

# CHECKOFF SUCCESS STORIES

Checkoffs have seen success across multiple industries, from mangoes to softwood lumber. These are just a few examples of how they've helped their industries grow.

## NATIONAL MANGO BOARD

Since 2005, the National Mango Board promotion programs have helped increase per capita consumption of mangos by 73 percent. From increased consumption and importation of mangos, the value generated by National Mango Board programs over the last 6 years has resulted in an additional gain of \$508 million for the mango industry.

Programs resulted in additional

**\$508** MILLION OF REVENUE



## NATIONAL HONEY BOARD

In 2020, national brand partnerships and direct outreach through foodservice operators helped to drive honey as the #1 preferred sweetener, beating sugar for the first time ever! With increasing consumption driven by these campaigns, the price per pound has risen from \$1.60 in 2010 to \$2.16 in 2018, a 35% increase.



Over 8 years, the price per pound has risen

**\$1.60** to **\$2.16**

**35%** INCREASE

## SOFTWOOD LUMBER BOARD

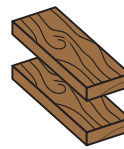
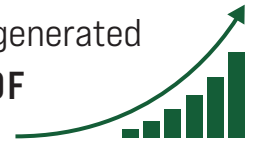
Since the beginning of the Softwood Lumber Checkoff, demand has increased by 6.3 billion board feet, translating into an incremental \$2.4 billion in revenue. Their biggest success was in 2018 when the International Building Code was expanded to include softwood lumber in the Tall Wood Building Code.

### 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

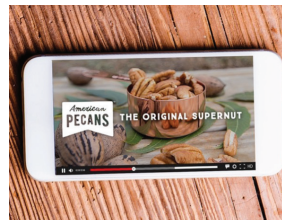
## ALMOND BOARD OF CALIFORNIA



Checkoff funds used for human health research helped Almonds obtain an FDA heart-health claim, bolstering media presence and making almonds a go-to snack for consumers.



## AMERICAN PECAN COUNCIL



Checkoff dollars are invested in marketing and promotion to build preference and demand for pecans; for example, social media recipe sharing and partnerships with food bloggers to help to showcase the health benefits and versatility of pecans.

In the last four years, consumption of American Pecans has grown 33.5%, and 8.6% during the pandemic.