

Working the Land Owners

Orientation to their Woods

- Working the Land landowners tend to be pragmatic. They value the aesthetic and recreational benefits of woodland but also see woods as a financial asset

Landowner Prevalence

- Working the Land owners make up 24% of woodland owners in the United States and own 31% of woodland

Interests

- Timber market trends and rates
- Choosing reliable loggers and other service providers
- Protecting woods from natural and human threats
- Entrepreneurial activities like cultivating non-timber forest products (NTFP) to garner extra income from woods
- Improving wildlife habitat
- Financial assistance for improving or maintaining their land

Current Stewardship Behaviors

- This is the most likely segment to participate in a cost-share program (19%) or have a management plan (21%)
- These landowners are more likely to have taken active steps to improve wildlife habitat

Main Motivations for Stewardship Action

- Maximizing ongoing returns from woods without damaging the land ecologically or financially
- Ethic of respectful and judicious land use
- Enjoy recreation on land (including hunting) and also enjoy tending their woods



Main Barriers to Good Stewardship

- These landowners have fixed ideas about what is good for their woods; they feel they know best
- Mistrust of outside authority and expertise (e.g., fearful of getting swindled by loggers and consultants)
- Wary of any limitations imposed on them (this is a big barrier to participation in conservation easements, tax relief schemes, or cost share programs)

How to Reach this Segment

- Affirm their outdoorsy lifestyle and traditional values
- Give them information but don't tell them what to do—accept their independence and cautiousness
- Working the Land landowners actively seek information on land management; most like getting information through word of mouth, relevant publications, and direct mail

Demographic and Situational Factors

- Most Working the Land owners live on their woodland

TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY