

Introduction

Farmers or ranchers, defined as woodland owners who also own land that is farmed or ranched within the same state, represent over one-quarter of America's woodland owners. Some enjoy and appreciate their woods; to others, woodland is just unproductive land because it can't be tilled. Family tradition is often very important, and that can mean different things to different families about woodland management. Farmers/ranchers generally see their woods as part of an integrated land holding, or as another dimension to their investment in their land. Many use their woodlands for livestock grazing. They are most likely to take actions that benefit both the farm/ranch and woodland, such as reducing invasive plants. Messages that highlight financial gains or aesthetic/ lifestyle improvements are likely to resonate with farmers.

Farmers/ranchers may not perceive a value to woodland management, and may not have the time or attention span to tend to their woods. On the other hand, they are used to participating in government programs and likely know their county extension agents, so introducing them to woodland management programs and services should be fairly easy, so long as they see the benefit to their entire land holdings.

Basic Statistics

Number and Acreage

- Estimated number of ownerships in this group: **62,000**.
- This group constitutes **34%** of total family woodland owners in this geography with 10+ acres.
- Total acreage covered by these ownerships: **3,417,000 acres**.
- This is **38%** of the total acres held in wooded acreage of 10+ acres.

Land Tenure

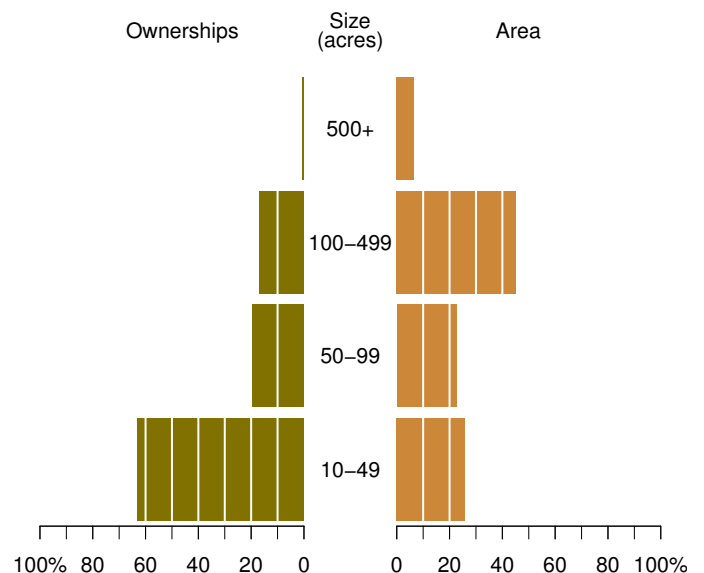
- Average land tenure is **28.5 years**.
- **6%** have owned this land for less than 10 years.

Percent of landowners that say their woods are

- Part of their home: **71%**
- Part of cabin or vacation home: **9%**
- Part of their farm or ranch: **97%**

Size of Holdings

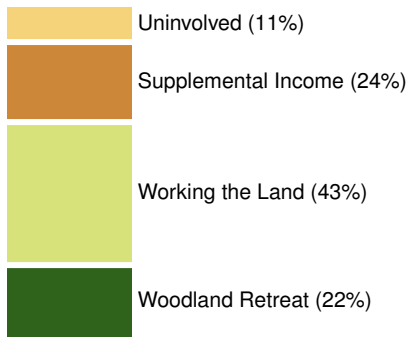
The bars on the left show the proportion of woodland owners in this group who own land parcels of specified sizes. The bars on the right show how the wooded acreage held by this group of landowners is distributed among the specified parcel sizes.



