Understanding and Reaching Family Forest Owners

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Conclusions

- Family forest owners rule!
- Size matters
- Beauty, legacy, and privacy
- To manage or not to manage?
- They are a bunch of old guys
- Family forest owners don’t own forests
- Surround sound communications
Pop Quiz
Who is this?

A. William McKinley
B. Teddy Roosevelt
C. Eleanor Roosevelt
D. Smokey Bear
Who is this?

A. Walt Whitman
B. Henry David Thoreau
C. John Muir
D. Teddy Roosevelt
Who is this?

A. The first chief of the U.S. Forest Service
B. Gifford Pinchot
C. The former governor of Pennsylvania
D. All of the above
Who is this?

A. John W. Weeks
B. John E. Weeks
C. John W. Weeks
D. Edgar Weeks
What do these people have in common?

Catalysts of Forest Conservation
The Three Stages of Conservation

1. Individual
2. Federal
3. Private
Pop Quiz
According to 1,000 likely voters: who owns most of the forests in the U.S.?

A. U.S. Government
B. Forest industry
C. Family forest owners
Forest Ownership
United States, 2006

- Family: 36%
- Federal: 33%
- State: 9%
- Local: 1%
- Other: 21%
- Private: 21%
Private Forest Ownership Trends
United States

Year | Area (1,000,000 ha) | Owners (1,000,000)
--- | --- | ---
1978 | 120 | 8
1993 | 140 | 10
2006 | 150 | 12

Legend:
- Red: Area
- Yellow: Owners
Size of Private Forest Holdings
United States

Year
Mean Size of Family
Forest Holdings (ac)
1978
1993
2006
Forest Conservation: The Next Phase
Who are the family forest owners?
National Woodland Owner Survey

Conducted by the U.S. Forest Service, Forest Inventory and Analysis program

To better understand:
• Who the landowners are
• Why they own land
• How they have used it
• How they intend to use it
Size Matters
Size of Family Forest Holdings
United States, 2006
Size Matters
Beauty, Legacy, and Privacy
Family Forest Ownership Objectives
United States, 2006

- Aesthetics
- Family legacy
- Privacy
- Nature protection
- Part of home or cabin
- Land investment

Percent of Family Forest Land
Family Forest Ownership Objectives
United States, 2006

Hunting or fishing
Part of farm
Other recreation
Timber production
Firewood production
Nontimber forest products

Percent of Family Forest Land

0% 10% 20% 30% 40% 50% 60% 70%
To Manage or Not to Manage – That is the Question
Management of Family Forests
United States, 2006

- Timber harvesting
  58% of family forestland

- Forest management plan
  18% of family forestland

- Management advice
  37% of family forestland
They are a bunch of old guys
Demographics of Family Forest Owners
United States, 2006

Age: 44% 65 or older

Occupation: 52% retired

Gender: 78% male

Race: 96% white

Education: 41% college degree

Income: 27% $100,000 or greater
Plans for Family Forest Land
United States, 2006

Percent of Family Forest Land

- None/minimal
- Firewood
- Timber
- Heirs/sell
- Buy

0% 10% 20% 30% 40% 50% 60% 70% 80%
Concerns
United States, 2006

1. Family legacy
2. Insects and plant diseases
3. Fire
4. Trespassing
5. Property taxes
Family Forest Owners Don’t Own Forests
What is a forest?

Richard Scarry
How do we reach them?
Pop Quiz
Who is this?

A. Woodsy Owl
B. Smokey Bear
C. Connie Fir
D. Santa Claus
Social Marketing

Selling ideas, not products

Examples:

• Anti-smoking
• Mothers Against Drunk Driving
• Smokey Bear
Attitudinal Segmentation

- Woodland retreat
- Supplemental income
- Working the land
- Uninvolved
Attitudinal Segmentation
United States, 2006

- Woodland Retreat: 30%
- Working the Land: 25%
- Supplemental Income: 22%
- Uninvolved: 23%
Prime Prospects Segmentation

Engaged in land management
- Model Owners

Unengaged in land management
- Prime Prospects
- Write-offs?

Favorable attitudes toward stewardship
- Unengaged in land management

Unfavorable attitudes toward stewardship
- Unengaged in land management
Prime Prospects Segmentation
United States, 2006

- Model Owners: 27%
- Prime Prospects: 29%
- Potential Defectors: 36%
- Write-offs?: 8%
Prime Prospects and Attitudinal Segmentations
United States, 2006

Percent of Forest Land

Model Owners
Prime Prospects
Potential Defectors
Write-offs?

- Woodland Retreat
- Supplemental Income
- Uninvolved
- Working the Land

Sustaining Family Forests Initiative, 2006
Social Marketing: “Surround Sound” Communications

- Online
- Partnerships
- PSA/Advertising
- Retail
- Direct Mail
- Celebrity Sightings
- Events
- News Media
Communication Messages

Do
• Hit hot button issues
• Stress options
• Use their words

Don’t
• Be preachy
• Go global
Conclusions

• Family forest owners rule!
• Size matters
• Beauty, legacy, and privacy
• To manage or not to manage?
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• Surround sound communications
Reports

Family Forest Owners of the United States, 2006
A Technical Document Supporting the Forest Service 2010 RPA Assessment

Brett J. Butler

Who Owns America’s Forests?
Forest Ownership Patterns and Family Forest Highlights from the National Woodland Owner Survey
Welcome to the NWOS Table Maker!
This application is designed to allow users to create custom tables. Select one or more states from the dropdown list. Hold down the control or shift key while clicking the list. Select one attribute from the column dropdown list and if desired, you can limit the results by size of ownership. Click the submit button at the bottom of the form to retrieve data.

### Notes:
1) Data were collected between 2002 and 2006
2) No data available for interior Alaska, Hawaii, Nevada, western Oklahoma, and western Texas.
3) For descriptions of the variables listed below, click here.
4) To view a copy of the questionnaire, click here.
5) For more information on the design, implementation, and analysis procedures, click here.

#### Column class:
- Demographics - Occupation
- Demographics - Race
- Forest holdings - Acquisition method
- Forest holdings - Acquisition source
- Forest holdings - Land tenure
- Forest holdings - Number of parcels
- Forest holdings - Part of primary residence
- Forest holdings - Part of secondary residence
- Forest holdings - Part of farm
- Forest holdings - Size

#### Row class:
- Demographics - Age
- Demographics - Disability - Mobility
- Demographics - Disability - Vision
- Demographics - Education
- Demographics - Ethnicity
- Demographics - Gender
- Demographics - Income
- Demographics - Occupation
- Demographics - Race

### Optional:
If you change an optional filter, only the data that satisfies the filter criteria will be used in the analysis.

#### Size of forest holdings optional filter
<table>
<thead>
<tr>
<th>Minimum size of forest holdings (ac)</th>
<th>Maximum size of forest holdings (ac)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1000</td>
</tr>
</tbody>
</table>

Submit
Credits

- National Woodland Owner Survey
  - Brett Butler
  - Earl Leatherberry

- Sustaining Family Forests Initiative
  - Scott Wallinger
  - Mary Tyrrell
  - Brett Butler
  - Larry Wiseman
  - Geoff Feinberg
  - Bill Banzhaf
  - Bob Fledderman
  - Eric Norland
  - Judy Langer
  - Don Ferguson
  - Scott van Manen
Questions?

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www.fia.fs.fed.us/nwos
www.sustainingfamilyforests.org
A Social Marketing Example

Grandpa, Please Don’t Sell!
A Social Marketing Example

Is this your legacy???
A Social Marketing Example

We sold the family forest…do we look happy?
Questions?

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