



WEST VIRGINIA

The future of the world's forests depends on the actions we take today.

Market leaders know their choice of wood, paper and packaging products has a direct impact on forests and communities at home and around the world – today and into the future. That's why so many companies and government agencies include forest certification in their environmental value statements and procurement policies.

The Sustainable Forestry Initiative® Inc. (SFI®) is committed to help brand owners meet their procurement objectives while supporting the growth of responsible forestry and certification throughout the supply chain.

SFI Forest Partners® Program

In 2012, four market leaders –Time Inc., the National Geographic Society, Macmillan Publishers and Pearson – stepped forward and became SFI Founding Forest Partners, investing in the future of our forests by making five-year commitments to increase the source of certified forest products.

SFI Forest Partners are investing in the future of our forests. Their decision to work directly with the diverse SFI community, through the SFI Forest Partners Program, will help achieve the goal of bringing together forest landowners, manufacturers, customers, conservation groups and government

agencies across North America to ensure current and future generations can enjoy the many ecosystem services and forest products provided through responsible forestry.

The program will begin with state-based or regional projects in the Southern United States, and will expand across the United States.

Time Inc.



**NATIONAL
GEOGRAPHIC**



MACMILLAN

PEARSON



SUSTAINABLE FORESTRY INITIATIVE

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West Virginia State Tree: Sugar Maple

West Virginia

Wood and wood products touch every person's life throughout West Virginia, making life convenient, safe and more comfortable. Forestry also encourages the development of a solid economic base for West Virginia. It provides jobs in every West Virginia county, supporting communities and improving lives while protecting the natural resources people need. Forestry and tourism in West Virginia exist side-by-side. Having acres of forestland that are conserved, and well-managed allows people to enjoy hunting, fishing and hiking.¹ And while nearly a million acres of timberland are certified to either the Sustainable Forestry Initiative or American Tree Farm System® Standards, opportunities exist to expand certification of additional timberlands. Certification serves as the proof-point of responsible forestry and strengthens West Virginia's position as a preferred supplier of forest-based goods and services.

The SFI Forest Partners Program has three objectives:

Objective 1: Build on experiences of the Maine Pilot Project by continuing to find innovative approaches to group and coordinated certification for smaller and medium-sized mills and forest ownerships, seeking opportunities for collaboration, cost effectiveness and incentives for certification.

Objective 2: Facilitate the uptake of fiber from certified forestlands through the supply chain to buyers of forest products by increasing chain-of-custody certification of small and medium-sized mills, and to influence responsible forestry beyond those lands through fiber sourcing certification.

Objective 3: Grow the certified forestland base by five million acres by the end of 2014, beginning in the Southeast United States, and by 10 million acres by the end of 2017

"In West Virginia we grow and produce a lot of wood, and our forests provide a wealth of benefits to us all, like wildlife habitat, recreation, clean water and air, as well as jobs. Forests hold great importance in our state. Third-party forest certification can be a valuable tool to help landowners and the forest product industry demonstrate proof of responsible forestry and wood procurement practices to world markets, which are essential to West Virginia. Certification can provide just the edge needed to compete effectively in today's global markets. Our forests and all the values they provide have a bright future, and I personally look forward to the continued success of forest certification."

*— Randy Dye, Director/State Forester
West Virginia Division of Forestry*

Want to know more? Contact:

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<http://www.sfiprogram.org/markets/forest-partners/>

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Source: West Virginia Forestry Association (www.wvfa.org)



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Good for you. Good for our forests.®

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