



SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.®

SFI-00001



How to Certify to the SFI Standards

Sustainable Forestry Initiative Inc.® (SFI®) is a fully independent, charitable organization that manages the largest single forest certification standard in the world. SFI requirements for forest management, fiber sourcing, chain of custody and certified sourcing all require third-party audits to maintain an internationally recognized and trusted standard of practice.

Who is Eligible for Certification?

The rapidly expanding SFI program involves organizations across the supply chain — from forest managers to manufacturers to distributors to printers. Once certified, they can apply to use SFI on-product labels, which are recognized globally and show customers products are from responsible and legal sources.

- **SFI forest management certification** is open to any organization that owns or manages forestland in the United States or Canada, and meets the forestland management certification requirements in the SFI 2010-2014 Standard (Objectives 1-7 and 14-20). A copy of the SFI 2010-2014 Standard can be downloaded at www.sfiprogram.org/files/pdf/Section2_sfi_requirements_2010-2014.pdf
- **SFI chain-of-custody certification** extends into the marketplace, and is open to companies with processes in place to track content from certified forests, certified sourcing and post-consumer recycled material through production and manufacturing to the end product, and meet the SFI Chain-of-Custody Standard. A copy of the SFI Chain-of-Custody Standard can be downloaded at www.sfiprogram.org/files/pdf/Section3_sfi_requirements_2010-2014.pdf



- Through **SFI fiber sourcing certification**, organizations show the raw material in their supply chain comes from legal and responsible sources, whether forests are certified or not. If fiber comes from uncertified lands in North America, responsible forest management must be promoted through standard requirements such as landowner outreach, logger training and research activities. A copy of the SFI 2010-2014 Standard can be downloaded at www.sfiprogram.org/files/pdf/Section2_sfi_requirements_2010-2014.pdf
- Through **SFI certified sourcing**, secondary producers certified to Section 4 - SFI Certified Sourcing Label Use Requirements must demonstrate they source fiber from a company that conforms with Objectives 8-20 of Section 2 - SFI 2010-2014 Standard's fiber sourcing requirements, from pre- or post-consumer recycled content, or from a certified forest. Fiber must be sourced from non-controversial sources. A copy of Section 4 – Rules for Use of SFI On-Product Labels can be downloaded at www.sfiprogram.org/files/pdf/Section4_sfi_requirements_2010-2014.pdf

BENEFITS OF SFI CERTIFICATION

Certified SFI program participants are eligible to use SFI labels, which demonstrate their corporate social responsibility by showing their customers they care about forest management, and help them meet the growing demand for forest products from certified sourcing.

- Through SFI forest certification, forest managers or owners who certify their lands to the rigorous performance measures and indicators in the SFI 2010-2014 Standard can claim wood fiber from these lands is from certified forestland.
- Through SFI chain-of-custody certification, companies can make claims about how much of their product comes from certified lands, certified sourcing and/or post-consumer recycled content.

The SFI program stands apart from other certification programs by addressing the fact that 90 percent of the world's forests are not certified to a credible certification standard.

By supporting the SFI program, participants and consumers alike can strengthen forest practices in North America and fiber sourcing globally. SFI-labeled products must avoid fiber from controversial sources — such as illegal logging and fiber sourced from areas without effective social laws.



How to Certify to the SFI 2010-2014 Forest Management Standard

Any organization that owns or manages forestland in North America is eligible to apply for SFI forest management certification. This includes industrial and family forest owners, universities, conservation groups, public agencies, timber investment management organizations and real estate investment trusts. To achieve SFI forest management certification, an organization must implement all relevant requirements set out in the SFI 2010-2014 Standard.

Steps to achieve SFI forest certification:

1. Complete and submit an application for participation in the SFI program. The application is posted at www.sfiprogram.org/files/pdf/SFI_Licensing_Application.pdf
 2. Once SFI Inc. approves the application; the organization contacts an accredited certification body (a list is posted at www.sfiprogram.org/files/pdf/CertificationBodies.pdf).
 3. Implement the SFI 2010-2014 Standard (www.sfiprogram.org/files/pdf/Section2_sfi_requirements_2010-2014.pdf).
 4. The certification body completes an on-site audit to verify operations meet the requirements of the SFI 2010-2014 Standard (www.sfiprogram.org/files/pdf/sfi_requirements_2010-2014.pdf).
 - The audit generally takes two to four days, and involves a team including a lead auditor, technical experts in areas such as plant and wildlife ecology, conservation, forestry and hydrology, as well as knowledge of a region's socio-demographics and cultural issues, and other expertise.
 - The team performs a forest audit verifying requirements are being performed on the ground and a desk audit verifying required plans and documentation are in place.
- Once the certification body approves the certification, it prepares a public summary document that the participant submits to SFI Inc. to post on the SFI website. To view public audit report summaries of certified companies please go to www.sfiprogram.org/forest_certification_audits_reports.cfm
5. Certified program participants must complete surveillance audits every 12 months to verify ongoing conformance to the SFI 2010-2014 Standard, with a full re-certification every three years.

