logging. To assess the risk of illegal logging, Program Participants are encouraged to use tools such as the World Resources Institute Risk Information Tool, the World Bank Legal Rights Index, or Transparency International.

“Controversial sources” is defined in the SFI Standard as forest activities which are not in compliance with applicable state, provincial or federal laws, particularly as they may relate to:

- conversion sources
- legally required protection of threatened and endangered species
- requirements of CITES (The Convention on International Trade in Endangered Species of Wild Fauna and Flora)
- legally required management of areas with designated high environmental and cultural values
- labor regulations relating to forest workers
- Indigenous Peoples’ property, tenure and use rights

Controversial sources also include fiber sourced from illegal logging and fiber sourced from areas without effective social laws.

SFI Policy on Forest Tree Biotechnology (Genetically Modified Trees)

The SFI Board of Directors passed a policy that builds upon SFI’s strong existing measures regarding research on genetically modified trees via forest tree biotechnology (Section 7—Policies of the SFI 2015-2019 Standards and Rules). The policy recognizes the use of genetically modified organisms as an evolving issue, as federal and international laws, regulations, agreements, treaties and marketplace recognition of genetically engineered trees via forest tree biotechnology change. In short, the policy states “use of fiber from genetically engineered trees via forest biotechnology is not approved for use in SFI-labeled products,” but SFI” will proactively review and update the SFI Standard language and policy as necessary.”

Specifically SFI Inc:

- a. recognizes that forest tree biotechnology offers the potential to prevent the loss of tree species like the American Chestnut due to devastating diseases and to further improve the quality and productivity of trees, their resistance to insects and disease and to grow trees with characteristics that allow them to be more efficiently manufactured into building products, paper and to provide feedstock for bioenergy.

b. recognizes that genetically engineered forest trees are not approved for commercial plantings in the United States and Canada and, even if approved in the future, it will take many years for fiber from genetically engineered forest trees to reach manufacturing facilities.

c. realizes that much research is still being conducted to study the ecological cost benefits of genetically engineered trees and regulations concerning forest biotechnology continue to evolve. As such research and regulations develop, SFI Inc. will review to understand the impacts of genetically engineered trees from an ecological perspective.

d. is endorsed by the Program for the Endorsement of Forest Certification which has restrictions on the use of genetically engineered trees until December 31, 2015.

e. Given the issues identified in item (b) regarding legal approval and lack of commercialization and in item (d) regarding PEFC requirements for endorsement of the SFI program, the use of fiber from genetically engineered trees via forest biotechnology is not approved for use in SFI labeled products.

f. The SFI 2015-2019 Standards and Rules requirements regarding research on genetically engineered trees via forest tree biotechnology will remain in place.

g. SFI Inc. will proactively review and update the SFI 2015-2019 Standard and Rules language and this policy as necessary.

KEY ENHANCEMENTS TO THE SFI 2015-2019 FOREST MANAGEMENT STANDARD

Ensure Sustainable Harvest Levels—Performance Measure 1.1- SFI 2015-2019 Forest Management Standard

SFI requirements related to long-term sustainable harvest levels are addressed through five robust indicators. SFI's approach takes into account rotation lengths, the natural growth rates of tree species, and the need to ensure diversity of forest condition, age classes and composition across the landscape.

Do Not Convert Forest Types—New Performance Measure 1.2 - SFI 2015-2019 Forest Management Standard

To ensure that the forestlands of the United States and Canada represent a diversity of forest types, a new Performance Measure in the SFI 2015-2019 Forest Management Standard prohibits conversion of one forest cover type to another forest cover type except in justified circumstances.

Justified circumstances might include, for instance, diversification of species mix to avoid an emerging invasive pest or pathogen (e.g. Emerald Ash Borer) where the viability of a new stand would be jeopardized unless converted to a new mix of tree species. The intent of this requirement is to outline the limitations on conversion and the due diligence process which must be followed if a forest manager is considering conversion to a different forest cover type. Justified circumstances could exist if the conversion:

- a. is in compliance with relevant national and regional policy and legislation related to land use and forest management;
- b. would not convert native forest types that are rare and ecologically significant at the landscape level or put any native forest types at risk of becoming rare; and
- c. does not create significant long-term adverse impacts on Forest with Exceptional Conservation Value, old-growth forests, forests critical to threatened and endangered species, or special sites.

Furthermore, even if there is a justified circumstance, SFI requires that an assessment be conducted to

consider productivity and stand quality conditions. Impacts to be evaluated in connection with the SFI-mandated assessment include social and economic values. They also include ecosystem issues specific to the site, such as invasive species, insect or disease issues, riparian protection needs. Other considerations include regeneration challenges, ecological impacts of the conversion, including a review at the site and landscape scale, and consideration of appropriate mitigation activities.

Do Not Convert to Non-Forest—New Performance Measure 1.3 - SFI 2015-2019 Forest Management Standard

A new performance measure in the SFI 2015-2019 Forest Management Standard addresses the issue of conversion to "non-forest" uses, or "deforestation." An SFI Program Participant shall not have within the scope of their certification to the SFI Standard forest lands that that have been converted to non-forest land use.

Minimize Chemical Use and Adhere to the World Health Organization Pesticide Ban—New Indicators 2.2.4 and 2.2.5 - SFI 2015-2019 Forest Management Standard

The approved use of chemicals in sustainable forest management plays a vital role in prompt and effective restocking of forest lands after harvest. The SFI Forest Management Standard has long had requirements for minimizing chemical use and protection of water quality. Now two new indicators have been added to the SFI 2015-2019 Forest Management Standard that expand on the existing requirements for chemical use. Indicator 2.2.4 prohibits World Health Organization 1A and 1B pesticides, except where no other viable alternative is acceptable, and Indicator 2.2.5 bans pesticides listed under the Stockholm Convention on Persistent Organic Pollutants. These new restrictions help to align the SFI Forest Management Standard with the PEFC International endorsement requirements.

For more information on these chemicals:

http://www.who.int/ipcs/publications/pesticides_hazard_rev_3.pdf
<http://chm.pops.int/TheConvention/ThePOPs/ListingofPOPs/tabid/2509/Default.aspx>

Protect Water Quality—New Performance Measures 3.1 and 3.2 - SFI 2015-2019 Forest Management Standard

Recognizing that healthy forests touch the lives of everyone, the SFI program has long called for the protection and enhancement of water quality. Independent studies have documented the benefits of consistent and effective implementation of water quality best management practices (BMPs).

Indeed, protection of water quality has been a core requirement of the SFI program since its inception, and SFI Program Participants have invested in logger training programs reaching over 150,000 professionals since 1995.

The new SFI Forest Management Standard reaches even further, with requirements of Performance Measure 3.2 enhanced to require SFI Program Participants to implement water, wetlands, and riparian protection measures based on soil type, terrain, vegetation, ecological function, harvesting system, state BMPs, provincial guidelines and other applicable factors. Indicator 3.2.1 requires Program Participants to develop and fully implement additional measures to address management and protection of rivers, streams, lakes, wetlands, other water bodies and riparian areas during all phases of forest management. Requirements for use of trained qualified logging professionals help ensure effective on-the-ground implementation of these water quality and riparian protection measures.

Conserve Biological Diversity—New Performance Measures 4.1, 4.2, 4.3 and 4.4 - SFI 2015-2019 Forest Management Standard

Maintaining biological diversity is critical to the maintenance of healthy forests and functional ecosystems both at the stand and landscape level. For many years, the SFI Forest Management Standard has included numerous performance measures and indicators related to conservation of biodiversity at the stand and landscape level, including the protection of wildlife habitat and protection of rare, threatened and endangered species, particularly G1 and G2 species.

The SFI 2015-2019 Forest Management Standard includes two significant changes related to landscape level conservation of biodiversity.

1. SFI Program Participants are now required to work individually or collaboratively to support the diversity of native forest cover types and age or size classes that enhance biological diversity at the landscape scale (Indicator 4.1.3).

2. SFI Program Participants are also required to incorporate the conservation of native biological diversity, including species, wildlife habitats and ecological community types at landscape levels (Indicator 4.1.4).

Another significant change in the SFI 2015-2019 Forest Management Standard relates to increased protection of rare species. A new indicator (Indicator 4.1.5) requires SFI Program Participants to develop a program to address conservation of known sites with viable occurrences of significant species of concern. In determining significance, a SFI Program Participant may consider rarity, regional importance, and sensitivity to (or even reliance upon) forest management activities. Resources for determining rarity may include NatureServe G or S rankings, the International Union for Conservation of Nature (IUCN) Red List and federal, provincial or state rare species lists. Resources for determining regional importance may include The Nature Conservancy Eco-regional Plans, State Wildlife Action Plans or other credible conservation plans.

Recognize and Respect Indigenous Peoples' Rights—Objective 8 - SFI 2015-2019 Forest Management Standard

Forests have always been central to the cultural beliefs and livelihoods of Aboriginal and Tribal peoples in Canada and the United States. In the introduction to the SFI 2015-2019 Standards and Rules, SFI recognizes and adopts the principles outlined in the United Nations Declaration for the Rights of Indigenous Peoples (UNDRIP) which was officially endorsed by the Canadian and American governments in 2010. SFI Program Participants are encouraged to communicate and collaborate with local Aboriginal and Tribal groups in order to better understand their traditional practices and experiences with respect to forest management. In addition, on public lands there continues to be an emphasis on understanding and respecting traditional forest-related knowledge in relation to spiritually, historically or culturally important sites.

The SFI 2015-2019 Forest Management Standard has added a new objective called "Recognize and Respect Indigenous Peoples Rights." This new objective reflects existing SFI forest management requirements regarding respect for Aboriginal and Tribal rights and values on public lands but now has enhanced provisions for private lands.

Forestry Research, Science and Technology - Objective 10 - SFI 2015-2019 Forest Management Standard

Unique to the SFI program is the requirement that Program Participants certified to the SFI 2015-2019 Forest Management Standard (Objective 10) invest in forestry research, science and technology. In 2013, this commitment resulted in Program Participant research amounting to \$69 million, with a total investment of \$1.4 billion since 1995. This requirement supports the science of sustainability beyond the bounds of SFI certified forestlands, and provides evidence of SFI's commitment to continual improvement in forest management and conservation.

KEY ENHANCEMENTS TO THE SFI 2015-2019 FIBER SOURCING STANDARD

Biodiversity in Fiber Sourcing - Objective 1 - SFI 2015-2019 Fiber Sourcing Standard

The introduction of the SFI 2015-2019 Standards and Rules highlights one of the unique features of the SFI program—addressing fiber supplied from non-certified forest lands, which are often small and family owned. Working individually or collaboratively, Program Participants must work to ensure that the conservation of biodiversity is appropriately addressed through their fiber supply activities.

Performance Measure 1.1 requires a program to address conservation of biodiversity, individually or collaboratively through a program which includes one or more of the following:

- a. utilizing information from organizations such as World Resources Institute, The Nature Conservancy, NatureServe, Conservation International, State Wildlife Action Plans, State Forest Action Plans and assessments
- b. conducting local and regional level landscape assessments
- c. involvement with local or regional conservation efforts
- d. use of relevant information on biological diversity from credible sources (such as those noted above) in approved training and education programs
- e. other credible approaches

Best Management Practices and Qualified Logging Professionals in Fiber Sourcing - Objective 2 and 6 - SFI 2015-2019 Fiber Sourcing Standard

Another new requirement of the SFI 2015-2019 Fiber Sourcing Standard (Indicator 2.1.2) pertains to the use of written agreements for the purchase of all raw materials sourced directly from the forest. The new requirement is broadened to include the use of written agreements for all raw materials sourced directly from the forest. These written agreements must include provisions requiring the use of best management practices, as well as the use of qualified logging professionals and/or certified logging professionals and/or wood producers that have completed training programs and are recognized as qualified logging professionals (Indicator 6.1.5). In combination with the longstanding requirement making state or provincial water quality BMPs mandatory for all SFI Program Participants, even in the many states where BMPs would otherwise be voluntary, these provisions provide rock-solid assurance of the protection of water resources under both the SFI 2015-2019 Forest Management and SFI 2015-2019 Fiber Sourcing Standards.

Forestry Research, Science and Technology - Objective 5 - SFI 2015-2019 Fiber Sourcing Standard SFI 2015-2019 Fiber Sourcing Standard

Unique to the SFI program is the requirement that Program Participants certified to the 2015-2019 Fiber Sourcing Standard (Objective 5) invest in forestry research, science and technology. In 2013, this commitment resulted in Program Participant research amounting to \$69 million, with a total investment of \$1.4 billion since 1995. This requirement supports the science of sustainability beyond the bounds of SFI certified forestlands, and provides evidence of SFI's commitment to continual improvement in forest management and conservation

SFI Certified Sourcing Label Enhancements



To further clarify the link between the “Certified Sourcing” label and the proactive requirements of the SFI 2015-2019 Fiber Sourcing Standard, the requirements for use of the SFI

Certified Sourcing Label were moved to an appendix in the SFI 2015-2019 Fiber Sourcing Standard. The requirements to use the SFI Certified Sourcing label were also enhanced with management system requirements including procedures for internal audits, as well as more requirements on conducting a risk assessment to avoid controversial sources.

