We give landowners the tools they need to be good stewards of their land.
- Work with and through partners
- Multiple benefits
- Measurable impact
## Families.

### Respondent Characteristics

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>Range</th>
<th>Median</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>1,238</td>
<td>(25-97)</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>Acres Owned</td>
<td>60</td>
<td>(1-10,000)</td>
<td>60</td>
<td>233.5</td>
</tr>
<tr>
<td>Years Owned</td>
<td>35</td>
<td>(1-750)</td>
<td>35</td>
<td>48.5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>916</td>
<td>74</td>
</tr>
<tr>
<td>Female</td>
<td>289</td>
<td>23.3</td>
</tr>
<tr>
<td>Residence Type</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary</td>
<td>624</td>
<td>48.4</td>
</tr>
<tr>
<td>Secondary/other</td>
<td>193</td>
<td>15</td>
</tr>
<tr>
<td>Someone else/another family member resides on our land</td>
<td>104</td>
<td>8</td>
</tr>
<tr>
<td>No residences</td>
<td>413</td>
<td>32</td>
</tr>
<tr>
<td>American Tree Farm System</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>70</td>
<td>5.5</td>
</tr>
<tr>
<td>No</td>
<td>792</td>
<td>62.4</td>
</tr>
<tr>
<td>Don’t know</td>
<td>220</td>
<td>17.3</td>
</tr>
</tbody>
</table>
RESPONDENT CHARACTERISTICS

Total Acres of Forested Land Owned

- 25 or less: 9%
- 26-50: 27%
- 51-100: 18%
- 101-500: 21%
- More than 500: 25%

Number of Years Land Owned

- 25 or less: 39%
- 26-50: 27%
- 51-100: 28%
- More than 100: 6%

PRIORITIES FOR LANDOWNERS

I want my wooded land to stay wooded: 82%
I want my wooded land to stay in my family: 77%
I would only sell my land if it was a last resort: 59%
I would sell my land if I was offered above market value: 23%
I would sell my land if I was offered market value: 10%

Strongly disagree
Disagree
### REASONS FOR LAND OWNERSHIP

- To enjoy beauty or scenery: 74%
- To protect nature or biological diversity: 71%
- To pass land on to my children or other heirs: 71%
- To protect water resources: 68%
- Is part of my home, farm or vacation site: 71%
- For privacy: 70%
- For land investment: 60%
- For recreation: 59%
- For hunting: 54%
- For timber products: 48%
- For firewood: 39%
- For non-timber forest products: 32%

### BARRIERS TO MANAGING FOR WOOD PRODUCTS

- The cost of implementing these practices is too high
- I am unsure about the activities I should do
- I have concern about doing the wrong thing and harming my land
- It is difficult to find the right professional to provide help
- My neighbors are not supportive of management activities
- The trees in my woods are not the appropriate age
- Too much time is required to undertake these activities
- There is a lack of educational programs available to me
- Appearance of the property would be less appealing if I do these activities
- I am unable to access portions of the property to do these activities
- I do not live on or near my property
- There are few or no mills around me to buy my wood

- Unserious higher among those who have not harvested (58.6% vs. 43.3%); non-coastal landowners (50% vs. 42.8%); and those with fewer acres (62% among <=25 acres vs. 37.3% among >500 acres)
**Benefits from Managing for Wood Products**

- Provides recreational opportunities for my family
  - Strongly disagree: 19%
  - Disagree: 32%
  - Neither agree nor disagree: 24%
  - Agree: 20%
  - Strongly agree: 5%

- Knowing I’m doing the right thing
  - Strongly disagree: 21%
  - Disagree: 46%
  - Neither agree nor disagree: 17%
  - Agree: 9%
  - Strongly agree: 4%

- Improves the health of my wooded land
  - Strongly disagree: 17%
  - Disagree: 45%
  - Neither agree nor disagree: 19%
  - Agree: 15%
  - Strongly agree: 3%

- Improved aesthetics
  - Strongly disagree: 25%
  - Disagree: 35%
  - Neither agree nor disagree: 18%
  - Agree: 16%
  - Strongly agree: 9%

- Supports a strong link to my community’s and family’s history and culture
  - Strongly disagree: 40%
  - Disagree: 46%
  - Neither agree nor disagree: 45%
  - Agree: 36%
  - Strongly agree: 33%

- Increased productivity to provide greater income
  - Strongly disagree: 25%
  - Disagree: 15%
  - Neither agree nor disagree: 15%
  - Agree: 16%
  - Strongly agree: 15%

**Wildlife Priorities**

- I know what types of wildlife live in my woods
  - Strongly disagree: 88%
  - Disagree: 48%
  - Neither agree nor disagree: 34%
  - Agree: 20%

- It is important to me to work to improve or enhance wildlife habitat on my wooded land
  - Strongly disagree: 74%
  - Disagree: 71%
  - Neither agree nor disagree: 43%
  - Agree: 41%

- The decisions I make on my wooded land impact available wildlife habitat beyond the borders of my land
  - Strongly disagree: 50%
  - Disagree: 47%
  - Neither agree nor disagree: 34%
  - Agree: 20%

- I actively manage my wooded land to improve wildlife habitat
  - Strongly disagree: 15%
  - Disagree: 20%
  - Neither agree nor disagree: 23%
  - Agree: 21%
  - Strongly agree: 11%

- I am doing everything I can to improve wildlife habitat on my wooded land for species of conservation importance
  - Strongly disagree: 18%
  - Disagree: 23%
  - Neither agree nor disagree: 30%
  - Agree: 24%
  - Strongly agree: 11%

- I leave my wooded land alone because that is the best thing to do for wildlife habitat
  - Strongly disagree: 20%
  - Disagree: 23%
  - Neither agree nor disagree: 25%
  - Agree: 16%

