

Ownership of Pennsylvania's Forests: Past, Present, and Future



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Pennsylvania's Third Forest Conference
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Topics to be Covered

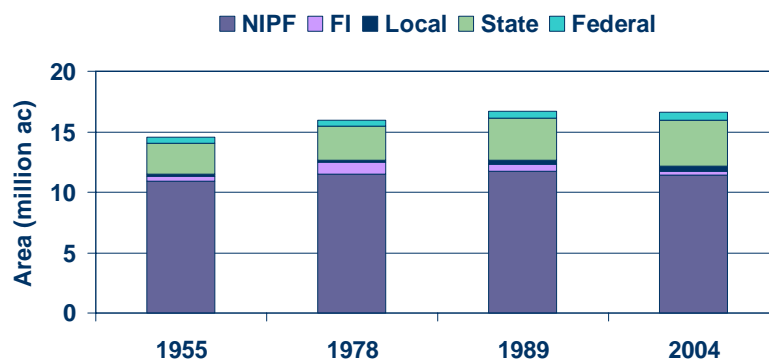
- Past
- Present
 - National Woodland Owner Survey
 - Sustaining Family Forests Initiative
- Future
 - The Next Generation of Forest Owners

Data Sources

- **National Woodland Owner Survey**
 - U.S. Forest Service
- **Sustaining Family Forests Initiative**
 - American Forest Foundation, Meadwestvaco, Roper Public Affairs, U.S. Forest Service, Yale,...
- **The Next Generation of Forest Owners**
 - Mater Engineering, Pinchot Institute, and U.S. Forest Service

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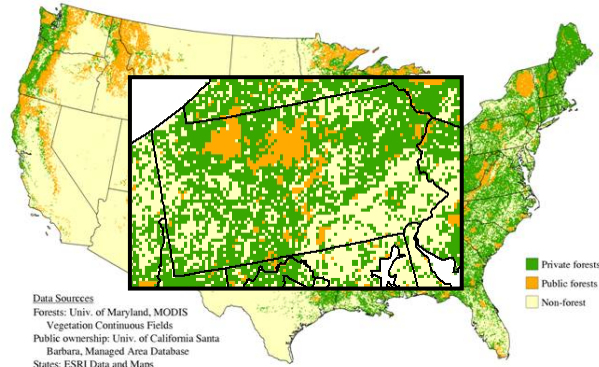
The past: It's more than just history



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USDA Forest Service
Area of forestland in Pennsylvania

The present: It's where it's at



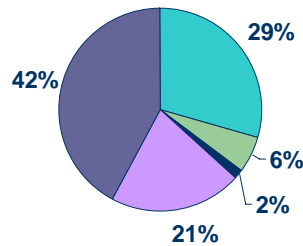
Data Sources
 Forests: Univ. of Maryland, MODIS
 Vegetation Continuous Fields
 Public ownership: Univ. of California Santa
 Barbara, Managed Area Database
 States: ESRI Data and Maps

USDA Forest Service
 Forest Inventory and Analysis
 National Woodland Owner Survey

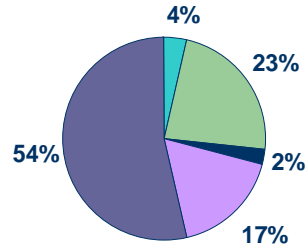
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Forest Ownership

United States



Pennsylvania



Federal State Local
 Businesses Families and individuals

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Who are the family forest owners?

Number of owners

198,000 owners

Forested acres owned

8,046,000 acres

Education (college degree)

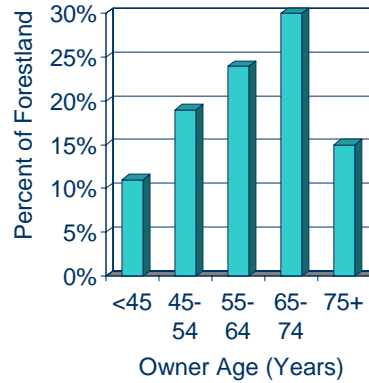
33%

Occupation (retirees)

48%

Average age

62

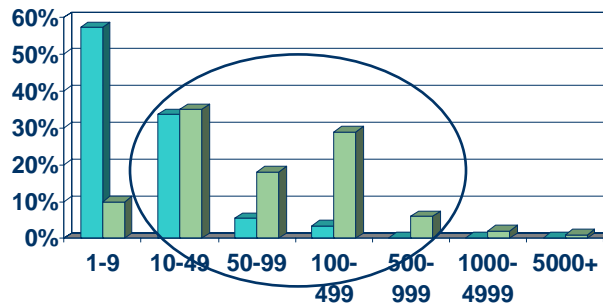


Percent of family forestland (10-999 ac) in Pennsylvania
National Woodland Owner Survey, 2004

