



SFI STANDARDS REVISION PROCESS DOCUMENTS

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SFI STANDARDS REVISION PROCESS

SFI revises and updates the SFI Standards to incorporate the latest scientific information, respond to emerging issues and other initiatives. This open and transparent process includes engaging with the conservation community, Indigenous communities, forest products industry, brand owners, private forest landowners and public forest managers, government agencies, trade associations, landowner associations, academia and others.

Draft SFI standards will be publicly available throughout the revision process on the SFI website. The current SFI 2015-2019 Standards and Rules are extended through December 2021.

Launch Standard Revision - 2019

- Call for SFI Standard Revision Task Group Nominees - September 3-30, 2019
- Kick-off standard revision workshop at SFI Annual Conference - October 23, 2019
- First public comment period (30 days) October 23 - November 22, 2019

Draft Standards - 2020

- SFI Standard Revision Task Group Meetings to review comments from first comment period and prepare first draft of the revised SFI Standards
- SFI Forest Management Task Group and subgroups meetings (January - February 2020)
- SFI Fiber Sourcing and subgroups meetings (January - February 2020)
- SFI Chain of Custody & Labeling and subgroups meetings (January - February 2020)
- Resources Committee meeting to review SFI Standards Revision Task Group recommendations (March 2020)
- Board of Directors meeting to review recommendations from the SFI Resources Committee and SFI Standards Revision Task Group recommendations (April 2020)
- **2nd Comment Period and Standards Revision Webinars (May - June, 2020)**
 - Introduction of the New Draft Standards (May 5, 2020, 1:00 - 3:00 EDT)
 - Logger Training and Education (May 6, 2020, 1:00 - 3:00 EDT)
 - French Translation – Introduction of the New Draft Standards (May 15, 2020, 1:00 - 4:00 EDT)
 - Climate Change Mitigation and Adaptation (May 21, 2020, 1:00 - 3:00 EDT)
 - Conservation of Biological Diversity (May 26, 2020, 1:00 - 3:00 EDT)
 - Chain of Custody, SFI Labels and Claims, and Controversial Sources (May 28, 2020, 1:00 - 3:00 EDT)
 - Indigenous Perspective (June 8, 2020, 1:00 - 3:00 EDT)
 - Urban Forestry (June 9, 2020, 1:00 - 3:00 EDT)
 - Recap Webinar (June 25, 2020, 1:00 - 3:00 EDT)
- Second public comment period (60 day) on first revised standards draft - May-June 2020
- Task Group Meetings (September - November 2020)
- Standards Revision Webinar (October 2020)
- Task Groups, SFI Resources Committee and Board work on draft SFI Standards - all year

Finalize Standards - 2021

- Resources Committee review of Standards enhancements and recommendation to the SFI Board of Directors (January & February 2021)
- Final approval of the revised SFI Standards by the SFI Board of Directors (April 2021)
- SFI submits application for PEFC endorsement (April 2021 - November 2021)
- PEFC General Assembly approval of new revised SFI Standard (November 2021)

Launch new SFI Standards – 2022

- New SFI Standards are launched in January 2022.

KEY DETAILS & CONTACTS

The Standard revision process ensures credibility and transparency allowing everyone to participate. Broad involvement from the conservation community, Indigenous communities, forest products industry, brand owners, private forest landowners and public forest managers, government agencies, trade associations, landowner associations, academia and others is integral to the development of the next SFI Standards. The online public comment period is part of this process.

SFI PUBLIC COMMENT PERIODS

There are two public comment periods. The first comment period on the existing SFI 2015-2019 Standards and Rules ran for 30 days concluding on November 22, 2019. The second comment period on the first draft of the 2022 standards runs for 60 days through May 1, concluding June 30, 2020.

All comments are also reviewed by the SFI External Review Panel who assess that all comments have been addressed fairly considered.

The SFI Standard Revision Task Groups will consider all feedback from the public comment periods and the SFI Standard Revision Workshops.

The SFI Resources Committee is required to consider all feedback from the public comment periods and workshops.

