

Harvesting to Meet Woodland Owners' Goals

April 29, 2016

Old Town, Maine

Sponsored by:

- University Forest, University of Maine, Orono*
- Sustainable Forestry Initiative, Maine State Implementation Committee*
- Maine Forest Service, Department of Agriculture, Conservation and Forestry*

GOALS

- Discuss how forestry professionals help woodland owners meet their harvesting goals while operating and maintaining a healthy business
- Understand and recognize the importance of communication and visual impact in timber harvesting
- View completed timber harvests with an eye towards aesthetics

Maine Healthy Forest Program

A healthy forest provides habitat for wildlife, clean water and air, recreational opportunities, and economic vitality to families. Healthy forests are important to our Maine way of life.

Maine's Healthy Forests Program is a collaboration of:



Contact us at:

800-367-0223

Or on the web at

www.mainehealthyforests.org

22 State House Station
18 Elkins Lane
Augusta, ME 04333-0022



MAINE'S
HEALTHY
FORESTS
PROGRAM

Maine's Healthy Forests Program

A Guide for Loggers



Working with you
to encourage
active
management of
Maine's family
woodlands

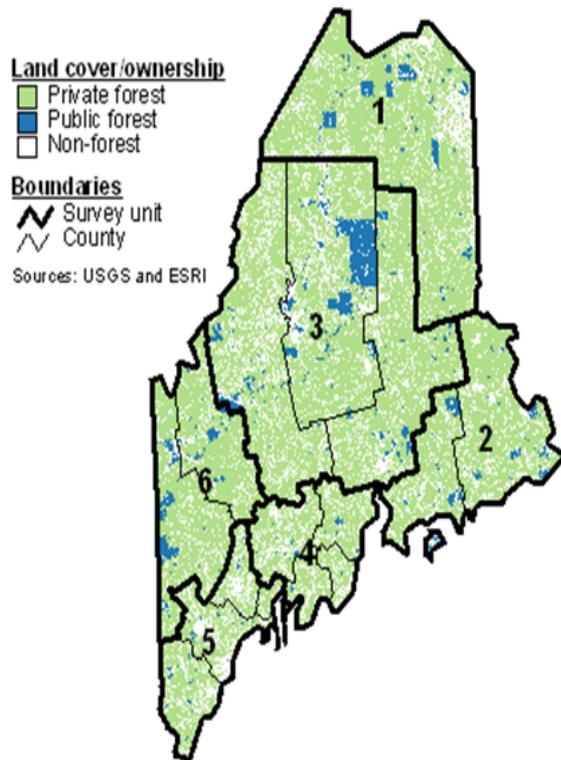
What do we know about Maine's family woodlands?

According to FIA/NWOS data, there are around 85,000 family woodland owners in Maine who own between 10 and 1000 acres of land, comprising > 4 million acres.

Town & community forest include approx.
150,000 acres

Landowners by Survey Unit

Maine



WR = Woodland Retreat, WTL = Working the Land, SI = Supplemental Income, UN = Uninvolved