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Size of Forest Holdings

■ Owners ■ Area

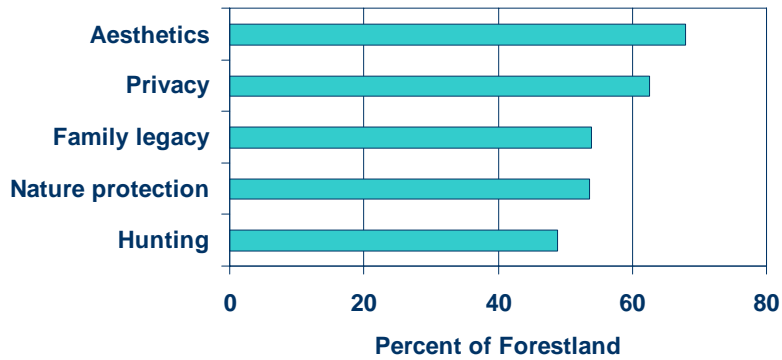


Size of Forest Holdings (ac)

Percent of family forest owners and forestland (10-999 ac) in Pennsylvania
National Woodland Owner Survey, 2004

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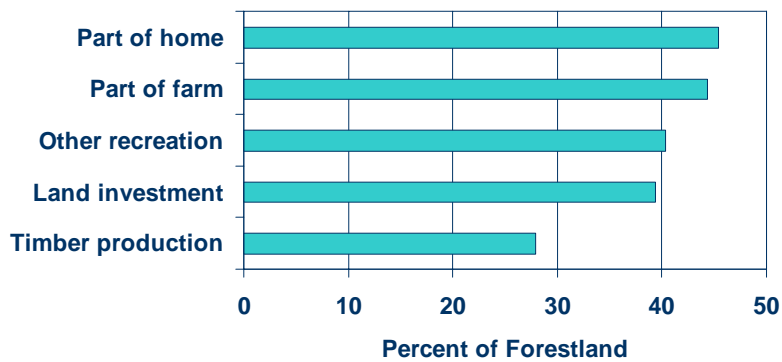
Ownership Objectives



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Percent of family forestland (10-999 ac) in Pennsylvania
National Woodland Owner Survey, 2004

Ownership Objectives (Continued)



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Percent of family forestland (10-999 ac) in Pennsylvania
National Woodland Owner Survey, 2004

Forest Management

Timber Harvesting
70% of family forestland

Forest Management Plans
8% of family forestland

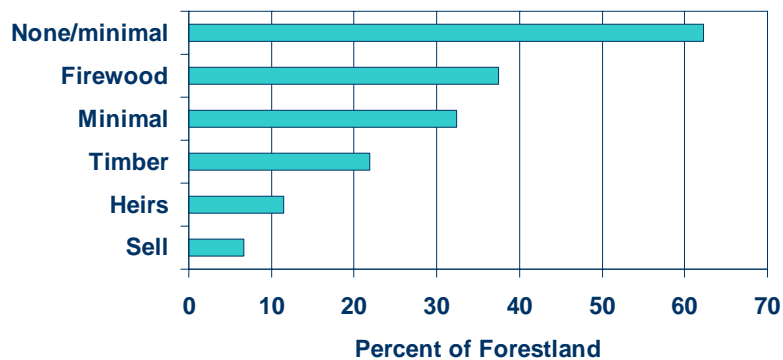
Professional Assistance
30% of family forestland



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Percent of family forestland (10-999 ac) in Pennsylvania
National Woodland Owner Survey, 2004

Plans for the next 5 years?



