


# GETTING TO KNOW PRIVATE LANDOWNERS IN WISCONSIN

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WISCONSIN
DEPT. OF NATURAL RESOURCES

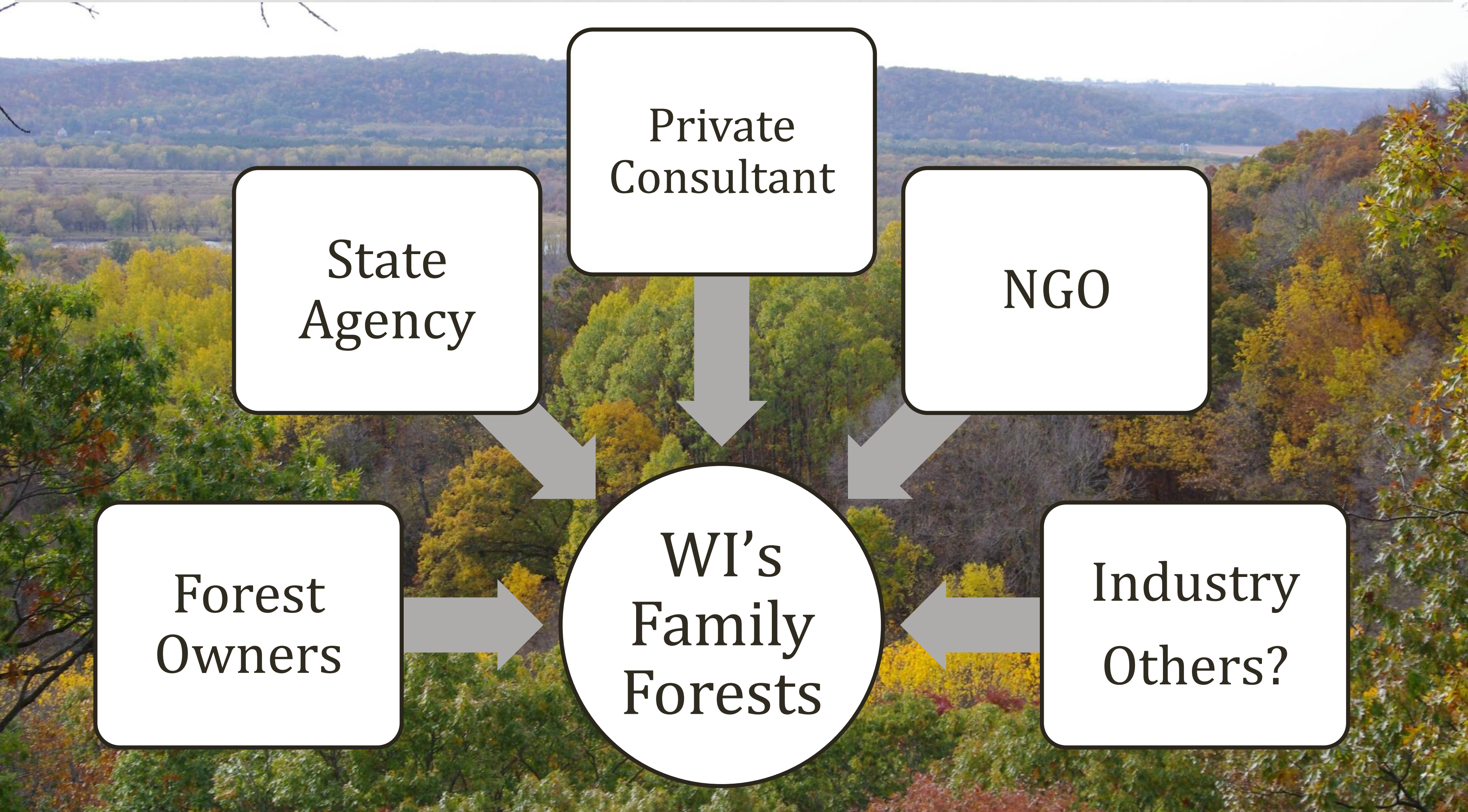
# WHERE ARE WE GOING TODAY?

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?

Photo: WWOA; www.wisconsinwoodlands.org

3/20/15; T. Knoot; tricia.knoot@wisconsin.gov

# YOUR INTERESTS?



Growing passion for wildlife and forest ecology to….

People

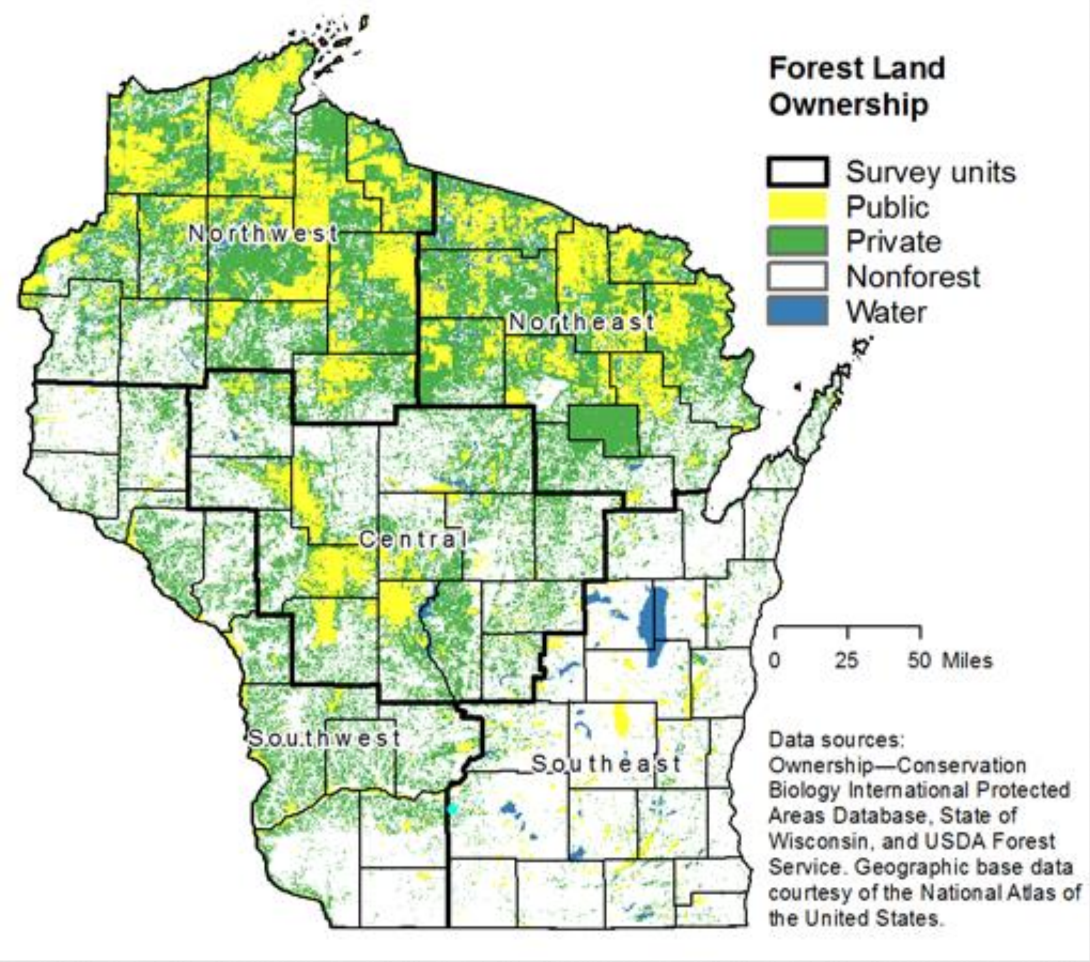
3/20/15; T. Knoot; tricia.knoot@wisconsin.gov

