

RESTORING OAK FORESTS: ORGANIZING THE PEOPLE

April 4, 2017
Lexington

AMERICAN FOREST FOUNDATION

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

WHO OWNS THE FORESTS?

Families.

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RESPONDENT CHARACTERISTICS

Variable	N	Range	Median	Mean
Age	1,238	(25-97)	65	65
Acres Owned		(1-10,000)	60	233.5
Years Owned		(1-750)	35	48.5

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

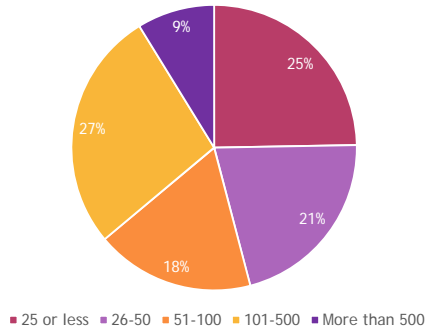
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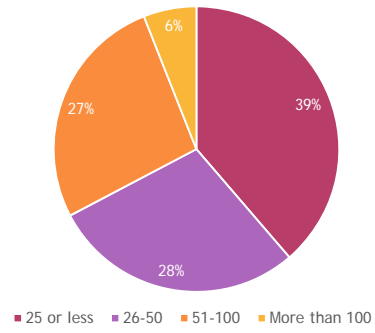
American Forest Foundation

RESPONDENT CHARACTERISTICS

Total Acres of Forested Land Owned



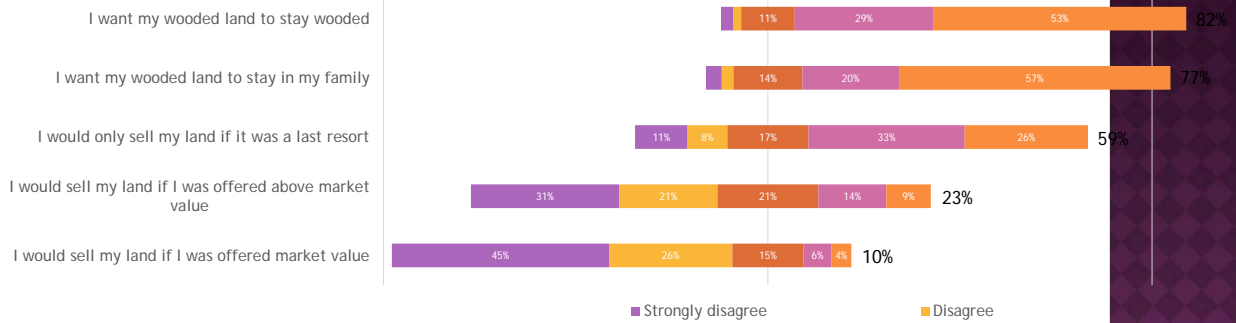
Number of Years Land Owned



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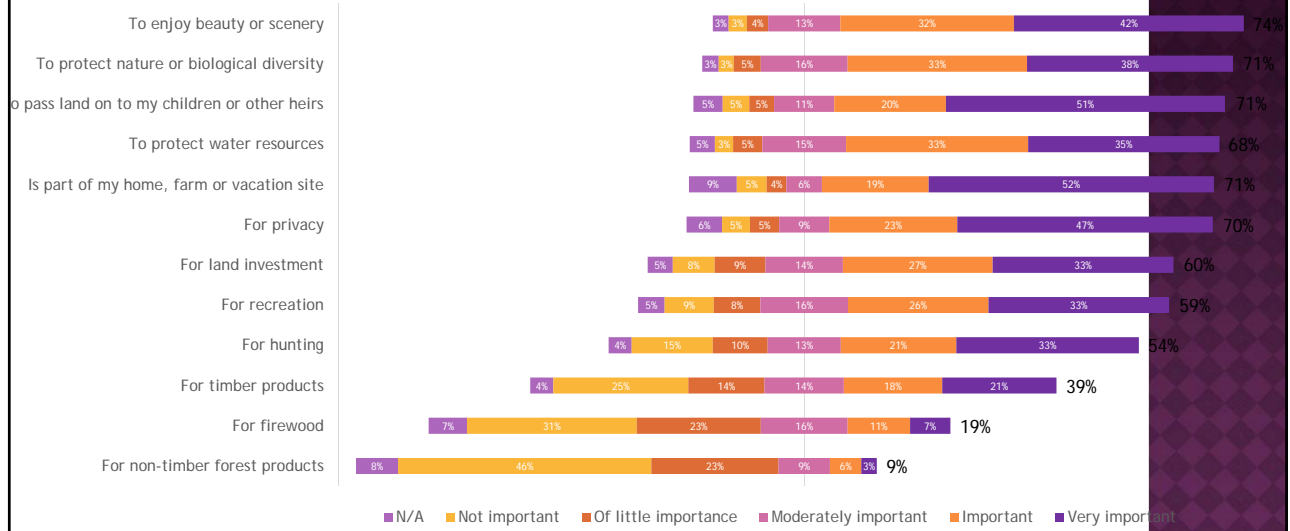
PRIORITIES FOR LANDOWNERS