1 - Aroostook

4801 woodland owners 6% of all landowners

Segments: **39% WR, 39% WTL, 11% SI, 10% UN**

2 - Hancock and Washington

11008 woodland owners 13% of all landowners

Segments: **46% WR, 33% WTL, 8% SI, 13% UN**

3 - Penobscot, Somerset, and Piscataquis

22024 woodland owners 26% of all landowners

Segments: **52% WR, 31% WTL, 7% SI, 10% UN**

4 - Capital Region

15601 woodland owners 18% of all landowners

Segments: **52% WR, 24% WTL, 9% SI, 15% UN**

5 - Casco Bay

20252 woodland owners 24% of all landowners

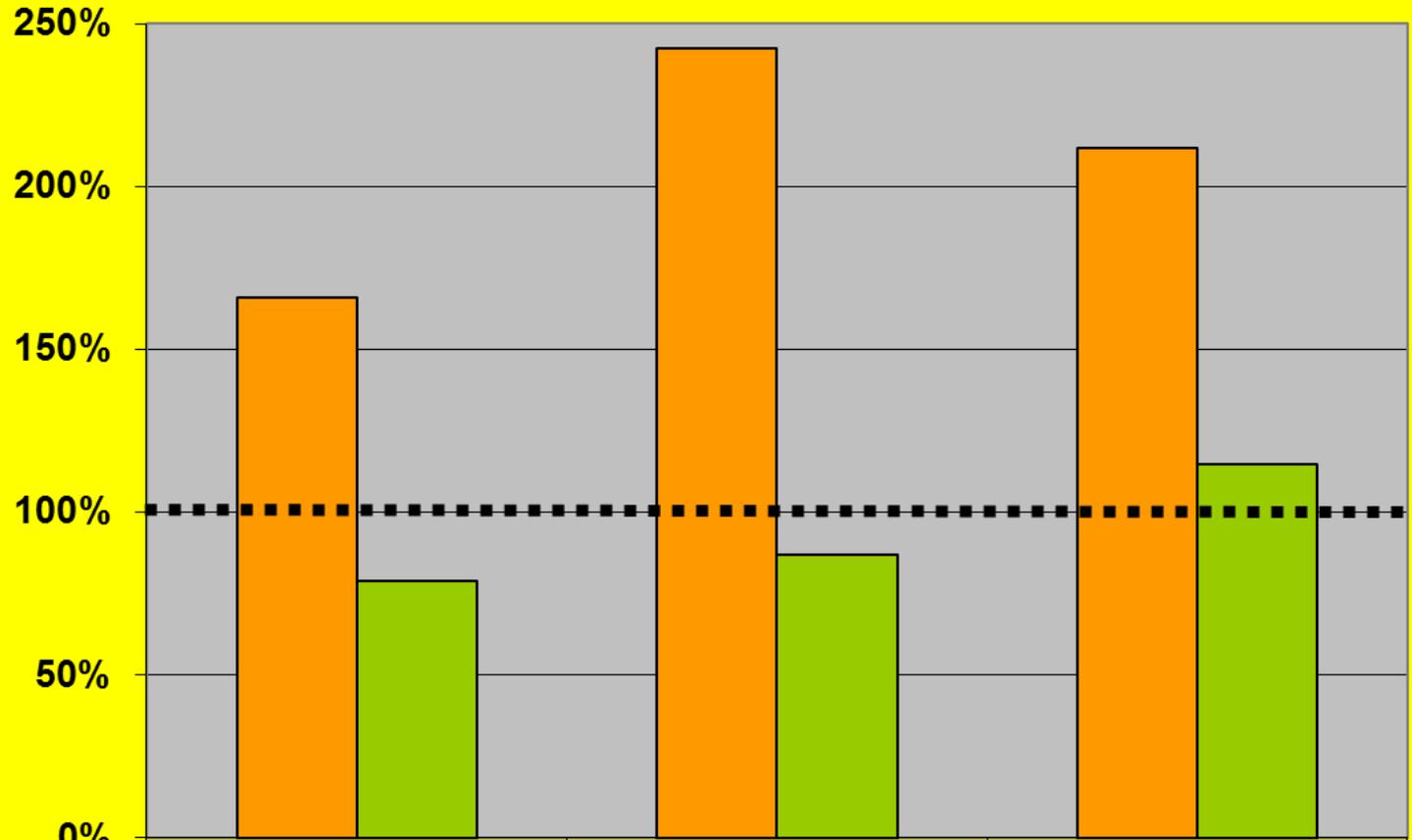
Segments: **45% WR, 30% WTL, 11% SI, 15% UN**

6 - Western Maine

11282 woodland owners 13% of all landowners

Segments: **46% WR, 32% WTL, 14% SI, 8% UN**

**Southern megaregion and the rest of state,
all live and all species net growth to removals (%)
for 2006, 2010, and 2013 Inventory Years**



	2006	2010	2013
Southern Megaregion	166%	242%	212%
Rest of State	79%	87%	115%

What do we (think we) know about Maine's family woodland owners?

Why People Own Woodland :

The top three reasons why Kennebec County landowners own land are:

“Part of my primary home” (62.3%),
“To enjoy beauty or scenery” (60.3%),
“For privacy” (60.9%).