"There are two things that interest me; the relationship of people to each other, and the relationship of people to land." - Aldo Leopold


Photo by Charles Bradley, 1947

# *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)




Perry, C. 2014. Forests of Wisconsin. On-line: http://www.fs.fed.us/nrs/pubs/ru/ru_fs6.pdf

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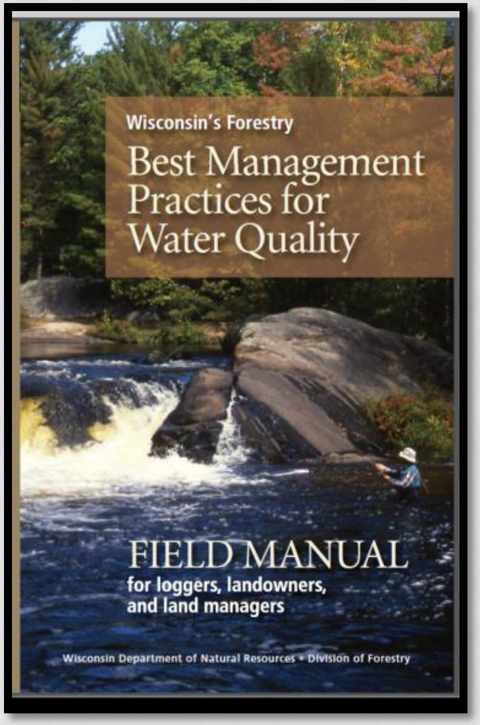
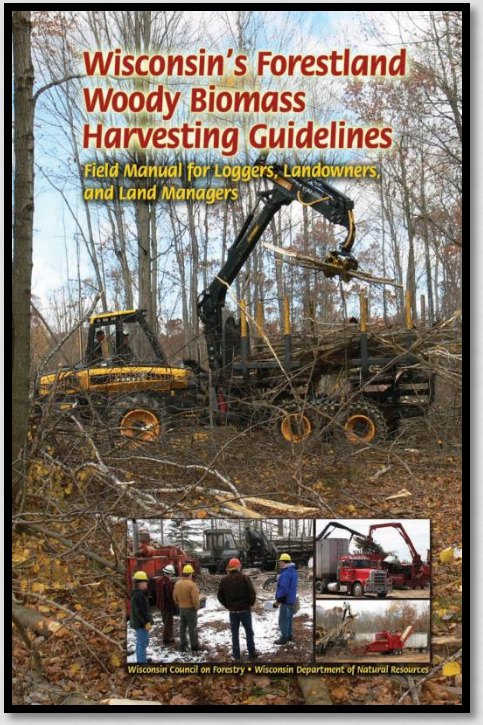
# *WHY DOES IT MATTER?*
## CRITICAL DECISIONS

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

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*Bean and Wilcove (1997); Noss et al. (1997)

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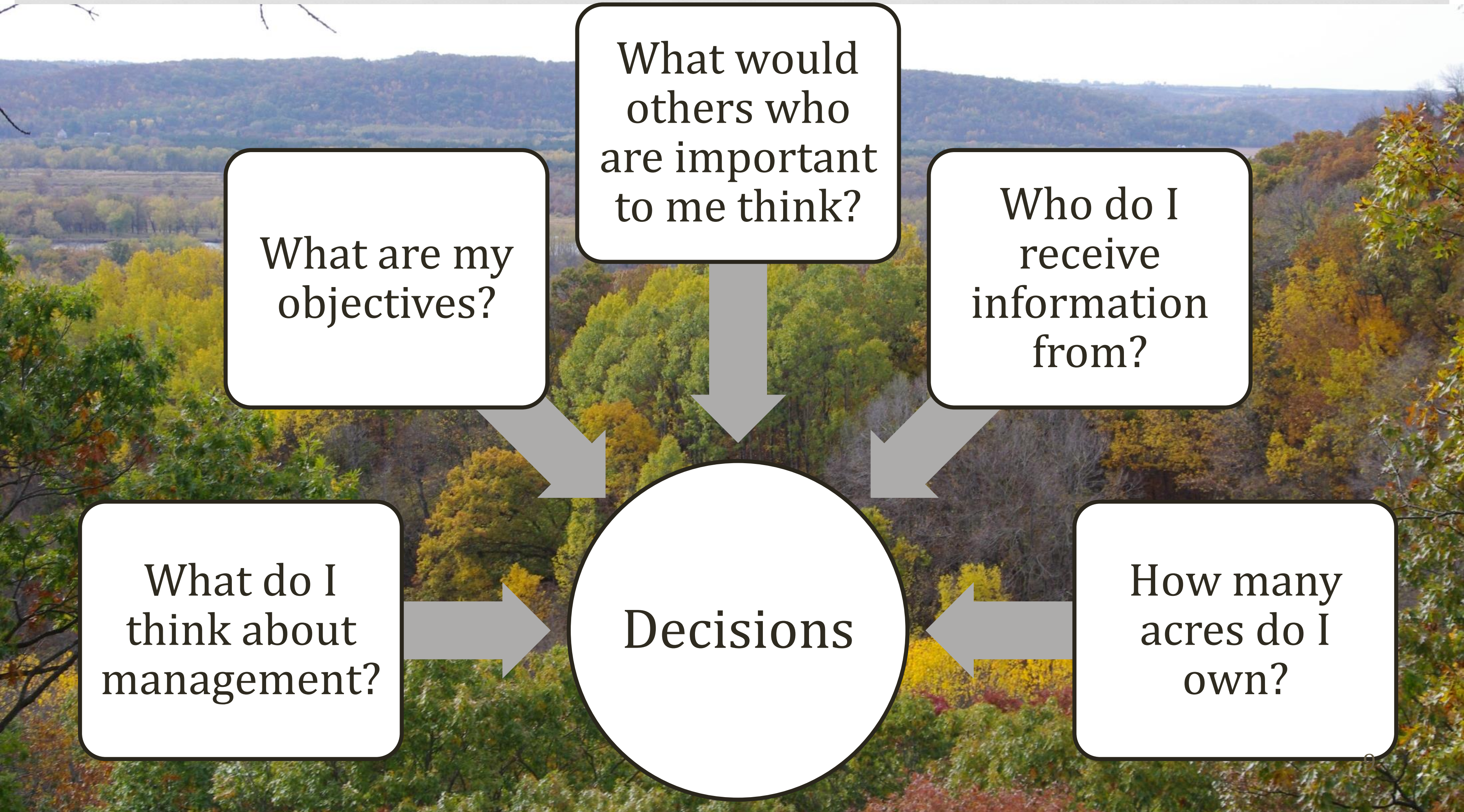
# *WHAT INFLUENCES LANDOWNER DECISIONS?*