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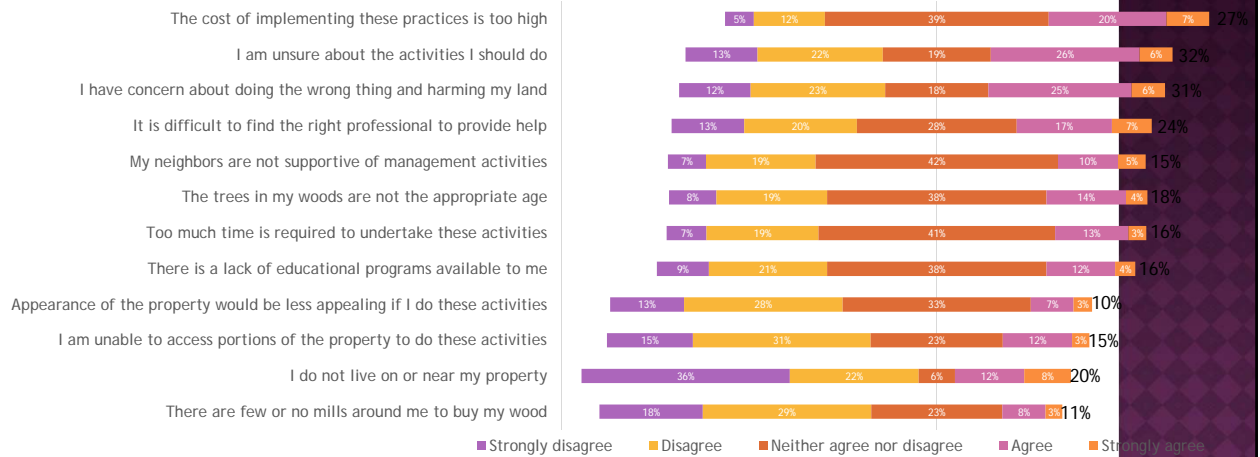


REASONS FOR LAND OWNERSHIP



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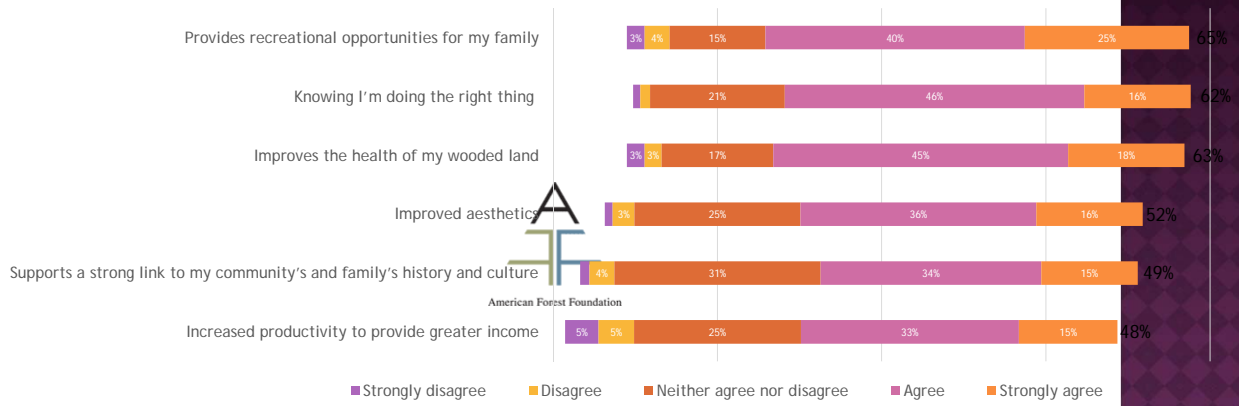
BARRIERS TO MANAGING FOR WOOD PRODUCTS



