

PEFC: GLOBAL ASSURANCE OF SUSTAINABLE FOREST MANAGEMENT



CONSUMERS TODAY want to know they are buying wood and paper products from reliable, responsible suppliers. Their expectations are high because the world's forests deliver immense environmental and social benefits. In North America, this has increased demand for products from third-party certified forests — and has led to rapid growth in forest certification.



PEFC IN NORTH AMERICA

The non-profit Programme for the Endorsement of Forest Certification schemes (PEFC) is an excellent starting point to find forest products from responsible sources. It endorses national and/or regional forest certification standards from around the world that meet its rigorous assessment requirements, which are based on international criteria for forest management. PEFC asks the right questions so you can make the right decision.

In North America, three standards have attained PEFC endorsement — the American Tree Farm System (ATFS) Canadian Standards Association (CSA) Sustainable Forest Management standard, and the Sustainable Forestry Initiative® (SFI®). The United States and Canada are world leaders in third-party forest certification, and have tough laws and regulations to protect their diverse forests.



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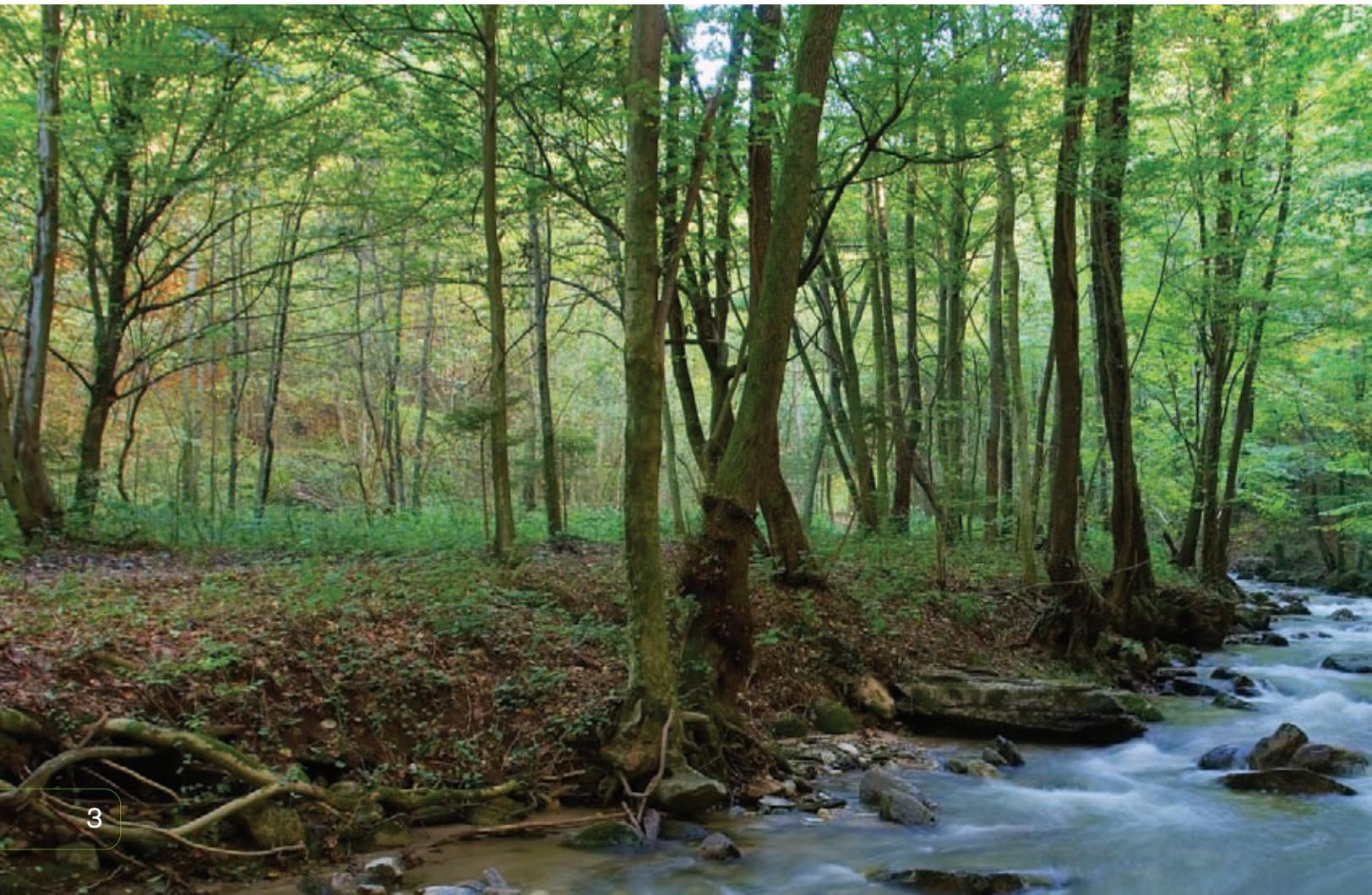
PEFC: A GLOBAL STANDARD

PEFC is not a forest certification program; rather it offers a global standard by endorsing national and/or regional standards.

