



Characteristics of Limited-Resource and Traditionally Underserved Landowners in the Coastal Plain

NC STATE UNIVERSITY



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Reaching Limited-Resource & Traditionally Underserved Forest Landowners

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Objectives

- Who and where are the “limited resource and traditionally underserved” landowners in eastern North Carolina?
- How can we find and reach out to these landowners?
 - Survey
 - Recruit to educational and outreach programs
 - Deliver information

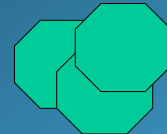


Motivations

- In our survey of landowners,
 - more than $\frac{1}{4}$ said that greatest difficulty is “I don’t know what to do with my woods”
 - more than $\frac{1}{3}$ get information from loggers and timber buyers, while fewer than 10% think this is best source
- In our sample of landowners,
 - agency lists of known limited resource and traditionally underserved landowners were short and overlapping
- In our survey of consultants,
 - 50% said that lack of education about forest management is greatest barrier to working with these landowners (80% listed as one of top three barriers)



Characteristics



- **Small acreages** → difficulties contracting forest management services and selling forest products at reasonable prices, because of the large fixed costs associated with forestry services and timber harvests. Small is < 25 – 40 acres, depending on market and resource.
- **Limited financial and human resources** → hurdles to productive use of forest land; for example, landowners with low incomes and low levels of education (low literacy) are less able to participate in cost-share programs.
- **Traditionally underserved socio-demographic categories** are less likely to be in the social networks that receive information and participate in government outreach meetings and technical assistance programs. These include minority (African American and Native American), heir property owners who have recently inherited land, and elderly women with land that was previously managed primarily by their late husbands.



Finding landowners

Survey sampling frames or mailing lists for meetings

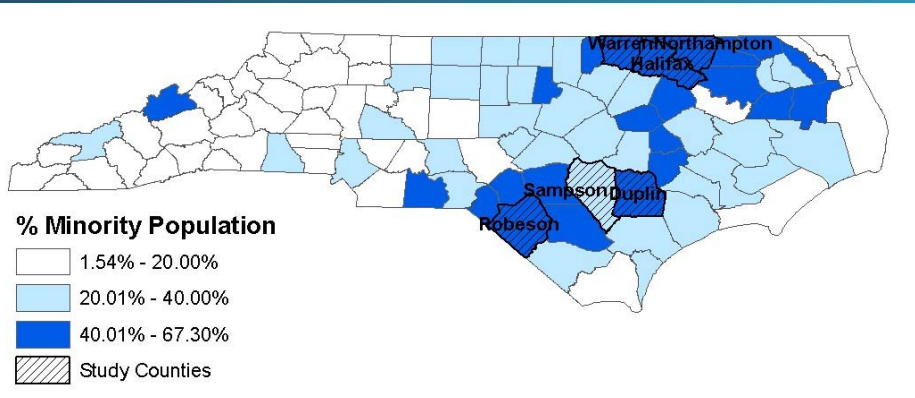
- Small acreages
- Limited financial & human resources
- Traditionally underserved

- Public sources
 - NC Division of Forest Resources
 - NC Cooperative Extension (Small Farm)
 - NRCS
 - FSA
 - NC NASS
 - County property tax records