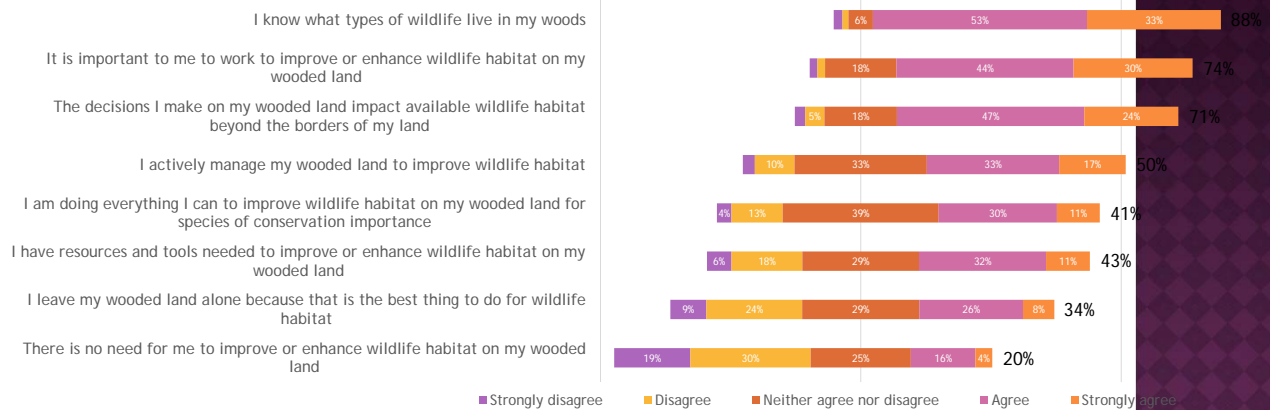
- Unsureness higher among those who have not harvested (58.6% vs. 43.3%); non-coastal landowners (50% vs. 42.8%); and those with fewer acres (62% among <=25 acres vs. 37.3% among >500 acres)

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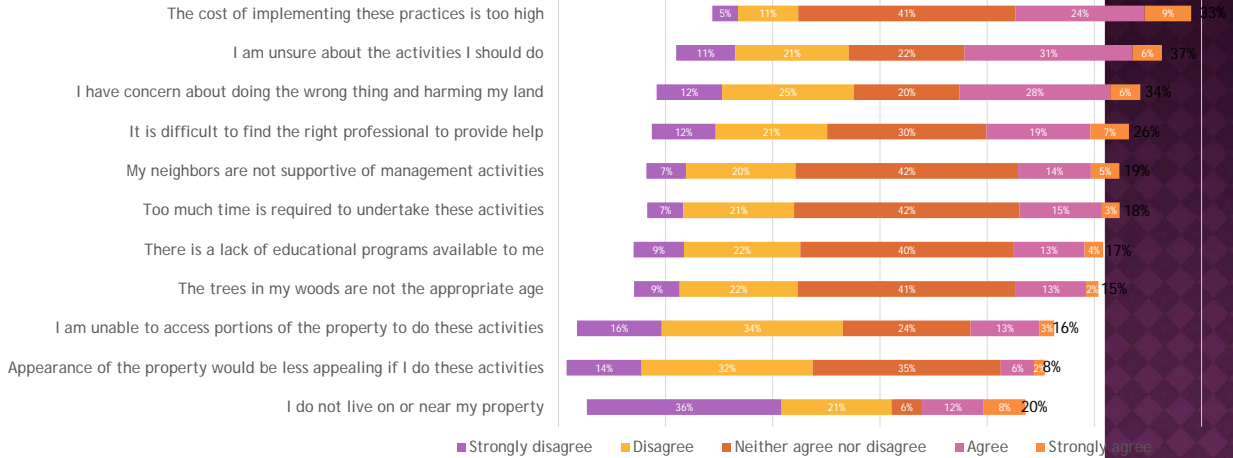
BENEFITS FROM MANAGING FOR WOOD PRODUCTS



