

2021 Update

CONNECTING WITH 20,000 LANDOWNERS

Since July 1, 2018, we are more than 60% of the way toward reaching our goal!



Our Charge

In 2018, the Chief State Forester of the Wisconsin Department of Natural Resources (WDNR) adopted the Wisconsin Private Forestry Advisory Committee's (WPFAC) recommendations that encouraged the professional forestry community of partners to collaborate toward a 5-year goal of connecting with 20,000 new non-industrial private forest (NIPF) landowners. **That formative moment when a landowner walks their property with a forester is our measure of success—as visits offer confidence and credibility for the landowner's actions!** Using the average ownership size of 50 acres, these 20,000 landowners—with the help of their foresters—will bring the next million acres into sustainable forestry!

Our 3-Year Progress Report

THE LANDOWNER JOURNEY

BECOMING AWARE & LEARNING MORE

135,000 Landowners



360,000 Potential Landowners

REQUESTING A FORESTER VISIT

12,807 Landowners (623,500 Acres)



Goal of 20,000 Visits by 2023

TAKING ACTION IN THE WOODS

1,005 Landowners (28,946 Acres)



Landowners are more likely to take action in their woods if they first become aware of the practice of forestry, learn more, and walk their property with a forester. Rooted in social science research, our collective efforts prompt landowners to take these tangible steps along The Landowner Journey toward action. We have made great progress in three years!

In year 3, we focused on direct mail to promote **awareness** about property visits. Our record-breaking response rate was attributed to greater landowner availability during the COVID-19 pandemic. Thousands of landowners continued to **learn more** through Facebook, e-newsletters and through the creativity of foresters and other natural resource professionals who offered virtual landowner workshops.

In year 3, DNR forester property visits increased by 43% from year 2! Along with significant contributions from Cooperating Foresters, over 5,000 property visits were conducted with previously unengaged landowners bringing our **3-Year total to 12,807 forester visits!**

Hundreds of landowners have implemented their forester's recommendations to take action and engage private forestry businesses to improve their forests through planning, timber stand improvement, tree planting, invasive species control, and more.

Management Plan (495), Tree Regeneration (179), Forest Improvement (288), Timber Harvest (43)

Success Stories from the Field



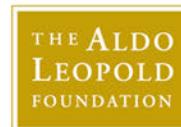
John, a woodland owner in Buffalo County, requested a forester visit after receiving one of our direct mail letters. He made it known prior to the visit he was very interested in promoting wildlife, especially deer and turkey. Adam Foehringer, DNR Forester, invited the local DNR Wildlife Biologist to join the property visit. Testament to the power of property visits to unlock landowner learning and action, their conversation revealed the landowner's stand of "black cherry saplings" was actually invasive buckthorn. Eager to right the wrong, the landowner followed-up through email regarding herbicide procurement and application methods. Within a couple weeks of the site visit, John began his buckthorn control work in an area where the trio had kicked up a fawn during the visit.

A year after severe storms swept across northern Wisconsin in 2019, neighbors Tobin and Gregory were ready to give up. Each of their 40-acre properties were still full of downed timber. Fortunately, Tobin received a mailing from local DNR Forester, Steve Kaufman that offered assistance. After their meeting, Steve relied on his professional connections and approached loggers currently working in the area. Before long, an interested logger was working with both Tobin and Gregory, to salvage the downed trees. As a result of the positive experience, Gregory decided to enter the Managed Forest Law program.



Our Partnerships Make the Difference

Landowner organizations, governmental agencies, and private forest industries—local, statewide, and national—offer landowners unique products or services throughout their journeys. Partners' work aligns with the Landowner Journey by contributing to raising awareness, inspiring learning and dialogue, encouraging property visits, and supporting on-the-ground actions across Wisconsin.



Golden Sands
Resource Conservation
& Development Council, Inc.

Wisconsin Cooperating Foresters have also made significant contributions to our important goal!