



Business / Corporate Responsibility

Three great ideas for the outdoorsy dad



Sustainable Forestry Initiative
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About one in six men in the United States are fathers. That’s more than 70 million dads . It can be tempting to focus their Father’s Day on finding the perfect camping gadget, the best new fishing rod, or the latest hiking gear. Why not drop what you’re doing, take what you have, and hit up a forest instead? Sustainably managed forests are good for you and good for the planet.

1. Hike It Up

More than 300 million acres (120 million hectares) of forest land throughout the United States and Canada are certified to the Sustainable Forestry Initiative’s Forest Management Standard. . A full 95% of this vast area is open to the public for recreation. There’s a good chance there’s a great opportunity for hiking, fishing, and boating near you.

2. Cook Out

If your Father’s Day tradition is firmly founded in the grill, you can still support forests from the comfort of your lawn chair. Look for paper supplies like cups and plates with the SFI label. The label means the fiber used to make the supplies was sourced responsibly, meeting SFI Standards for water quality, biodiversity, wildlife conservation, and more. Products certified to SFI Standards are sold in more than 120 countries. You’ll find the SFI label on a wide range of everyday items—and once-a-year items like Father’s Day cards.

3. Build On

It may have been a while since you and your dad tackled the soapbox derby, but your new deck, storage shed, or doghouse isn’t building itself. Consider tackling a delayed project together. Wood products certified to SFI Standards are available for everything from window frames to birdhouses.

Visit sfiprogram.org to get more ideas for getting into forests and supporting sustainable forestry.



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