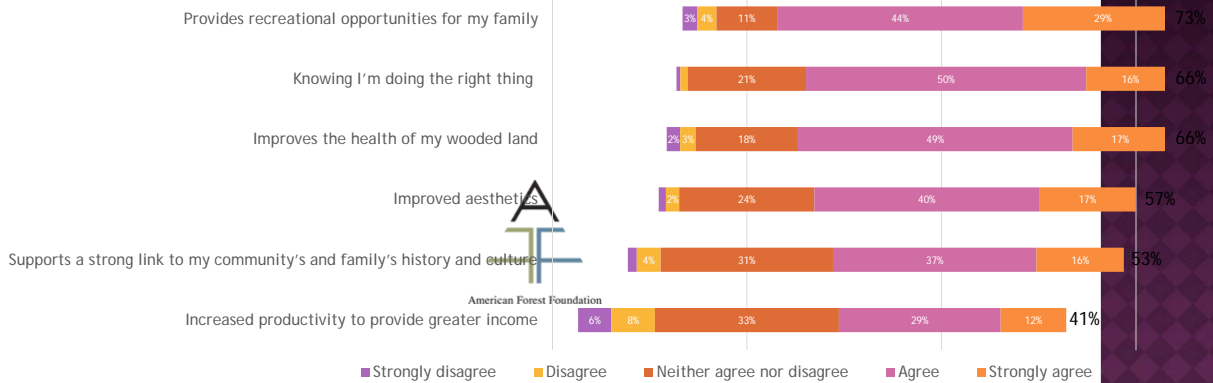
WILDLIFE PRIORITIES



BARRIERS TO MANAGING FOR WILDLIFE



BENEFITS FROM MANAGING FOR WILDLIFE

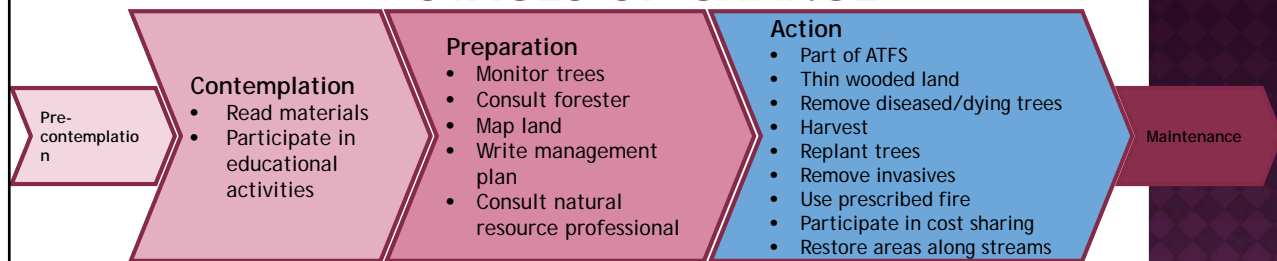


SOURCES OF SUPPORT

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



STAGES OF CHANGE



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

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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

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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

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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.

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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

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BUILD A COALITION

- ◉ Stavers and Hardwood Mills
- ◉ Distillers
 - Those that reuse the barrels
- ◉ Wildlife Groups
- ◉ State Forestry Associations
- ◉ Extension
- ◉ State Forestry Agencies
- ◉ Federal Agencies

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BUILD A BIGGER COALITION

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

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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

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CREATE AN ECONOMIC MODEL

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

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BUILD YOUR TOOLS

- Project management tools
- Database management
- Measurement
- Reporting mechanism

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BUILD YOUR CALL TO ACTION

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