

Programmatic Investment Summary

PROJECT NAME			
Check-off Phase II: Convening—“Considering Forest Product Interest in a Wood Products Check-off” CON 2008-004			
ALIGNMENT WITH THEORY OF CHANGE			
Forest Retention	Value Streams	Community Capacity	
	X		
TYPE OF PROJECT			
Knowledge	Pilot/Demonstration	Operational	Policy
X			
PROJECT OVERVIEW AND OUTCOMES			
<p>Nearly three-dozen U.S. and Canadian forest product companies, representing approximately 50% of North American capacity, attended the October 21, 2008 convening. The conference built upon the Endowment’s state-of-the-issue report-- <i>“Commodity Check-off: The Potential for North American Softwood Lumber”</i>-- which details the use of commodity “check-off” programs across North America and the potential for such programs to grow domestic markets for sustainably produced forest products.</p> <p>The objectives of the conference were to:</p> <ol style="list-style-type: none"> 1) Launch an effort to develop a Softwood Building Products Check-off; 2) Gain high-level consensus on direction and certain key decisions, and 3) Establish an industry-led process (Blue Ribbon Commission) to direct this work. <p>In addition, the attendees examined opportunities provided by check-offs for generic promotion, summarized the economic benefits for existing programs, and presented detailed information about how to establish and implement a check-off program. Watch Convening Video.</p>			
PROJECT HIGHLIGHTS			
<p>An Expert Advisory Panel-- comprised of senior executives of four successful check-off programs and a senior officer from the U.S. Department of Agriculture-- outlined how commodity check-offs work, and discussed the success factors, challenges, and lessons learned to help guide the forest products industry’s understanding of critical issues in developing an effective program.</p> <p>At the conclusion of the conference approximately 20 company leaders volunteered to be considered as participants of the Blue Ribbon Commission, which will take responsibility going forward to lead the development of a softwood check-off framework.</p>			
FUNDS COMMITTED			
Endowment Commitment	Leverage via Endowment	Endowment Spending to Date	Leverage Outside Endowment
\$50,000	-	\$50,000	-
CONTRACTORS			
Phoenix Strategic Solutions		Not applicable	
CHRONOLOGY			
Date Approved By Board	Date Agreement Signed or Launched	Project/Initiative Life	Status
May 2008	10-21-2008	10-21-2008 Closed 4 th Quarter 2008	Complete