Firewood for own use is #7

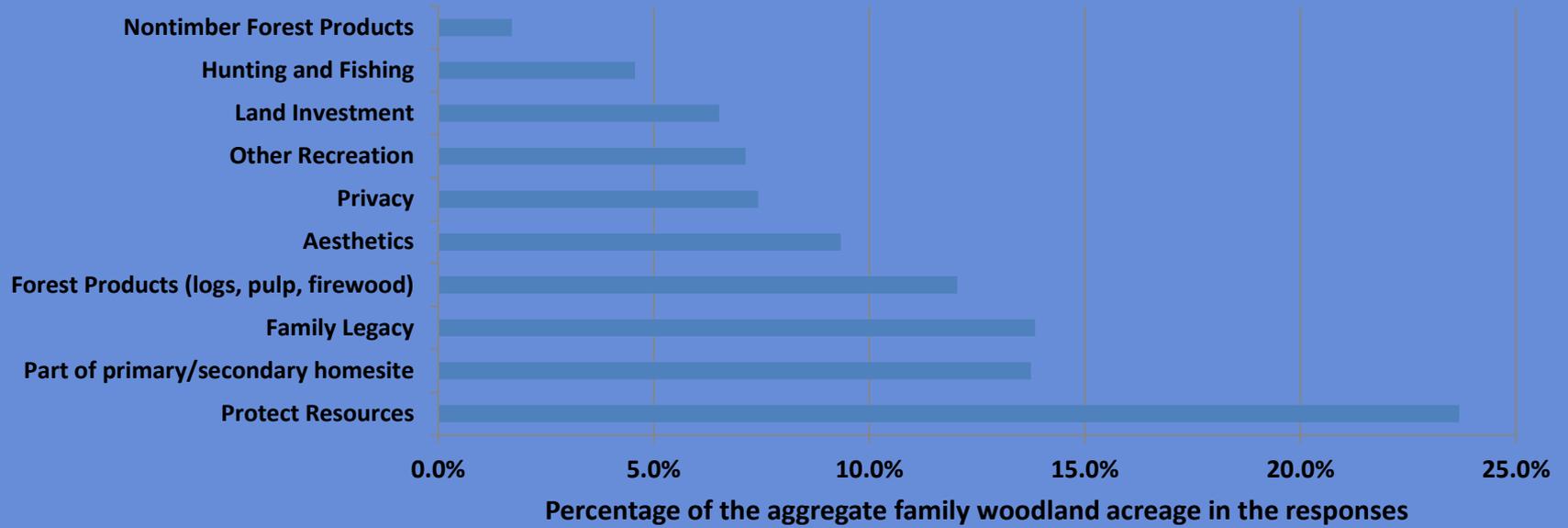
Timber products is #12 (about 15%)

From National Woodland Owners Survey:

Firewood is #9

Timber products is #10

Family Woodland Ownership Objectives Maine, 2013



What else do we think we know about
Maine's family woodland owners?

Timber Harvesting

Over half (51.2%) of respondents (in
Kennebec County) have conducted a
commercial timber harvest on their land, and
of these, almost 75 percent were
“somewhat” to “very satisfied” with the
outcome. About 60 percent of these people
said that they would be willing to conduct
another commercial harvest in the future.

Attitudes about timber harvesting

- Woodland owners: based on experiences, expectations and goals
- Neighbors and general public: often influences woodland owners, and vice versa
- Professionals: Maine's Healthy Forests Program encourages logging professionals to become trained and certified as a means to be a trusted service provider for harvesting on family woodlands.

Q's for Resource Professionals

- Do we have our blinders on, like the surgeon admiring his stitches while the patient is in pain?
- Have we trained ourselves not to see some things?
- Are we locked in to our story instead of the woodland owner's?
- Are we acting like a welcomed guest who will be invited back?

The importance of “story”

The professional’s story: Harvesting is healthy for *forests*, just give it time, it will grow back/green up/increase in value. Trust us.

Have we as professionals effectively communicated our story?

What is the owner’s story for his or her *woods*?

The Certified Logging Professional Program Board of Directors has added the following their Code of Ethics:

“The professional logger implements a contracted harvest with the explicit intent of achieving goals of the forest landowner, or their agent.”

Business decisions

- Who is the customer?
- Risk management
- Service provider vs. commodities extractor
- Communications is always key

Woodland owner decisions

- Why do I own my woods?
- What is my vision for my land?
- What are my specific goals and objectives?
 - Priority order
- How does timber harvesting/tree cutting fit?
- Goals for the harvest.

DEFINITION OF AESTHETICS

- Webster: “Appreciation of the beautiful”

PRINCIPLES OF LOGGING AESTHETICS

- Aesthetics are a form of Communication
- Since beauty is in the eye of the beholder, identify the beholder(s) and where they behold from.
- Landings have the greatest visual impact on most harvests.
- Harmony is pleasing to the eye. Waste and disorder are not harmonious.
- People like big trees.

PRINCIPLES OF LOGGING

AESTHETICS-2

- The most recent job gets the credit and the blame.
- Planning for aesthetics improves results and reduces costs.
- Time heals many wounds; how much do you have to work with?
- Rapid change can be upsetting.
- Work done for other purposes can yield aesthetic benefits.
- Aesthetic judgment is often based on expectation ,experience and story.











FACTORS INFLUENCING VISUAL PERCEPTION

- **FORM:** Shape, Edge. Contrasts that objects create in relation to each other, or against space
- **SPATIAL DEFINITION:** perception of space within a border or frame
- **LIGHT:** reflecting surfaces that vary as to **color, texture**, form, etc.
- **DISTANCE:** Foreground, Middle Ground, Background
- **OBSERVER POSITION:** Inferior, Normal, Superior
- **SEQUENCE:** rhythm of repeating objects

Leads to

- **HARMONY:** a combination of objects that creates a unified, orderly whole

FORM: Shape, Edge. Contrasts that objects create in relation to each other, or against space



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HARMONY: a combination of objects that creates a unified, orderly whole







OBJECTS IN MIRROR ARE CLOSER
THAN THEY APPEAR























Good, Better, BEST MANAGEMENT PRACTICES for AESTHETICS

Planning: use tools such as FMP, HP, TSA,
checklist to help ensure desired results

--list of expected outcomes

Responsibility-who does what when, and
who pays for it

Cost/benefit-part of risk management

Maine Harvest Satisfaction Survey

**The Maine Forest Service conducts annual
“Harvest Satisfaction Survey.”**

Completely voluntary and confidential.