SUBMIT YOUR COMMENTS ON THE REVISED STANDARDS AND RULES

- OPEN 60 DAYS, May 1 - June 30, 2020
- All submitted comments will be considered by SFI Task Groups
- The online comment platform is publicly available for anyone to provide comments.
- View Task Group responses to submitted public comments after the comment period

SFI KEY CONTACTS:

Gregor Macintosh,
Senior Director, Standards
Gregor.Macintosh@sfiprogram.org

Rachel Dierolf, Senior Manager,
Chain of Custody & Labels
Rachel.Dierolf@sfiprogram.org



SFI STANDARDS REVISION TASK GROUPS

ABOUT THE TASK GROUPS

SFI Standard Revision Task Groups review all comments and develop the draft standards. The Task Groups are established for the duration of the standard revision until completion in 2021. There are three Task Groups: Forest Management (Section 2), Fiber Sourcing (Section 3) and Chain of Custody & Labels (Sections 4 & 5). Other Task Groups may be formed to address new topics.

The SFI standard revision process is based on balanced representation from many different interest groups. This inclusion is also reflected in Task Group composition reflecting a diversity of interest groups as well as a balanced representation of expertise, gender and geographical location. Examples of interest groups part of the standard revision process include:

- Forest Owner/Manager
- Manufacturer/processor/trader of forest-based products
- Conservation organization
- Customers & consumers
- Scientific and technological community
- Logging professionals
- Workers & trade unions
- Indigenous Peoples
- Government
- Education/academic group
- Social-purpose organization

TASK GROUP RESPONSIBILITIES

Task Group members are expected to participate in the following tasks, under the direction of the respective Task Group Chairs:

- Review submitted comments from public comment periods and Standard Revision that correspond to each task group's focus area.
- Prepare revised Standards text (first and subsequent drafts) for review by the SFI Resources Committee, incorporating their feedback as required.



CHAIR

Dovetail Partners, Kathryn Fernholz

SFI FOREST MANAGEMENT TASK GROUP MEMBERS

CONSERVATION

- **American Forests**, Jad Daley
- **Arbor Day Foundation**, Dan Lambe
- **Ducks Unlimited Canada**, Beverly Gingras
- **Ecosystem Management Research Institute**, Jon Haufler
- **Nature Conservancy Canada**, Josh Noseworthy

CONSUMERS AND CUSTOMERS

- **Procter & Gamble**, Manuel Ceja

EDUCATION/ACADEMIC

- **Mississippi State University**, John B. Auel
- **Rutgers The State University**, Frank Gallagher
- **University of Toronto**, Benjamin Kuttner

FOREST ASSOCIATION

- **Forest Products Association of Canada**, Etienne Bélanger

FOREST OWNER/MANAGER

- **F&W Forestry Services**, John Godbee
- **Hancock**, Brian Kernohan
- **Rayonier**, Ben Cazell
- **Resource Management Service, LLC**, Jimmy Bullock
- **Seven Islands Land Company**, Peter B. Johnson
- **Timberland Investment Resources**, Wayne Anthony

GOVERNMENT

- **BC Timber Sales**, Laura Chessor
- **Indiana DNR Division of Forestry**, Donna K Rogler
- **Missouri Department of Conservation**, Marty Calvert

INDIGENOUS

- **Mosaic Forest Management**, Ken Price
- **Yakama Forest Products**, Doug Olney
- **Scw'exmx Tribal Council**, Lennard Joe

MANUFACTURER/PROCESSOR/TRADER & FOREST OWNER/MANAGER

- **EACOM**, Jennifer Tallman
- **JD Irving**, Jason Limongelli
- **LP Building Solutions/Corporation**, Donna Kopecky
- **Resolute Forest Products**, Étienne Vézina
- **The Westervelt Company**, Aprille Cook
- **Weyerhaeuser Canada**, Brian Drobe
- **Weyerhaeuser Southern Timberlands**, Chris Muckenfuss
- **West Fraser**, Julie Dinsdale

SOCIAL/SCIENCE

- **Dovetail Partners**, Kathryn Fernholz
- **NCASI**, Darren A. Miller



CHAIR

Sappi, Rebecca Barnard

SFI FIBER SOURCING TASK GROUP MEMBERS

CONSERVATION

- **Trust to Conserve Northeast Forestlands**, Ted Wright

CONSUMERS AND CUSTOMERS

- **Procter & Gamble**, Lois Forde-Kohler

EDUCATION/ACADEMIC

- **Mississippi State University**, John B. Auel
- **University of Georgia**, Puneet Dwivedi

