

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.

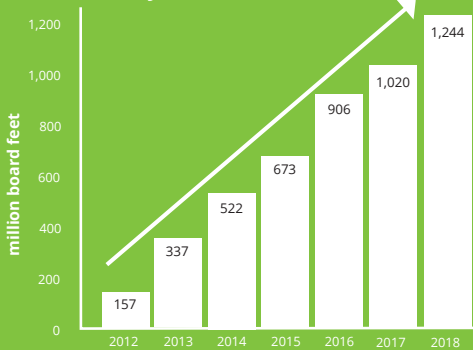
An industry-funded and governed initiative, the SLB focuses on increasing the demand for softwood lumber products in the United States.

THE SLB CREATES MORE DEMAND FOR LUMBER

4.8+ billion board feet

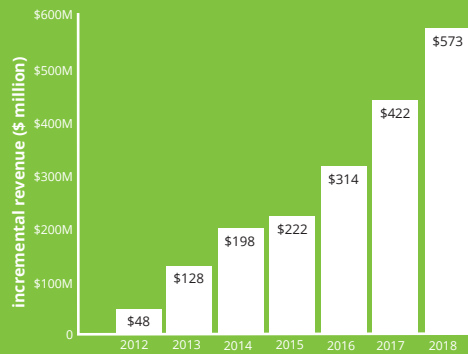
of new demand has resulted from SLB investments since 2012.

Incremental Demand Generated by SLB Investments



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

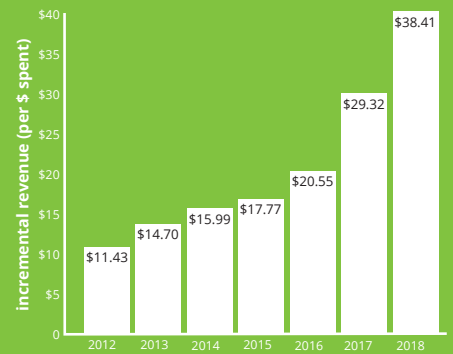
Incremental Revenue Generated by the SLB



\$23.11 : \$1

Average return on \$ invested since 2012.

Average Return on \$1 Spent by the SLB



ECONOMIC IMPACT OF THE U.S. SOFTWOOD LUMBER INDUSTRY



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

470 communities supported by

515 SOFTWOOD LUMBER MILLS IN 32 STATES.

775,000+

Direct, Indirect & Induced Jobs in softwood lumber manufacturing, harvesting & manufacturing related to softwood lumber.

From Forest Economic Advisors (FEA)

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.



Energy to operate **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.



123



EDUCATION
EVENTS

22,284



EDUCATION
ATTENDEES

36,233



EDUCATION
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.



926
MILLION



EARNED & SOCIAL
MEDIA REACH

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.



42.46
MILLION



TOTAL MEDIA
REACH

9.5
MILLION



ENGAGEMENTS

9.55%



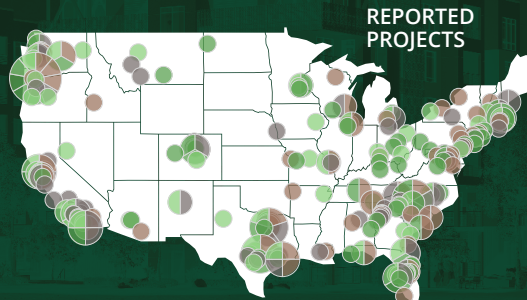
AVERAGE NET
PURCHASE INTENT

DESIGN & CONSTRUCTION

310 DIRECT PROJECT
INFLUENCES AND
CONVERSIONS.

38,708
PRACTITIONER EDUCATION
HOURS delivered through

380 EVENTS.



REPORTED
PROJECTS

EVENTS ATTENDEES

WORKSHOPS	36	1,516
LUNCH SEMINARS	69	1,402
LUNCH & LEARNS	170	2,231
WEBINARS	12	12,928
SYMPOSIUMS & TOURS	8	2,122
WOOD SOLUTIONS FAIRS	4	698

