



# Techniques to Reach Maine Family Woodland Owners & Update on Maine Healthy Forest Program

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Nercofe Workshop  
March 15, 2016

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- Overview of Maine Family Woodland Owners – what do we know
- One method to “reach” landowners - TELE
- We reached them, now what?
- Maine Healthy Forests Program
- Wrap up, Q & A



# Maine Family Forest Ownership

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- In Maine: 88,000\* landowners own between 10-1000 acres, 120, 000 between 1 – 1000 acres
- 44% of the total family forest acreage is owned by people over the age of 65 years

\* *Actual number is a moving target*

Reaching family forest owners  
One example of our experience (there are many others)...



**Cutting Trees ?**

**Call *Before* You Cut**

**Maine Forest Service**  
**1-800-367-0223**



# Unlimited messages of/to family forest owners

**Your woodlands are valuable  
– plan for their future**

**Do Right by your  
Family and your Land**

**Get help with a Stewardship plan**

**A sustainable harvest  
– good for you and the  
forest**

**Don't make costly  
mistakes – get  
advice from a  
professional**

**Healthy Woods**

**Keep your woods  
beautiful and valuable  
for wildlife**

**Respect the land – use  
it wisely**

**Enjoy your  
woodland –  
keep it healthy**

# Reaching family forest owners



Tools for Engaging Landowners Effectively  
Knowing Your Audience Makes for Better Results



# Forest Segmentation

## *Key Variables to help predict decisions and actions*

- To help make sense of these differences, the National Woodland Owner Survey (NWOS) has identified key variables that help to predict landowners' decisions and actions. These variables are:
  - **Reasons for owning land**
    - This is the single most significant factor that defines landowners' orientation and behavior. Using NWOS data, SFFI has identified [four "types" of landowners](#) based on this variable.
  - **Size of land holding**
    - People with larger plots tend to see woodlands as a financial asset and often have a family tradition of land ownership. Larger plots are associated with regular timber harvests, employment of foresters, participation in government programs, and greater concern for restrictions on land use.
  - **Tenure or tradition of land holding**
    - Owners who have inherited their land are often most concerned about keeping it intact and passing it on to their heirs. New owners tend to be less knowledgeable but also more open to advice and information.
  - **Residence on the land**
    - People who live on their woodland are usually more emotionally attached to it than people who don't. They spend more time in their woods, and may know their woods better.
  - **Farming background**
    - Farmers tend to have a deep understanding of land management and a pragmatic approach to tending and managing woodland. However, they value farm land more than woods, and prefer to attend to their agricultural holdings.
- Many of these factors are interrelated and work together to affect landowners' decisions.

# Using TELE website to generate Maine specific information

The screenshot shows a web browser window with the URL [www.engaginglandowners.org/new-landowner-research/landowners-your-area/select-landowner-profiles](http://www.engaginglandowners.org/new-landowner-research/landowners-your-area/select-landowner-profiles). The page title is "TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY".

**Navigation:** Home » new landowner research » Landowners in Your Area » Select Landowner Profiles

## Select Landowner Profiles

These landowner profiles use data from the National Woodland Owner Survey (NWOS) conducted by the US Forest Service. They are based on a sample of 12,830 families and individuals that own between 10 and 999 acres of woodland in the contiguous United States. Data was collected between 2002 and 2006. For more information about the NWOS, visit [www.fia.fs.fed.us/nwos](http://www.fia.fs.fed.us/nwos). For more information about the landowner segments shown here, please go to our explanation.

First, choose the type of profile you wish to view-- overview of all woodland owners, the SFFI Landowner types or segments defined by specific behaviors. Then select the geographic area in which you are interested. You can see the parameters of each of the regions and sub-regions in the map at the right.

In order to provide meaningful data some states are combined with their neighbors to produce more reliable results. These states are marked with an asterisk \* and the states included in these profiles will be listed in their title.

**Choose a profile type:**  
Please select... ▾

**Choose a geographic area:**  
▾

**Left sidebar:**

- a new outreach approach**  
[ Why targeted marketing makes a difference ]
- new landowner research**  
[ Profiles of the main types of landowners ]
- make your new plan**  
[ Step-by-step tool to make & save your plan ]

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[contact us](#) - [privacy policy](#)

**Right sidebar:**

**New Landowner Research**

- SFFI Landowner Types
- The Prime Prospect Analysis
- Landowners in Your Area
- Select Landowner Profiles