**Available on paper or on-line at
<http://www.surveymonkey.com/s/mhss>.**

**The survey should take from 10 minutes to half an hour
to complete.**

Maine Harvest Satisfaction Survey

This is a confidential survey. Individual results will not be shared by the Maine Forest Service. Our goal is to communicate the **combined results to the forestry community in order to help improve harvest outcomes.**

MFS encourages woodland owners to share answers with logger, forester and/or designated agent, and others as they choose.

Maine Harvest Satisfaction Survey IS:

- a feedback mechanism from a notable portion of our customers. It provides insights and some possible direction for further data-gathering and outreach efforts.



How MHSS works:

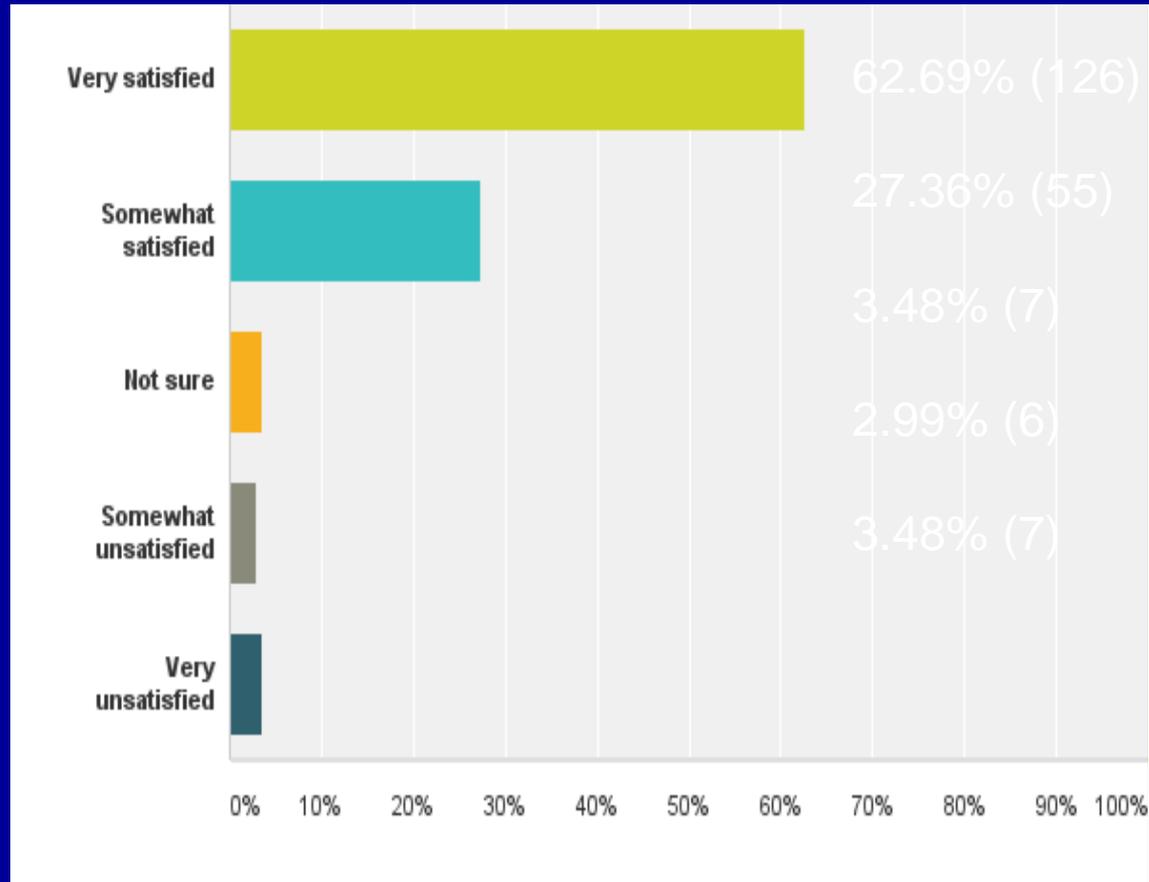
- Totally voluntary and confidential.
- Only offered to landowners with ≤ 1000 acre statewide ownership who file a FON as a supplement to confidential landowner report of timber harvest.
- “Heads-up” letters sent with FON reply info; includes link to on-line version of Survey.
- Each year after Confidential Landowner Reports have been collected, a paper copy will be mailed to a sample of those who indicate their harvest is complete (~400).

