



Information on Supply-Build Canada's (SBC) Advocacy Trip to D.C.

Date: March 19, 2026

Purpose: To detail SBC's advocacy efforts in D.C. regarding duties and tariffs placed on Canadian softwood lumber.

Executive Summary: On February 25th and 26th SBC's advocacy team¹ traveled to D.C. for their second U.S. trip to advocate on behalf of Canada's lumber industry. The objective was to educate key Congressional committees and member offices on the importance of Canadian lumber for U.S. homebuilding, and the impact that duties and tariffs have on U.S. affordability. With affordability being the driving political issue in the U.S., SBC hopes to encourage the U.S. government to negotiate with the Government of Canada on a new Softwood Lumber Agreement. The outcome was that SBC's affordability message was well received by both Democrats and Republicans, and offices on both sides of the aisle validated the importance of such on-the-ground advocacy.

Background:

- In 2025 the U.S. raised Countervailing Duties (CVD) and Anti-Dumping (AD) duties on Canadian softwood lumber to a combined 35.16%, and added a 10% section 232 tariff.
- The elevated duty/tariff rates are unsustainable for Canadian producers, as well as U.S. importers who use Canadian lumber to build.
- High duty/tariff rates have forced Canadian mills to close or curtail production, and has slowed U.S. homebuilding.
- For decades a coalition of U.S. lumber producers have vocally opposed Canadian softwood lumber exports, and provides the White House, Congress, and U.S. government agencies with misinformation about Canada's lumber industry. As a result, many U.S. policymakers only hear one perspective.
- In June 2025, SBC began its advocacy efforts in the U.S. to combat misinformation, and to change the narrative of Canadian softwood lumber exports.
- After the first trip SBC learned that minimal advocacy efforts are being made for the Canadian softwood lumber industry. This was confirmed by the Canadian Embassy in D.C., and in meetings with Congressional offices. The Canadian Embassy was appreciative of SBC's efforts, and the Congressional offices were interested to learn more.

Current Situation:

- SBC's second trip to D.C. was focused on educating key committees and member offices of Congress on the importance of Canadian lumber for U.S. housing affordability, and the different types of lumber used in the homebuilding process (i.e., Spruce-Pine-Fir (SPF) which is mostly produced in Canada and Southern Yellow Pine (SYP) which is only produced in the U.S.).

¹ See Annex B for a full attendee list.





- Meetings were held with Senate and House of Representative offices² (with a focus on trade-focused Republican members), and staff from the Senate Finance and House Ways and Means Committees, which have congressional jurisdiction over trade policy.
- SBC's advocacy delegation met with the Canadian Embassy staff to share information that might be helpful for the softwood lumber file, and to coordinate messaging on softwood lumber.
- The U.S. government remains unwilling to negotiate a softwood lumber agreement with Canada, but concerns on affordability are resulting in bipartisan advocacy in Congress on improving the trade relationship with Canada.
- Currently, the coalition of U.S. lumber producers and high duty/tariff rates continue to drive the narrative that Canadian lumber exports are a threat to the U.S. lumber industry, and not needed for U.S. homebuilding. Greater coordination across Canada and with key U.S. customers is needed to help drive action to address the issue.

Key Takeaways/Analysis:

- SBC's messaging of the importance of Canadian lumber to US affordability and homebuilding was well received, and it was acknowledged that SBC's advocacy timing is good as affordability is a driving issue for U.S. midterm elections.
- Many Congressional offices were unaware of the difference between SPF and SYP, and the importance of Canadian lumber to U.S. homebuilding. This reinforced the importance of education as a building block to driving action in support of negotiating a new Softwood Lumber Agreement.
- There was interest in receiving additional information on Canadian softwood and how it contributes to U.S. homebuilding affordability.
- Staff admitted that prior to seeing the messaging from SBC, the only source of information they received on softwood lumber was sent from the coalition of U.S. lumber producers. They recognized that SBC provides a different and engaging perspective.
- There was consensus among Congressional offices that CUSMA renewal is important, and has bipartisan support in Congress. However, it was noted that a lumber agreement would have to be separate from CUSMA/be negotiated in parallel.
- The Canadian Embassy was appreciative of SBC's efforts, and our communication and collaboration to ensure that a "Canada United" position on this issue is maintained.

² See Annex A for a full list.



Supply-Build Canada

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Next Steps:

- SBC's advocacy efforts are timely, and address an important U.S. issue. SBC is planning another D.C. trip later this year to meet with more Congressional offices.
- SBC recognizes the value of building relationships. To strengthen messaging SBC will look to build relationships with like-minded U.S. stakeholders, and Canadian businesses that operate in the U.S.
- To further educate U.S. policymakers SBC plans to implement an educational email campaign about softwood lumber to remain in contact with U.S. officials.



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Annex A:

List of Meetings:

- Office of Rep. Don Bacon (R-NE)
- Office of Rep. Nicole Malliotakis (R-NY)
- Office of Rep. Darin LaHood (R-IL)
- Office of Sen. John Curtis (R-UT)
- Office of Sen. John Noeven (R-ND)
- Office of Sen. Elissa Slotkin (D-MI)
- House Ways and Means Committee Majority Staff
- House Ways and Means Committee Minority Staff
- Senate Committee on Finance Majority Staff
- Senate Committee on Finance Minority Staff
- Canadian Embassy Trade Team

Annex B:

Supply-Build Canada's Advocacy Delegation:

- Liz Kovach, President, Supply-Build Canada
- Jay Dion, Policy Analyst, Supply-Build Canada
- Corinne Stavness, Vice President -Government Relations and Partnerships, Western Forest Products
- Jason Kripps, President and CEO of the Alberta Forest Products Association
- David Marten, Executive Vice President, Elevate Government Affairs
- David Richey, Chief Executive Public Officer, Resource Public Affairs



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