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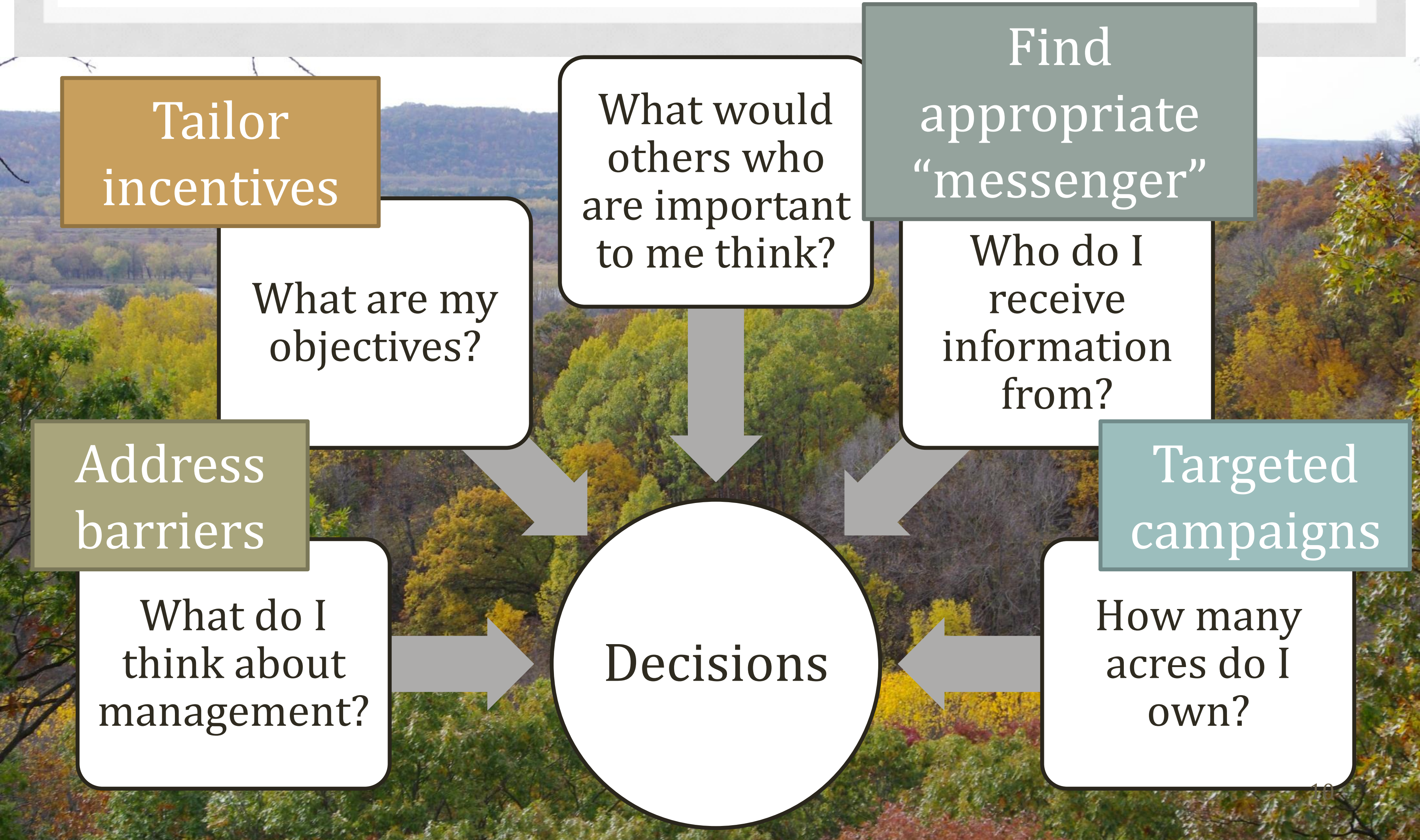
# *HOW IS THE INFORMATION USED?*



# WHERE ARE WE GOING TODAY?

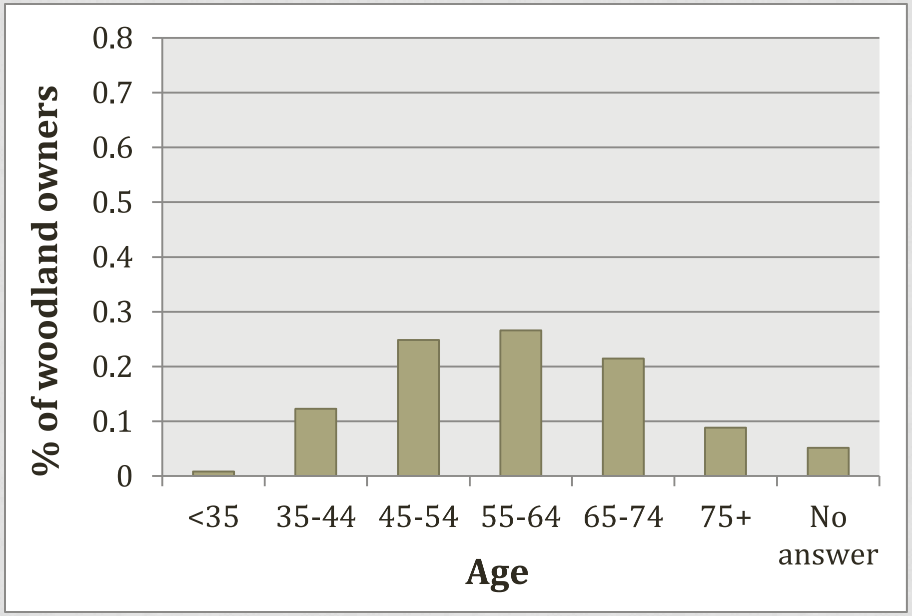
1. National Woodland Owner Survey (2006)
2. Wisconsin Extension Survey (2013)
3. Offspring Study (2007)