Maine Harvest Satisfaction Survey

- 2014: 2100 mailed.
820 responses -
approx. response
rate = +/-39%
- 2015: ~415 mailed.
208 responses.
~50% response
rate.

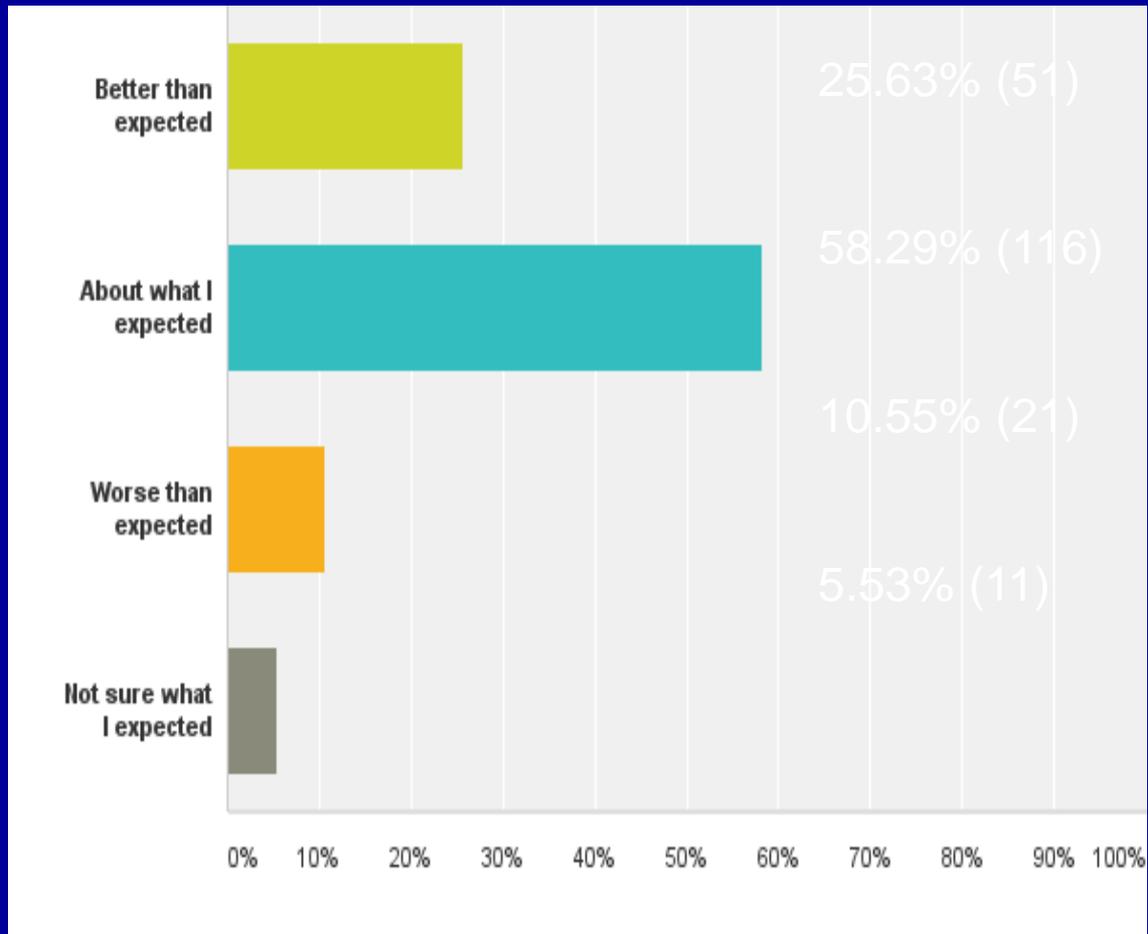


Q2: Your overall satisfaction with the harvest:



