



SFI CERTIFICATION: WHAT'S IN IT FOR YOU?

19th Annual Sustainable Forestry
Conference

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Director, Network Relations

April 17th, 2024



FOREST CERTIFICATION STANDARDS IN NORTH AMERICA

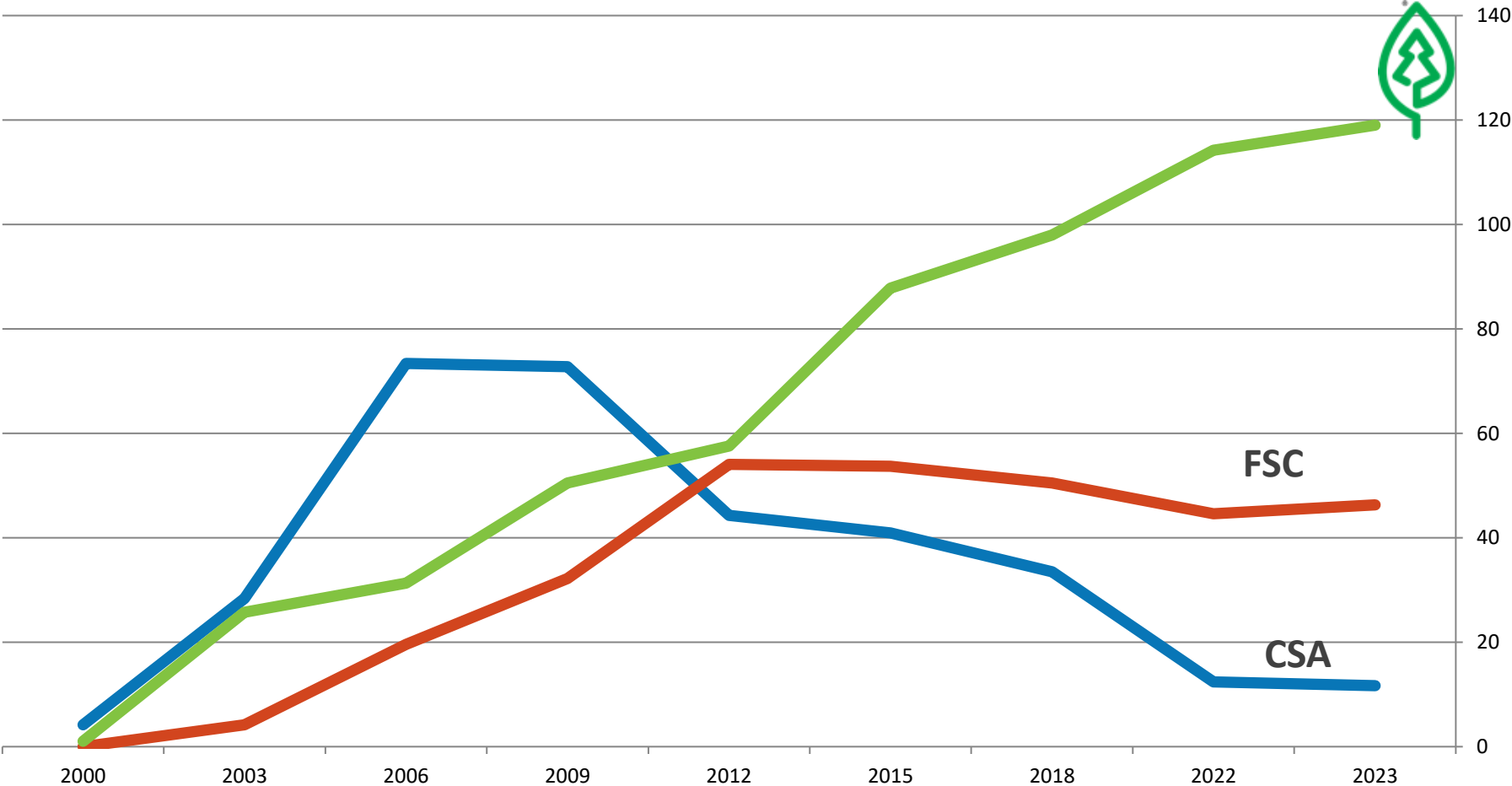
All depend on **third-party audits** to measure planning, procedures, systems and performance of on-the ground forest operations against the predetermined standard.

All four provide the basics by ensuring harvested areas are reforested, laws obeyed and no unauthorized or illegal logging.



FOREST CERTIFICATION IN CANADA

119
MILLION
HECTARES
CERTIFIED
TO SFI



SOURCES:
sfidatabase.org,
pefc.org, fsc.org



SFI ADVANCES SUSTAINABILITY THROUGH FOREST-FOCUSED COLLABORATION



STANDARDS

To advance sustainability forestry and responsible purchasing globally through certification standards and certified products



CONSERVATION

To advance credible and effective solutions to environmental challenges through the SFI standards and leadership initiatives



EDUCATION

To advance environmental education, forest literacy, and career pathways using trees and forests as windows on the world



COMMUNITY

To advance collaboration between local communities and the SFI network to increase mutual understanding of the values and benefits provided by sustainably managed forests



WHAT FOREST CERTIFICATION DELIVERS

SOCIAL, ECONOMIC AND ENVIRONMENTAL REPRESENTATION IN DECISION-MAKING



AVOIDANCE OF ILLEGAL TIMBER AND DEFORESTATION



IDENTIFICATION OF SPECIAL BIOLOGICAL, CULTURAL, HERITAGE SITES



MANAGEMENT STRATEGIES TO PROTECT SPECIES AT RISK



MANAGEMENT STRATEGIES TO MAINTAIN WILDLIFE HABITAT



SUSTAINABLE HARVEST LEVELS



PROMPT REGENERATION



THIRD PARTY ACCREDITED CERTIFICATION AUDITS



AUDIT REPORTS PUBLICLY AVAILABLE WITH CORRECTIVE ACTION CLEARLY HIGHLIGHTED



TOP THREE REASONS ORGANIZATIONS CHOOSE TO GET SFI CERTIFICATION

1

SHOWS OUR CUSTOMERS THAT WE HELP MEET THEIR SUSTAINABILITY OBJECTIVES

2

SHOWS THAT RESPONSIBLE FOREST MANAGEMENT IS IMPORTANT TO OUR CUSTOMERS

3

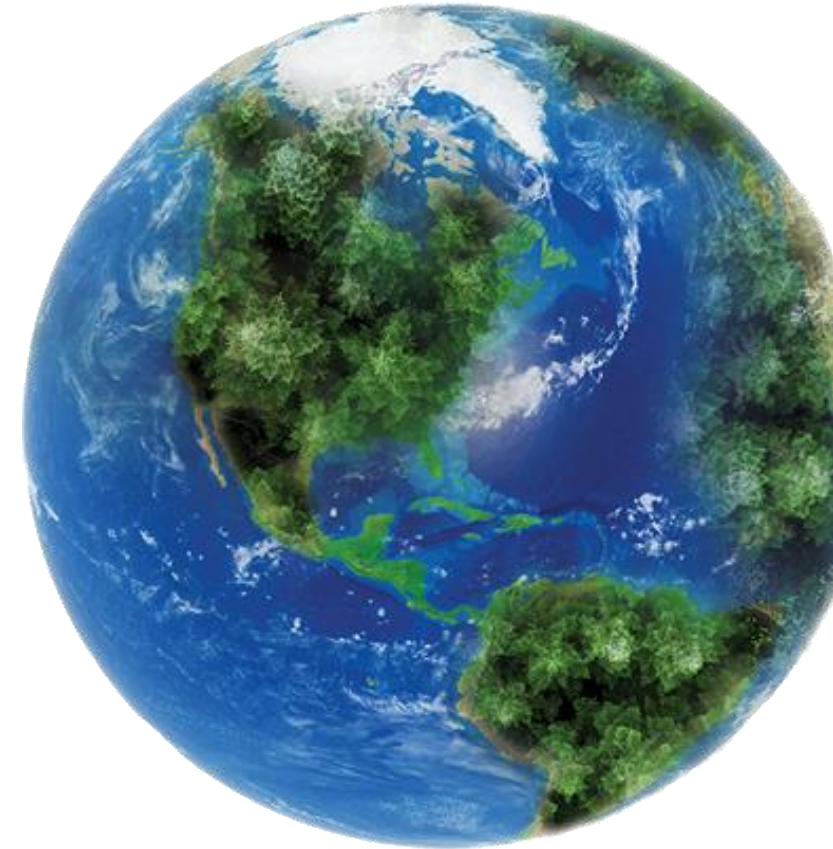
HELPS US ACHIEVE OUR SUSTAINABILITY OBJECTIVES



