



Softwood Export Council

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Representing

American Lumber Standards Committee

American Wood Council

Business Montana

Center for International Trade in Forest Products

Moulding and Millwork Producers Association

National Wooden Pallet and Container Association

North American Wholesale Lumber Association

Northeastern Lumber Manufacturers Association

Oregon Business Development Department

OSU Wood Science Dept.

Pacific Lumber Exporters Association

Pacific Lumber Inspection Bureau

Sustainable Forestry Initiative

Treated Wood Council

Western Wood Products Association

Wisconsin Department of Agriculture, Trade and Consumer Protection

Western Wood Preservers Institute

FOR IMMEDIATE RELEASE

APRIL 30, 2026

Portland, Oregon

THE SOFTWOOD EXPORT COUNCIL IS GRATEFUL TO USDA/FAS FOR CRITICAL SUPPORT FROM AFTPP

The Softwood Export Council (SEC) is thrilled to announce a new grant of \$300,000 in funding for new export market development in Mexico granted through the America First Trade Promotion Program (AFTPP) of the U.S. Department of Agriculture’s Foreign Agricultural Service (USDA-FAS). The AFTPP grant is another critical tool in support of SEC’s work to help take full advantage of dynamic growth and ongoing challenges in its most important export market, Mexico.

Mexico is a \$270 million market for U.S. softwoods and is predicted to grow at 5% annually. SEC President Rose Braden noted, “Mexico is our most important export market and additional support from USDA/FAS through the AFTPP program allows us to increase our investment in this market during a time of exceptional growth and demand for high quality wood products.” Investment in infrastructure, hospitality and venues has seen explosive growth as Mexico gears up to host World Cup games this June, “The timing could not be better, and we continue to appreciate the strength of our public/private partnership with FAS, emphasized David Kretschmann, SEC Board Chair and President of the American Lumber Standards Committee (ALSC).

SEC is a long term participant in USDA-FAS funding programs with over three decades of partnership and participation. In 2025, total U.S. softwood lumber exports generated US\$650 million in sales resulting in significant income for the U.S. softwood lumber value chain including growers, processors, inspectors, and manufacturers. The U.S. softwood lumber industry is a unique segment of the overall agricultural sector and is known for producing high quality, sustainably produced, and strictly regulated diverse lumber species. It is a high cost input industry that requires support from USDA programs to maintain global competitiveness, particularly in Mexico. The Mexican market confers numerous benefits to U.S. lumber imports including zero import tariffs under the USMCA and transportation that count on a highly developed rail industry. At the same time, SEC faces numerous competitive challenges from cheaper and less regulated wood product industries in order to gain competitive advantage. Adding AFTPP to SEC’s funding toolbox provides critical resources to address unique and complicated challenges and opportunities.

About SEC

The Softwood Export Council is a non-profit association comprised of U.S. softwood grading agencies, industry trade associations, state export promotions agencies, and others that work together to increase the use of softwood lumber and wood-based building materials internationally. With assistance from the US Foreign Agricultural Service, the association identifies international opportunities, educates end users and designers, and develops collaborative relationships with international industry representatives and buyers.

In accordance with Federal civil rights law and USDA civil rights regulations and policies, SEC does not discriminate in any of its programs and activities based on race, color, national origin, age, disability, sex, gender identity (including gender expression), sexual orientation, marital status, family/parental status, religion, genetic information, political beliefs, reprisal or retaliation for prior civil rights activity, or income derived from a public assistance program.

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Softwood Export Council (SEC)



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