# Four Types

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Woodland Retreat



Supplemental Income



Working the Land



Uninvolved

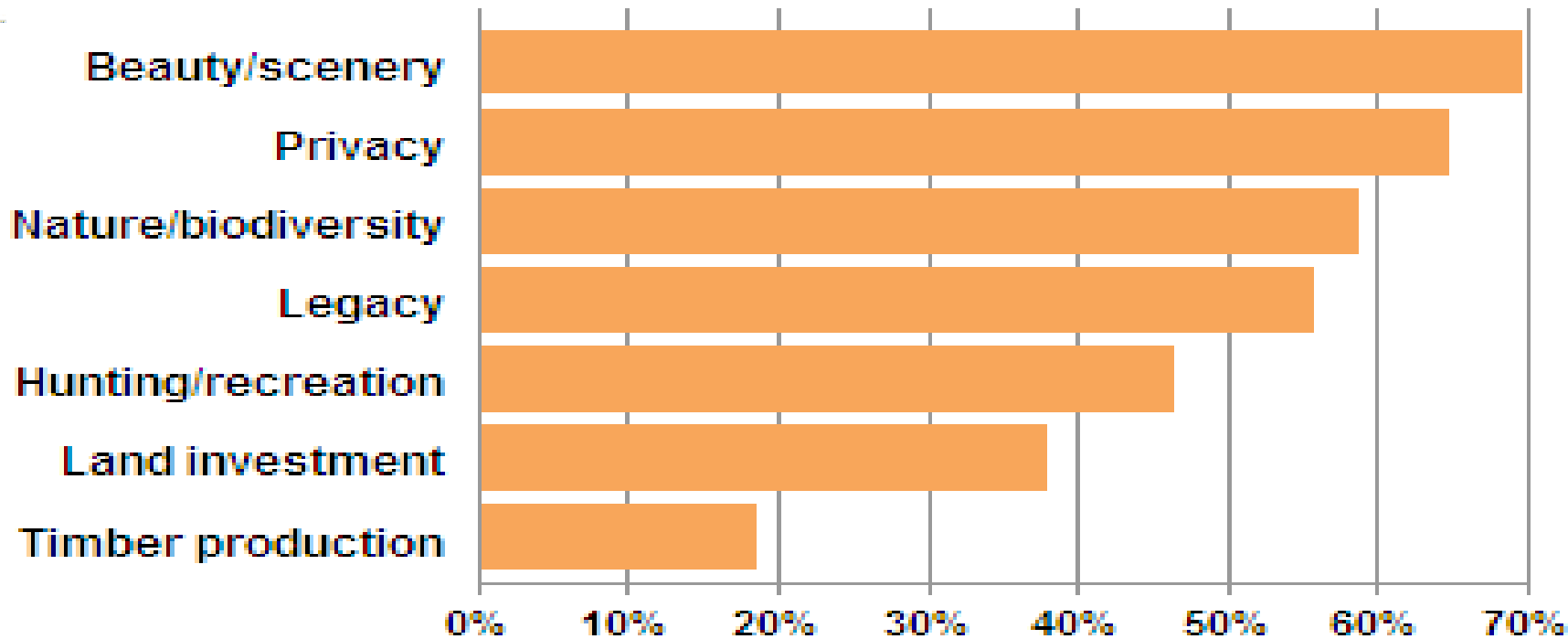




# Reasons for Owning Woodlands

88,000 owners\*/ 4,631,000 woodland acres\*

## All Landowners



# Woodland Retreat (WR) Landowners



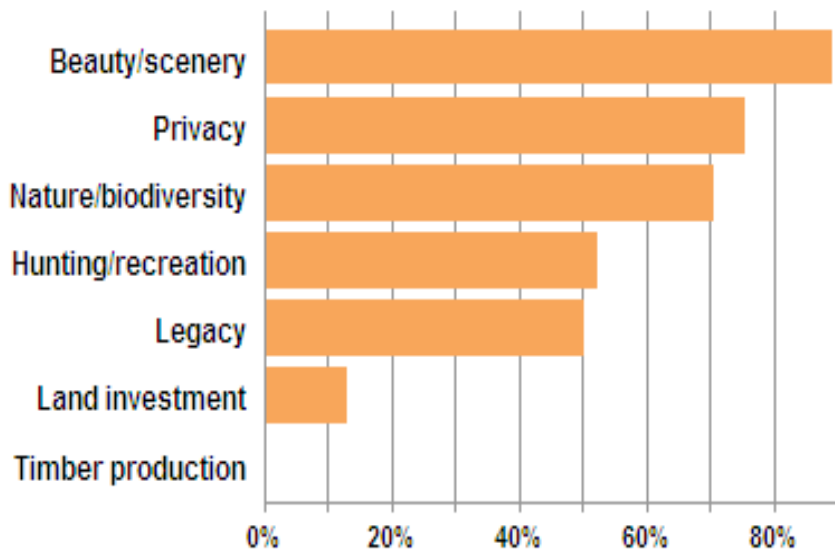
- **WR landowners' defining characteristic is that they own their land primarily for its beauty and recreational value.**
  - They assign high importance to: *benefits such as beauty, biodiversity, privacy, hunting and recreation.*
  - In contrast, they assign lower importance to *financial reasons for owning woodland, such as investment and timber income.*
  
- **WR landowners are the largest segment of owners. In Maine they constitute 50% of all woodland owners and own 39% of the total land owned.**