FOREST OWNER/MANAGER

- **American Forest Foundation**, Sarah Crow
- **Seven Islands Land Company**, Ryan Wishart

GOVERNMENT

- **West Virginia Department of Forestry**, Linda Carnell

INDIGENOUS

- **Yakama Forest Products**, Doug Olney

LOGGING PROFESSIONALS

- **American Loggers Council**, Daniel Dructor
- **Great Lakes Timber Professionals Association**, Henry Schienebeck
- **Jarvis Timber Co.**, Shannon Jarvis
- **Gahlsdorf Logging Inc.**, Jim Galsdorf
- **Louisiana Loggers Association**, Josh Mcallister
- **Michigan Association Timbermen member, Logging contractor, small forest landowner**, Warren Suchovsky
- **M.A. Rigoni Inc**, Richard Schwab

MANUFACTURER/PROCESSOR/TRADER

- **Boise Cascade**, Monica Hughes
- **Enviva**, Don Grant
- **Georgia-Pacific**, Erin Novak
- **International Paper**, Ross Congo
- **Packaging Corporation of America**, Rebecca Ensign
- **Sappi**, Rebecca Barnard
- **WestRock**, Ann Duff

MANUFACTURER/PROCESSOR/TRADER & FOREST OWNER/MANAGER

- **Canfor**, Darrell Regimbald
- **EACOM**, Stephanie Parzei
- **Louisiana-Pacific**, Matthew Matwijec
- **Shuqualak Lumber Company**, Russell Adams
- **West Fraser**, Stephen Vinnedge
- **Weyerhaeuser U.S.**, Chad Leatherwood

TECHNICAL

- **Renewable Strategies**, Douglas Patterson
- **NCASI**, Dr. Erik Shilling



CHAIR

R.S. Berg & Associates, Michael Ferrucci

SFI CHAIN OF CUSTODY & LABEL USE TASK GROUP MEMBERS

AMERICAN FOREST FOUNDATION

- Southern Woodland Conservation ATFS, Chris Erwin

CONSUMERS AND CUSTOMERS

- Procter & Gamble, Tonia Elrod
- ALDI, Inc., Jill Sacco

CONSERVATION

- Ducks Unlimited Canada, Paulo Teves

LOGGING PROFESSIONALS

- Louisiana Loggers Association, Josh Mcallister

MANUFACTURER/PROCESSOR/TRADER

- Boise Cascade, Brad Holt
- Command Digital, Tim Dalton
- EACOM, Christine Leduc
- Georgia-Pacific, Erin Novak
- International Paper, Ross Congo
- Packaging Corporation of America, Ebba Hansen
- Quad Graphics, Keith Dunlap
- SmartLam North America, Charles B. Gale
- WestRock, George D'Urso

SOCIAL/SCIENCE

- Dovetail Partners, Kathryn Fernholz

TECHNICAL

- Rob Brooks and Associates, Rob Brooks
- R.S. Berg & Associates, Michael Ferrucci



SFI BOARD OF DIRECTORS AND SFI STANDARDS REVISION

- Independent three-chamber Board representing environmental, social, and economic sectors.
- Sets SFI's Strategic Direction and responsible for overseeing and improving the SFI Program and SFI standards.
- Approves the final SFI Standards.

ECONOMIC

Board members representing the economic sector, which includes the forest, paper and wood products industry or other for-profit forest ownership or management entities.



GUY GLEYTEEN (CHAIRMAN)
Chairman
Greenblue
Virginia



MICHAEL P. DOSS
President and CEO
Graphic Packaging International Inc.
Georgia



KEVIN EDGSON
President and CEO
EACOM Timber Corporation
Québec



BRENT KEEFER
President
Hancock Timber Resource Group
Massachusetts



JIM IRVING
Co-CEO
JD Irving Ltd.
New Brunswick



JAIME YRAGUEN
President
Associated Oregon Loggers
Oregon

ENVIRONMENTAL

Board members representing the environmental sector, which includes non-profit environmental or conservation organizations.



