Continuing Momentum and Increasing Market Share

The Softwood Lumber Board’s vision is to have softwood lumber based building systems become the preferred material choice in the built environment.

1.6 BILLION BOARD FEET OF INCREMENTAL DEMAND IN 2020 ALONE.

8 NEW JURISDICTIONS including cities and states across the country, with the support of the AWC, are in the rule-making process or have showed interest to the 2021 IBC allowing for taller mass timber building.

STRONG MARKETS SUPPORT STRONG COMMUNITIES.

The softwood lumber industry supports more than 775,000 direct and indirect jobs in lumber harvesting and manufacturing, including the economic impact of 546 operating mills in 45 states.

IN 2020, WOODWORKS DIRECTLY CONVERTED 304 light-frame buildings and 96 mass timber buildings—with a total of 1,572 projects in the United States being influenced thanks to the collective impact of the SLB’s programs.

IN 2020, 1.38 MILLION housing starts took place, an overall 7% increase from the previous year. Single-family starts increased by 11.7% compared with multifamily, which saw a decrease year-over-year.1

Responsively, 72% of new homes are single-family and 28% are multifamily.

ACCORDING TO THE NAHB, THE HOME RENOVATION AND REMODELING MARKET SAW A 6% INCREASE IN 2020, with more people spending time at home because of the pandemic. Updates to bathrooms, decks, and kitchens topped the list of projects homeowners were interested in during the year.2

RESPONSIBLE FOREST MANAGEMENT has resulted in more than 50 consecutive years of net forest growth.

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The SLB has generated $3.3 BILLION OF REVENUE since 2012. An average return of $30.62: $1 invested since 2012.

The SLB creates more demand for lumber.

2012-2020 CUMULATIVE IMPACT THE SLB CREATES MORE DEMAND FOR LUMBER

7.9+ BILLION BOARD FEET of new demand has resulted from SLB investments since 2012.

Incremental 73 BOARD FEET generated for every $1 invested since 2012.

THE WOOD INSTITUTE WAS LAUNCHED IN JULY

The first industrywide e-learning platform for architects, engineers, contractors, and building code officials to learn about wood design and construction features a catalog of 110 courses from the AWC, Think Wood, and WoodWorks and ended 2020 with 1,200 registered users.

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Currently, 35 JOBS are supported for every 1 million board feet processed.

THE CARBON BENEFIT FOR 2020 REPORTED PROJECTS is the equivalent to taking 945,100 cars off the road for a year or 4.5 million metric tons of carbon dioxide.

3 NEW TREES PLANTED FOR EVERY 1 HARVESTED Strong markets for lumber keep forests as forests.

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