# Maine – Segmentations

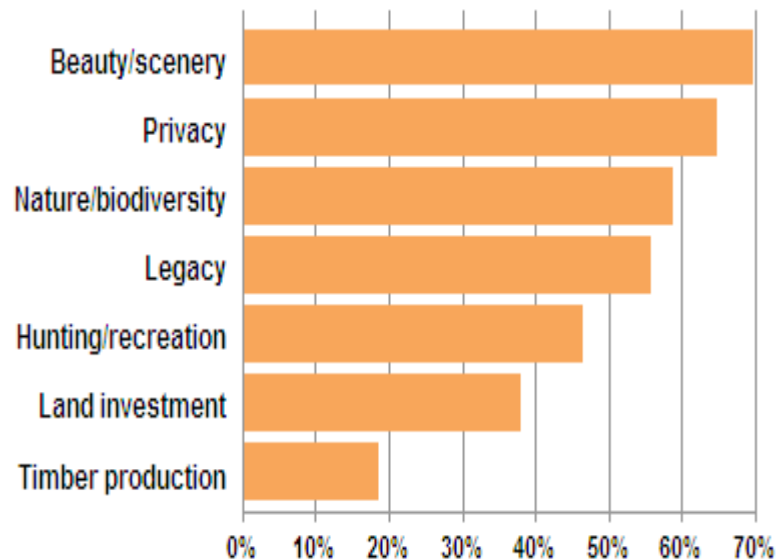
## Woodland Retreat Owners



**Reasons for Owning  
Woodland Retreat Owners**



**Reasons for Owning  
All Maine Owners**



# Working the Land (WTL) Owners

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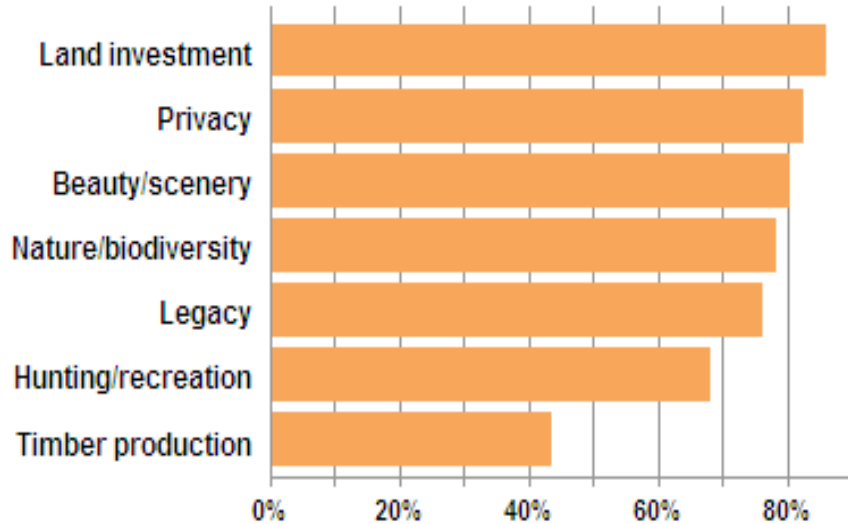
- ❑ **WTL landowners are best described as pragmatic individuals who have a strong and multi-faceted interest in their land.**
- ❑ **WTL landowners are the second largest segment, constituting 29% of all woodland owners**