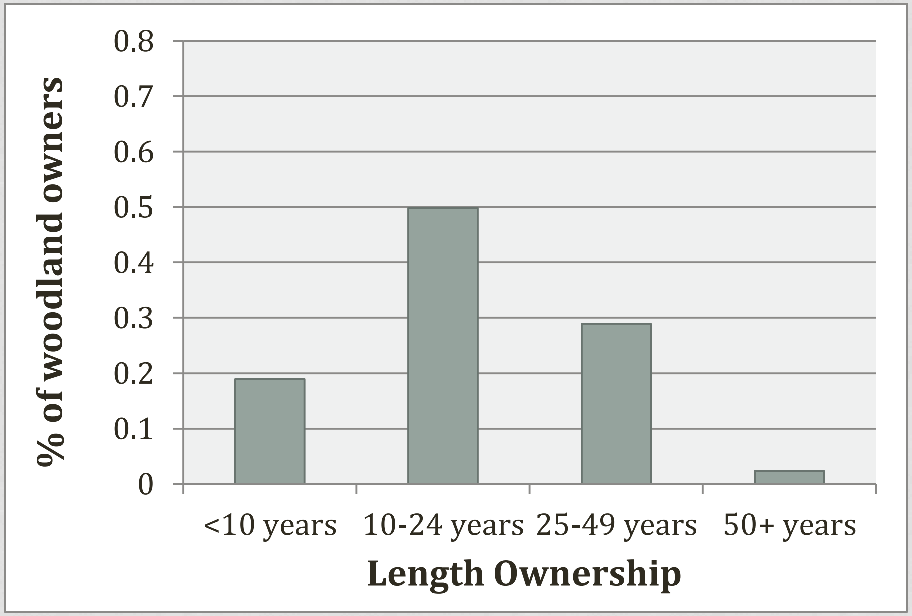
Who owns WI woodlands? → Why does it matter? → What influences decisions? → **What do we know about WI woodland owners?** → How do we support woodland owners?

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

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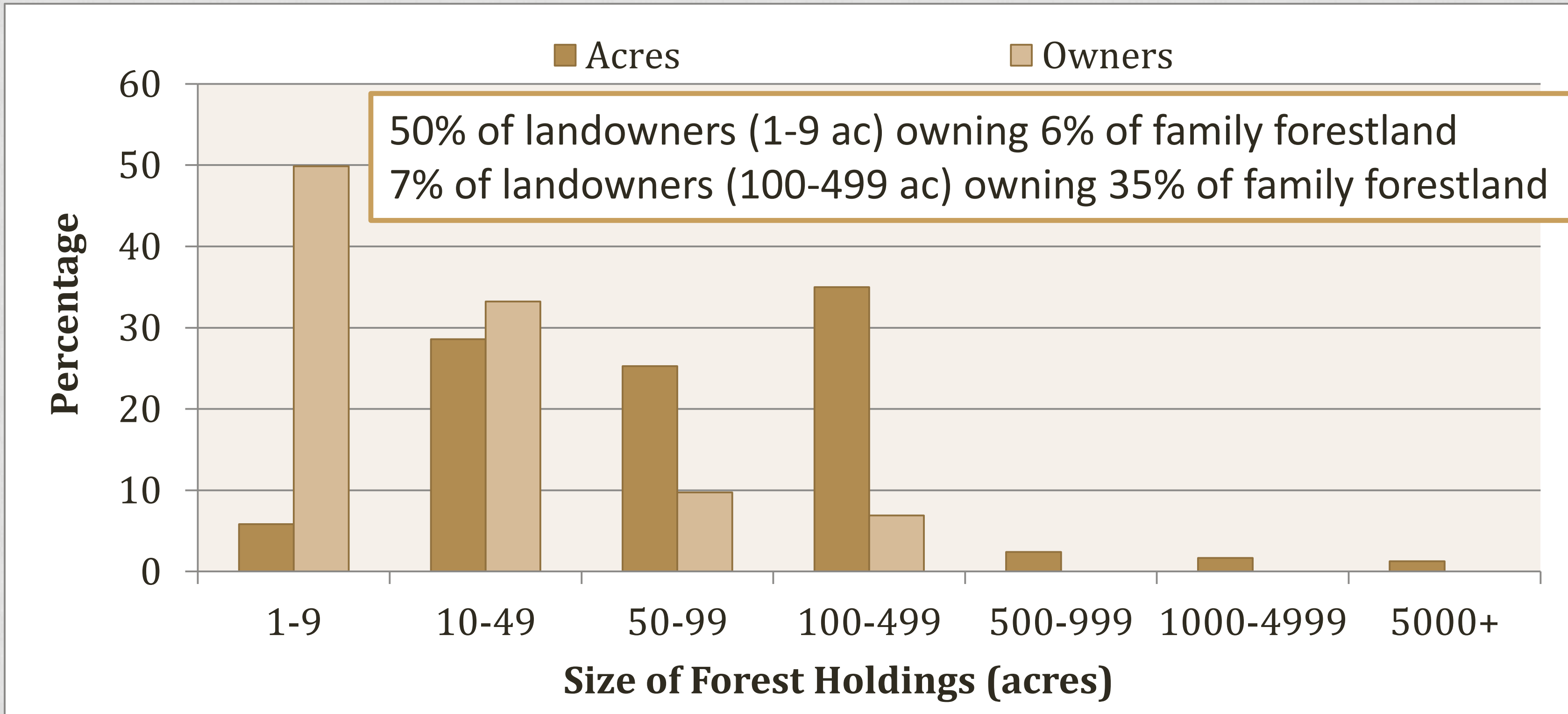
Butler, Brett J.; Miles, Patrick D.; Hansen, Mark H. 2015. National Woodland Owner Survey Table Maker web-application version 1.0. Amherst, MA: USFS://fiatools.fs.fed.us/NWOS/tablemaker.jsp]

# 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

Butler, Brett J.; Miles, Patrick D.; Hansen, Mark H. 2015. National Woodland Owner Survey Table Maker web-application version 1.0. Amherst, MA: USFS://fiatools.fs.fed.us/NWOS/tablemaker.jsp]