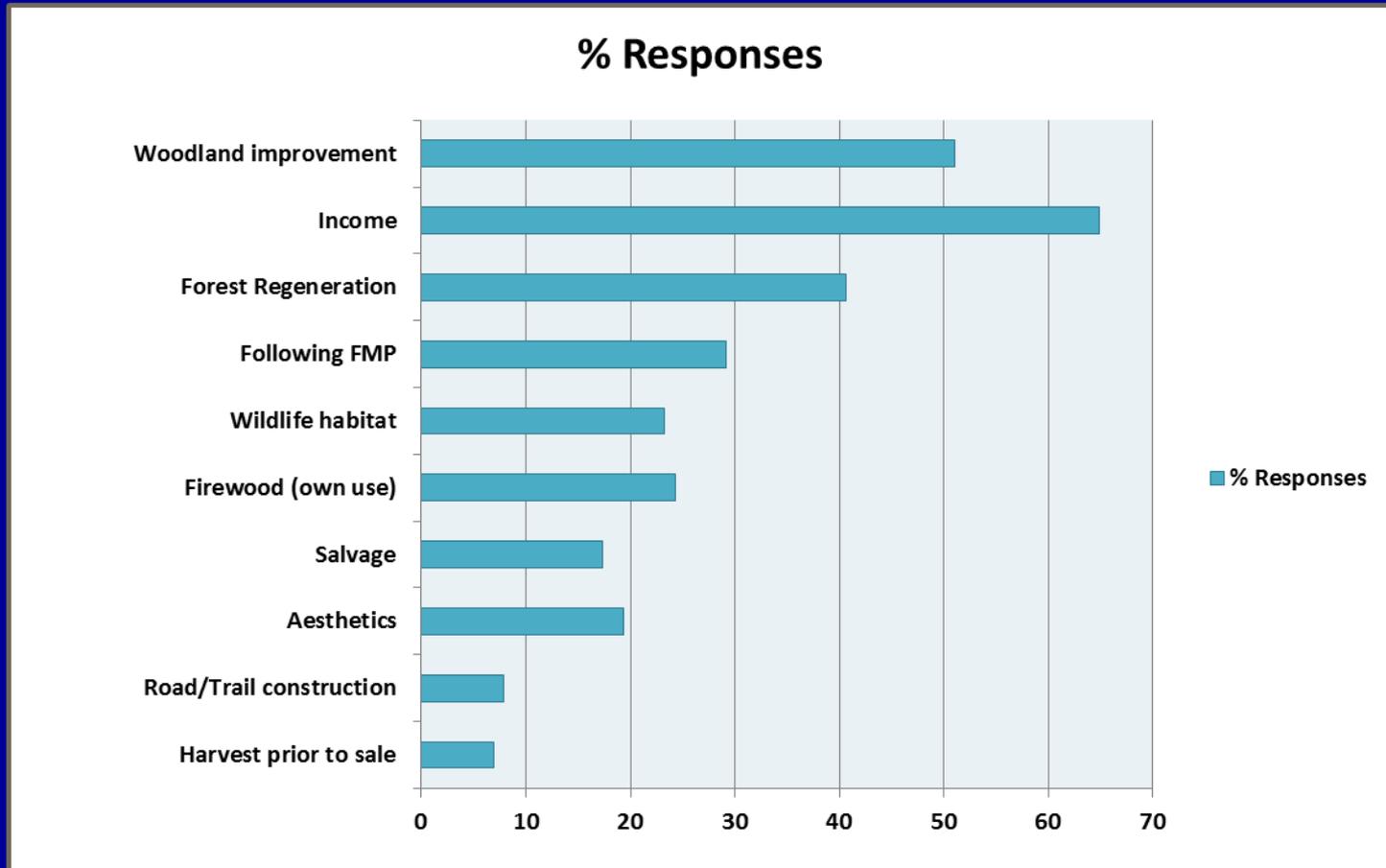
Answered: 201 Skipped: 6

Q3: How close was the final result to your expectations?



