

For Immediate Release
February 25, 2015

For more information, contact:
Howard Lindberg (906) 201-1624

SUSTAINABLE FORESTRY INITIATIVE® LEADER MEETS WITH MICHIGAN FOREST COMMUNITY

Michigan forest community gathers to learn about new Sustainable Forestry Initiative (SFI®) Standards and to celebrate SFI's 20th anniversary and certification milestone

GLADSTONE, Mich. — More than 100 forest landowners, foresters, manufacturers, students and logging professionals will converge on Gladstone today for a Michigan SFI Implementation Committee conference. The conference celebrates SFI Inc.'s 20th anniversary as a forest certification program and SFI's milestone of having more than 250 million acres certified across North America. It will also give landowners, manufacturers and others an opportunity to learn about the SFI 2015-2019 Standards and Rules and other forest sector news.

"We're thrilled to celebrate 20 years of promoting healthy, sustainable and productive working forests with the Michigan forest community. SFI plays a central role in strengthening the vital link between healthy forests, responsible purchasing and sustainable communities," said Kathy Abusow, SFI Inc. President and CEO, the event's keynote speaker. "With more than a quarter-billion acres certified in North America already, we can't wait to see what the next 20 years will bring not only in North America, but specifically in Michigan as well. Together, the SFI community is standing for the future of forests."

The new SFI 2015-2019 Standards and Rules build on SFI's work over the past 20 years through a strengthened commitment to responsible forestry. The new requirements support 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. 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.

Michigan alone has more than 5 million acres of forestlands certified to the SFI program — 77 percent of this acreage is on state lands. Michigan is also home to 20 companies that are certified to SFI's Fiber Sourcing requirements or SFI's Certified Sourcing label requirements. In addition, 44 companies are certified to the SFI Chain of Custody Standard. The SFI Chain-of-Custody Standard is an accounting system that tracks forest fiber content (certified forest content, certified sourcing and recycled content) through production and manufacturing to the end product.

The Michigan SFI Implementation Committee, which consists of 10 SFI Program Participants, was named the SFI Implementation Committee of the Year for 2014. The committee received the award in recognition of its work to conduct a statewide best management practices audit on soil integrity and water quality, as well as its partnership with The Greening of Detroit to revitalize Detroit's urban forests through tree planting projects. Through a community grant from SFI Inc. and financial support from MI SFI, The Greening of Detroit was able to recruit and train 50 new volunteer Citizen Foresters. The Greening of Detroit program has planted 85,000 trees since 1989.

"Everything we do has a goal of promoting responsible forestry in our state," said Howard Lindberg, Chair of the Michigan SFI Implementation Committee and Senior Resource Forester with Michigan landowner Plum Creek. "It was an honor to receive the award, and we look forward to continuing our efforts to sustain Michigan's working forests and grow the program further, all while building greater brand recognition. SFI is the link between sustainable forestry practices and responsible market choices and makes a positive impact on our forests and communities."

About Sustainable Forestry Initiative Inc. (SFI)

SFI Inc. is an independent, nonprofit organization that is solely responsible for maintaining, overseeing and improving the internationally-recognized Sustainable Forestry Initiative (SFI) program. Across the United States and Canada, more than a quarter billion acres/100 million hectares are certified to the SFI Forest Management Standard. In addition, the SFI Fiber Sourcing Standard directs how SFI Program Participants procure fiber from non-certified land, encouraging the use of responsible forestry practices. SFI Chain-of-Custody Standard tracks the percentage of fiber from certified forests, certified sourcing and recycled content through production and manufacturing to the end product. SFI on-product labels help consumers make responsible purchasing decisions. SFI Inc. is governed by a three-chamber [board of directors](#) representing environmental, social and economic sectors equally. Learn more at www.sfiprogram.org and www.sfiprogram.org/Buy-SFI.

About the Michigan SFI Implementation Committee

It is the mission of the Michigan SFI Implementation Committee (SFI IC) to promote and foster an understanding of the SFI program, and to promote sustainable forestry practices on all forestlands, regardless of ownership. The SFI Implementation Committee includes representation from non-industrial private landowners, corporate landowners, Qualified Logging Professionals, Michigan Technological University, the Michigan Department of Natural Resources, Michigan Association of Timbermen, Greening of Detroit, and most major forest products industry companies. For more information on the SFI IC, go to <http://www.sfimi.org>.

###