Forest Certification & Green Building Team

Statement of Opposition to SFI

February, 2016

The Sierra Club opposes the Sustainable Forestry Initiative (SFI).

The logging industry created SFI in 1994 to pass off as ‘sustainable’ some of the most intensive and harmful industrial logging occurring in North America today. SFI approves environmentally and socially irresponsible -- and sometimes illegal -- practices including:

- **Clearcutting** - The average clearcut approved by SFI is the size of 90 football fields. The damage to forests, water quality, and wildlife are often permanent.
- **Toxic Pollution** - SFI allows excessive spraying of toxic pesticides, fungicides, and herbicides that poison fresh water, wildlife, and surrounding communities.
- **Destroying Endangered Forests** - SFI allows logging in old-growth forests and roadless wilderness areas.
- **Converting Forests to Plantations** - SFI sanctions turning natural forest into ecologically barren industrial tree farms, including the use of genetically modified trees.
- **Violating Human Rights** - SFI labels can be applied to products made from forests cut without consultation of Indigenous People and in violation of legal and international human rights standards.

The Sierra Club opposes the SFI’s greenwashing of forest destruction, and companies that use SFI-certified products or promote SFI.

The Sierra Club calls on environmentally-minded business leaders, companies, and consumers to publicly reject SFI and take steps to distance their brands from SFI. Specifically, we urge companies to adopt policies and issue public statements committing to avoid promoting SFI, which includes:

- Avoid using the SFI label.
- Avoid products that bear the SFI label.
- Avoid associating with the SFI brand.
- Avoid references to SFI in sustainability reports.
- Avoid making sustainability claims related to SFI.

Making these public commitments is the only way for companies to ensure their brands avoid the growing controversy surrounding SFI greenwash.