# *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

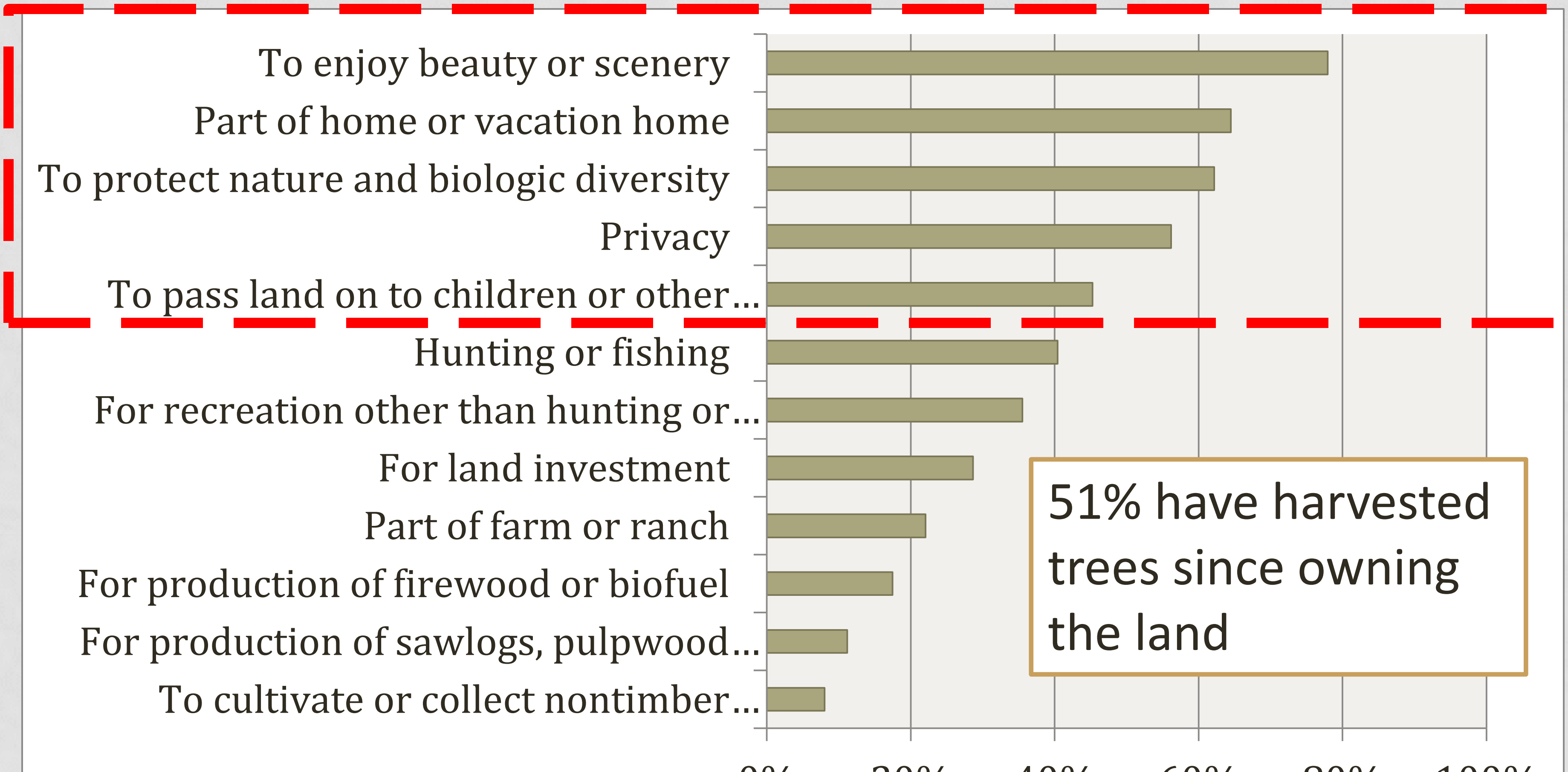
Photo: T. Knoot

http://art.saylorwolf.com/vermont.php

Butler, Brett J.; Miles, Patrick D.; Hansen, Mark H. 2015. National Woodland Owner Survey Table Maker web-application version 1.0. Amherst, MA: USFS://fiatools.fs.fed.us/NWOS/tablemaker.jsp]

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

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




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%)


Sociopolitical

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

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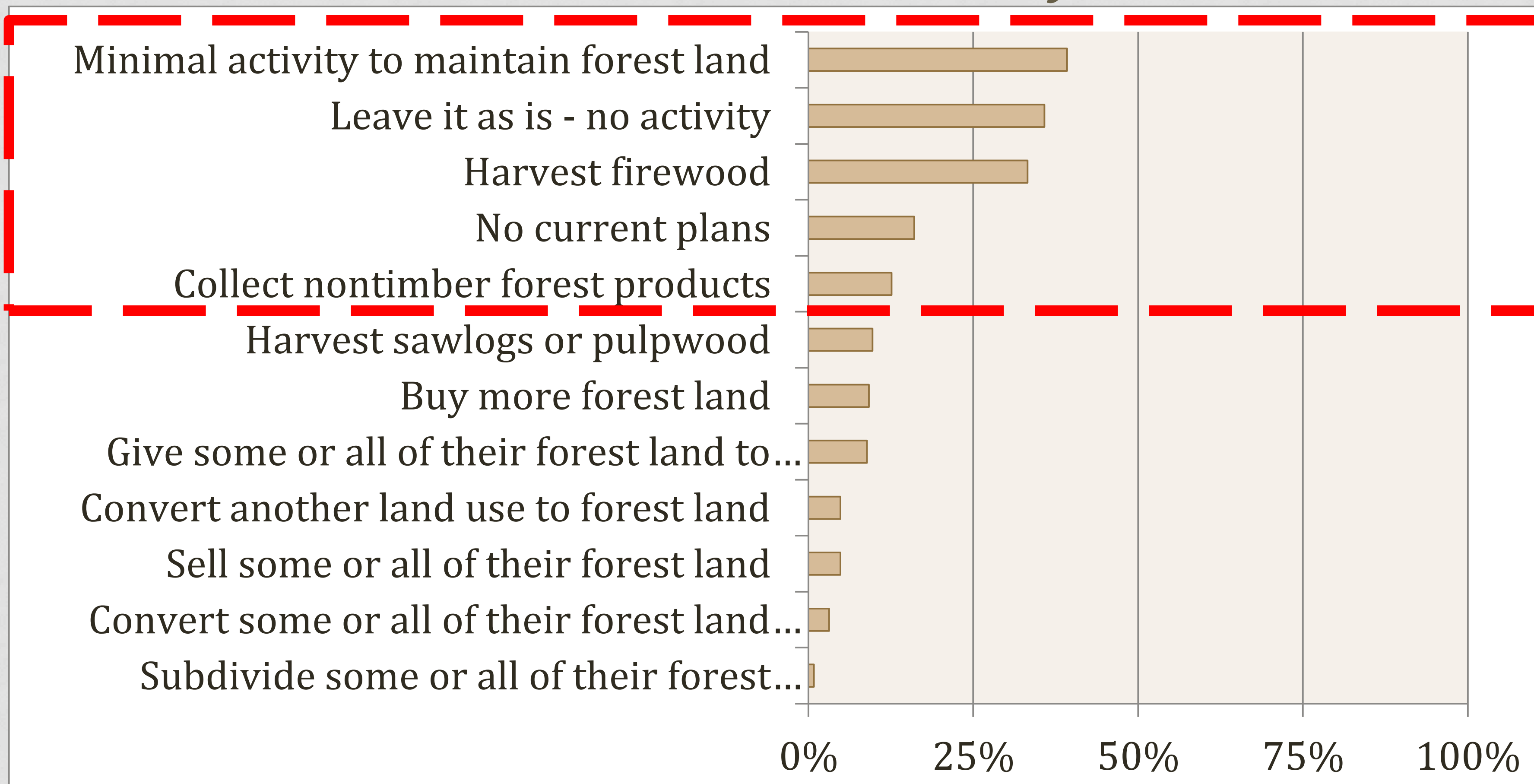
# *FUTURE PLANS?*
# MINIMAL ACTIVITY – HANDS OFF