CONSUMERS CARE ABOUT THE ENVIRONMENT

WHEN IT COMES TO CONSUMER CHOICE AND CLIMATE CHANGE:

71% OF CONSUMERS SAY THAT
IT IS A GOOD IDEA TO
**BUY WOOD PRODUCTS FROM
SUSTAINABLY MANAGED FORESTS**
IF YOU ARE SEEKING WAYS TO
COMBAT CLIMATE CHANGE



79% OF SFI-CERTIFIED ORGANIZATIONS

REPORTED STEADY OR INCREASED DEMAND FOR SFI-CERTIFIED PRODUCTS – MORE THAN ANY OTHER FOREST CERTIFICATION STANDARD

25%

OF FORTUNE
100

COMPANIES

USED AN SFI ON-PRODUCT LABEL IN 2022





X-Large 70 lbs and up **SPLIT ELK ANTLER** 31768

KONG® Wild Antler

For dogs

KONG® Split Elk Antlers are the ideal, all-natural chewing solution. The ultra-durable chews provide long-lasting enjoyment, satisfying even the most determined chewers. KONG Antlers are odor free, mineral rich and clean teeth and gums.

- 100% all-natural and sustainable
- Naturally shed wild elk antlers
- Satisfies natural chewing instincts
- Cleans teeth and freshens breath

IMPORTANT:
Choose correctly sized antler based on your dog's weight. Not suitable for dogs under 70 lbs, or less than 6 months of age. Size up for power chewers. Always supervise use and remove antler when it's small enough to be swallowed.

KONG COMPANY
16191 Talle Mountain Pkwy.
Golden, CO 80403

CERTAINLY MADE WITH WIND ENERGY
INCLUDES MADE WITH 100% COMPOSTABLE BIODEGRADABLE FIBER. SEE KONGCOMPANY.COM/US/ETA.

SUSTAINABLE FORESTRY INITIATIVE Certified Sourcing
www.sfi.org/certified
SFI-00514

USA ORIGIN

XVX2 Wild Antler Split XL
35585 31706 9
© KONG COMPANY 2022 R0622PK11

Dogs Need to Play.®

COOLMAX® EcoMade

HIKE **LARGE**
WOMEN'S 10-12.5
MEN'S 9-11.5

Support & cushion in a sporty fit

Flash COOLMAX® Lightweight Crew Socks

Made in USA with imported and domestic yarns

REI CO-OP

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SUMNER, WA 98390
TCP523.D27636

PAPER CARD

SUSTAINABLE FORESTRY INITIATIVE Certified Chain of Custody
Protecting Sustainable Forests
www.sfi.org

26260

12 12
2.5 CARBS 85 CALS

Michelob ULTRA
PURE GOLD
MADE WITH ORGANIC GRAINS

2.5 CARBS 85 CALS

SUPERIOR LIGHT BEER

A SHOPRITER BRAND **paperbird®**

white unscented
Soft & Strong Facial Tissues
for rosy noses

160 SHEETS

160 SHEETS 2-PLY

Soft • Absorbent • Hypoallergenic

160 - 2-PLY FACIAL TISSUES - EACH SHEET 8.2 IN x 8.4 IN (20.8cm x 21.3cm)

NATURAL FIBER Certified Sourcing

LOGGER TRAINING



Training?



SFI Workshops



Online Training

[2024 SFI Schedule, Course Descriptions, and Registration Form \(PDF\)](#)

These workshops are brought to you in part by the Sustainable Forestry Initiative (SFI®). The SFI Program is administered by the Wisconsin SFI Implementation Committee (SIC). It is funded voluntarily by participating paper, lumber and forestry companies. The SFI program is based on the belief that responsible environmental behavior and sound business decisions can coexist to the benefit of communities, landowners, manufacturers, shareholders, customers and the environment – today and for future generations.