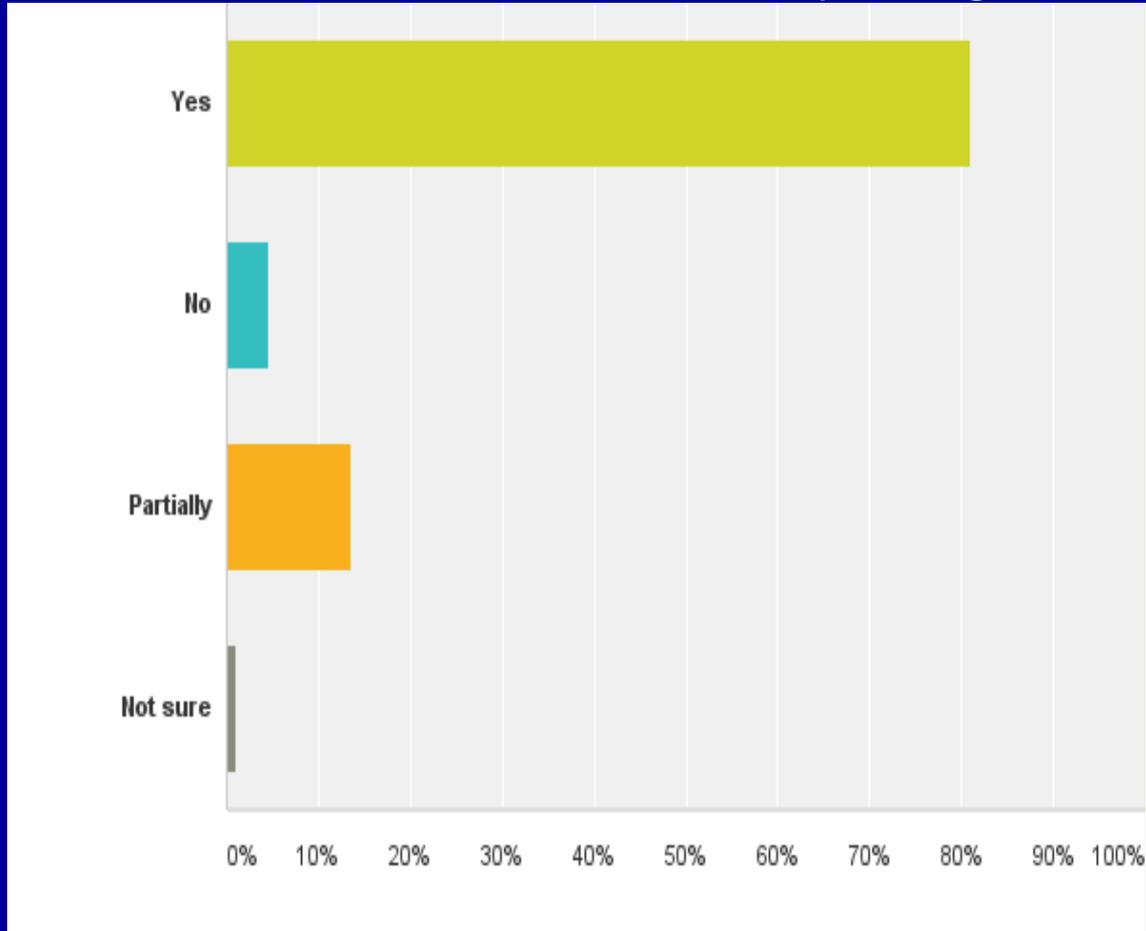
Answered: 199 Skipped: 8

Q5: What were your goals for the harvest (please check all that apply):



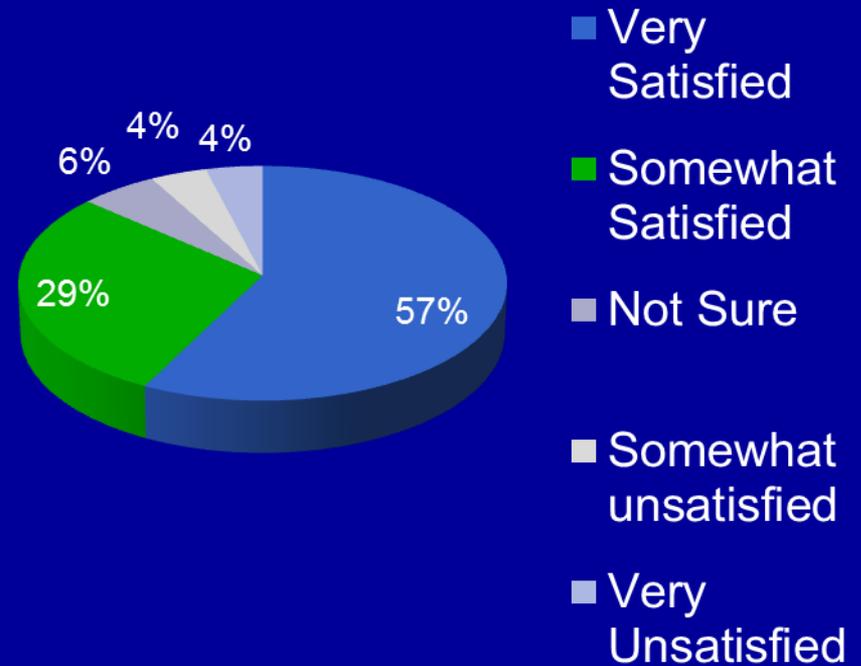
Answered: 202 Skipped: 5

Q6: Did the harvest meet your goals?