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

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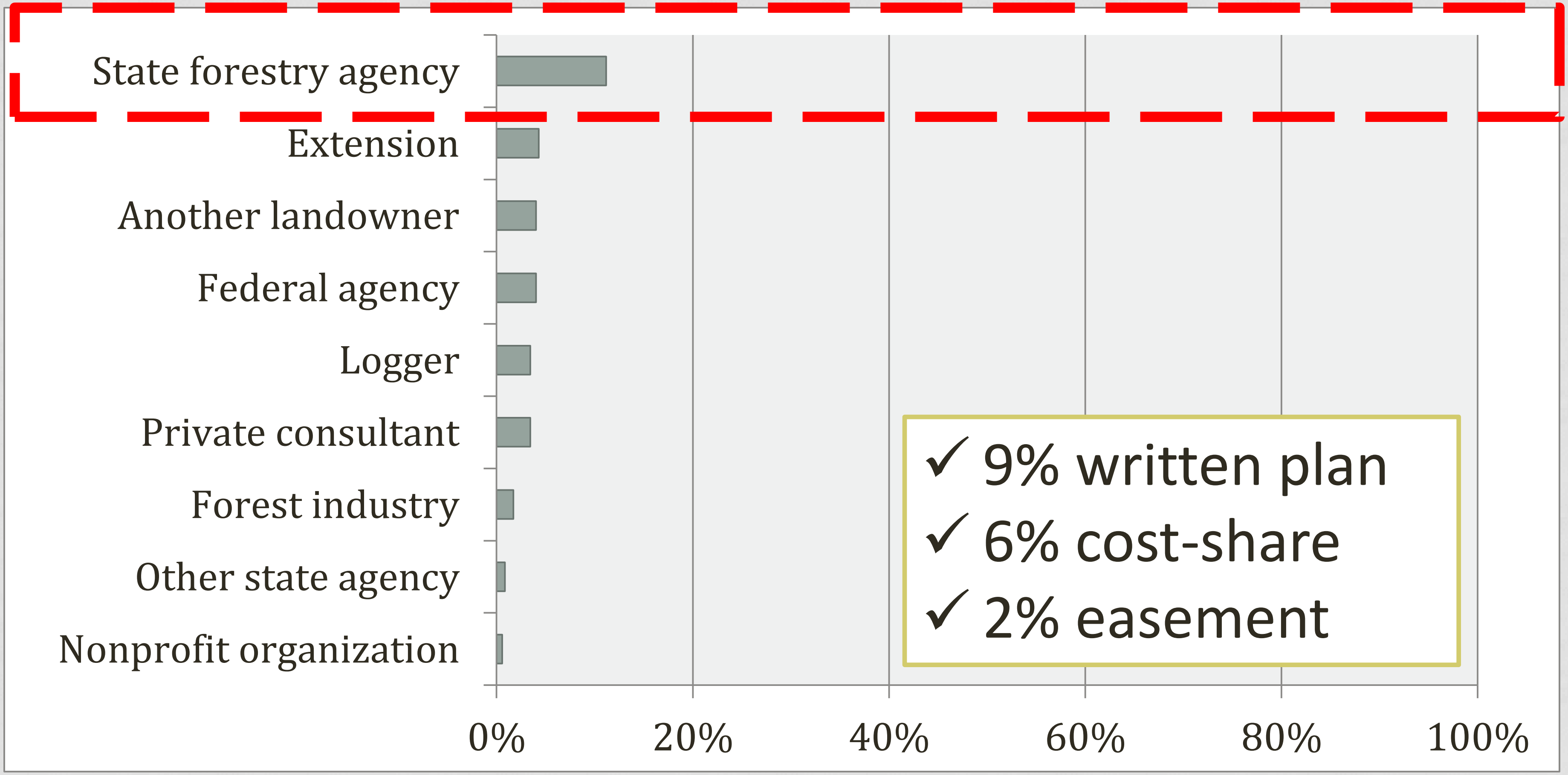
# *ADVICE (MESSENGERS)?*
## LIMITED CONNECTIONS & FEW PROGRAM ENROLLEES

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

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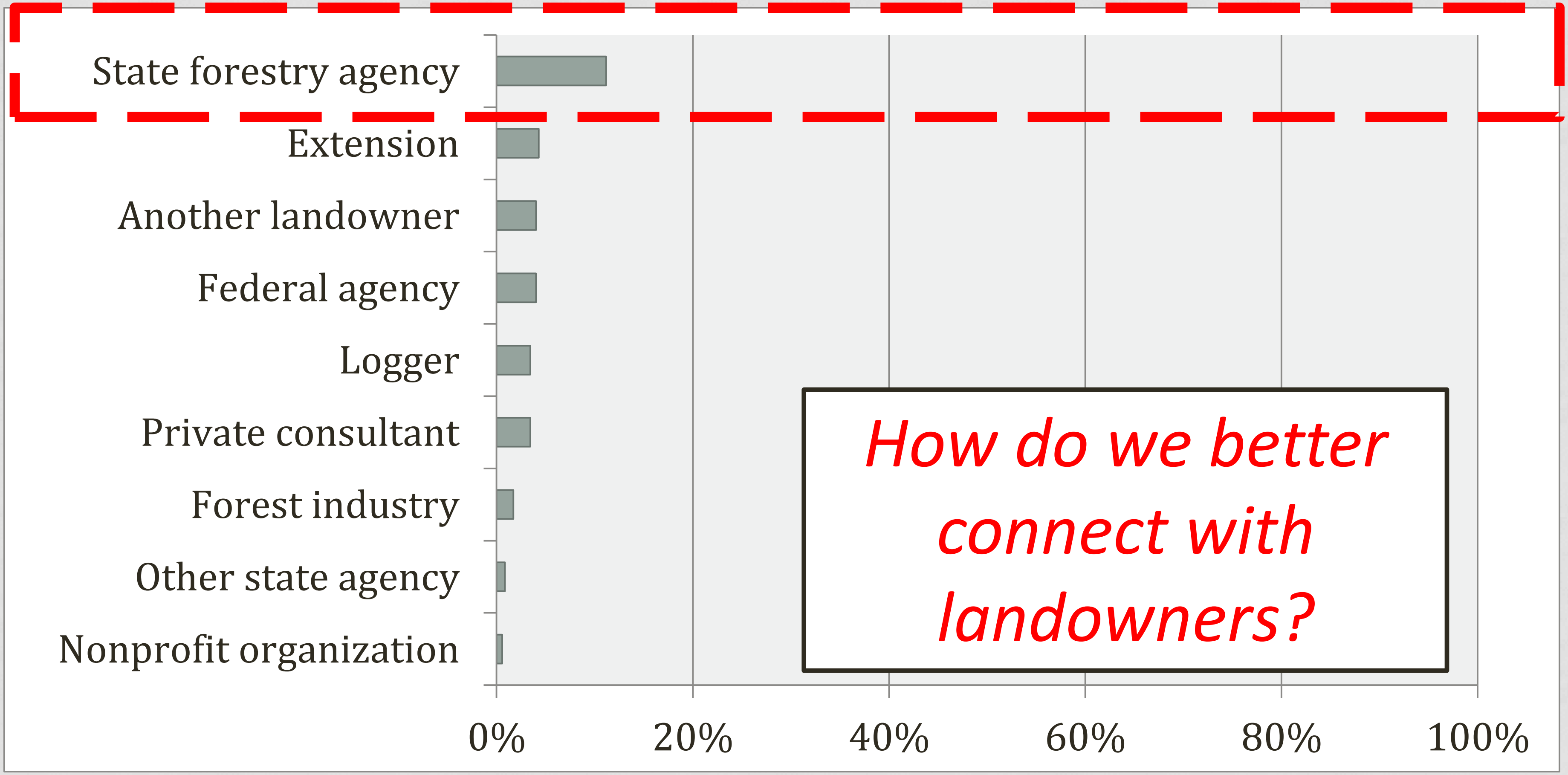