Becoming SFI Trained

To be considered SFI Trained as a Qualified Logging Professional (QLP) an individual must complete the following:

- 12 hours of SFI Core Curriculum – Best Management Practices (BMP) for Water Quality and Basic Core II (Endangered species, logger safety, and OSHA: employment laws and wage and hour rules.
- 4 hours (annually) of Continuing Education



ABOUT ▾

MICHIGAN ▾

PARTICIPANTS AND SUPPORTERS

EDUCATION ▾

SFI HOTLINE

RESOURCES

CONTACT US

GOOD FOR YOU. GOOD FOR OUR FORESTS.®

ANNOUNCEMENTS

To be certified as a Qualified Logger, the Core Training courses (8 hours) must be Completed.

In-person SFE courses led by MI SFI / MSU/ DNR staff

Mandatory National Review Classes (for those who completed core in 2023 the 4 hr



LOGGER + TRAINEE DATABASE

The SFI training program was developed to satisfy the wood-procurement and harvesting requirements of the many SFI-certified wood purchasing companies in Michigan. SFE training consists of two components core training (CT) and continuing education training (CE). This database can be checked by foresters and procurement staff who work for SFI-certified companies.

[FIND QUALIFIED LOGGERS](#)

LOGGER TRAINING AND EDUCATION

- Logger training and education is a core requirement in both the SFI Forest Management Standard and Fiber Sourcing Standard.
- Logger training is a very effective tool in promoting sustainable forest management and has been a key component of the SFI program since its inception.
- Loggers play a key role on the ground implementing the SFI Standards.



SFI-TRAINED PROFESSIONAL HARVESTERS

34% → 97%

96% of all fiber supplied to SFI-certified mills in 2023 was delivered by trained harvesting professionals—compared to 34% in 1995



240k RESOURCE AND HARVESTING PROFESSIONALS

have participated in training since 1995, to ensure understanding of water quality, biodiversity and other sustainable forest practice requirements

**SFI NETWORK
SUPPORTED
TRAINING FOR
9,900 LOGGERS
IN 2023**

SFI FIBER SOURCING TASK GROUP (STANDARD REVISION)

