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