Landowner Attitudes

SFFI Segmentation

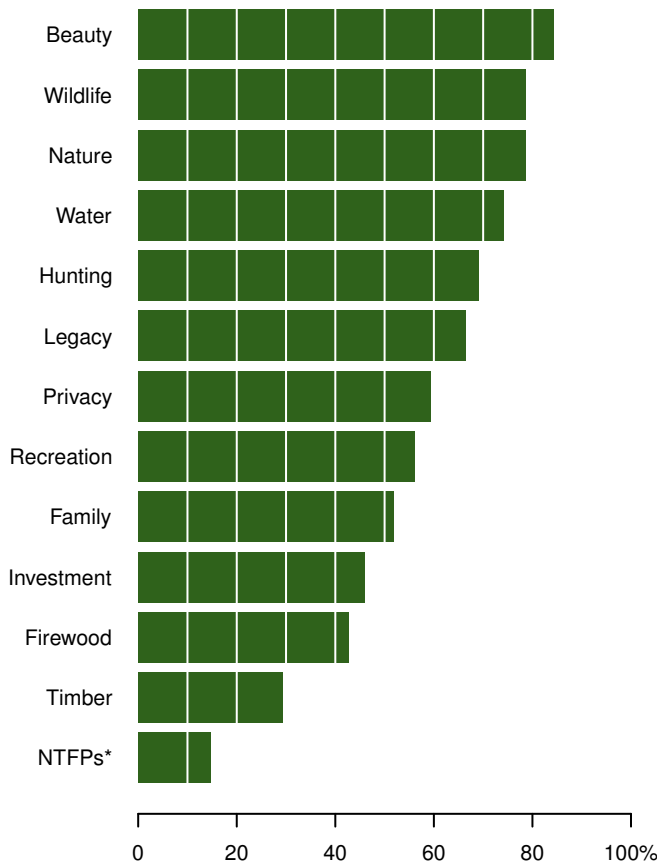
Shows how the landowners in this group are distributed among the SFFI attitudinal segments.



86% of the landowners are classified as Prime Prospects. This means they have good stewardship attitudes but are not highly engaged in managing their land.

Reasons for Owning Woods

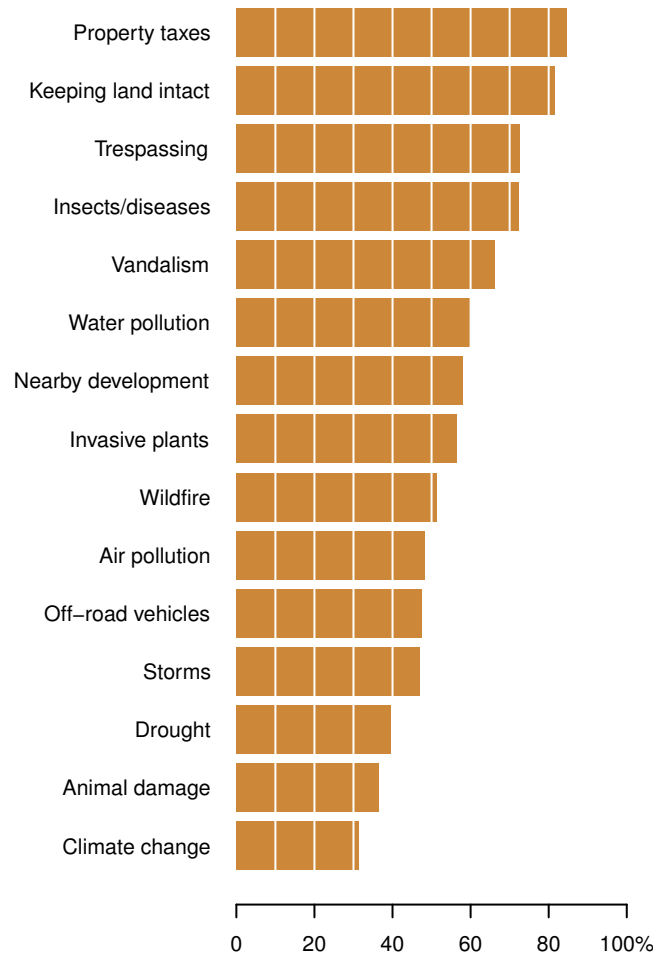
The percentage of landowners in this group who cited each of these reasons for owning land as important or very important to them.



* Non-timber forest products

Landowner Concerns

The percentage of landowners in this group who said they are concerned or greatly concerned about each of these factors.