30 TASK GROUP MEMBERS

INCLUDED 7 LOGGING PROFESSIONALS

American Loggers Council
Daniel Dructor

Great Lakes Timber Professionals Association
Henry Schienebeck

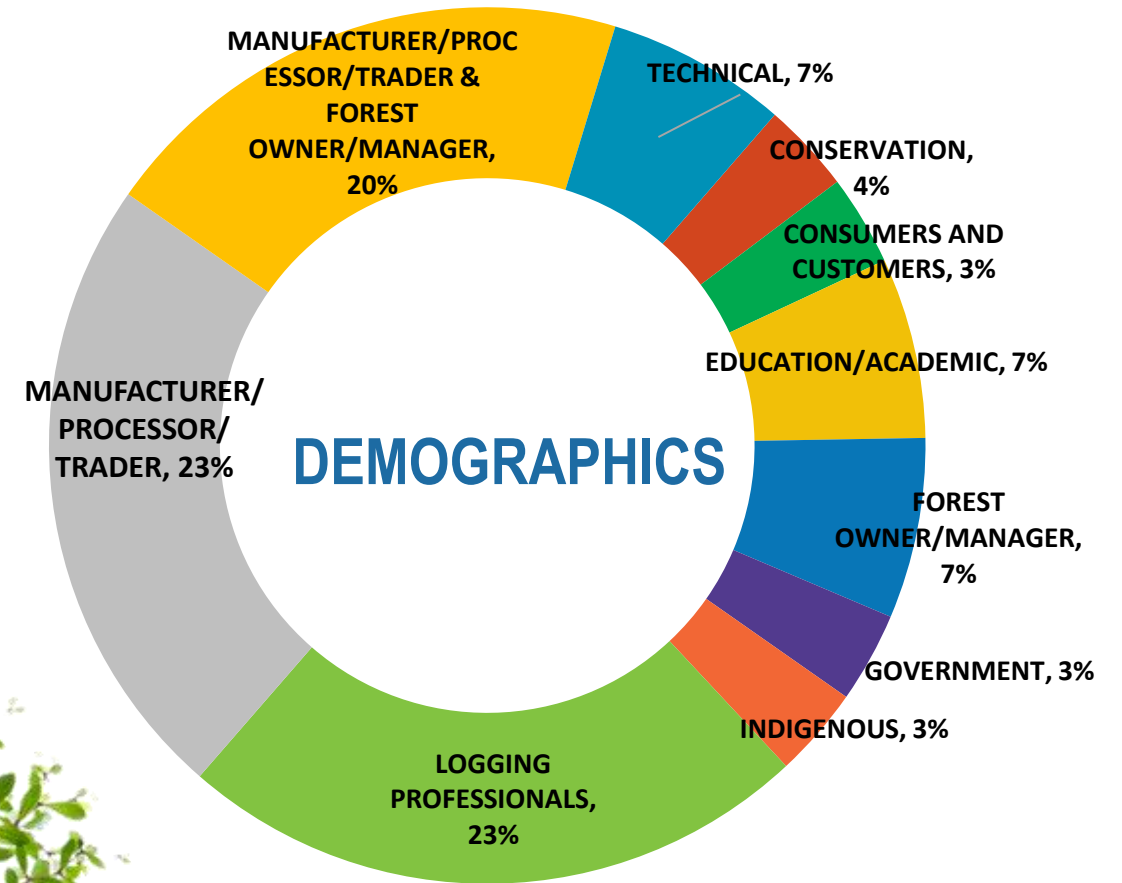
Jarvis Timber Co.
Shannon Jarvis

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



LOGGER TRAINING AND USE OF TRAINED LOGGERS

FOREST MANAGEMENT STANDARD – OBJECTIVE 13 FIBER SOURCING STANDARD – OBJECTIVE 6

Performance Measure 13.1, Indicator 5:

Certified Organizations shall have written agreements for the use of qualified logging professionals or wood producers that have completed training programs and are recognized as qualified logging professionals and/or certified logging companies.

Performance Measure 13.2, Indicator 1:

Participate in or support SFI Implementation Committees to establish criteria and identify delivery mechanisms for wood producer core training courses that allow individuals to attain qualified logging professional status.



LOGGER TRAINING AND USE OF TRAINED LOGGERS

FIBER SOURCING STANDARD – OBJECTIVE 3

Performance Measure 3.1:

Certified Organizations shall promote the use of qualified logging professionals... and/or certified logging companies

Performance Measure 3.2:

Certified Organizations... shall maximize the delivery of raw materials from qualified logging professionals and/or certified logging companies

PM 3.2, Indicator 2:

Certified Organizations shall have written agreements for the use of qualified logging professionals...