North Carolina

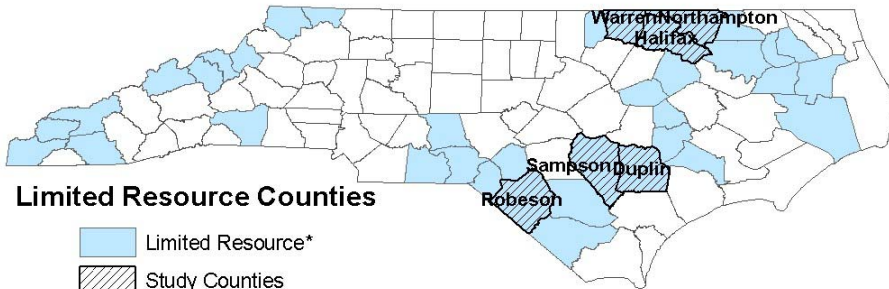
Traditionally Underserved





North Carolina

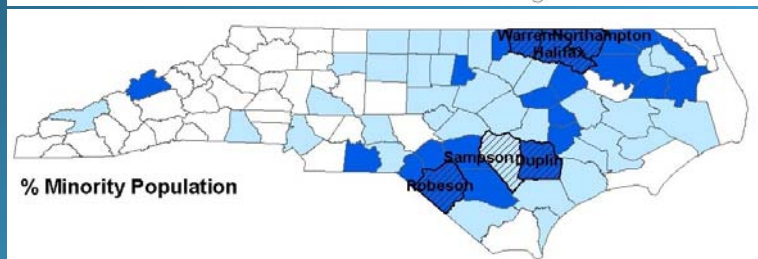
Limited Resource



- * Definition of Limited Resource
- median income less than State median Income (\$33,940) AND
 - % people under poverty level is more than State median (12.9%) AND
 - % people over 25 with no high school degree is more than State median (26%)

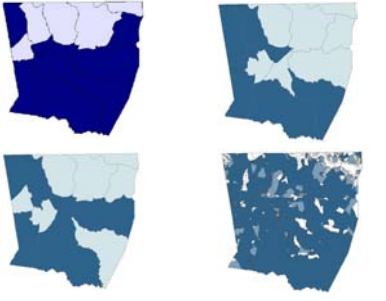


North Carolina





Warren County



Education - Income
Poverty - Race



Limited resource and
traditionally underserved



Survey sample

- Match to property tax records through GIS or by township
- Landowners who
 - Own 5 – 100 acres
 - Own at least 5 of woodland
- Random sample, stratified at 30 acres



Survey instrument

- Focus groups, pre-tests, expert review
- Appropriate language (woodlands, lots of trees on your land)
- Expect complicated land tenure
- Query all uses of woodlands, gathering full information on non-timber benefits
- Future plans and wills



Survey methods

Personal Interview (89)

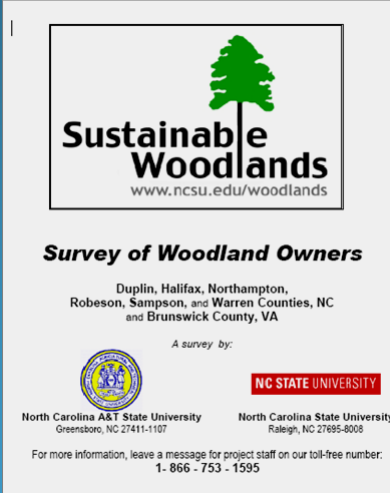
- Local interviewers
- Higher response rate from agency/ project list

Mail (304)

- Includes absentee landowners
- Large font size critical

Phone (64)

- Random sample of non-respondents





The flyer features the Sustainable Woodlands logo at the top, which includes a stylized tree and the text 'Sustainable Woodlands' and 'www.ncsu.edu/woodlands'. Below the logo, the title 'Survey of Woodland Owners' is prominently displayed. The survey area is defined as Duplin, Halifax, Northampton, Robeson, Sampson, and Warren Counties, NC, and Brunswick County, VA. It is conducted by North Carolina A&T State University (Greensboro, NC 27411-1107) and North Carolina State University (Raleigh, NC 27695-8008). A toll-free number, 1-866-753-1595, is provided for more information.

