

Growing the Future for Wood

The Softwood Lumber Board's (SLB) ability to increase the market demand for softwood lumber boosts industry ROI, maintains forests as forests, creates jobs and strengthens communities.

\$23.11 of revenue generated for every \$1 invested

into the SLB since 2012.

4 million cars off the road

The 4.8+ billion board feet generated by the SLB since its inception has sequestered carbon equal to taking 4 million cars off the road.

18-story wood buildings

The SLB support for the AWC has created opportunities for softwood lumber in taller wood buildings.

4.8+ billion board feet of new demand

since 2012, thanks to the SLB investments — 1.2 billion board feet in 2018 alone.

926 million influencers reached,

including architects, engineers, and developers, thanks to the SLB's Think Wood pro-wood communications program.

New market opportunities

Over 175 mass timber projects have been constructed in the U.S. with more than 300 currently in the design phase.

1,188 projects converted

in the U.S. in 2018, thanks to the collective impact of the SLB programs.

97,000+ hours of education taken by pros

The SLB CEUs kept architects, engineers, building officials, and developers consistently engaged in 2018.

3 new trees planted for every 1 harvested

Strong markets for lumber keep forests as forests.

35 jobs supported

for every 1 million board feet processed.

775,000+ jobs

The softwood lumber industry supports more than 775,000 direct and indirect jobs in harvesting and manufacturing.

Strong markets support communities

- 515 mills
- 470 communities
- 32 states

22.8% increase in purchase consideration

and 9.55% increase in purchase intent in response to the SLB's *Wood, Naturally* content.

