

# CHECKOFF SUCCESS STORY

## SOFTWOOD LUMBER BOARD

### WHY A CHECKOFF?

Softwood lumber producers established their checkoff in 2012 after two decades of market share erosion. Many of the programs funded initially were focused on promotion, including a campaign to expand softwood lumber into commercial and multi-family construction, targeting architects, developers, engineers and contractors.

### HOW DOES THE CHECKOFF WORK?

The Softwood Lumber Checkoff is financed by an assessment on domestic manufacturers and importers, and administered by a board of industry members selected by the industry and confirmed by the Secretary of Agriculture.

The purpose of the program is to:

- Strengthen the position of softwood lumber in the marketplace
- Maintain and expand markets for softwood lumber
- Develop new uses for softwood lumber within the United States

The three primary programs delivering initiatives with the support of the Softwood Lumber Board funding are:

The industry's signature program for the development of codes, standards and regulations, design tools, and guidelines for wood construction that allow for the appropriate and responsible manufacture and use of wood products.



Marketing and communications program supporting the softwood lumber industry. Aimed at architects, developers, engineers, and commercial and residential contractors, the program builds interest and intent to specify wood in the residential, midrise, and non-residential sectors.



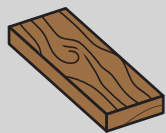
Works directly with design and construction teams to support and influence projects, with the goal of facilitating a shift toward wood within firms.



### WHAT HAS THE CHECKOFF DONE FOR THE INDUSTRY?

Since the beginning of the Softwood Lumber Checkoff, **demand has increased by 6.3 billion board feet**, translating into an **incremental \$2.4 billion in revenue**. Their biggest success was in 2018 when the International Building Code was expanded to include softwood lumber in the Tall Wood Building Code. This was the first time in modern building code that new construction types were added and expanded the construction market for softwood lumber extensively.

#### 2019 IMPACT



**1.45** BILLION BOARD FEET

in incremental softwood lumber demand.

**\$37.90 : \$1**

RETURN ON \$ INVESTED

#### 2012-2019 CUMULATIVE IMPACT

THE SLB CREATES MORE DEMAND FOR LUMBER.

Since 2012, the SLB has generated

**\$2.4** BILLION OF REVENUE 



**6.3+** BILLION BOARD FEET

of new demand has resulted from SLB investments since 2012.

**\$25.22 : \$1**

AVERAGE RETURN ON \$ INVESTED SINCE 2012