Sustainable Woodlands
www.ncsu.edu/woodlands

Survey of Woodland Owners

Duplin, Halifax, Northampton,
Robeson, Sampson, and Warren Counties, NC
and Brunswick County, VA

A survey by:

North Carolina A&T State University
Greensboro, NC 27411-1107

North Carolina State University
Raleigh, NC 27695-8008

For more information, leave a message for project staff on our toll-free number:
1-866-753-1595



Survey results

- 64% own less than 100 acres of land
- 35% highschool education or less
- 33% minority
- 38% women
- 60% older than 60 years
- 40% live more than 5 miles from woods
- 60% inherited woodland



Survey results

- Information sources
 - 40% family, friends, neighbors
 - 35% publications
 - 30% county forester
 - 30% timber buyer or logger
 - 25% extension
 - 15% media
 - 10% events
 - 10% internet



Working
With
Your
Small
Woodlands

Free Workshop

For landowners with small
acreages of forest land

Sponsored by NC State University &
NC A&T University
Forestry & Natural Resource
Extension

All are welcome!

Retaining family land
through economically and
ecologically sound
forestry practices

Participation in state and
national cost-share
programs

Profitable and fair timber
sales

Working with local forestry
consultants

Management plans and
long-range planning for
your forest land

Alternative income
sources from forests and
woodlands

WHO: Owners of small acreages of forest land

WHEN: March 8, 2004, 4:30 p.m. – 8:00 p.m.
(Dinner will be served)

WHERE: Harrells Community Building (Map on Reverse)

WHAT: Learn how to put your woodlands to work. Get your
questions answered by forestry experts. Take home informational
materials and contacts.

For additional information, please call the Sustainable Woodlands program toll-free
number (1-866-753-1595) or see our webpage: www.ncsu.edu/woodlands



Outreach

“Working with your Small Woodlands” Workshops

Haliwa-Saponi Multipurpose Building (Halifax/Warren)

Saturday morning, lunch provided

Attendance:

- » 20 – 25 people
- » ¾ own less than 100 acres of woodland
- » ½ women; ½ minority
- » but ½ previous assistance from forester

How found out about meeting?

- » Mailing
- » Tribal newsletter
- » Agency



Outreach

Family Forest Heritage Days



Sustaining ecological and economic diversity among limited resource landowners by expanding opportunities for management of productive woodlands

A joint project of North Carolina State University and North Carolina A&T University
funded by the USDA Sustainable Agriculture Research and Education Program (SARE)

Family Forest Heritage Day:

How to Enjoy and Profit from Your Forest's Treasures

Two FREE events:

- (1) **Northampton County**
When: April 13, 12:00 – 3:30 (lunch provided)
Where: Mt. Zion Baptist Church, Seaboard NC
Register by calling Cooperative Extension at 252-534-2711
- (2) **Warren County**
When: April 21, 3:00 – 6:30 (dinner provided)
Where: Cooperative Extension Center, Warenton NC
Register by calling Cooperative Extension at 252-257-3640

Presentations by agencies, private foresters, and landowners.

All forest and woodland owners are invited.

This information brought to you by the Land Loss Prevention Project.



Outreach

- Duplin (landowner sponsored)
 - 20 participants, most traditionally underserved
 - 50% heard through personal contacts
 - Flyers/posters also important
- Warren (CES sponsored)
 - 40 participants, most traditional participants
 - 70% heard through agency
 - Newspaper also important



Outreach

- Brunswick, VA (agency sponsored)
 - 25 participants, variety of backgrounds
 - 60% heard through agency, 60% through flyer
 - Many also received postcard
- Northampton (CES/landowner sponsored)
 - 45 participants, variety of backgrounds
 - 45% heard through CES
 - Letter or postcard also mentioned by many



Outreach lessons

Publicity

- » Direct mailings to landowners
- » Flyers & newsletters
- » Radio and newspaper
- » Personal contacts
- » Agency contacts and motivation key

Planning

- » Non-traditional venues and locations
- » Schedule around work hours
- » Free food is key!



Outreach funding

- <http://www.grants.gov/>

Bradley Murphy Forestry and Natural
Resources Extension Trust
3128 Woodhaven Drive
Birmingham, AL 35243