Program participants pay an annual fee to SFI Inc., which supports activities such as conservation projects, program outreach and standard development, and they must support SFI Implementation Committees in the state(s), province(s) or region(s) where they operate. They are responsible for the cost of the audit and any improvements needed to meet the SFI Standard requirements. For information about annual fees, please contact Amy Doty (Amy.Doty@sfiprogram.org or 202-596-3458).

How to Certify to the SFI Chain-of-Custody Standard

Any organization that processes or trades SFI-certified forest products is eligible to seek SFI chain-of-custody certification. This includes manufacturers of forest products, paper merchants, converters, wood dealers, wood yards, wholesalers, brokers and printers. To achieve SFI chain-of-custody certification, the organization must have processes in place to track the source of its raw materials, such as inventory control, employee training, reporting and invoicing, and meet the requirements in the SFI Chain-of-Custody Standard.

Organizations with SFI chain-of-custody certification are eligible to use SFI chain-of-custody on-product labels once they meet the Rules for Use of SFI On-Product Labels and their request is approved by the SFI Office of Label Use and Licensing (Jason.Metnick@sfiprogram.org).

Once certified, companies can make claims about how much of their product content comes from certified lands, certified sourcing and how much contains post-consumer recycled content. Companies using the average percentage method of tracking fiber must communicate the actual percentage of certified forest content on the label, and this must be at least 10 percent.



When the volume credit method is used, companies must use the “Promoting Sustainable Forestry” label. All SFI chain-of-custody labels can include a Mobius loop stating the percentage of post-consumer recycled content in the product.



Note: Before seeking SFI chain-of-custody certification, primary producers must certify their procurement system to Objectives 8-20 of the SFI 2010-2014 Standard, as well as meeting the land management Objectives 1-7. Primary producers source at least half (by weight) of their wood-based raw materials directly from the forest.

Once a company receives a chain-of-custody certificate from an accredited certification body and meets the requirements in the Rules for SFI On-Product Labels, it can apply to Jason Metnick (Jason.Metnick@sfiprogram.org) to use the SFI on-product label. A copy of the Rules for SFI On-Product Labels can be downloaded at this site: www.sfiprogram.org/files/pdf/Section4_sfi_requirements_2010-2014.pdf

Steps to achieve SFI chain-of-custody certification:

1. Review the SFI Chain-of-Custody Standard (www.sfiprogram.org/files/pdf/Section3_sfi_requirements_2010-2014.pdf) to see if the company can meet the requirements or contact Jason Metnick (Jason.Metnick@sfiprogram.org) for assistance.
2. Implement the SFI Chain-of-Custody Standard (www.sfiprogram.org/files/pdf/Section3_sfi_requirements_2010-2014.pdf)
3. Contact an accredited certification body (a list is posted at www.sfiprogram.org/files/pdf/Certification%20bodies.pdf) to schedule an audit.
4. The certification body will complete an on-site audit. If the operation meets the SFI Chain-of-Custody Standard requirements, the company will receive a certificate from the certification body.
5. The certification body will send a completed report to SFI Inc. so the certified company can be registered and its name posted on the SFI website.
6. Once the company is certified and meets the Rules for Use of SFI On-Product Labels (www.sfiprogram.org/files/pdf/Section4_sfi_requirements_2010-2014.pdf), it can seek approval from the SFI Office of Label Use and Licensing to use appropriate SFI on-product labels.
7. SFI Inc. will send the certified company a welcome kit with marketing materials so it can promote its new certification and artwork for SFI on-product labels.
8. An audit is needed every 12 months to maintain the chain-of-custody certification.

There is no fee that needs to be paid to SFI Inc. for chain-of-custody certification. Companies are responsible for the cost of the audit. For cost estimates, please contact an SFI-accredited certification body.



How to Certify to SFI Certified Sourcing Requirements

SFI certified sourcing addresses the fact that 90 percent of the world’s forests are not certified. It shows that forest content in a product comes from a responsible and legal source, whether forests are certified or not. SFI certified sourcing labels do not make claims about certified content.

The SFI Standard defines two types of producers — primary and secondary.

- *Primary producer* – At least half (by weight) of the wood-based raw materials used by primary producers comes directly from the forest.
- *Secondary producer* – At least half (by weight) of the wood-based raw materials used by secondary producers has gone through a manufacturing process — such as semi-finished solid wood, paper, market pulp, recycled wood fiber, or composite products.

Since primary producers have a more direct link to the forest, they must meet the objectives in the SFI 2010-2014 Standard that are applicable to fiber sourcing (Objectives 8-20). Once they are issued a certified sourcing certificate issued to primary producers certified to Section 2 – SFI 2010-2014 Fiber Sourcing Objectives 8-20, they are eligible to apply to use the SFI certified sourcing label.

Secondary producers who wish to make a certified sourcing claim must have a certified sourcing certificate issued to secondary producers certified to Section 4 – SFI Certified Sourcing Label Use Requirements. They also must verify that at least two-thirds of their supply comes from primary producers that are certified to the SFI procurement objectives (Objectives 8-20) in the SFI 2010-2014 Standard, and that none of their supply comes from controversial sources.

