

Last Updated: 4.17.2015

**PROJECT NAME**

Check-offs Phase 1: Commodity "Check-offs" and Their Potential for North American Softwood Lumber

**ALIGNMENT WITH THEORY OF CHANGE**

Value Streams

**INITIATIVE**

Traditional Markets

**TYPE OF PROJECT**

Knowledge R&D

**TYPE OF INVESTMENT**

**Traditional**

**Impact**

Contract

**FUNDING**

<b><u>Endowment</u></b>	<b><u>Partner</u></b>	<b><u>External</u></b>	<b><u>TOTAL</u></b>	<b><u>Downstream</u></b>	<b><u>ALL TOTAL</u></b>
\$ 147,607	\$ -	\$ -	\$ 147,607		\$ 147,607

**AWARDEES**

Phoenix Strategy Solutions, Inc.

**CHRONOLOGY**

<b><u>Date Approved</u></b>		<b><u>Date Signed or Launched</u></b>	<b><u>Status</u></b>
<b><u>Board</u></b>	<b><u>CEO</u></b>		
		3.1.2008	
11.2007		7.30.2008	Complete

**Project Overviews & Outcomes**

The Endowment commissioned a study to determine the potential for a unified or coordinated "research and promotion" program for softwood lumber in the U.S. and Canada. As a result of the study, the "Commodity 'Check-off': The Potential for North American Softwood Lumber" report was developed. [This report:](#)

- Examines the opportunities provided by check-off programs for generic promotion,
- Summarizes the economic benefits from existing programs,
- Presents research on implementation options,
- Describes how a check-off program could be structured and implemented, and
- Suggests how this tool might be used to improve business conditions for the forest products industry in North America.

In the past, agricultural check-off campaigns, such as those with public faces -- "GOT MILK?," "Beef, It's What's for Dinner," and "Cotton, the Fabric of our Lives" -- have not only proven to strengthen and grow the domestic and international markets of these products, but have also facilitated industries in addressing sustainability objectives, conducting research to understand how they are perceived and positively influencing that perception. Additionally, the funds raised provide support to conduct research related to technical issues and product development.

The 1996 Farm Bill granted specific authority to include "products of forestry" in a national check-off program. A major benefit of a check-off program is that it provides stable funding to support and expand markets, which in turn advances the broad range of forests, forest communities, and stakeholders. With the report in hand, the Endowment conducted a survey of forest product producers across North America to determine interest in discussing a softwood lumber check-off. Once a 51% positive threshold was reached, the process was terminated.