# Maine – Segmentations

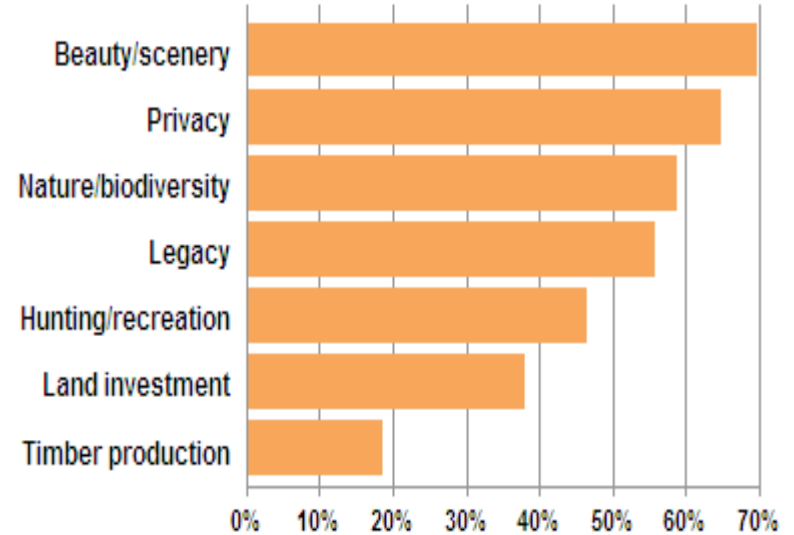
## Working the Land Owners



### Reasons for Owning Working the Land Owners



### Reasons for Owning All Maine Owners



# Supplemental Income (SI) Landowners

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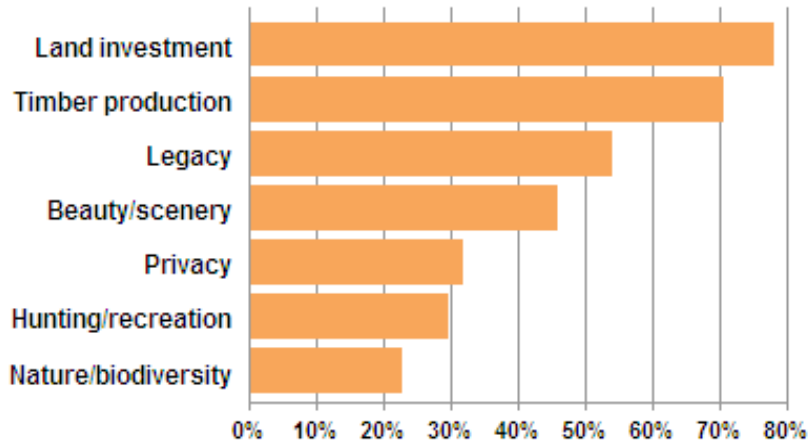
- **SI landowners are defined by the fact that they primarily own their land for investment and income purposes.**
  - They are much more likely to cite timber and investment as important reasons for owning land than aesthetic, lifestyle, conservation, or recreational reasons.
  
- **SI landowners constitute 10% of all Maine woodland owners**

# Maine – Segmentations

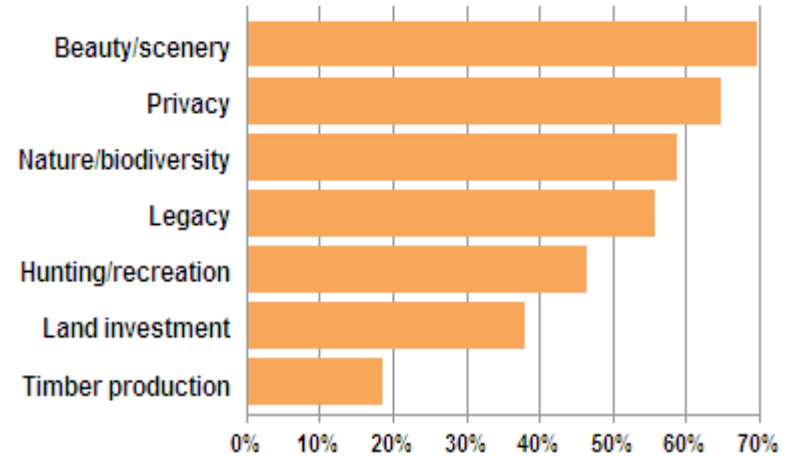
Supplemental Income Owners



**Reasons for Owning  
Supplemental Income Owners**



**Reasons for Owning  
All Maine Owners**



# Uninvolved landowners

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- As a group they are neither financially motivated nor particularly interested in the recreational or aesthetic benefits of owning their land.
- On the National Woodland Owner Survey (NWOS), **UN owners were less likely than other segments to rate any reasons for owning woods as important.**
- **Judging by their attitudes and behaviors, one might conclude that they are accidental or unwilling owners of forest land.** In fact, they are the **most likely to be farmers** or have a farm attached to their forestland. This suggests that UN owners are often farmers who happen to have woods attached to their farm land.
- **UN landowners constitute 12% of all Maine woodland owners**