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Percent of family forestland (10-999 ac) in Pennsylvania
National Woodland Owner Survey, 2004

Social Marketing

Selling ideas, not products

Steps:

- Research
- Implementation
- Evaluation

Examples:

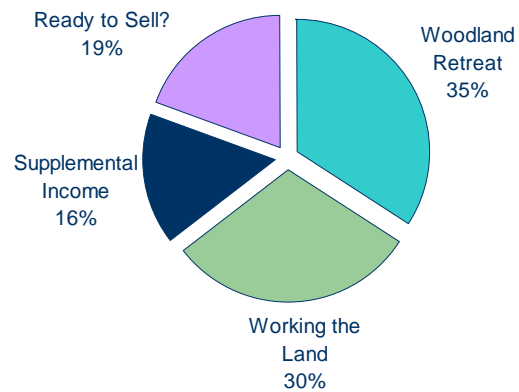
- Anti-smoking
- Drunk driving
- Smokey the Bear



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The Sustaining Family Forests Initiative, 2006

Multivariate Cluster Analysis



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The Sustaining Family Forests Initiative, 2006
Percent of family forestland (10-999 ac) in Pennsylvania

Woodland Retreat Owners



Most common ownership objectives:

- Aesthetics
- Privacy
- Conservation
- Family legacy

More likely to have:

- Smaller plots
- Have purchased their land
- Live on their land

Less likely to:

- Use land for commercial purposes

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The Sustaining Family Forests Initiative, 2006

Supplemental Income Owners



Most common ownership objectives:

- Land investment
- Timber harvesting
- Family legacy

More likely to have:

- Larger forest holdings
- Inherited their land
- Plans to pass their forest land on
- Participated in cost-share

Less likely to have:

- Participated in certification
- Conservation easements

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The Sustaining Family Forests Initiative, 2006

Working the Land Owners



Most common ownership objectives:

- Commercial
- Conservation
- Recreation

More likely to have:

- Larger forest holdings
- Harvested trees
- Have definite plans for their land
- Participated in programs
- Lower incomes
- Be younger

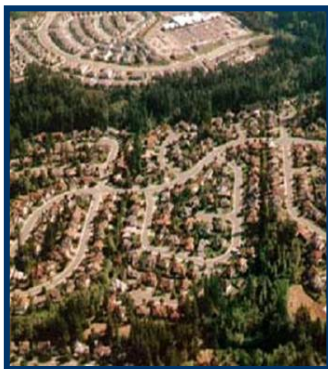
Less likely to:

- Be retired

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The Sustaining Family Forests Initiative, 2006

Ready to Sell Owners?



Most common ownership objectives:

- None

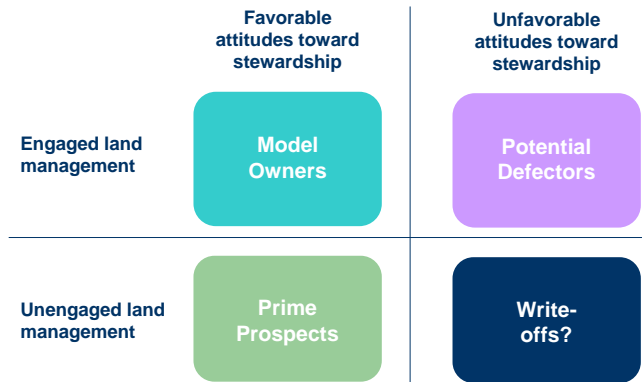
More likely to be:

- Absentee owners
- Older

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The Sustaining Family Forests Initiative, 2006

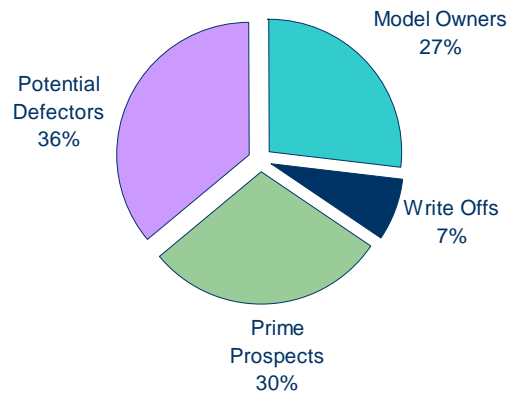
Prime Prospect Analysis



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The Sustaining Family Forests Initiative, 2006

Prime Prospect Analysis Groups



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The Sustaining Family Forests Initiative, 2006
Percent of family forestland (10-999 ac) in Pennsylvania

What's next? The future!