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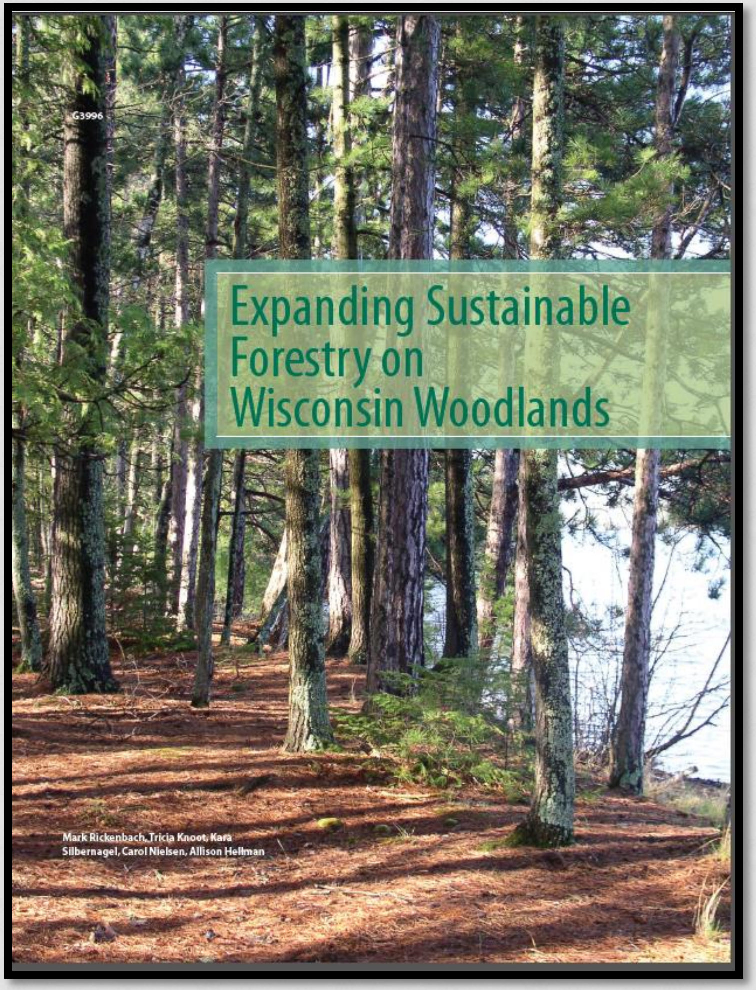
# *HOW DO WE SUPPORT ACTIVE MANAGEMENT?*
## ECOSYSTEM SERVICES PROGRAMS

- **"Expanding sustainable forestry on Wisconsin woodlands."**
  - Rickenbach, M., T. Knoot, K. Silbernagel, C. Nielsen, and A. Hellman. (2013). UWEX Learning Store. Publication G3996. 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?"**
  - Knoot, T.G., M. Rickenbach, and K. Silbernagel. 2015. Payments for ecosystem services: Will a new hook net more active family forest owners? *Journal of Forestry.*

Hot off the press

RESEARCH ARTICLE

*J. For.* 113(●):000–000
http://dx.doi.org/10.5849/jof.12-104


policy

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

**Tricia G. Knoot, Mark Rickenbach, and Kara Silbernagel**

Payments for ecosystem services offer the potential to financially benefit landowners in exchange for active forest management. Given their nontimber focus, such payments might be particularly attractive to those owners who do not participate in typical forestry programs. To investigate, we surveyed "nonparticipating" Wisconsin landowners to assess their interest in possible payments for ecosystem services. Our design experimentally compared the effects of ecosystem service type (carbon storage, water, and wildlife) and program sponsorship (government and market) on landowner interest. We also tested the effects of increasing program requirements (no requirements, written plan, required practices, and required inspections). Findings indicate that 42% had some interest under no requirements. This portion dropped to 18% with requirements that resemble how payments might work in practice. Under "real-world" requirements, reliance on a forester in future decisions and the importance of a forest-based income were significant explanatory factors. Findings suggest that program requirements are key in shaping landowner willingness.

**Keywords:** payments for ecosystem services, family forest owners, forest policy, policy [illegible]

Family forests provide innumerable ecosystem services. These lands yield services ranging from wildlife habitat and forest products to biodiversity conservation and carbon sequestration, which directly benefit the estimated [illegible] million family forest owners in the United States (Butler 2008) as well as the broader society (Stein et al. 2005, Robles et al. 2008, Kline et al. 2009). Optimal provisioning or even modest gains in the ecosystem services that family forests provide can depend on active and adaptive forest management, in which intentional planning takes into consideration continual and emerging threats, such as invasive species, tree pests and disease, climate change, and wildfire risk (Chornesky et al. 2005, Chazdon 2008). However, by key metrics, most family forest owners in the United States are passive managers: just 4% have a written management plan, and only 14% have received advice about their woodlands (Butler 2008).

A passive approach or poor implementation of forest practices can result in forest degradation, such as the spread of invasive species, reduced quality of wildlife habitat, or poor residual forest conditions. For example, observers have identified the lack of active forest planning and management on private family forests and its ecological and economic consequences (Nyland 1992, Erickson et al. 2002, Knoot et al. 2009). Policy responses, designed to foster active and sustainable forest management, have included technical assistance, education, cost-share, and property tax incentives with mixed results (Kilgore and Blinn 2004, VanBrakle et al. 2013, Butler et al. 2014). In the case of financial incentives (i.e., cost-share and property tax programs), such programs have had limited appeal (Greene et al. 2007, Maker et al. 2014). For example, only 6% of family forest owners nationally have participated in at least one cost-share program (Butler 2008). Although most of these programs have evolved a broader focus beyond timber and new nongovernmental opportu-

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# *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?