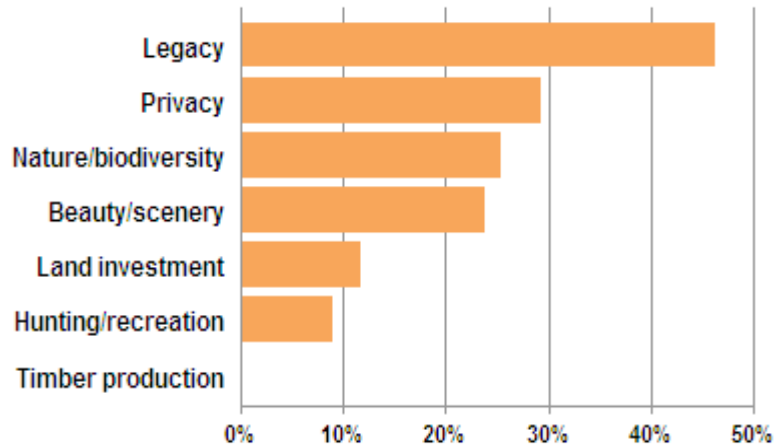


# Maine – Segmentations

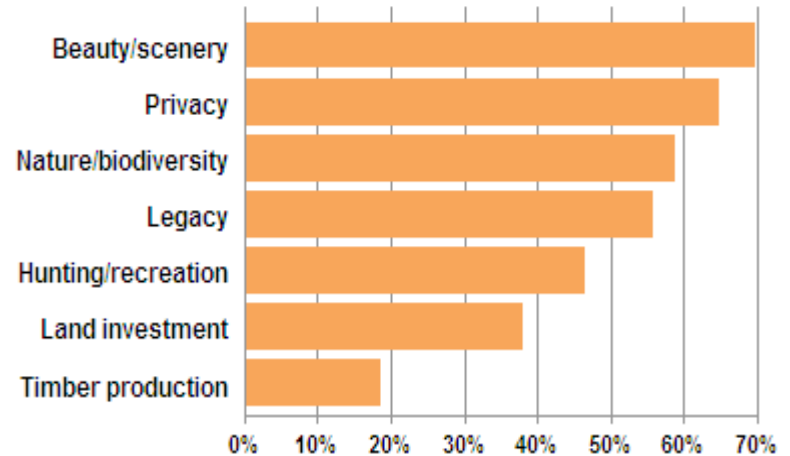
## Uninvolved Owners



### Reasons for Owning Uninvolved Owners



### Reasons for Owning All Maine Owners

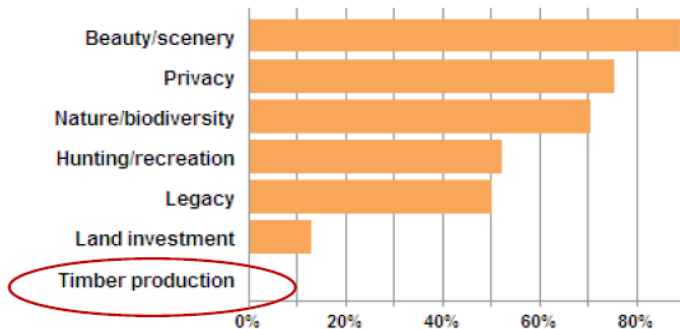


# Inconsistent?

## What they think vs how they act

### Maine Woodland Retreat Owners

#### Reasons for Owning



### Maine Woodland Retreat Owners

11% are new owners

(acquired woodland less than 5 years ago)

30% are absentee owners

(live more than 1 mile from their woods)

5% have a farm attached to their woodland

42% have removed trees for timber

25% have sought advice or information on woodland management

12% have a land management plan

2% have a conservation easement

# So...we target segments

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## Targeted Marketing

### **One message does not fit all!**

1. Clarify your objectives
2. Identify your audience
3. Profile your audience – What do **they** care about?
4. Clarify your message
5. Develop channels and materials
6. Evaluate results

You have “reached” them, now what?

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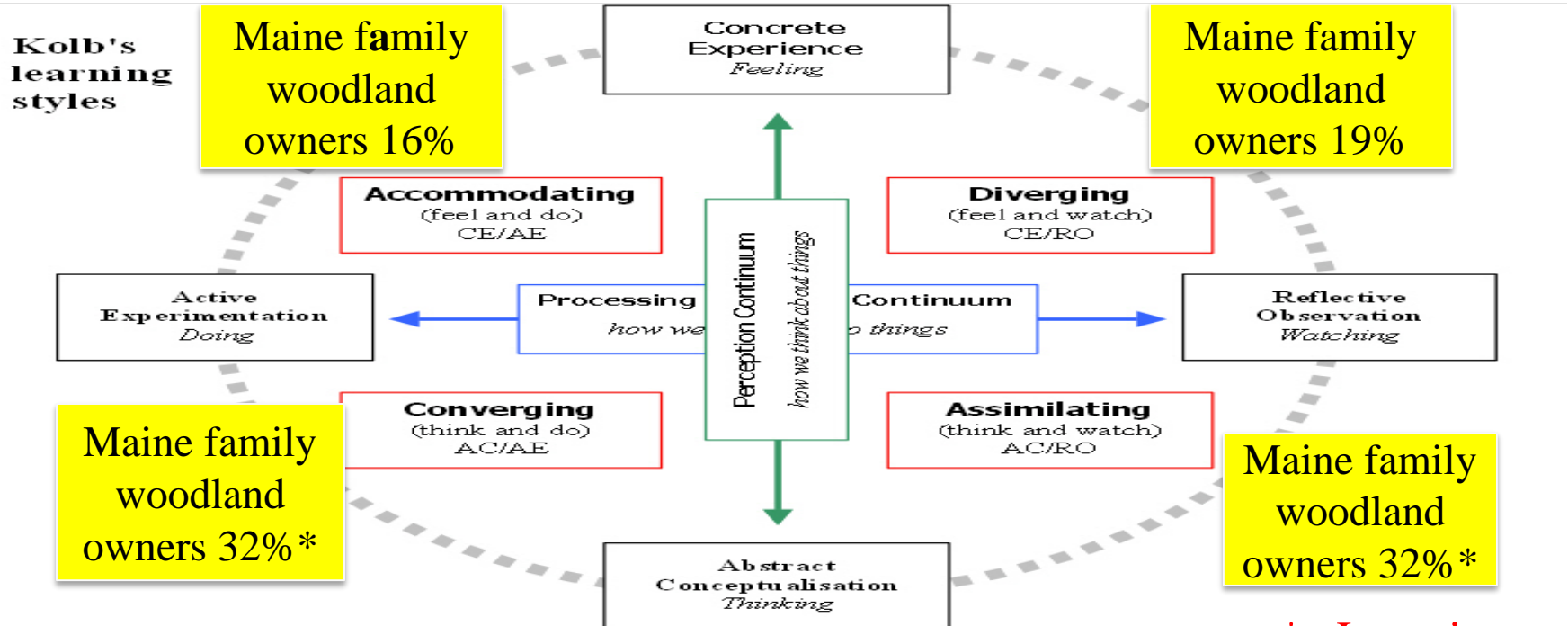
# Attention span - How long do you have?

