The Softwood Lumber Board (SLB) was created in 2011 to promote the benefits and uses of softwood lumber in residential, non-residential and new market segments.

An industry-funded and governed initiative, the SLB focuses on increasing the demand for softwood lumber products in the United States.

“Throughout 2017, SLB-funded programs strategically positioned softwood lumber among unique markets and audiences, and delivered a host of wins for the industry.”

MARC BRINKMEYER
Chair, Softwood Lumber Board
Chairman of the Board, Idaho Forest Group

The Softwood Lumber Board (SLB) helps sell more lumber

3.6+ billion board feet of new demand has resulted from SLB investments since 2012

which accounts to 240,000 homes worth of lumber

Based on an average single family home consumption of 15,000 board feet

SLB has generated $1.33 billion of revenue since 2012

$19.74 : $1 Average return on $ invested since 2012

94.3% of SLB expenditures are invested to increase opportunities for wood construction, change attitudes and buyer perceptions towards wood, and convert projects from steel and concrete to wood.

5.7% of expenditures attributed to overhead.

ECONOMIC IMPACT OF THE U.S. SOFTWOOD LUMBER INDUSTRY

208,000+ Direct, Indirect & Induced Jobs in softwood lumber manufacturing

775,000+ Direct, Indirect & Induced Jobs in softwood lumber manufacturing, harvesting & manufacturing related to softwood lumber

465 communities supported by softwood lumber mills in 32 states

509 COMPARATIVE INDUSTRIES: 181,000 jobs in oil & gas extraction

140,000 jobs in primary steel manufacturing

SOFTWOOD LUMBER INDUSTRY PAYROLL $11 BILLION USD

From Forest Economic Advisors (FEA)

CARBON SUMMARY RESULTS

Carbon stored in the wood: 4,578,328 metric tons of carbon dioxide

Total potential carbon benefit: 14,308,834 metric tons of carbon dioxide

U.S. and Canadian forests grow this much in: 10.54 days

Avoided greenhouse gas emissions: 4,578,328 metric tons of CO₂

EQUIVALENT TO

3,025,124 cars off the road a year

Energy to operate 1,510,965 homes for a year

REAL GROWTH LASTING ROOTS

THE SLB HELPS SELL MORE LUMBER

$48 $128 $198 $222 $314 $422

2012 2013 2014 2015 2016 2017

Incremental revenue ($ million)

New Demand From SLB Investments

million board feet

2012 2013 2014 2015 2016 2017

$400M $300M $200M $100M $0

Incremental revenue ($ million)

906 673 522 337 151 102

2012 2013 2014 2015 2016 2017

incremental revenue per $ spent

$11.47 $14.70 $15.59 $17.72 $20.55 $29.32

2012 2013 2014 2015 2016 2017

Average return on $ invested since 2012

Incremental revenue ($ million)

2012 2013 2014 2015 2016 2017

$100M $200M $300M $400M $500M

Incremental revenue ($ million)

$48 $128 $198 $222 $314 $422

2012 2013 2014 2015 2016 2017

Incremental revenue ($ million)

$400M $300M $200M $100M $0

Incremental revenue ($ million)
**2017 IMPACT**

1.02 BILLION board feet in incremental softwood lumber consumption

$29.32 : $1 Return on $ invested

**THE SLB WORKS FOR THE ADVANCEMENT OF THE ENTIRE SOFTWOOD LUMBER INDUSTRY.**

**BUILDING STANDARDS**

- **9 HIGH PRIORITY CHANGES SUCCESSFULLY CHAMPIONED TO the International Code Council (ICC)**
  - Upcoming 2021 International Building Code

**AWC’S RESEARCH HELPS ICC TALL WOOD BUILDING AD HOC COMMITTEE**

- Proposed changes to the 2021 building standard will create significant opportunities for softwood lumber products in buildings as high as 18 stories.

**NON-RESIDENTIAL COMMUNICATIONS**

- **449,307 ENGAGED**
  - Decision makers with information and resources
- **5,300+ prospects** directed to partner organizations for further nurturing and follow up.

**RESIDENTIAL PROMOTION**

- **+24.3% CONSIDERATION LIFT:**
  - Consumers increased their likelihood to purchase and use wood after viewing Wood, Naturally content.

- **34,158 TIMES WOOD, NATURALLY REFERRED CONTACTS TO ASSOCIATIONS in 2017**

**DESIGN & CONSTRUCTION**

- **278 DIRECT PROJECT INFLUENCES AND CONVERSIONS**

**MASS TIMBER BUILDINGS CREATE NEW MARKET OPPORTUNITIES FOR SOFTWOOD LUMBER PRODUCTS**

- **Albina Yards** Portland, OR 4 stories
- **T3** Minnesota, MN 7 stories
- **Carbon 12** Portland, OR 8 stories
- **Framework** Portland, OR 12 stories

**ECONOMICS**

- **617 MILLION EARNED & SOCIAL MEDIA REACH**
- **28% Wood**
- **26% Concrete**
- **8% Steel**
- **17,617 Course Hours 11,402 Course Takers**

**MASS TIMBER BUILDINGS CREATE NEW MARKET OPPORTUNITIES FOR SOFTWOOD LUMBER PRODUCTS**

- **40,180 PRACTITIONER EDUCATION HOURS**
  - Delivered through 366 EVENTS

- **617 MILLION EARNED & SOCIAL MEDIA REACH**
- **28% Wood**
- **26% Concrete**
- **8% Steel**
- **17,617 Course Hours 11,402 Course Takers**

**366 EVENTS**

- **WoodWorks**
- **Wood Products Council**

**THE SLB WORKS FOR THE ADVANCEMENT OF THE ENTIRE SOFTWOOD LUMBER INDUSTRY.**