Products that carry Certified Sourcing labels may include:

- Fiber that conforms with the SFI 2015-2019 Fiber Sourcing Standard
- Pre- and post-consumer recycled content
- Certified forest content
- Non-controversial sources

The SFI certified sourcing label does not make claims about certified forest content, but tells you that fiber in a product comes from a company that is certified to the SFI 2015-2019 Fiber Sourcing Standard, or comes from recycled content, or from a certified forest. All fiber must be from non-controversial sources. In order to use “Certified Sourcing” label, the label user must be independently certified by an accredited certification body to ensure they meet the requirements of the Standard.

KEY ENHANCEMENTS TO THE SFI 2015-2019 CHAIN OF CUSTODY STANDARD AND RULES FOR USE OF SFI ON-PRODUCT LABELS AND OFF-PRODUCT MARKS

The SFI 2015-2019 Chain of Custody Standard is an accounting system that tracks forest fiber content (certified forest content, certified sourcing & recycled content) through production and manufacturing to the end product. Companies can use chain of custody certification to track and communicate forest fiber content using one of three optional approaches for chain of custody: physical separation, average percentage and the volume credit method.

The SFI 2015-2019 Chain of Custody Standard applies to any organization that sources, processes, manufactures, handles, trades, converts or prints forest-based products. The SFI 2015-2019 Chain of Custody Standard applies to any organization globally.

Non-Timber Forest Products (NTFPs)

Non-timber forest products (NTFPs) have been the subject of increased interest. Non-timber forest products are products derived from forests other than round wood or wood chips. Examples include, but are not limited to, seeds, fruits, nuts, honey, maple syrup and mushrooms. Now, with the SFI 2015-2019 Chain of Custody Standard, there is a mechanism for SFI chain of custody certificate holders to account for Non-Timber Forest Products (NTFP).

In order to make claims about NTFPs, the organization shall apply the physical separation method to ensure NTFPs are sourced from lands certified to the SFI Forest Management Standard.

Transparency and SFI Labels

The marketplace is increasingly concerned with transparency of the on-product labels used on certified wood based products and as such, transparency of labelling has always been a core requirement of the SFI on-product labels. Now, SFI Inc. has introduced additional requirements for the use of its On-Product Labels for certified products further improving communication on forest fiber content using one of three optional approaches for chain of custody: physical separation, average percentage and the volume credit method.

Furthermore, the SFI program is the only forest certification standard with a centralized label use office to approve track and store all label use approvals and claims. Not unique to SFI, but still a major component of the SFI label, is the label ID number. This ID number is unique to each organization who applies for use of the SFI label, which gives an added layer of transparency to the claim.

SFI Chain of Custody Labels

SFI has three universally accepted approaches for making claims or using the SFI chain of custody labels: Physical Separation Method, Average Percentage Method and Volume Credit Method.

Average Percentage Method Labels and Thresholds

SFI has a new 70% certified content threshold for average percentage based claims or use of the SFI label. Meaning that if an organization wishes to use the SFI chain of custody label or make a chain of custody claim on 100% of an organization's product, the content must be at least 70% composed of certified forest content and/or recycled material. If recycled content is not used, then the label must state, "Promoting Sustainable Forestry."



If an organization does not meet that 70% threshold, it must transparently disclose the actual percentage of certified forest content or recycled material on the product label. The following two labels may be used by any chain-of-custody certificate holder that drops below the 70% threshold and uses the average percentage chain-of-custody method.



Certified Content

Certified Content is the definition of what inputs can be used to meet the thresholds for label use. Certified content includes certified forest content (fiber from a SFI, ATFS or CSA certified forest) pre-consumer recycled content and post-consumer recycled content.

Recycled Content

In response to requests from users of the SFI chain-of-custody labels, and the market place, pre-consumer recycled content is now included under the SFI definition of certified content. This change also aligns the SFI definition with that of the PEFC Chain of Custody Standard.

Volume Credit Method Labels and Thresholds

For volume credit based claims and labels, an organization can only make claims or use the SFI label on the amount of certified input (certified forest content and/or recycled content) they have. So if the input of certified content is 30%, the organization can only make claims or use the SFI label on 30% of the output. This is consistent with all global chain of custody standards.