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- 20 minutes to transferring knowledge (Ted talks)
- 8 seconds to capture attention
- Need to provide new stimulus every few seconds

# Kolb's (Landowner) Learning Styles



# Maine's Healthy Forests Program

## o Goal

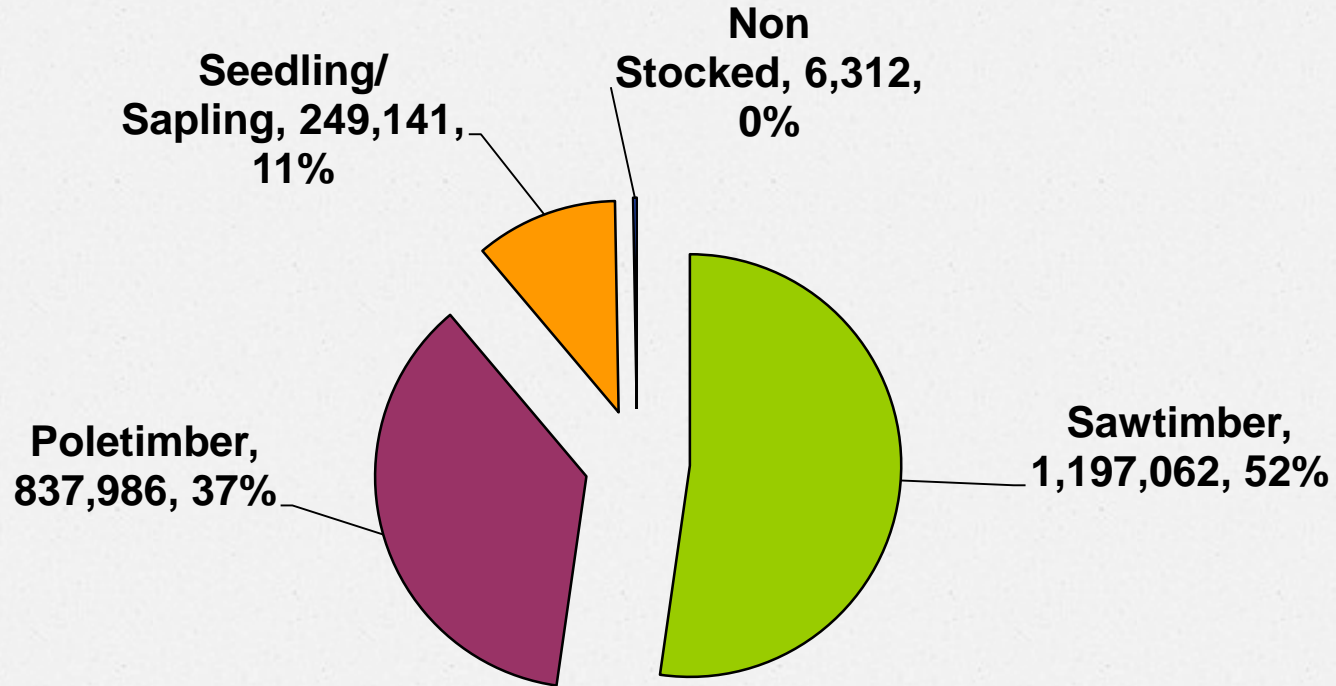
- o identify strategies that lead to active forest management on southern Maine family woodlands
- o improve wood availability, wildlife habitat, forest health, recreational opportunities, water quality, aesthetics, etc.
- o increase landowner enjoyment and support jobs and the state's economy.