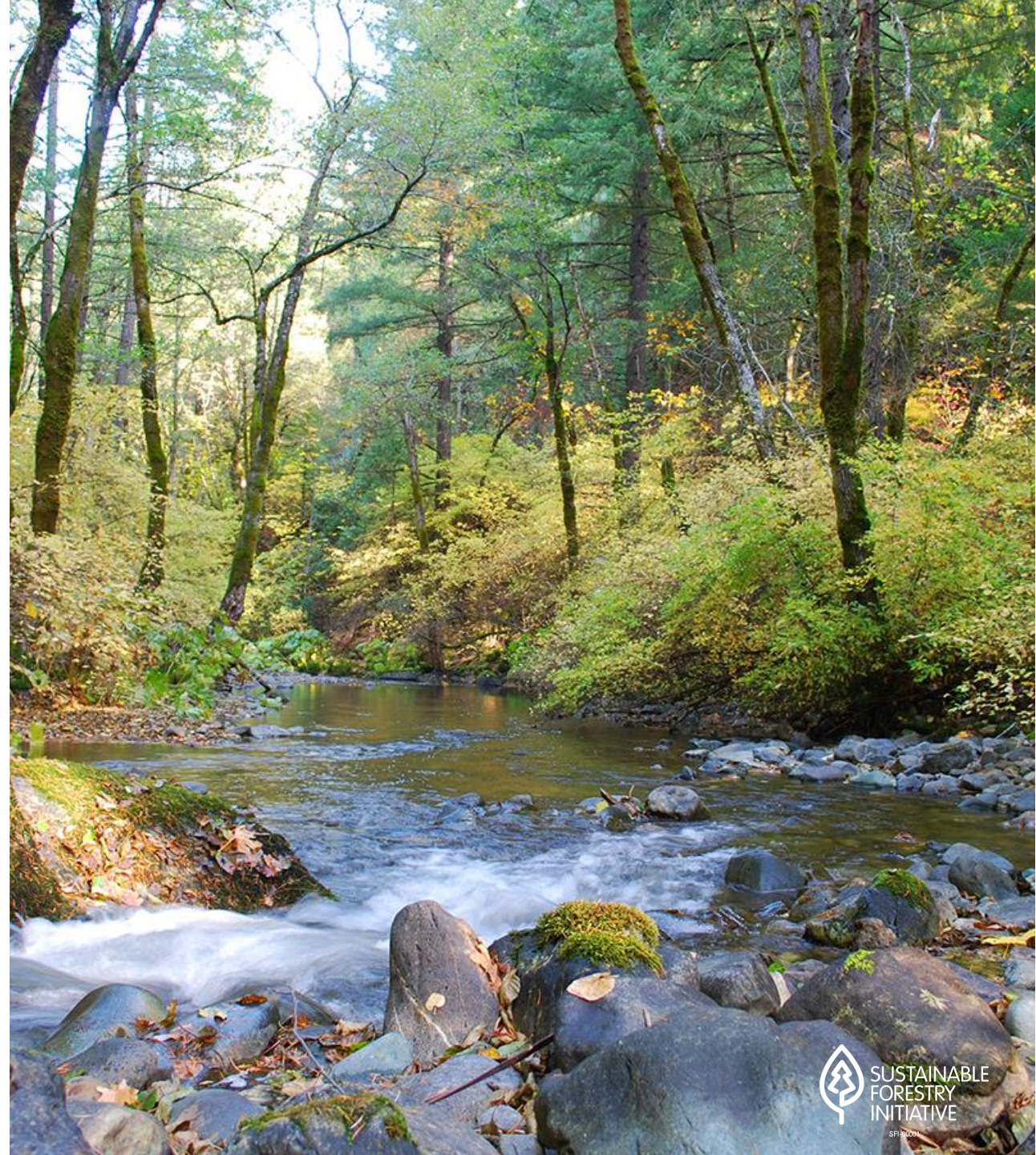


“The EPA recognizes the role of forest certification programs, including SFI, which have made important contributions to improved BMP implementation through logger training, landowner outreach, and water quality requirements.”

ENVIRONMENTAL PROTECTION AGENCY (EPA)

June 2016

Federal Register Notice of Decision
Not to Regulate Forest Roads Discharges
Under the Clean Water Act



