GETTING TO KNOW PRIVATE LANDOWNERS IN WISCONSIN

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WHERE ARE WE GOING TODAY?

Who owns WI forests?  Why does it matter?  What influences decisions?  What do we know about WI woodland owners?  How do we support woodland owners?
YOUR INTERESTS?

- State Agency
- Private Consultant
- NGO
- Forest Owners
- WI’s Family Forests
- Industry
- Others?
Growing passion for wildlife and forest ecology to....

People
“There are two things that interest me; the relationship of people to each other, and the relationship of people to land.” - Aldo Leopold
WHO OWNS WI WOODLANDS?
IMPORTANCE OF FAMILY FOREST OWNERS

• Collectively, control 57% of forestland (9.8 million acres)
• Nearly double the combined public ownership in the state
• Compared to MI and MN (45% privately owned in MI and MN)

WHY DOES IT MATTER?
CRITICAL DECISIONS

• Ecosystem services
  • Habitat, water quality, timber production
• High biodiversity
  • Listed species declining faster on private lands*
• Ensuring desirable outcomes

*Bean and Wilcove (1997); Noss et al. (1997)
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Photo: WWOA; www.wisconsinwoodlands.org
WHAT INFLUENCES LANDOWNER DECISIONS?

What do I think about management?

What are my objectives?

What would others who are important to me think?

Who do I receive information from?

How many acres do I own?
HOW IS THE INFORMATION USED?

- What do I think about management?
- What are my objectives?
- What would others who are important to me think?
- Who do I receive information from?
- Find appropriate "messenger"?
- Tailor incentives
- Address barriers
- Targeted campaigns
- How many acres do I own?

Decisions
WHERE ARE WE GOING TODAY?

2. Wisconsin Extension Survey (2013)
3. Offspring Study (2007)

Who owns WI woodlands? → Why does it matter? → What influences decisions? → What do we know about WI woodland owners? → How do we support woodland owners?

[Image] Photo: WWOA; www.wisconsinwoodlands.org
WHAT DO WE KNOW ABOUT WI WOODLAND OWNERS?

- National Woodland Owners Survey (NWOS), USFS – 2006
  - 349,000 family forest owners in WI, > 1 ac in size

Wisconsin Woodland Owners – NWOS 2006

WHAT DO WE KNOW ABOUT WI WOODLAND OWNERS?

• WI NWOS – 2006: Acreage Size

- 50% of landowners (1-9 ac) owning 6% of family forestland
- 7% of landowners (100-499 ac) owning 35% of family forestland

WHAT DO WE KNOW ABOUT WI WOODLAND OWNERS?

- WI NWOS – 2006: *Why they own their land?*
  - 19% Part of a farm
  - 55% Part of primary residence
  - 22% Part of secondary residence

**REASONS FOR OWNING WOODLANDS?**
**NON-CONSUMPTIVE USES TOP THE LIST**

- **WI NWOS – 2006: Importance? % of Owners**

  - To enjoy beauty or scenery
  - Part of home or vacation home
  - To protect nature and biologic diversity
  - Privacy
  - To pass land on to children or other...
  - Hunting or fishing
  - For recreation other than hunting or...
  - For land investment
  - Part of farm or ranch
  - For production of firewood or biofuel
  - For production of sawlogs, pulpwood...
  - To cultivate or collect nontimber...

51% have harvested trees since owning the land

Butler, et al. 2015. fiatools.fs.fed.us/NWOS/tablemaker.jsp]
WHAT ARE THEIR CONCERNS?

- WI NWOS – 2006: *Limits their ability to use their woodland?* Top four in each category (% of woodland owners).

  **Biophysical**
  - Insects / plant diseases (52%)
  - Fire (49%)
  - Air / water pollution (49%)
  - Undesirable plants (38%)

  ![Image of plants]

  **Sociopolitical**
  - High property taxes (64%)
  - Keeping land intact for heirs (52%)
  - Trespassing / poaching (49%)
  - Development nearby land (49%)

  ![Image of posted sign]

FUTURE PLANS?
MINIMAL ACTIVITY – HANDS OFF

• WI NWOS – 2006: Plans in the next 5 years? % Owners

- Minimal activity to maintain forest land
- Leave it as is - no activity
- Harvest firewood
- No current plans
- Collect nontimber forest products
- Harvest sawlogs or pulpwood
- Buy more forest land
- Give some or all of their forest land to...
- Convert another land use to forest land
- Sell some or all of their forest land
- Convert some or all of their forest land...
- Subdivide some or all of their forest...

