

THE JAMES C. FINLEY  
CENTER FOR PRIVATE FORESTS

People and Forests: Woodland Owners

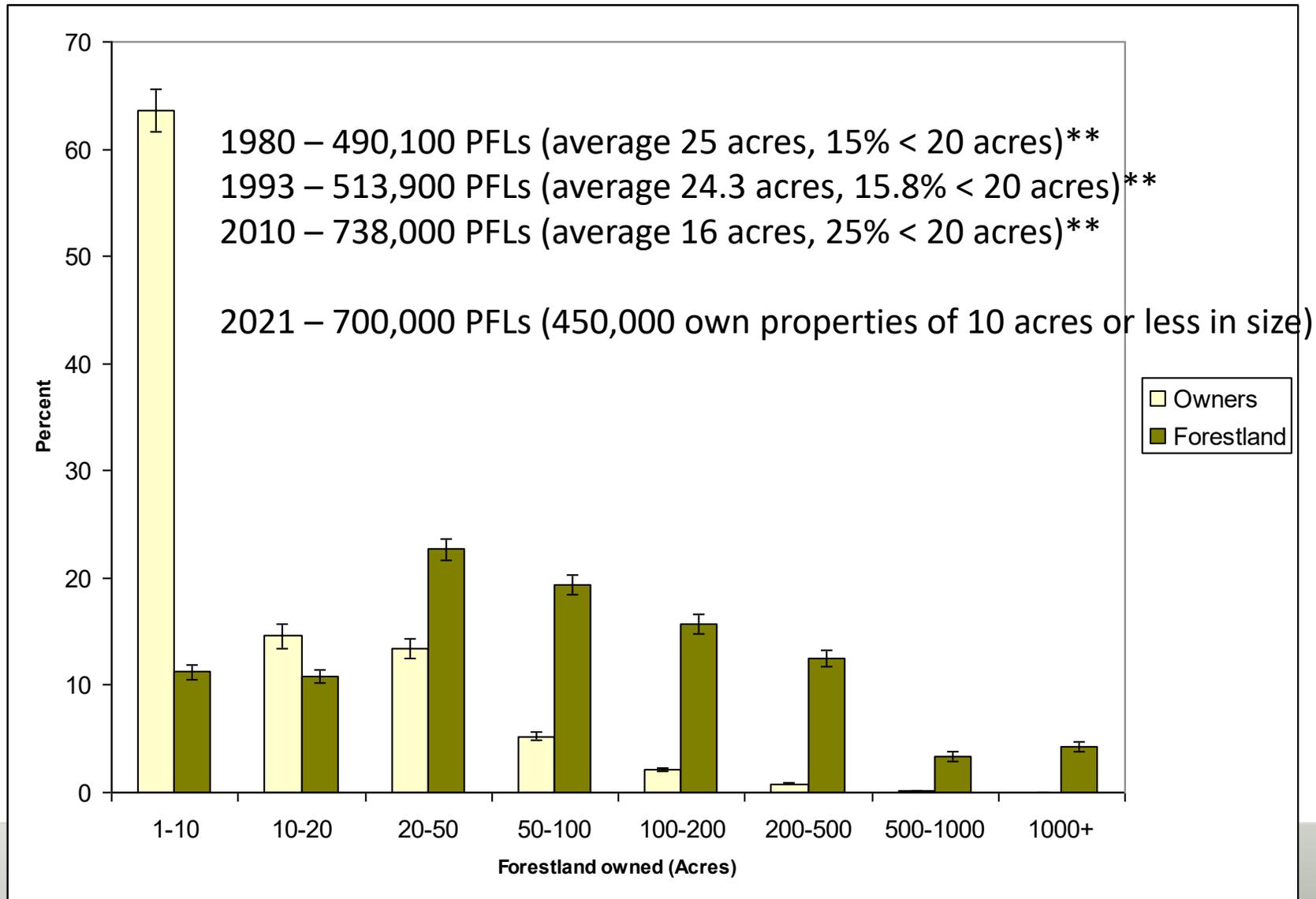
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# Forests in the Chesapeake Bay States (NWOS 2023)

	Maryland	New York	Pennsylvania	Virginia	West Virginia
<b>Forested Acres</b>	2.45M Ac (31% of the state)	19M Ac (63%)	16.9M Ac (59%)	13M Ac (51%)	12M Ac (77%)
<b>Privately Owned</b>	2.2M Ac (89%)	14.4M Ac (76%)	11.5M Ac (68%)	9.8M Ac (75%)	6.5M Ac (54%)
<b>Number of Ownerships</b>	165,000	508,000	489,000	402,000	260,000
<b>Cost Share</b>	3.3% 10+ acres	0.5% 10+	2% 10+	6.2% 10+	3.9% 10+
<b>Management Plan</b>	11.6% (39.6% 10+)	2.6% (7.2% 10+)	2.1% (5.9% 10+)	4% (13.5% 10+)	4% (8.3% 10+)
<b>Harvesting (includes firewood)</b>	42%	78%	69%	79%	72%
<b>Land Protection</b>	4.1%	4.2%	2.3%	4.2%	0.7%
<b>Top Reasons for Owning</b>	Nature protection, Beauty, Privacy	Nature protection, Privacy, Wildlife habitat	Beauty, Wildlife habitat, Nature protection	Nature protection, Privacy, Raise a family	Nature protection, Beauty, Privacy

# Pennsylvania Private Forest Landowners



# Pennsylvania Landowner Characteristics

- Majority male – 74%
- Majority white – 88%
- Average age of 66
- Plurality are retired (46%); 38% work full time
- 65% of woodland owners have completed some level of education post-high school.
- Majority live on their forestland, but more likely with smaller properties.
- Majority (72%) have owned their land longer than 10 years.



# Pennsylvania Landowners and Harvesting

- 62% have cut firewood off their properties.
- 32% have had a timber sale that produced income
- Harvesting landowners are generally happy with the outcomes of the harvest
- Fewer than 25% are engaging a forester to assist with their harvests.
- Top 3 reasons for harvesting include:
  - improve forest health
  - improve forest conditions, and
  - income.



# Landowner Hurdles for Getting Help

- Locating and navigating help
- Personal investment
- Uncertain about what to do
- Interpersonal dynamics
- Boundedness of their ownership and purview
- Skepticism and distrust



# Landowner Hurdle Locating and Navigating Help



# Landowner Hurdle Personal Investment



# Landowner Hurdle

## Uncertain about what to do



# Landowner Hurdle

## Interpersonal dynamics



# Landowner Hurdle

## Boundedness of their ownership and purview



# Landowner Hurdle

## Skepticism and distrust



# Engaging Woodland Owners

- It's a communications and awareness raising effort
  - Many different groups carrying the same message
- Stewardship ethic is strong; they just may not know or know why action is needed.
- Their values; not ours
  - Meet them where they are
  - Work to improve their understanding
  - Motivate them to act