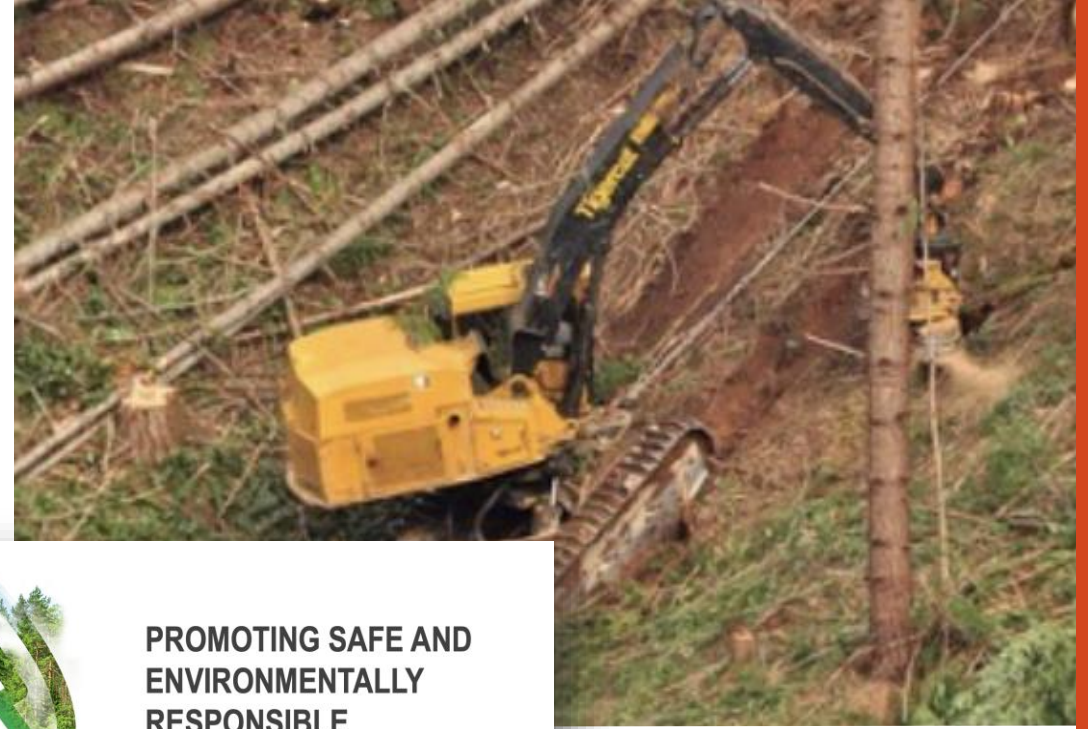


PROMOTING SAFE AND ENVIRONMENTALLY RESPONSIBLE TETHERED LOGGING

Improving harvesting practices on steep slopes in the Pacific Northwest and Intermountain West

Project Partners:

Washington State SFI Implementation Committee
Sustainable Forestry Initiative
Oregon State University College of Forestry
Washington State Department of Natural Resources



WORKFORCE DEVELOPMENT



GREEN



EXPLORING FOREST CAREERS

EDUCATOR GUIDE
COLLEGE AND CAREER PREP
LEARNERS AGED 12-25



WORKSHEET WORKING FOR FORESTS, PAGE 3



ARCHITECT

As an architect, I try to reduce the ecological footprint of buildings and homes through carefully crafted designs using sustainable and certified materials, such as wood. I want to create spaces that let people coexist with nature by bringing the outdoors indoors.



LUMBER MILL WORKER

I work in a mill that cuts logs into lumber for building materials such as framing, flooring, windows, and doors. You may be surprised to learn that my job is very high-tech: computers help me determine the best way to cut each log and how to minimize wood waste.



LOGGER

As a logger, I harvest timber from forests, which people rely on for building materials, furniture, paper, packaging, and many other products. My job is to cut the trees safely and in a way that ensures water quality and the long-term health of the forest remains.



PARK RANGER

As a park ranger, I work to educate forest visitors about the forest and to explain and enforce the rules and regulations. I help keep the visitors safe in the forest and help keep the forest safe from visitors.



CARBON MODELER

As a carbon modeler, I work with forest owners to quantify the carbon being stored or sequestered in the forest. Based on this information, owners exchange "carbon credits" with companies that emit carbon dioxide as a way to reduce overall carbon emissions and climate change effects.



PAPER MANUFACTURER

I work as a machine operator for a paper manufacturing company that makes various paper products. I run the paper-making machines and conduct quality inspections on the finished products.



WORKSHEET WORKING FOR FORESTS, PAGE 2



WILDLAND FIREFIGHTER

My job is to help protect and maintain the health of the forest by preventing, controlling, and putting out wildfires. To prepare for fire emergencies, I maintain and test firefighting equipment. I also talk to the public about ways they can help prevent wildfires.



HYDROLOGIST

I investigate water in forests by studying how it travels through the forest, into the soil, and eventually to a stream. In addition to learning about the water cycle, I try to solve questions such as how streamflow affects forests or how climate change impacts watersheds.



MILLWRIGHT

A millwright is an industrial mechanic who maintains or constructs machinery for mills, print shops, or other businesses. As a millwright, I must be familiar with different machines and how they work, and have the analytical skills necessary to fix problems.



SOCIAL MEDIA DIRECTOR

I love spreading awareness about my organization's forestry program to various audiences on social media platforms. I get to be creative when planning media campaigns related to the forest, and work with a team to share stories and build meaningful connections.



PACKAGING TECHNOLOGIST

I'm a problem solver who enjoys working with materials. As a packaging technologist for a forest products company, I am responsible for designing, developing, and manufacturing packaging for a range of products, helping to reduce ocean plastic pollution.



NATURE PHOTOGRAPHER

Forests are my shooting sets. I use various cameras, lenses, and tools to document elements of our natural world to share with clients. My work involves traveling to remote areas, where I patiently wait to capture the perfect moment depicting wildlife and nature.

THANK YOU

forests.org



SUSTAINABLE
FORESTRY
INITIATIVE

SFI 00001

SFI'S IN-RESIDENT SIC LIAISON



- Graduate of Michigan Technological University's School of Forest Resources and Environmental Science
- 20+ years experience in forest certification and logging
- Experience with many SFI Certified Orgs across the US and Canada
- Experience chairing or participating in 12 SICs

GORDY MOUW

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SFI