The following two labels may be used by any chain-of-custody certificate holder that uses the volume credit chain-of-custody method. If the chain-of-custody certificate holder uses recycled content, then the label must state “Promoting Sustainable Forestry and Recycled Content.” However, if recycled content is not used, then the label must state, “Promoting Sustainable Forestry.”



SFI 2015-2019 FOREST MANAGEMENT STANDARD

The SFI 2015-2019 Forest Management Standard promotes sustainable forestry practices based on 13 Principles, 15 Objectives, 37 Performance Measures and 101 Indicators. These requirements include measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value.

The SFI 2015-2019 Forest Management Standard applies to any organization in the United States or Canada that owns or has management authority for forestlands.

Revised Objectives

All of the objectives were reviewed and some of their descriptions revised to align with the enhancements to performance measures in the Standard. To help identify these changes, below is a table showing the new 2015-2019 objectives compared with the old 2010-2014 objectives.

Enhancements to the SFI 2015-2019 Forest Management Standard Objectives compared with the SFI 2010-2014 Objectives	
New SFI 2015-2019 Forest Management Standard Objectives	Old SFI 2010-2014 Objectives
<p>Objective 1. Forest Management Planning To ensure forest management plans include long-term sustainable harvest levels and measures to avoid forest conversion.</p>	<p>Objective 1. Forest Management Planning To broaden the implementation of sustainable forestry by ensuring long-term forest productivity and yield based on the use of the best scientific information available.</p>
<p>Objective 2. Forest Health and Productivity To ensure long-term forest productivity, carbon storage and conservation of forest resources through prompt reforestation, afforestation, minimized chemical use, soil conservation, and protecting forests from damaging agents.</p>	<p>Objective 2. Forest Productivity To ensure long-term forest productivity, carbon storage and conservation of forest resources through prompt reforestation, soil conservation, afforestation and other measures.</p>
<p>Objective 3. Protection and Maintenance of Water Resources To protect the water quality of rivers, streams, lakes, wetlands and other water bodies through meeting or exceeding best management practices.</p>	<p>Objective 3. Protection and Maintenance of Water Resources To protect water quality in streams, lakes and other water bodies.</p>
<p>Objective 4. Conservation of Biological Diversity To manage the quality and distribution of wildlife habitats and contribute to the conservation of biological diversity by developing and implementing stand- and landscape-level measures that promote a diversity of types of habitat and successional stages, and the conservation of forest plants and animals, including aquatic species, as well as threatened and endangered species, Forests with Exceptional Conservation Value, old-growth forests and ecologically important sites.</p>	<p>Objective 4. Conservation of Biological Diversity including Forests with Exceptional Conservation Value To manage the quality and distribution of wildlife habitats and contribute to the conservation of biological diversity by developing and implementing stand- and landscape-level measures that promote habitat diversity and the conservation of forest plants and animals, including aquatic species.</p>

Enhancements to the SFI 2015-2019 Forest Management Standard Objectives compared with the SFI 2010-2014 Objectives

New SFI 2015-2019 Forest Management Standard Objectives	Old SFI 2010-2014 Objectives
<p>Objective 5. Management of Visual Quality and Recreational Benefits To manage the visual impact of forest operations and provide recreational opportunities for the public.</p>	<p>Objective 5. Management of Visual Quality and Recreational Benefits To manage the visual impact of forest operations and provide recreational opportunities for the public.</p>
<p>Objective 6. Protection of Special Sites To manage lands that are geologically or culturally important in a manner that takes into account their unique qualities.</p>	<p>Objective 6. Protection of Special Sites To manage lands that are ecologically, geologically, or culturally important in a manner that takes into account their unique qualities.</p>
<p>Objective 7. Efficient Use of Fiber Resources To minimize waste and ensure the efficient use of fiber resources.</p>	<p>Objective 7. Efficient Use of Forest Resources To promote the efficient use of forest resources.</p>
<p>Objective 8. Recognize and Respect Indigenous Peoples' Rights To recognize and respect Indigenous Peoples' rights and traditional knowledge.</p>	<p>The Indigenous Peoples' Rights Objective did not exist in the 2010-2014 Standard</p>
<p>Objective 9. Legal and Regulatory Compliance To comply with applicable federal, provincial, state and local laws and regulations.</p>	<p>Objective 14. Legal and Regulatory Compliance Compliance with applicable federal, provincial, state and local laws and regulations.</p>
<p>Objective 10. Forestry Research, Science and Technology To invest in forestry research, science and technology, upon which sustainable forest management decisions are based and broaden the awareness of climate change impacts on forests, wildlife and biological diversity.</p>	<p>Objective 15. Forestry Research, Science and Technology To support forestry research, science and technology, upon which sustainable forest management decisions are based.</p>
<p>Objective 11. Training and Education To improve the implementation of sustainable forestry practices through appropriate training and education programs.</p>	<p>Objective 16. Training and Education To improve the implementation of sustainable forestry practices through appropriate training and education programs.</p>
<p>Objective 12. Community Involvement and Landowner Outreach To broaden the practice of sustainable forestry through public outreach, education and involvement, and to support the efforts of SFI Implementation Committees.</p>	<p>Objective 17. Community Involvement in the Practice of Sustainable Forestry To broaden the practice of sustainable forestry by encouraging the public and forestry community to participate in the commitment to sustainable forestry, and publicly report progress.</p>
<p>Objective 13. Public Land Management Responsibilities To participate and implement sustainable forest management on public lands.</p>	<p>Objective 18. Public Land Management Responsibilities To support and implement sustainable forest management on public lands.</p>
<p>Objective 14. Communications and Public Reporting To increase transparency and to annually report progress on conformance with the SFI Forest Management Standard.</p>	<p>Objective 19. Communications and Public Reporting To broaden the practice of sustainable forestry by documenting progress and opportunities for improvement.</p>
<p>Objective 15. Management Review and Continual Improvement To promote continual improvement in the practice of sustainable forestry by conducting a management review and monitoring performance.</p>	<p>Objective 20. Management Review and Continual Improvement To promote continual improvement in the practice of sustainable forestry, and to monitor, measure and report performance in achieving the commitment to sustainable forestry.</p>

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SFI 2015-2019 FIBER SOURCING STANDARD

The SFI 2015-2019 Fiber Sourcing Standard promotes responsible forestry practices based on 14 Principles, 13 Objectives, 21 Performance Measures and 55 Indicators. These fiber sourcing requirements include measures to broaden the practice of biodiversity, use forestry best management practices to protect water quality, provide outreach to landowners and utilize the services of forest management and harvesting professionals.

The SFI 2015-2019 Fiber Sourcing Standard applies to any organization with a fiber sourcing program that acquires roundwood and field-manufactured or primary-mill residual chips, pulp and veneer to support a forest products facility. Appendix 1 applies to any primary producer or secondary producer who uses the SFI Certified Sourcing on-product label or claim. The SFI 2015-2019 Fiber Sourcing Standard applies to organizations in the United States and Canada that procure wood domestically or globally. Organizations who utilize Appendix 1 can apply to any organization globally.

Revised Objectives

A major enhancement to the SFI 2015-2019 Standards and Rules is the separation of the Fiber Sourcing requirements into its own auditable standard—The SFI 2015-2019 Fiber Sourcing Standard. While the new SFI 2015-2019 Fiber Sourcing Standard incorporates many of the old SFI 2010-2014 Objectives 8-20, all of the SFI 2015-2019 Fiber Sourcing Standard Objectives were reviewed, and then some of their descriptions revised to align with the enhancements to Performance Measures in the Standard. To help identify these edits, attached is a table of the new 2015-2019 Objectives compared to the old 2010-2014 Objectives.

Enhancements to the SFI 2015-2019 Fiber Sourcing Standard Objectives compared to the SFI 2010-2014 Objectives

New SFI 2015-2019 Fiber Sourcing Standard Objectives	Old SFI 2010-2014 Objectives
Fiber sourcing within the United States and Canada: Objectives 1-10 apply	
Objective 1. Biodiversity in Fiber Sourcing To address the practice of sustainable forestry by conserving biological diversity.	A biodiversity Objective did not exist in the 2010-2014 Standard
Objective 2. Adherence to Best Management Practices To broaden the practice of sustainable forestry through the use of best management practices to protect water quality.	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.
Objective 3. Use of Qualified Resource and Qualified Logging Professionals To encourage forest landowners to utilize the services of qualified logging professionals, certified logging professionals (where available) and qualified resource professionals.	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.
Objective 4. Legal and Regulatory Compliance To comply with applicable federal, provincial, state and local laws and regulations.	Objective 14. Legal and Regulatory Compliance Compliance with applicable federal, provincial, state and local laws and regulations.