To be endorsed, each certification program addresses hundreds of requirements and demonstrates conformance about its certification and its accreditation. There is an independent assessment and a 60-day public comment period before recommendations are made to the PEFC board and its members. Forests certified to standards endorsed by PEFC are inspected annually by independent auditors.

PEFC only endorses forest certification schemes developed in an open and transparent manner through a multi-stakeholder process, and standards must be reviewed at least every five years to incorporate the latest information and scientific knowledge.

The end result is that you can be sure independent forest certification programs endorsed by PEFC are compatible and safeguard consistently high standards for sustainable forest management.



WHAT DOES PEFC ENDORSEMENT MEAN?

Wood or paper products certified to a standard endorsed by PEFC — such as ATFS, CSA or SFI — are the outcome of sound forest management.

That's because they must meet some fundamental principles, including:

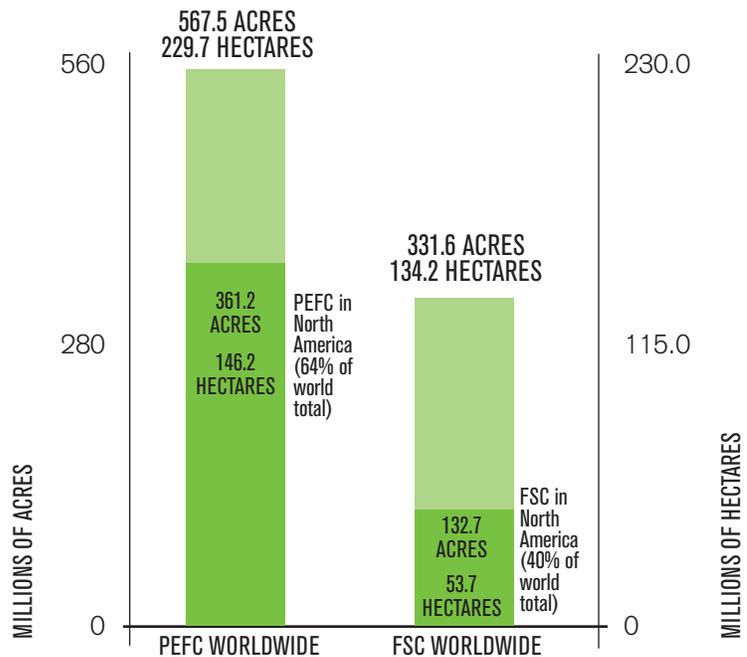
- Forests are regenerated (naturally or through planting) after harvesting.
- The rights of workers and labor representatives are respected.
- Forest management ensures habitats are maintained; water and soil are protected; and the biodiversity of forest ecosystems is conserved.
- The wood fiber comes from legal and sustainable sources.

PEFC requires independent, third-party audits. It only recognizes certifications carried out by certification bodies (auditors) that have been accredited by a national member of the International Accreditation Forum, such as the American National Standards Institute (ANSI) and ANSI-ASQ National Accreditation Board (ANAB) in the United States, and the Standards Council of Canada (SCC).

PEFC & FSC NORTH AMERICA vs. GLOBAL STATS

DECEMBER 2010

Approximately 75% of all certified area in North America is to PEFC endorsed standards.



PEFC is the world's largest forest certification umbrella organization with members from North America, South America, Europe, Asia, Africa and Oceania. By 2010, it had more than 34 member programs, and had endorsed 28 national and/or regional standards, which have certified a total of 568 million acres (230 million hectares). Less than 10 percent of the world's forests are certified, and two-thirds of those forests are certified to standards endorsed by PEFC.

BEHIND THE LABELS

Independent forest certification is a voluntary process where auditors measure the planning, procedures, systems and performance of forest operations on the ground against a predetermined standard. Chain-of-custody certification extends into the marketplace by tracking content from certified lands, recycled content and non-certified lands, through the different stages of production and manufacturing — and informing consumers through an on-product label. These claims can be made based on either the physical separation or percentage-based methods.



The PEFC label can be used by a company with a valid PEFC chain-of-custody. Certified forest content claims can include any fiber from PEFC-endorsed standards, which include ATFS, CSA and/or SFI.



The SFI program has three certified chain-of-custody labels, each communicating that a chain of custody has been third party certified. The certified chain-of-custody tracks fiber from certified forest content, certified sourcing, and post-consumer recycled content. All of these terms are defined in the SFI Definitions (Section

13 of the SFI 2010-2014 Standard Requirements). Certified forest content can be fiber from forests certified to SFI, ATFS and/or CSA – the PEFC-endorsed standards in North America. In order to use any of the chain of custody labels, a company must be third party certified by an accredited certification body.

QUICK FACTS: PEFC CANADA AND PEFC US

(DECEMBER 2010)

	STANDARDS ENDORSED	AREA CERTIFIED	CHAIN-OF-CUSTODY AND LOGO USE	FOREST CERTIFICATION RESPONSIBILITY
PEFC Canada Contact: Paul Wooding PEFC Canada Secretary Tel: 604-984-8094 Web: www.pefccanada.org	CSA	154.5 million acres/ 62.5 million hectares	PEFC Annex 4 Chain-of-Custody in Canada* PEFC Logo usage rules - requirements in Canada	PEFC Canada
PEFC United States Contact: Rachel Dierolf PEFC U.S. Secretary Tel: 613-274-0124 Web: www.sfiprogram.org	SFI	SFI in Canada** 123.9 million acres/ 50.1 million hectares SFI in United States 57.2 million acres/ 23.1 million hectares	PEFC Annex 4 Chain-of-Custody in the United States PEFC Logo usage rules - requirements in the United States*** SFI Chain-of-Custody (North America)	SFI** ATFS
	ATFS	25.6 million acres/ 10.3 million hectares		

*Does not include PEFC Annex 4 Chain-of-Custody certifications held by SFI program participants

** SFI Inc. reports the lands it certifies in Canada through PEFC US

***Logo use for entities certified to ATFS

PEFC STANDARDS IN NORTH AMERICA

FOR MORE INFORMATION

Programme for the Endorsement of Forest Certification schemes
www.pefc.org
www.pefcnorthamerica.org

PEFC Canada
<http://www.pefc.org/index.php/about-pefc/membership/national-members?view=pefcnationalmembers/24-Canada>

PEFC United States
<http://www.pefc.org/index.php/about-pefc/membership/national-members?view=pefcnationalmembers/8-United%20States>

The three non-profit, independent forest certification programs endorsed by PEFC in North America all meet basic requirements, such as ensuring harvested areas are reforested, laws are obeyed and there is no unauthorized or illegal logging. They also ensure biological diversity is conserved, wildlife habitat is protected, soil and water resources are maintained, timber harvesting is sustainable, and much more.

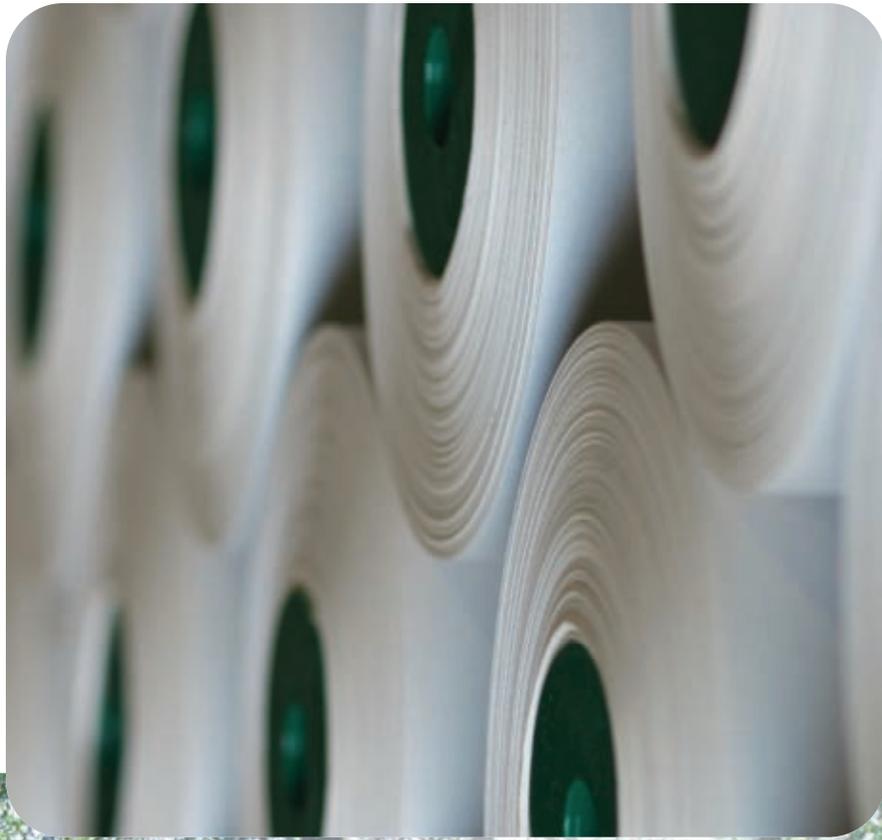
- Forests in Canada are certified to the CAN/CSA-Z809-08 Sustainable Forest Management or CAN/CSA-Z804-08 Sustainable Forest Management for Woodlots (www.csasfmforests.ca)
- Forests in Canada and the United States are certified to the SFI 2010-2014 Standard (www.sfiprogram.org)
- Forests in the United States are certified to the American Tree Farm System (www.treefarmssystem.org).

MULTIPLE CERTIFICATIONS

Some organizations seek forest or chain-of-custody certification to more than one standard so they can improve the supply options for their customers. Many independent certification bodies are accredited to certify forests to the CSA, SFI and the Forest Stewardship Council (FSC) standards, and provide chain-of-custody certification to SFI, PEFC and FSC.



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CONTACT INFO

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