KARLA GUYN (VICE-CHAIR)
CEO
Ducks Unlimited Canada
Manitoba



JAD DALEY
President and CEO
American Forests



DAN LAMBE
President
Arbor Day Foundation



MICHAEL PARR
President
American Bird Conservancy
D.C.



GAIL WALLIN
Chair,
Canadian Council on Invasive
Species



VACANCY

SOCIAL

Board members representing the social sector, which includes community or social interest groups such as universities, workers, family-forest owners or government agencies.



EBONIE ALEXANDER
Executive Director
Black Family Land Trust, Inc.



JEFF BROMLEY
Chair
United Steelworkers Wood Council



ASHLEY HOFFMAN
*Executive Director - Kentucky Association
For Environmental Education*



LENNARD JOE
President
Scw'exmx Tribal Council



PATRICIA LAYTON
*Director - Wood Utilization + Design
Institute, Clemson University*



BETTINA RING
*Virginia Secretary of Agriculture & Forestry
Commonwealth of Virginia*

SFI RESOURCE COMMITTEE AND STANDARDS REVISION

- Board members appoints one person from their organization to serve on the Resources Committee.
- Resource Committee directly oversees the work of the Standards Review Task Groups.
- Resource Committee regularly updates the Board regarding the progress of the Standard Revision process.
- Recommends for Board approval the final drafts of the three SFI Standards.

ECONOMIC



BRIAN J. KERNOHAN (CHAIR)
Chief Sust. Officer & Director of Policy
Hancock Natural Resource Group



ANDREW "ANDY" JOHNSON
VP, Government Affairs & Sustainability
Graphic Packaging International Inc.



JASON LIMONGELLI
Vice President, Woodlands
JD Irving Ltd.



RICHARD SCHWAB
Vice President
MA Rigoni Inc.



JENNIFER (JENNY) TALLMAN
Chief Forester, Ontario
EACOM Timber Corporation

ENVIRONMENTAL



BEVERLY GINGRAS
Head of Boreal Conservation Programs
Ducks Unlimited Canada



DAN MORROW
Director, Corporate Partnerships
Arbor Day Foundation



GARY ROLOFF
Associate Prof. Dept. Fisheries & Wildlife
Michigan State University



GAIL WALLIN (SFI BOARD MEMBER)
Chair,
Canadian Council on Invasive Species



EMILY JO (EJ) WILLIAMS
VP, Migratory Birds and Habitat
American Bird Conservancy

SOCIAL



SAM COOK
Executive Director of Forest Assets
North Carolina State University



ROB FARRELL
State Forester
Virginia Department of Forestry



LENNARD JOE (SFI BOARD MEMBER)
President
Scw'exmx Tribal Council



PAT LAYTON (SFI BOARD MEMBER)
Director - Director, Wood Utilization + Design Institute,
Clemson University



ASHLEY SMITH
Director of Education Programs/PLM & SFI/PLT
Alabama Forestry Association



BOB WALLS
Special Representative - Woodworkers
Int'l Association of Machinists & Aerospace Workers (IAMAW)

April 2020

THE EXTERNAL REVIEW PANEL AND SFI STANDARDS REVISION

- External Review Panel independently monitors the entire Standards Revision process.
- Reviews all Standards Revision comments to ensure the process is objective and credible.
- Reviews all formal complaints regarding the Standards Revision process.



BILL HUBBARD, PH.D. (CHAIR)
Assistant Director & Program Leader
University of Maryland Extension,
College AGNR



DR. KATE EDWARDS
Senior Advisor, Canadian Forest
Service of Natural Resources Canada



ALICE EWEN (VICE-CHAIR)
Acting Chief of Staff, State and
Private Forestry
USDA Forest Service



SCOTT PHILLIPS
State Forester
South Carolina Forestry Commission



GARY BULL, PH.D.
Head, Forest Resources Management
University of British Columbia



MIKE SULLIVAN
Manager, Coastal Ecosystem Science
Division and Director
SABS for Fisheries and Oceans Canada



ERP EXECUTIVE SECRETARY
Rick Cantrell
President
BlackBriar Environmental LLC

April 2020