

# Woodland Retreat Owners

## Orientation to their Woods

- Woodland Retreat landowners own their woodland primarily for its beauty, conservation, and recreational value
- Many of these landowners love nature and animals and appreciate ecological benefits of woods
- Most Woodland Retreat landowners live on their woodland

## Landowner Prevalence

- Woodland Retreat landowners make up 30% of woodland owners in the United States and own 24% of woodland

## Interests

- These landowners cut trees for personal use and collect non-timber forest products from their woods
- They are interested in keeping their woods healthy, beautiful, and good for wildlife
- They enjoy recreating on their land
- These landowners know their wooded land well, and they want to know it even better

## Current Stewardship Behaviors

- Despite their stewardship orientation, Woodland Retreat landowners have some of the lowest rates of active land management behaviors such as having a management plan, consulting foresters, or using cost share programs
- They want their woodland to stay wooded
- They are the least likely segment to transfer land in the next 5 years

## Main Motivations for Stewardship Action

- Stewardship ethic
- Natural beauty and wildlife protection
- Enjoyment of woods with family members, including walking, hiking, camping, and fishing



## Main Barriers to Good Stewardship

- Lack of knowledge about what actions to take
- Perception that woods manage themselves—many Woodland Retreat landowners believe minimal human activity and interference is the best way to promote woodland health
- Many have small parcels of land, making some land management activities less practical or more expensive
- Cost of undertaking woodland improvement projects can be a barrier as these landowners are less likely to know about cost-share and other programs

## How to Reach this Segment

- Appeal to their sense of responsibility and stewardship
- Use specific data and examples to show how active management is beneficial for woods
- Give them specific, easy, low-cost actions to achieve their objectives (e.g. attracting wildlife)
- Help them understand the ecological significance of all woods (even small parcels)
- Connect them with service providers and programs to help them implement woodland projects
- These landowners prefer to get help and information from talking to experts, written material, or having a forester visit their land

TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY