

2022 Update

CONNECTING WITH 20,000 LANDOWNERS

Since July 1, 2018, we are more than 85% 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 4-Year Progress Report

THE LANDOWNER JOURNEY

BECOMING AWARE & LEARNING MORE

190,300 Landowners



360,000 Potential Landowners

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 four years and are situated nicely toward accomplishing our goal of 20,000 landowners completing walk-through visits with a professional forester as we enter our final year of tracking.

In year 4 we focused on direct mail to promote **awareness** about property visits. Thousands of landowners continued to **learn more** through Facebook, e-newsletters and through the creativity of foresters and other natural resources professionals who offered virtual and in-person landowner workshops.

REQUESTING A FORESTER VISIT

17,964 Landowners (798,763 Acres)



Goal of 20,000 Visits and 1 Million Acres by 2023

Thousands of landowners requested and completed our offer of a forester visit, during which they identified forestry actions that supported their values. DNR Foresters and Cooperating Foresters conducted over 5,000 visits, building supportive relationships with landowners and bringing our **4-year total to 17,964 forester visits!**

TAKING ACTION IN THE WOODS

1,315 Landowners (36,784 Acres)



Management Plan (615), Tree Regeneration (221), Forest Improvement (321), Timber Harvest (53)

Since 2018, over a thousand 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.

Our Success Stories



Increasingly, women are the decision-makers regarding land ownership and its care, either by choice or life circumstance. Yet, forestry has historically been a male-dominated profession and landowner activity. Lauren Larsen, Natural Resource Educator with UW-Extension, recently organized a series of women-focused field days to meet the growing need. “Research shows this programming creates a comfortable space for women to learn, ask questions, and talk about their goals,” stated Lauren. Led by both a female forester and landowner, participants were offered tangible inspiration. Colleen Matula, Forest Ecologist and Silviculturalist for WDNR and a 30-year veteran in forestry, witnessed the difference from traditional gatherings, stating, “As the landowner led a tour of her property, the women shared nurturing attitudes toward natural resources and importantly, offered each other their vulnerabilities. It was powerful.” At least one participant left ready to get to work, “I learned enough to make small improvements on my property now and am encouraged to try more in the future.”

Bruce and Doreen Dimick suspected their 25-year old red pine stand needed thinning and contacted Brady Backes, their local DNR Forester in Wood County, for affirmation and advice. Bruce recalled, “Brady walked our whole property with us, which was amazing. We cored a few trees and even discussed an additional jack pine harvest; a possibility that hadn’t occurred to us.” Brady offered a list of local foresters and loggers, leading to a successful sale and even more value-added assistance from Brady. “I saw the cutting notice come across my desk,” remembers Brady, “and contacted the Dimicks to recommend applying fungicide to cut stumps to prevent spread of Heterobasidion root disease.” Bruce and Doreen were happy to oblige and for a small fee the logger did the post-harvest treatment, protecting their remaining trees from future infection.



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.



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