- I have resources and tools needed to improve or enhance wildlife habitat on my wooded land
  - Strongly disagree: 34%
  - Disagree: 30%
  - Neither agree nor disagree: 26%
  - Agree: 8%

- There is no need for me to improve or enhance wildlife habitat on my wooded land
  - Strongly disagree: 20%
  - Disagree: 25%
  - Neither agree nor disagree: 21%
  - Agree: 16%
  - Strongly agree: 4%
**Barriers to Managing for Wildlife**

- The cost of implementing these practices is too high
- I am unsure about the activities I should do
- I have concern about doing the wrong thing and harming my land
- It is difficult to find the right professional to provide help
- My neighbors are not supportive of management activities
- Too much time is required to undertake these activities
- There is a lack of educational programs available to me
- The trees in my woods are not the appropriate age
- I am unable to access portions of the property to do these activities
- Appearance of the property would be less appealing if I do these activities
- I do not live on or near my property

**Benefits from Managing for Wildlife**

- Provides recreational opportunities for my family
- Knowing I’m doing the right thing
- Improves the health of my wooded land
- Improved aesthetics
- Supports a strong link to my community’s and family’s history and culture
- Increased productivity to provide greater income
### Sources of Support

Which of the following, if any... have you interacted with in the last 12 months? ...do you trust for the most reliable information on improving and enhancing your wooded land?

<table>
<thead>
<tr>
<th>Source</th>
<th>Last 12 Months</th>
<th>Reliable Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Forest Service</td>
<td>19.1%</td>
<td>37.9%</td>
</tr>
<tr>
<td>Private consulting forester</td>
<td>25%</td>
<td>33.9%</td>
</tr>
<tr>
<td>Myself (my personal experience)</td>
<td>-</td>
<td>33%</td>
</tr>
<tr>
<td>University/County Extension</td>
<td>19%</td>
<td>33%</td>
</tr>
<tr>
<td>U.S. Forest Service</td>
<td>7.8%</td>
<td>25.6%</td>
</tr>
<tr>
<td>State wildlife agencies</td>
<td>11.9%</td>
<td>24.6%</td>
</tr>
<tr>
<td>Wildlife professional</td>
<td>10.7%</td>
<td>22.5%</td>
</tr>
<tr>
<td>Federal wildlife agencies (US Fish and Wildlife, Natural Resources Conservation Service)</td>
<td>8.9%</td>
<td>22.5%</td>
</tr>
<tr>
<td>Family member</td>
<td>33.6%</td>
<td>18.1%</td>
</tr>
<tr>
<td>Neighbors or another landowner</td>
<td>29.5%</td>
<td>14.5%</td>
</tr>
<tr>
<td>Logger</td>
<td>23.7%</td>
<td>12.2%</td>
</tr>
<tr>
<td>Nobody</td>
<td>18.3%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Local non-profit organizations</td>
<td>3.6%</td>
<td>7.6%</td>
</tr>
<tr>
<td>National non-profit organizations</td>
<td>2.9%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Other</td>
<td>2.6%</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

### Stages of Change

**Pre-contemplation**
- Read materials
- Participate in educational activities

**Contemplation**
- Monitor trees
- Consult forester
- Map land
- Write management plan
- Consult natural resource professional

**Preparation**
- Part of ATFS
- Thin wooded land
- Remove diseased/dying trees
- Harvest
- Replant trees
- Remove invasives
- Use prescribed fire
- Participate in cost sharing
- Restore areas along streams
WHAT DOES THIS MEAN FOR US?

- Meet landowners where they are at with people they trust
  - Recruit Wildlife Professionals
  - Consulting Foresters
- Create an ongoing relationship
  - ATFS
  - Stewardship
  - Events
  - Newsletters

SUCCESS STORIES: LONGLEAF

- Started in 1995 with the founding of the Longleaf Alliance - a non-profit advocacy group
  - Started at Auburn but grew
- Longleaf Partnership
  - Forum for partners to share
- Federal Coordinating Council
- 17 Local Implementation Teams across 9 states
- America’s Longleaf Restoration Initiative
SUCCESS STORIES: SHORTLEAF

- USFS and Extension research project
- Added Southern Group of State Foresters
- 2010 Working Group
- 2012 TN DOF grant for plan
- 2013 Launch
- 2016 Release of Plan

HOW TO BUILD A MOVEMENT FOR OAK RESTORATION

First, be clear what your goal is.
Be specific.
Be able to measure progress.
Be able to pick places on the landscape.
Find allies.
Make sure the goal is shared by your coalition.
BUILD A VISION

- Start with dedicated small group
- Hire a staff person to coordinate, but not do it for you
- Set draft goals - with a higher calling
  - Acres, public and private
  - Map the woodbaskets
  - Make connections to conservation goals

BUILD A COALITION

- Stavers and Hardwood Mills
- Distillers
  - Those that reuse the barrels
- Wildlife Groups
- State Forestry Associations
- Extension
- State Forestry Agencies
- Federal Agencies
BUILD A BIGGER COALITION

- NRCS
- State Government
- Consulting Foresters
- Congress
- More Wildlife Groups

PROOF OF CONCEPT

- Start with high profile public land pilots
- Test your work with woodland owners in a few areas
  - Direct Mail
  - Field Days
  - My Oak Woods
  - Target Active Landowners
CREATE AN ECONOMIC MODEL

- For the Core Team
- For the scientists
- For those that work with landowners
- For the landowners
- Policy
  - Farm Bill

BUILD YOUR TOOLS

- Project management tools
- Database management
- Measurement
- Reporting mechanism
BUILD YOUR CALL TO ACTION

- PR
- Higher Calling
- Meeting Landowners Where They Are At