

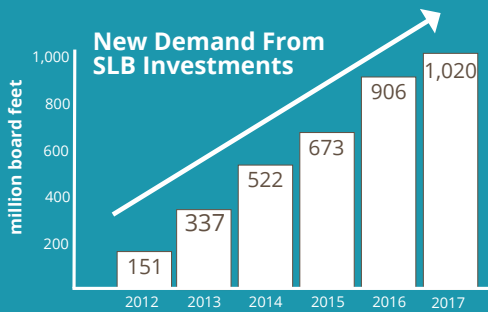
# SLB

SOFTWOOD LUMBER BOARD

## REAL GROWTH LASTING ROOTS

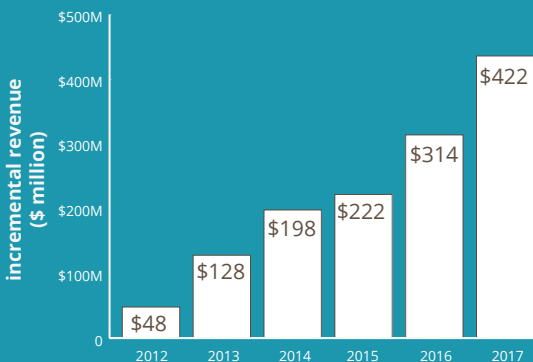
### THE SLB HELPS SELL MORE LUMBER

**3.6+**  
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.

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.

*"Throughout 2017, SLB-funded programs  
strategically positioned softwood lumber among  
unique markets and audiences, and delivered a  
host of wins for the industry."*

#### MARC BRINKMEYER

Chair, Softwood Lumber Board  
Chairman of the Board, Idaho Forest Group

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



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

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

**465** communities  
supported by

#### COMPARATIVE INDUSTRIES:

**181,000** jobs in oil & gas  
extraction

**509** softwood  
lumber mills  
in 32 states

**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*

**C** 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**

**CO<sub>2</sub>** 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



**1.02** BILLION board feet in incremental softwood lumber consumption

**\$29.32 : \$1**  
Return on \$ invested

## 2017 IMPACT

THE SLB WORKS FOR THE **ADVANCEMENT OF THE ENTIRE SOFTWOOD LUMBER INDUSTRY.**

## BUILDING STANDARDS

**9** HIGH PRIORITY CHANGES SUCCESSFULLY CHAMPIONED TO the International Code Council (ICC) upcoming 2021 International Building Code



## AWC'S RESEARCH

HELPS ICC TALL WOOD BUILDING AD HOC COMMITTEE

Proposed changes to the 2021 building standard will create significant opportunities for softwood lumber products in buildings as high as 18 stories.

114



EDUCATION EVENTS

22,700



EDUCATION ATTENDEES

34,267



EDUCATION HOURS APPROVED

## RESIDENTIAL PROMOTION

**+24.3%**

**CONSIDERATION LIFT:** consumers increased their likelihood to purchase and use wood after viewing Wood, Naturally content.

**WOOD, NATURALLY**



"There's No Substitute for Real" campaign counters alternative decking material.

**34,158**

**TIMES WOOD, NATURALLY REFERRED CONTACTS TO ASSOCIATIONS** in 2017

33.85 MILLION



TOTAL MEDIA REACH

8.5 MILLION



ENGAGEMENTS

8.8%



AVERAGE NET PURCHASE INTENT

## NON-RESIDENTIAL COMMUNICATIONS

reTHINK **WOOD**®

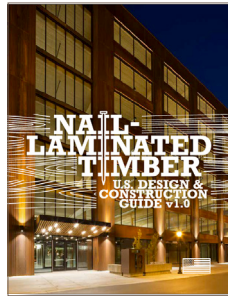
ENGAGED

**449,307**

decision makers with information and resources

**5,300+**

prospects directed to partner organizations for further nurturing and follow up.



617 MILLION



EARNED & SOCIAL MEDIA REACH

28% Wood  
5% Concrete  
8% Steel



POSITIVE TONE OF COVERAGE

17,617 Course Hours  
11,402 Course Takers

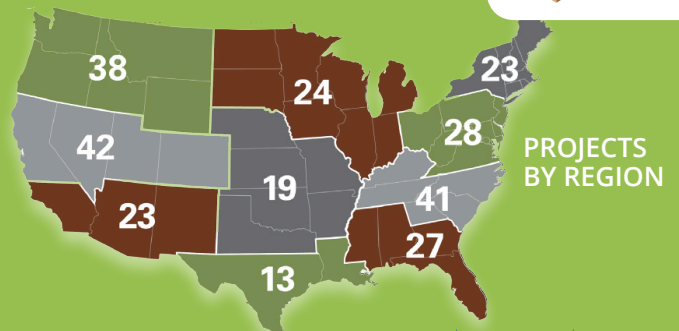


CONTINUING EDUCATION

## DESIGN & CONSTRUCTION

**278** DIRECT PROJECT INFLUENCES AND CONVERSIONS

WoodWorks™



**40,180**

PRACTITIONER EDUCATION HOURS delivered through

**366** EVENTS

	EVENTS	ATTENDEES
WORKSHOPS	29	1,505
LUNCH SEMINARS	76	1,717
LUNCH & LEARNS	163	2,254
WEBINARS	12	13,853
SYMPOSIUMS & TOURS	4	531
WOOD SOLUTIONS FAIRS	5	1,498

## MASS TIMBER BUILDINGS CREATE NEW MARKET OPPORTUNITIES FOR SOFTWOOD LUMBER PRODUCTS



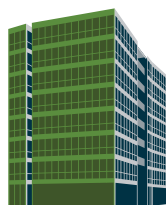
**Albina Yards**

Portland, OR 4 stories



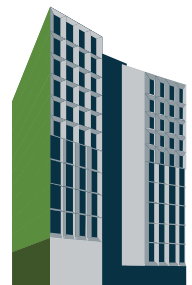
**T3**

Minnesota, MN 7 stories



**Carbon 12**

Portland, OR 8 stories



**Framework**

Portland, OR 12 stories