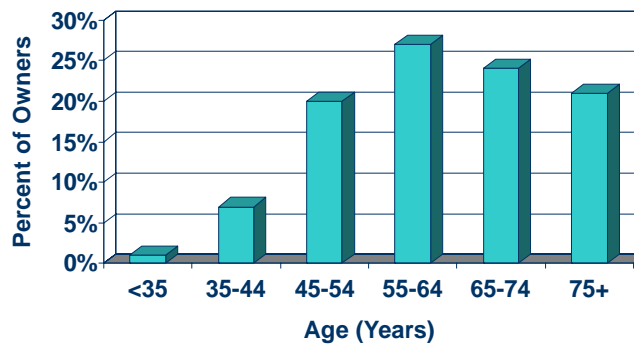


OR



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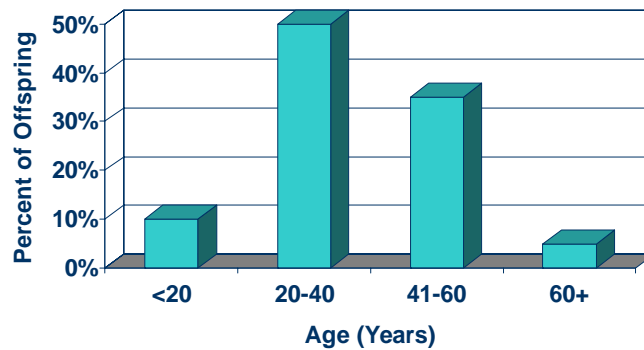
Age of the Current Owners



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National Woodland Owner Survey, 2004
Percent of family forest owners (1+ ac), U.S.

Age of the *Offspring* of the Current Owners



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The Next Generation Ownership Study, 2006
Percent of family forest owners' offspring, U.S.

Absentee Owners

- 53% were not raised on family forestland
- 52% live out-of-state or not near the family forestland
- 40% won't live on the family forests in the future (another 44% aren't sure)

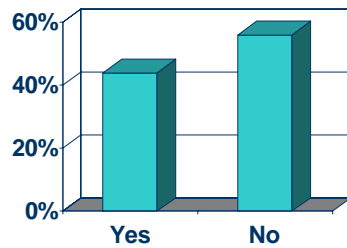


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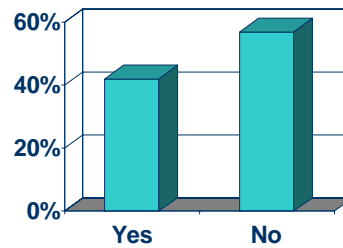
The Next Generation Ownership Study, 2006

Offspring Knowledge

Involved in management?

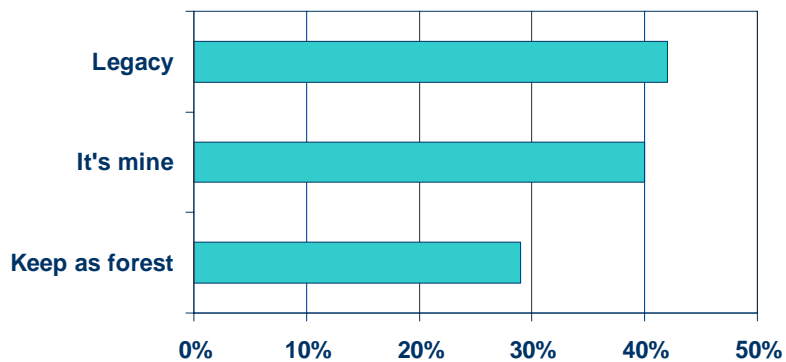


If no, do they want to be?



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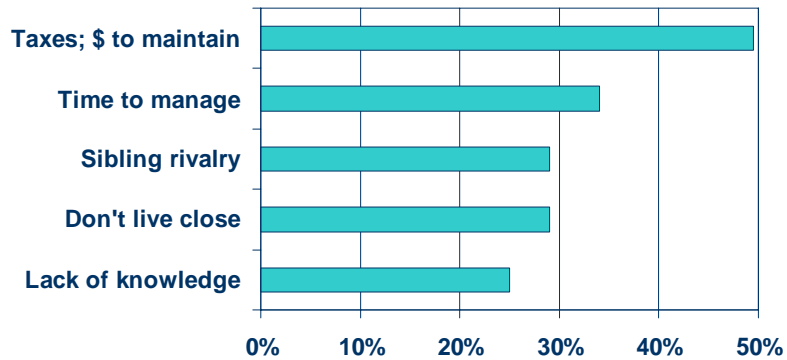
Offspring's Reasons for Owning



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The Next Generation Ownership Study, 2006

Offspring's' Top Challenges



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Conclusions

- Ownership dynamics
 - Control much of the fate of the forest
- Ownership diversity
 - Need to appeal to owners' needs and desires
- The future is now
 - Need to look at the current and future owners

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Contact Information

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