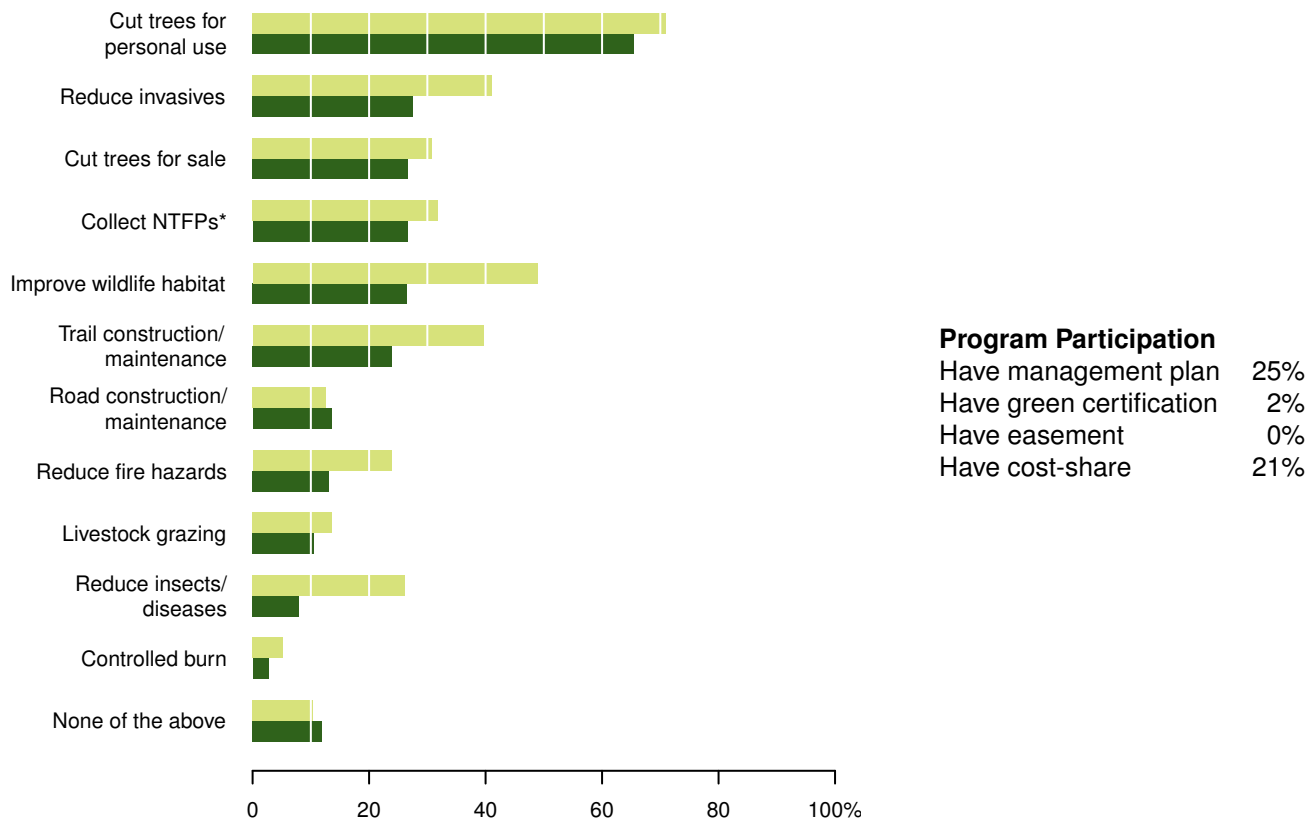


Activities on the Land

SFFI classifies **13%** of the landowners in this group as highly engaged. This means that they have reported doing several activities to protect and improve their woods.

Past and Future Activities

The dark green bars show the proportion of woodland owners in this group that have done each of these activities in the past five years. The light green bars show the proportion who say they are likely or extremely likely to do that activity in the next five years.



Program Participation

Have management plan	25%
Have green certification	2%
Have easement	0%
Have cost-share	21%

* Non-timber forest products

Advice

22% of the landowners in this group have received advice or information about care, management or protection of their woodland in the past five years.

Sources of Advice

The proportion of landowners that said they have received advice from each of these sources in the past five years.

State or local government employee	16%
Federal government employee	3%
Private consultant	7%
Another landowner	5%
Family member or friend	9%
Other	2%

Preferred Modes

The proportion of landowners who said that they would prefer to receive advice or information in the following ways.

Talk to someone	40%
Have someone visit my land	30%
Written materials/ publications	56%
Internet	18%
Conference/Workshop	24%
Don't want any advice/information	11%

Future Plans

97% of these landowners want their wooded land to stay wooded.

19% say they plan to sell or transfer their land in the next 5 years.

16% say they would sell their land if offered the right price.

Demographics

Average age: **62.4 years**

38% have a college education or higher

18% have an annual income of \$100,000 or higher

36% have an annual income of less than \$49,000

8% rely on their woods for at least 5% of their income

White: **98%** Non-White: **2%**

Male: **82%** Female: **18%**



These landowner profiles have been developed by the Sustaining Family Forests Initiative (SFFI), a collaboration between the Yale School of Forestry & Environmental Studies, the U.S. Forest Service, and the Center for Nonprofit Strategies. SFFI aims to gain and disseminate comprehensive knowledge about family forest owners throughout the United States. For more information about SFFI, visit sffi.yale.edu. The profiles use data from the National Woodland Owner Survey (NWOS) conducted by the US Forest Service. The data in this specific summary are based on a sample of 124 families and individuals that own 10 or more acres of woodland in Wisconsin collected between 2011 and 2013. For more information about the NWOS, visit www.fia.fs.fed.us/nwos.