2016 Business and Biodiversity Forum

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VP, Conservation and Indigenous Relations

December 3, 2016
PEFC ENDORSED PROGRAMS

Source: PEFC International

As of June 2016
PROOF POINT OF SUSTAINABLE FORESTRY

THE SFI STANDARD PROMOTES SUSTAINABLE FOREST MANAGEMENT IN NORTH AMERICA THROUGH

13 CORE PRINCIPLES

which include measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value.

1. Sustainable Forestry
2. Forest Productivity and Health
3. Protection of Water Resources
4. Protection of Biological Diversity
5. Aesthetics and Recreation
6. Protection of Special Sites
7. Responsible Fiber Sourcing Practices in North America
8. Legal Compliance
9. Research
10. Training and Education
11. Community Involvement and Social Responsibility
12. Transparency
13. Continual Improvement
FOREST AREA CERTIFIED TO THE SFI STANDARD

278 MIL acres
113 MIL hectares

December 31, 2015
DIVERSITY OF SFI PROGRAM PARTICIPANTS

<table>
<thead>
<tr>
<th>Provincial/State Public Lands</th>
<th>Private Lands</th>
<th>University Lands</th>
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</thead>
<tbody>
<tr>
<td>Indigenous Lands</td>
<td>Non Profit Organization Lands</td>
<td>Conservation Lands</td>
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[Images showing diverse landscapes associated with each category.]
SFM CERTIFICATION IN CANADA
BY STANDARD: 1999 - 2015

2015 Year-end

Bar heights by standard, for 2008 to 2015, include double counted areas

* Includes areas certified to draft standard for Great Lakes-St. Lawrence Region

Sources as of Dec 31/15: www.certificationcanada.org | www.pefc.org | www.sfiprogram.org
DEMAND FOR SFI LABELS IS GROWING

SFI LABEL USE APPROVALS HAVE INCREASED

FROM 50 LABEL APPROVALS IN 2007

6,000 LABEL APPROVALS IN 2013

6,500 LABEL APPROVALS IN 2014

7,000 LABEL APPROVALS IN 2015

SFI data as of December 31, 2015
SFI
CONSERVATION
IMPACT
KEY TOPICS IDENTIFIED

WATER

CLIMATE CHANGE

BIODIVERSITY
SAVE THE DATE

2017

SFI Annual Conference
Ottawa, Canada

Be here for Canada’s 150th Celebration!

SEPTEMBER 27 – 29, 2017