Enhancements to the SFI 2015-2019 Forest Management Standard Objectives compared with the SFI 2010-2014 Objectives

New SFI 2015-2019 Fiber Sourcing Standard Objectives	Old SFI 2010-2014 Objectives
<p>Objective 5. Forestry Research, Science and Technology</p> <p>To invest in forestry research, science and technology, upon which sustainable forest management decisions are based and broaden the awareness of climate change impacts on forests, wildlife and biological diversity.</p>	<p>Objective 15. Forestry Research, Science and Technology</p> <p>To support forestry research, science and technology, upon which sustainable forest management decisions are based.</p>
<p>Objective 6. Training and Education</p> <p>To improve the implementation of sustainable forestry practices through appropriate training and education programs.</p>	<p>Objective 16. Training and Education</p> <p>To improve the implementation of sustainable forestry practices through appropriate training and education programs.</p>
<p>Objective 7. Community Involvement and Landowner Outreach</p> <p>To broaden the practice of sustainable forestry through public outreach, education and involvement and to support the efforts of SFI Implementation Committees.</p> <p><i>(Objective 8 from 2010-2014 Standard has been incorporated in this Objective 7.)</i></p>	<p>Objective 17. Community Involvement in the Practice of Sustainable Forestry</p> <p>To broaden the practice of sustainable forestry by encouraging the public and forestry community to participate in the commitment to sustainable forestry, and publicly report progress.</p>
<p>Objective 8. Public Land Management Responsibilities</p> <p>To participate and implement sustainable forest management on public lands.</p>	<p>Objective 18. Public Land Management Responsibilities</p> <p>To support and implement sustainable forest management on public lands.</p>
<p>Objective 9. Communications and Public Reporting</p> <p>To increase transparency and to annually report progress on conformance with the SFI Fiber Sourcing Standard.</p>	<p>Objective 19. Communications and Public Reporting</p> <p>To broaden the practice of sustainable forestry by documenting progress and opportunities for improvement.</p>
<p>Objective 10. Management Review and Continual Improvement</p> <p>To promote continual improvement in the practice of sustainable forestry by conducting a management review and monitoring performance.</p>	<p>Objective 20. Management Review and Continual Improvement</p> <p>To promote continual improvement in the practice of sustainable forestry, and to monitor, measure and report performance in achieving the commitment to sustainable forestry.</p>
<p>Fiber sourcing outside the United States and Canada: Objectives 11-13 apply</p>	
<p>Objective 11. Promote Conservation of Biological Diversity, Biodiversity Hotspots and High-Biodiversity Wilderness Areas</p> <p>To promote the conservation of biological diversity, biodiversity hotspots and high-biodiversity wilderness areas in fiber sourcing programs.</p>	<p>Objective 11. Promote Conservation of Biological Diversity, Biodiversity Hotspots and High-Biodiversity Wilderness Areas</p> <p>To broaden the practice of sustainable forestry by conserving biological diversity, biodiversity hotspots and high-biodiversity wilderness areas.</p>
<p>Objective 12. Avoidance of Controversial Sources including Illegal Logging</p> <p>To avoid illegal logging in fiber sourcing programs.</p>	<p>Objective 12. Avoidance of Controversial Sources including Illegal Logging</p> <p>To broaden the practice of sustainable forestry by avoidance of illegal logging.</p>
<p>Objective 13. Avoidance of Controversial Sources including Fiber Sourced from Areas without Effective Social Laws</p> <p>To avoid controversial sources in fiber sourcing programs.</p>	<p>Objective 13. Avoidance of Controversial Sources including Fiber Sourced from Areas without Effective Social Laws</p> <p>To broaden the practice of sustainable forestry by avoiding controversial sources.</p>

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RELEVANT CONTACT INFORMATION

For more information on the new Sustainable Forestry Initiative 2015-2019 Standards and Rules or more insight on the revision process, please visit <http://www.sfiprogram.org/sfi-standard-2015-2019/>.

SFI Contact Information available at:

<http://www.sfiprogram.org/about-us/contact-us/>

SFI Board of Directors Information available at:

<http://www.sfiprogram.org/about-us/sfi-governance/sfi-board-members/>

SFI External Review Panel Information available at:

<http://sfierp.org>





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