# Southern Megaregion

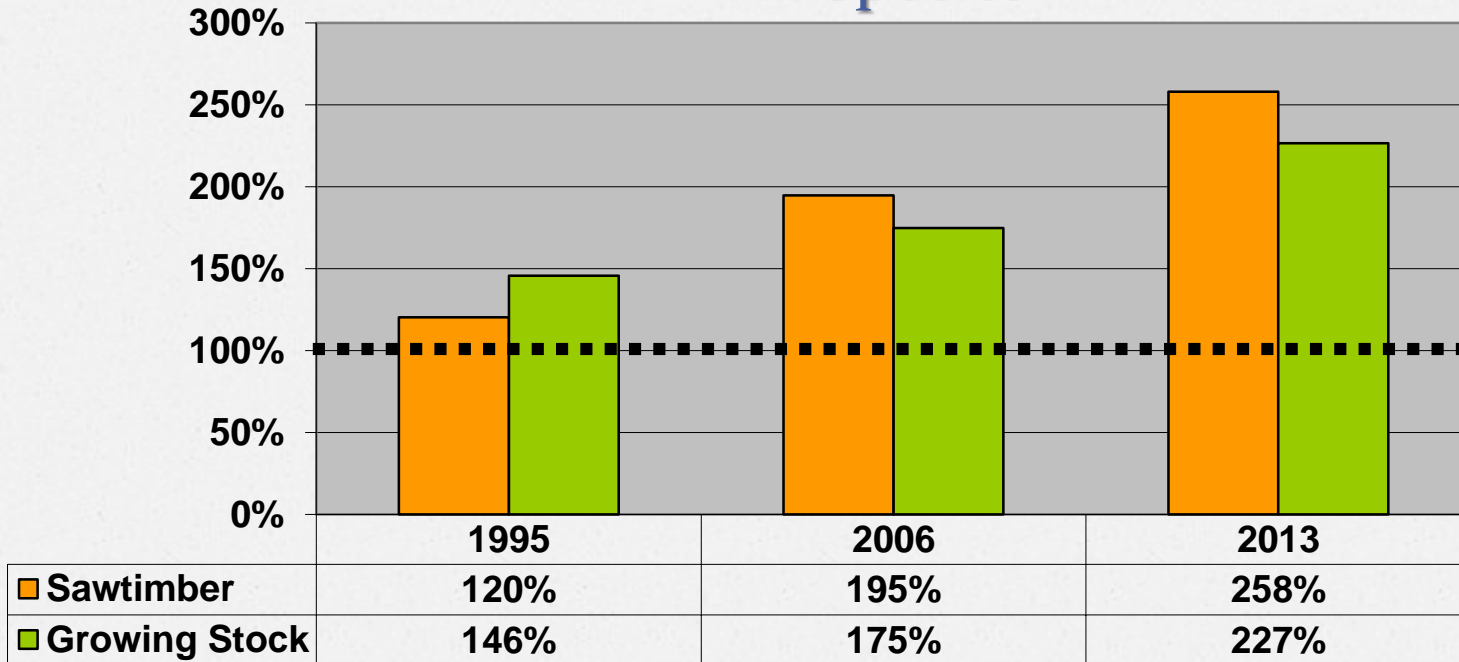
- Capital Area FIA Unit: Kennebec, Knox, Lincoln, and Waldo Counties
- Casco Bay FIA Unit: Androscoggin, Cumberland, Sagadahoc, and York Counties



## Southern Megaregion - Stand size class, acres, and percentage



## Southern Megaregion, net growth to removals percentage for 1995, 2006, and 2013 inventory years All Species



# Healthy Forests Program Status

- o Began with stakeholder meetings in 2012
- o Action Plan developed
- o On the ground delivery of priority action items began in 2013
- o [www.mainehealthyforests.org](http://www.mainehealthyforests.org)



# Publications



## Maine's Healthy Forests Program

A Guide for Landowners

Working with you to actively manage your family woodlands

## Maine's Healthy Forests Program

A Guide for Maine's Mills

Working with you to encourage active management of Maine's family woodlands

## Maine's Healthy Forests Program

A Guide for Foresters

Working with you to encourage active management of Maine's family woodlands

## Maine's Healthy Forests Program

A Guide for Loggers

Working with you to encourage active management of Maine's family woodlands

# web resources

Healthy forests provide many benefits:



Economic vitality



Maine's  
Healthy  
Forests  
Program

[www.mainehealthyforests.org](http://www.mainehealthyforests.org)

# Profiles in Stewardship



[www.youtube.com/user/MFSAdmin1](http://www.youtube.com/user/MFSAdmin1)

# Workshops for woodland owners, loggers, foresters

- o H2MLOG
- o Foresters for the Birds
- o Harvest Satisfaction Survey
- o Achieving LO objectives
- o Profiles in Stewardship
- o CLP re-certifications
- o Foresters Institutes
- o Stewardship Forester Trainings
- o Project Canopy, PLT, School Forest Programs
- o Peer-to-peer groups



