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.

THE SLB CREATES MORE DEMAND FOR LUMBER

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

The SLB has generated $1.9 billion of revenue since 2012.

$23.11 : $1 Average return on $1 spent by the SLB since 2012.

ECONOMIC IMPACT OF THE U.S. SOFTWOOD LUMBER INDUSTRY

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

92.8% of SLB expenditures are invested to increase opportunities for wood construction, change attitudes and buyer perceptions toward wood, and convert projects from steel and concrete to wood.

7.2% of expenditures attributed to overhead.

CARBON SUMMARY RESULTS

estimate of 4.8 bbf from WoodWorks Carbon Calculator tool

Total potential carbon benefit: 19,396,420 metric tons of carbon dioxide. U.S. and Canadian forests grow this much in: 14.29 days.

EQUIVALENT TO

4,100,723 cars off the road a year. 2,048,196 homes for a year.
**2018 IMPACT**

1.24 BILLION board feet in incremental softwood lumber demand. $38.41 : $1 Return on $ invested.

## BUILDING STANDARDS

**14 HIGH-PRIORITY PROPOSALS SUCCESSFULLY CHAMPIONED TO the International Code Council (ICC) 2021 International Building Code.**

**AWC’S RESEARCH**

HELPS ICC TALL WOOD BUILDING AD HOC COMMITTEE

The 2021 building standard will create significant opportunities for softwood lumber products in buildings up to 18 stories.

### EDUCATION EVENTS

- **123 EVENTS**
- **22,284 ATTENDEES**
- **36,233 HOURS APPROVED**

## NON-RESIDENTIAL COMMUNICATIONS

**ENGAGED 691,525 decision makers with information and resources.**

**8,600+ prospects directed to partner organizations for further nurturing and follow up.**

### EARNED & SOCIAL MEDIA REACH

- **926 MILLION**
- **30,364 RESOURCE DOWNLOADS**
- **22,361 COURSE HOURS**

### CONTINUING EDUCATION

## RESIDENTIAL PROMOTION

**+22.8% CONSIDERATION LIFT: Consumers increased their likelihood to purchase and use wood after viewing Wood, Naturally content.**

**18,735 TIMES WOOD, NATURALLY REFERRED CONTACTS TO ASSOCIATIONS in 2018.**

### TOTAL MEDIA REACH

- **42.46 MILLION**
- **9.5 MILLION ENGAGEMENTS**
- **9.55% AVERAGE NET PURCHASE INTENT**

## DESIGN & CONSTRUCTION

**310 DIRECT PROJECT INFLUENCES AND CONVERSIONS.**

**38,708 PRACTITIONER EDUCATION HOURS delivered through 380 EVENTS.**

**REPORTED PROJECTS**

- **36 WORKSHOPS**
- **69 LUNCH SEMINARS**
- **170 LUNCH & LEARNS**
- **12 WEBINARS**
- **8 SYMPOSIUMS & TOURS**
- **4 WOOD SOLUTIONS FAIRS**

**EVENTS**

- **36**
- **69**
- **170**
- **12**
- **8**
- **4**

**ATTENDEES**

- **1,516**
- **1,402**
- **2,231**
- **12,928**
- **2,122**
- **698**