

Programmatic Investment Summary

PROJECT NAME			
Check-off Phase III: Blue Ribbon Commission (BRC) <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	X	X	X
PROJECT OVERVIEW AND OUTCOMES			
<p>A 21-member Blue Ribbon Commission (BRC), comprised of forest industry leaders from across Canada and U.S., was empaneled to develop a program that would establish the first multinational check-off designed to grow markets for forest products.</p> <p>The goal of the BRC was to oversee and direct the development of a Softwood Building Products Check-off Program up to the transition of responsibility to the new Softwood Check-off Board.</p> <ul style="list-style-type: none"> • The broad objectives were to: <ol style="list-style-type: none"> a. Develop a Softwood Check-off Order; b. Approve the Order and moving forward with a check-off; c. Insure industry consensus; d. Insure sufficient votes to pass a referendum; and e. Nominate the first check-off Board. 			
PROJECT HIGHLIGHTS			
<p>The BRC kicked-off its work with a conference call on April 29, 2009 with Jack Jordan, Jordan Lumber, (NC) serving as Chairman and Duncan Davies of Interfor (BC, Canada) as Vice Chairman. The BRC was comprised of 14 U.S. and 7 Canadian CEO's representing public and private forest products companies chosen based upon regional and production balance. The group engaged Steve Lovett of Phoenix Strategies as its staff consultant.</p> <p>The BRC ultimately agreed to move forward to develop a specific "order" for creation of a softwood lumber only check-off that would apply to all wood products consumed in the U.S. whether produced domestically or from imports. After publication, as a draft in the Federal Register, the order was put before affected manufacturers for a vote in May 2011. The order was adopted on a vote that included 80% of production and 67% of companies voting. USDA Secretary, Vilsack, appointed the first Softwood Lumber Board in the summer of 2011, and the Board held its first meeting in October. Assessments under the check-off begin on January 1, 2012.</p>			
FUNDS COMMITTED			
Endowment Commitment	Leverage via Endowment	Endowment Spending to Date	Leverage Outside Endowment
-	\$325,000	\$700,000	\$375,000
CONSULTANTS/GRANTEES			
Phoenix Strategic Solutions		Bi-National Softwood Lumber Council	
CHRONOLOGY			
Date Approved By Board	Date Agreement Signed or Launched	Project/Initiative Life	Status
February 2009	3-10-2009	12-31-2009 Closed 4 th Quarter 2009	Complete