

20,000

LANDOWNER CONNECTIONS

Celebrating the private forestry community's connection with over 20K Wisconsin landowners!

In 2018, the Chief State Forester of the Wisconsin Department of Natural Resources (WDNR) adopted the Wisconsin Private Forestry Advisory Committee's (WPFAC) recommendations that encouraged the professional forestry community of partners to collaborate toward a 5-year goal of connecting with 20,000 new non-industrial private forest (NIPF) landowners. **That formative moment when a landowner walks their property with a forester is our measure of success—as visits offer confidence and credibility for the landowner's actions!** Since the average ownership is 50 acres, we are well on our way toward bringing the next million acres into sustainable forestry.

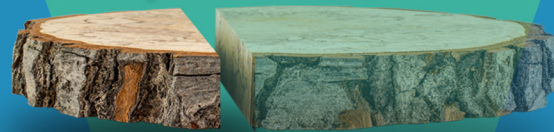
Our 5-Year Final Report

THE LANDOWNER JOURNEY

Rooted in **social science**, our collective efforts have prompted **21,172 landowners** over five years to take the **first tangible step** along The Landowner Journey toward action! Now, we will focus our attention on next steps—prompting and guiding landowners to make plans and take larger actions in their individual paths toward sustainable forestry.

BECOMING AWARE & LEARNING MORE

252,030 Landowners



360,000 Potential Landowners

During our five-year joint effort, we utilized direct mail to promote **awareness** about free property visits. Thousands of landowners continued to **learn more** through Facebook, e-newsletters, and through the creativity of foresters and other natural resources professionals who offered virtual and in-person landowner workshops.

REQUESTING A FORESTER VISIT

21,172 Landowners (949,143 Acres)



Goal of 20,000 Visits and 1 Million Acres by 2023

More than twenty-one-thousand landowners have completed our offer of a forester visit, during which they identified forestry actions that reflect their values. DNR Foresters and Cooperating Foresters conducted walk-throughs to build supportive relationships with landowners and bring our **5-year total to 21,172 property visits!**

TAKING ACTION IN THE WOODS

2,183 Landowners



Management Plan (1,094), Tree Regeneration (377), Forest Improvement (451), Timber Harvest (127), Other (134)

Since 2018, more than 2,000 landowners have implemented their foresters' recommendations to take action and engage private forestry businesses to improve their forests through planning, timber stand improvement, tree planting, invasive species control, and more.

September 2023

Our meaningful steps toward the next million acres of sustainable forestry

A landowner's progress toward action follows six predictable steps

1. Awareness

Read a newspaper article • Receive a mailing
See a post on social media

2. Learn More

Request Information • Sign-up for e-newsletter
Make a phone call

3. Take a First Step

Attend a field day • Join organization
Invite a forester walk-through

4. Make a Plan

Stewardship, MFL • Sign-up for cost-share

5. Complete a Small Action

Remove invasives • Plant trees

6. Complete a Big Action

Timber harvest • Conservation easement

We are here:
21,172
walk-throughs

Our next goal:
5,000 landowners
who've had a
walk-through
take an
action toward
sustainable forestry

Our Partnerships Make the Difference

Landowner organizations, governmental agencies, and private forest industries—local, statewide, and national—offer landowners unique products or services throughout their journeys. Partners' work aligns with The Landowner Journey by contributing to raising awareness, inspiring learning and dialogue, encouraging property visits, and supporting on-the-ground actions across Wisconsin.



Wisconsin Cooperating Foresters have made significant contributions to our important goal!