

Programmatic Investment Summary

PROJECT NAME			
Check-off Phase I: Commodity “Check-offs” and Their Potential for North American Softwood Lumber <i>RFP 2008-002</i>			
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>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 View Full Report. This report:</p> <ul style="list-style-type: none"> • 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 would be structured and implemented, and • Suggests how this tool might be used to improve business conditions for the forest products industry in North America. <p>In the past, agricultural check-off campaigns, such as “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.</p> <p>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 in the U.S. and Canada.</p>			
PROJECT HIGHLIGHTS			
<p>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 program and its potential to grow funds to support the market. Once a 51% positive threshold was reached, the process was terminated.</p>			
FUNDS COMMITTED			
Endowment Commitment	Leverage via Endowment	Endowment Spending to Date	Leverage Outside Endowment
\$147,500	-	\$147,500	-
CONSULTANTS/GRANTEES			
Phoenix Strategic Solutions, inc.		Not applicable	
CHRONOLOGY			
Date Approved By Board	Date Agreement Signed or Launched	Project/Initiative Life	Status
November 2007	3-1-2008	7-30-2008 Closed 3 rd Quarter	Complete