## ADVICE (MESSENGERS)?

**LIMITED CONNECTIONS & FEW PROGRAM ENROLLEES**

- **WI NWOS – 2006: Who do they receive advice from?**

<table>
<thead>
<tr>
<th>Source of Advice</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>State forestry agency</td>
<td></td>
</tr>
<tr>
<td>Extension</td>
<td></td>
</tr>
<tr>
<td>Another landowner</td>
<td></td>
</tr>
<tr>
<td>Federal agency</td>
<td></td>
</tr>
<tr>
<td>Logger</td>
<td></td>
</tr>
<tr>
<td>Private consultant</td>
<td></td>
</tr>
<tr>
<td>Forest industry</td>
<td></td>
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<tr>
<td>Other state agency</td>
<td></td>
</tr>
<tr>
<td>Nonprofit organization</td>
<td></td>
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</tbody>
</table>

- 9% written plan
- 6% cost-share
- 2% easement

**ADVICE (MESSENGERS)?**

**LIMITED CONNECTIONS & FEW PROGRAM ENROLLEES**

- WI NWOS – 2006: *Who do they receive advice from?*

How do we better connect with landowners?

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HOW DO WE SUPPORT ACTIVE MANAGEMENT?
ECOSYSTEM SERVICES PROGRAMS

• “Expanding sustainable forestry on Wisconsin woodlands.”
  • Rickenbach, M., T. Knoot, K. Silbernagel, C. Nielsen, and A. Hellman.
    http://learningstore.uwex.edu/assets/pdfs/g3996.pdf

• Evaluate “typical” landowner interest in hypothetical programs for birds, water, and carbon.
• Compare MFL and Non-MFL
HOW DO WE SUPPORT ACTIVE MANAGEMENT?

ECOSYSTEM SERVICES PROGRAMS

“Payments for Ecosystem Services: Will a New Hook Net More Active Family Forest Owners?”

ECOSYSTEM SERVICES PROGRAMS?

• Over 1/3 of typical landowners interested in payments for ecosystems services programs. New audience?

• No clear preference for “type” (birds, water or carbon) of service. Marketing programs?

ECOSYSTEM SERVICES PROGRAMS?

- Program requirements deter interest
  - Except tree planting or removing invasives, which increased likelihood. Promote planting and invasive removal?
- 13% indicated land transfer is very likely, another 19% somewhat likely in next 10 yrs
- Next generation land owner?

NEXT GENERATION WOODLAND OWNERS?

- Intergenerational transfer?
- Study by the Pinchot Institute for Conservation, 2007
- WI, 260 interviews completed, 46% of counties

http://www.pinchot.org/gp/Next_Generation
NEXT GENERATION WOODLAND OWNERS?

- Study by the Pinchot Institute for Conservation, 2007
  - Most offspring are **satisfied** with management
  - **BUT**, > 50% **have not been involved** with management (and the majority of those not involved **don’t want to be**)
  - Over 50% **not aware of programs/agencies**, especially females (62% females, compared to 48% males not aware)

http://www.pinchot.org/gp/Next_Generation
NEXT GENERATION WOODLAND OWNERS?

• Study by the Pinchot Institute for Conservation, 2007

✓ Challenges?
  • Taxes, time, proximity

✓ Most important to maintain family forests?
  • Agreement among family members even higher than tax relief, or $ for ecosystem services

✓ Force to sell?
  • Need for cash, medical expenses, $ for taxes

http://www.pinchot.org/gp/Next_Generation
NEXT GENERATION WOODLAND OWNERS?

FH-HH 2011 Survey Results: Offspring
What could force you to sell forestland?

- Financial pressures (unspecified)
- Medical expenses
- Taxes
- Develop. pressures
- High Maint. Costs

Columbia Co. (Oregon)
North Carolina
Oregon
Washington
Wisconsin

http://www.pinchot.org/gp/Next_Generation
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How do we support woodland owners?

3/20/15; T. Knoot; tricia.knoot@wisconsin.gov
HOW IS THE INFORMATION USED?

- Tailor incentives
- Address barriers

Decisions

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Find appropriate “messenger”

- Who do I receive information from?

Targeted campaigns

- How many acres do I own?
HOW DO WE SUPPORT WOODLAND OWNERS?

• Address barriers and concerns
  • Forest Health-Human Health Initiative (FHHHI), Pinchot Institute
    • Connect health coverage options with forest carbon markets
  • ATreeM™ cards (90%)
  • Community health care (10%)

http://kimravida.com

http://www.pinchot.org/gp/FHHHI
HOW DO WE SUPPORT WOODLAND OWNERS?

• Tailor incentives and programs
• Find appropriate “messenger”
  • DNR and Extension currently, but next generation lacking awareness
• Targeted campaigns
  • Driftless Forest Network (Steve Swenson), Young Forest Initiative (Callie Bertsch)
• Other Examples?
“ENGAGED AND ACTIVE” WOODLAND OWNERS?

• What are some management options? (Mike Mossman)
QUESTIONS?

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