Steps for primary producers to achieve SFI certified sourcing:

1. Complete and submit an application for participation in the SFI program. The application is posted at www.sfiprogram.org/files/pdf/SFI_Licensing_Application.pdf
2. Implement the relevant requirements in Objectives 8-20 of the SFI 2010-2014 Standard (www.sfiprogram.org/files/pdf/Section2_sfi_requirements_2010-2014.pdf).
3. Once SFI Inc. approves the application; the participant contacts an accredited certification body (a list is posted at www.sfiprogram.org/files/pdf/CertificationBodies.pdf).

4. The certification body completes an on-site audit to verify the operations meet the relevant requirements in Objectives 8-20 of the SFI 2010-2014 Standard (www.sfiprogram.org/files/pdf/Section2_sfi_requirements_2010-2014.pdf).
 - The audit generally takes two to four days, and involves a team including a lead auditor and technical experts.
 - The team performs a desk audit verifying the required plans and documentation are in place, and an audit of the organization's wood procurement system verifying requirements are being met.
5. Once the certification body approves the certification, the participant submits a copy of its public summary document to post on the SFI website.
6. Program participants must complete annual surveillance audits to verify ongoing implementation of the SFI 2010-2014 Standard, with a full re-certification every three years.

Organizations pay an annual fee to SFI Inc. and they must support SFI Implementation Committees in the state(s), province(s) or region(s) where they operate. They are responsible for the cost of the audit and any improvements needed to meet the standard requirements.

Note: *In order to use the SFI certified sourcing label:*

- *A primary producer that owns forestland must certify all of its forests to Objectives 1-7 of the SFI 2010-2014 Standard.*
- *A primary producer that owns manufacturing facilities must certify its procurement system to Objectives 8-20 of the SFI 2010-2014 Standard.*
- *A primary producer that owns forestlands and manufacturing facilities must meet Objectives 1-20 of the SFI 2010-2014 Standard.*

Once a company receives a certificate from an accredited certification body and meets the requirements in the Rules for SFI On-Product Labels, it can apply to Jason Metnick (Jason.Metnick@sfiprogram.org) to use the SFI on-product label. A copy of the Rules for SFI On-Product Labels can be downloaded at this site www.sfiprogram.org/files/pdf/Section4_sfi_requirements_2010-2014.pdf



Steps for primary and secondary producers to seek approval to use the SFI certified sourcing label:

1. Review appropriate requirements as noted above for primary or secondary producers, or contact Jason Metnick (Jason.Metnick@sfiprogram.org) for assistance.
2. Contact an accredited certification body (a list is posted at www.sfiprogram.org/files/pdf/CertificationBodies.pdf)
3. The certification body will complete an on-site audit, and if operations meet appropriate SFI requirements the company will receive a certificate from the certification body.

4. The certification body will send a completed report to SFI Inc. so the certified company can be registered and its name posted on the SFI website.
5. Once certified, the company can seek approval to use the SFI certified sourcing label from the SFI Office of Label Use and Licensing (Jason.Metnick@sfiprogram.org).
6. SFI Inc. will send the company a welcome kit with marketing materials so it can promote its new certification and artwork for SFI on-product label.

There is no fee that needs to be paid to SFI Inc. for the use of the label. Companies are responsible for the cost of the audit. For cost estimates, please contact an SFI-accredited certification body.

VISIT THE SFI WEBSITE FOR INFORMATION

An SFI program 2010-2014 requirements kit, with unique sections for the forest and chain-of-custody standards, rules for label use, procedures, guidance and more is posted under resources on the SFI website (www.sfiprogram.org/forest_certification_resources.php) along with background documents, including a list of eligible certification bodies with contact details.

SFI 2010-2014 Requirements (full PDF)

www.sfiprogram.org/files/pdf/sfi_requirements_2010-2014.pdf

Overview of SFI 2010-2014 Requirements

www.sfiprogram.org/sustainable_forestry_initiative_standard.php

Application for Participation

www.sfiprogram.org/files/pdf/SFI_Licensing_Application.pdf

List of Certification Bodies

www.sfiprogram.org/files/pdf/Certification%20bodies.pdf

FOR MORE INFORMATION:

For more information about how SFI certification can ensure wood fiber is from responsible and legal forest operations, contact:

Jason Metnick

Senior Director, Market Access and Product Labeling

Jason.Metnick@sfiprogram.org

About SFI Inc.

SFI Inc. (www.sfiprogram.org) is an independent 501(c)(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative (SFI) program. Across North America, more than 185 million acres/75 million hectares are certified to the SFI forest management standard, making it the largest single forest standard in the world. SFI chain-of-custody certification tells buyers the percentage of fiber from certified forests, certified sourcing and/or post-consumer recycled content. The SFI program's unique fiber sourcing requirements promote responsible forest management on all suppliers' lands. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.

