



## The SLB Is Key to Growing the Softwood Lumber Industry



By T. Furman Brodie  
Charles Ingram Lumber Company

When the Softwood Lumber Board (SLB), was first proposed, I could not have imagined the impact the SLB would have in such a short time.

We had watched our industry give up market share to our competitors for decades. Sales were stagnating and, the future appeared uncertain. The SLB changed that in just five short years. Their outstanding programs are growing demand and consumption of softwood lumber, modernizing standards to allow for more wood uses, and capitalizing on exciting and innovative areas such as mass timber buildings. The SLB efforts have put our industry on a strong growth trajectory.

More fundamentally, the SLB has helped industry members, including me, see what is possible when we work together in a unified way with one powerful voice to promote our products and create market opportunities. Before the creation of the check-off, we as an industry often undertook fragmented marketing efforts. Each region did its own thing. These efforts were not always targeted and were rarely sustainable. If investors did not see results quickly, they doubted the efforts and quit investing their dollars. Through the check-off, we were able to bring people together nationwide to play from the same sheet of music when it came to marketing. This made our message more targeted and more effective across our audiences.

The SLB has been vital in sustaining this momentum and growing our marginal return on investment. Lumber producers are seeing results which makes our efforts more sustainable.

Our message to building professionals and consumers alike regarding softwood lumber's unmatched benefits, did not go unnoticed by our competitors. For example, the industry is currently enjoying a very strong position in the decking market because the SLB and its Wood, Naturally campaign targets consumers and contractors with pro-wood messages as they consider material options. The SLB's efforts have dented steel and concrete's market share and prompted them to reconsider their own marketing strategies to counter our highly focused and successful efforts to tell wood's story and tout its benefits.

Industry investors will soon decide whether to renew the check-off program for another five years. The SLB has been undeniably effective in growing demand and market share for softwood lumber products. The better the entire industry does, the better individual companies like mine do. I think the SLB is doing a wonderful job, and I want it to continue to operate effectively on behalf of all segments and all corners of our industry in the years ahead.

To learn more about the Softwood Lumber Board, visit [www.softwoodlumberboard.org](http://www.softwoodlumberboard.org) and follow them on Twitter [@LumberBoard](https://twitter.com/LumberBoard).

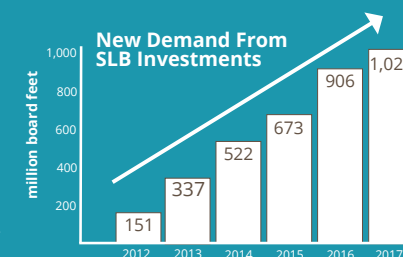


## REAL GROWTH LASTING ROOTS

### THE SLB HELPS SELL MORE LUMBER

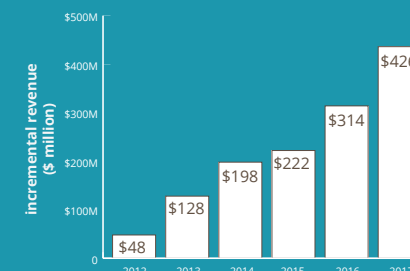
**3.6<sup>+</sup>**  
billion board  
feet

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

Based on an independent, comprehensive program  
evaluation conducted by Prime Consulting.

**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.



### About the SLB

The Softwood Lumber Board (SLB) is an industry-funded initiative established to promote the benefits and uses of softwood lumber products in outdoor, residential, and non-residential construction and to increase demand for appearance and softwood lumber products.

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## PROGRAMS



Mass Timber/Innovation  
Research

### ECONOMIC IMPACT OF THE U.S. SOFTWOOD LUMBER INDUSTRY



**208,000<sup>+</sup>** Direct, Indirect & Induced  
Jobs in softwood lumber manufacturing

**775,000<sup>+</sup>** Direct, Indirect & Induced  
Jobs in softwood lumber manufacturing,  
harvesting & manufacturing related to  
softwood lumber

**465** communities  
supported by

**509** softwood lumber  
mills in 32 states

**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

estimate of 3.6 Bbf from WoodWorks Carbon Calculator tool



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 CO<sub>2</sub>**

### EQUIVALENT TO



**3,025,124**  
cars off the road a year



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