Rickenbach, M., T. Knoot, K. Silbernagel, C. Nielsen, and A. Hellman. (2013). Expanding sustainable forestry on Wisconsin woodlands. UWEX Learning Store. Publication G3996. http://learningstore.uwex.edu/assets/pdfs/g3996.pdf

# 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?

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# *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)



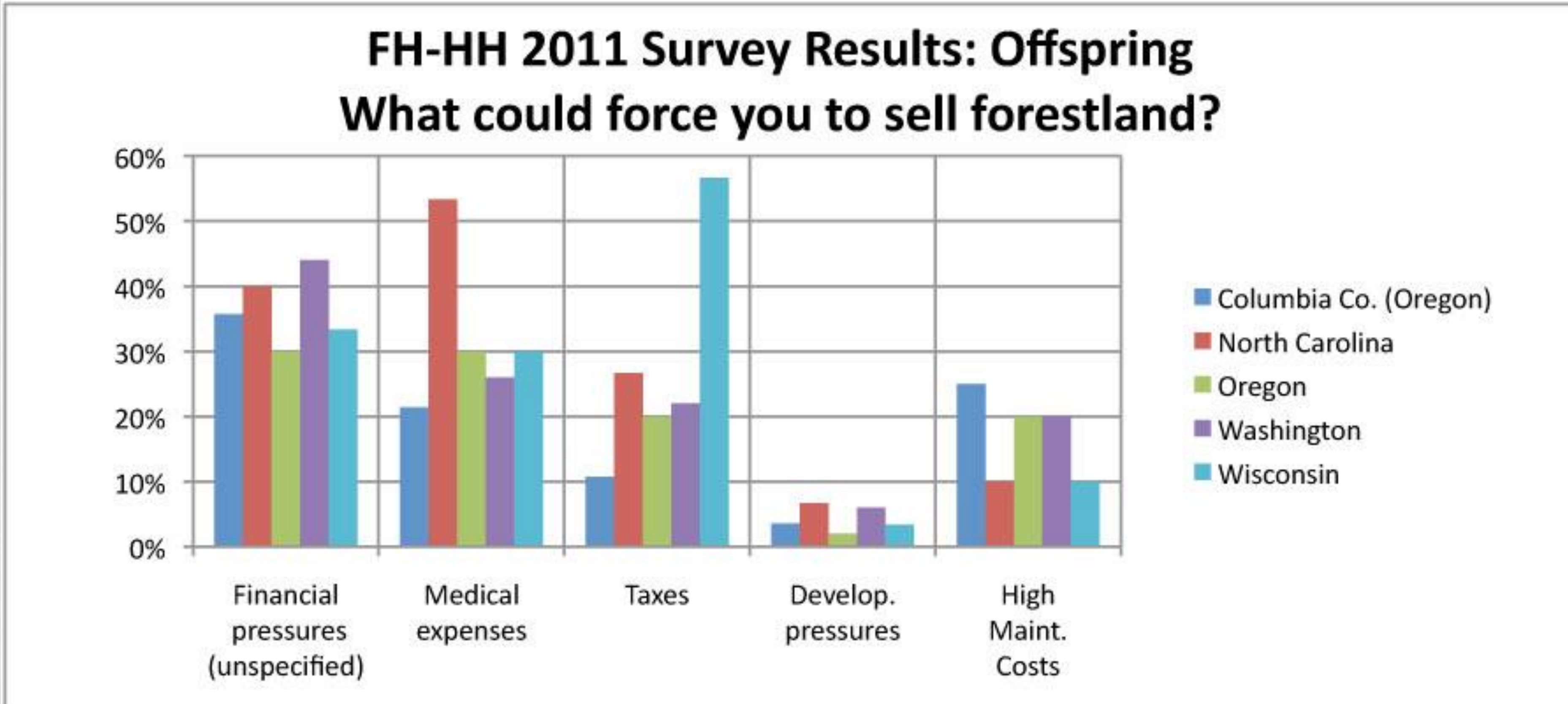
http://www.pinchot.org/gp/Next_Generation

# *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?*

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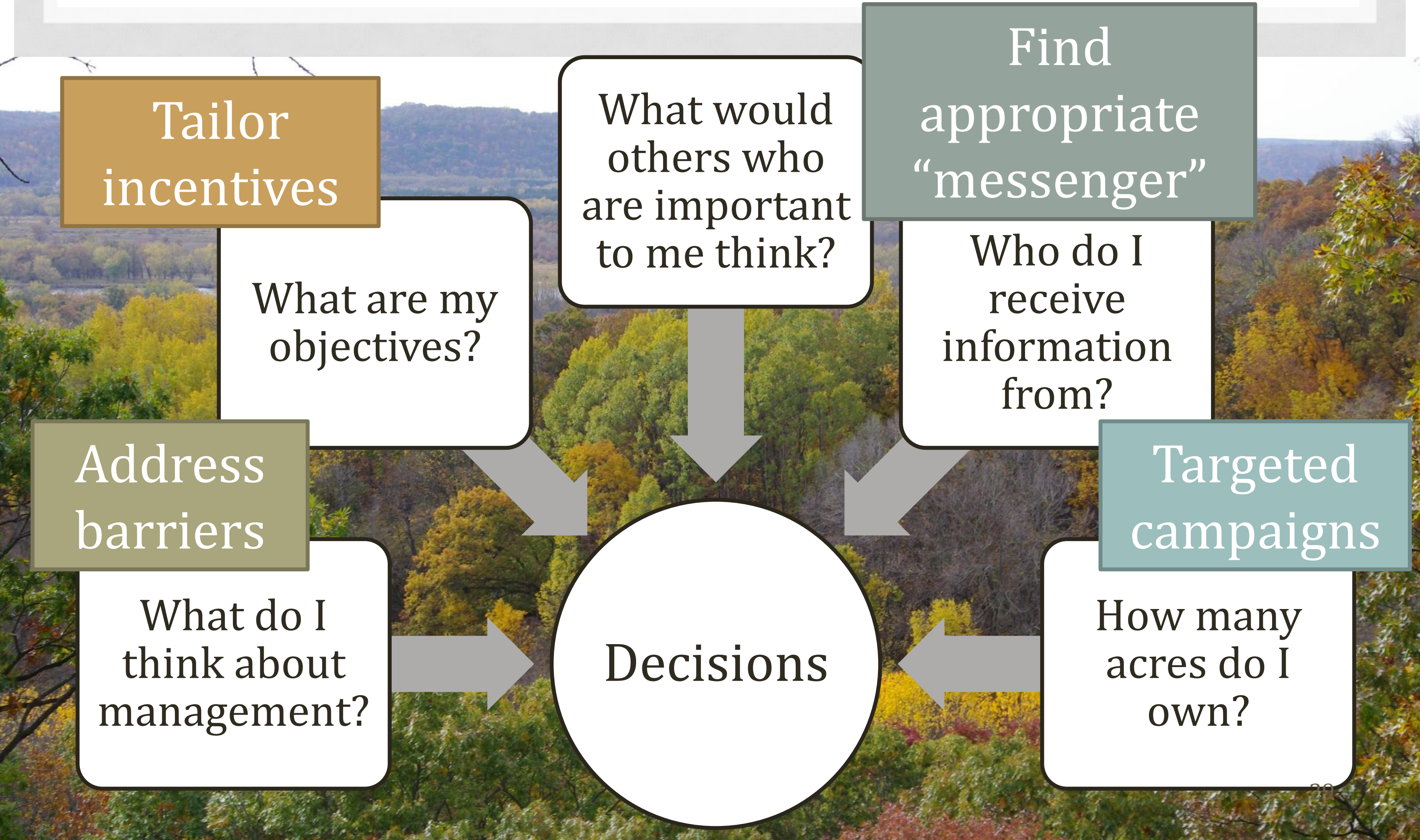

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# HOW DO WE SUPPORT WOODLAND OWNERS?

- **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://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)

Photo: WWOA; www.wisconsinwoodlands.org

# QUESTIONS?

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