# HFP demonstration forests

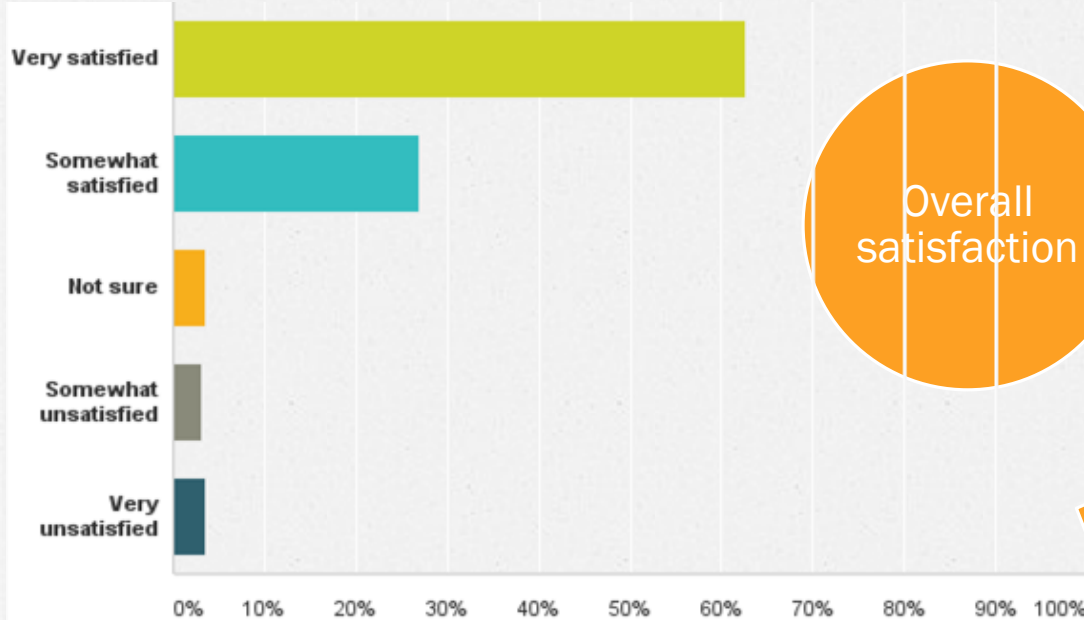


- o Falmouth Town Lands
- o City of Portland
- o Wells NERR – Yankee Woodlot



# Harvest satisfaction survey

Q2: Your overall satisfaction with the harvest:



Condition of your woods after the harvest

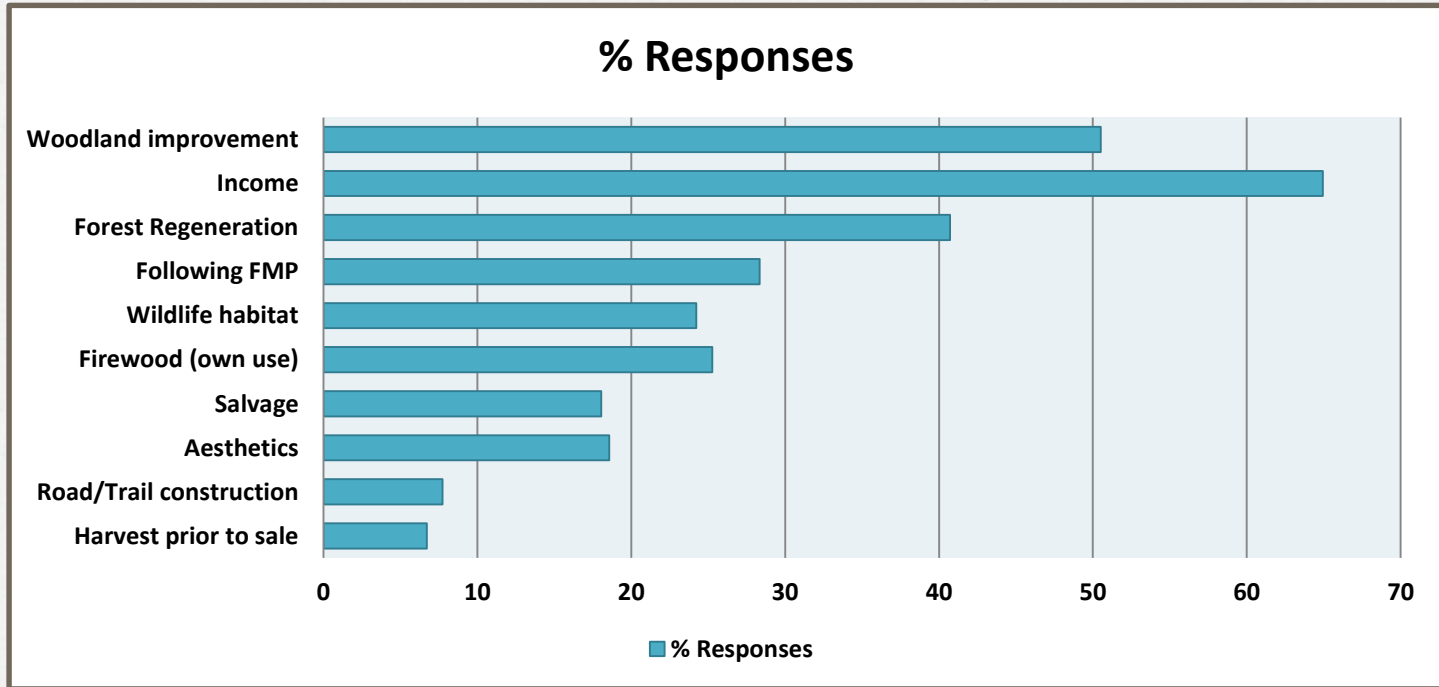


Financial outcomes



Written agreements and working with professionals

# Q5: What were your goals for the harvest (please check all that apply):



Answered: 194 Skipped: 5

# Questions?

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**Forest Service**

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