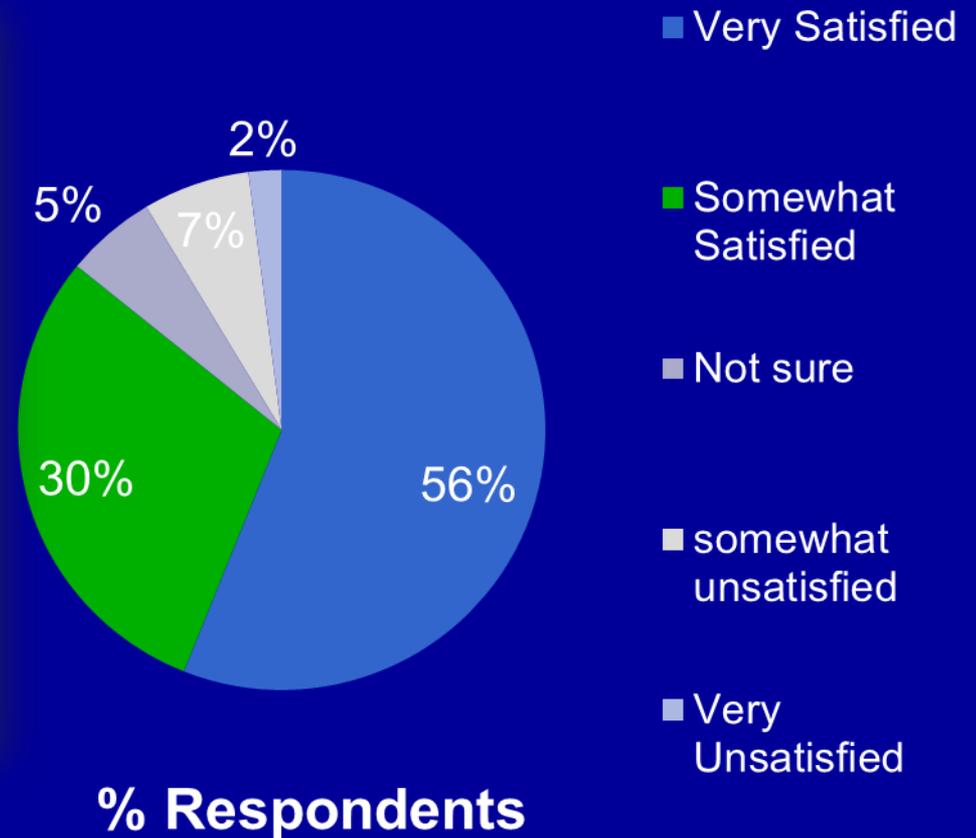


Answered: 200 Skipped: 7

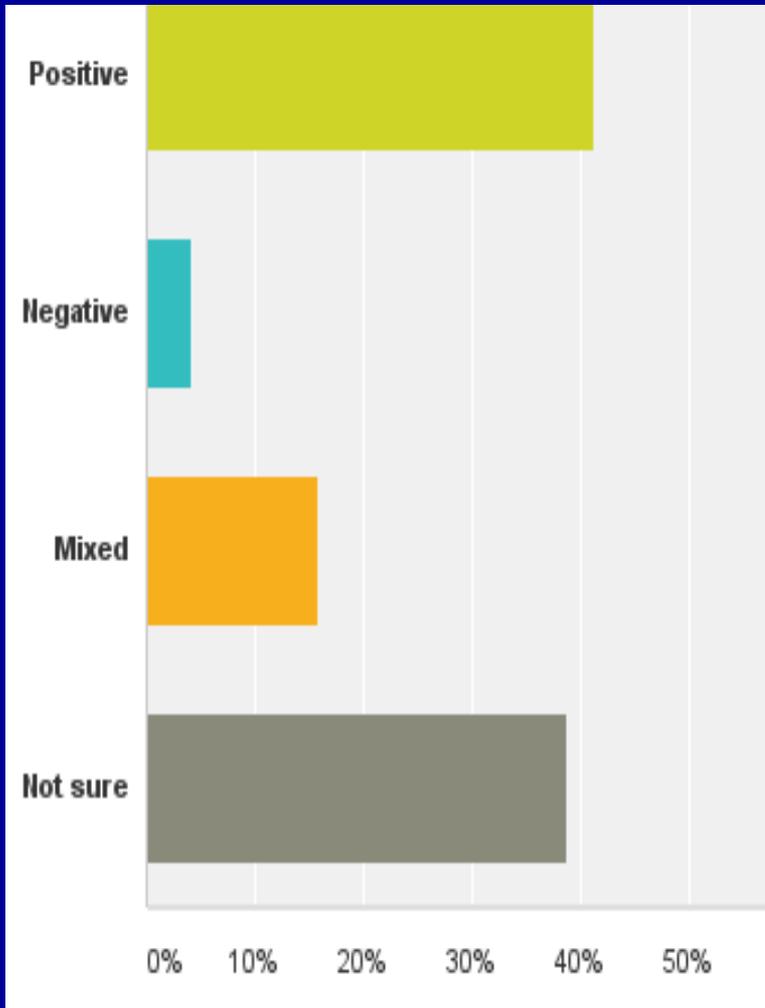
Q11: How satisfied are you with the way your woods look after the harvest?



Q18: How satisfied are you with the financial outcome of the harvest:

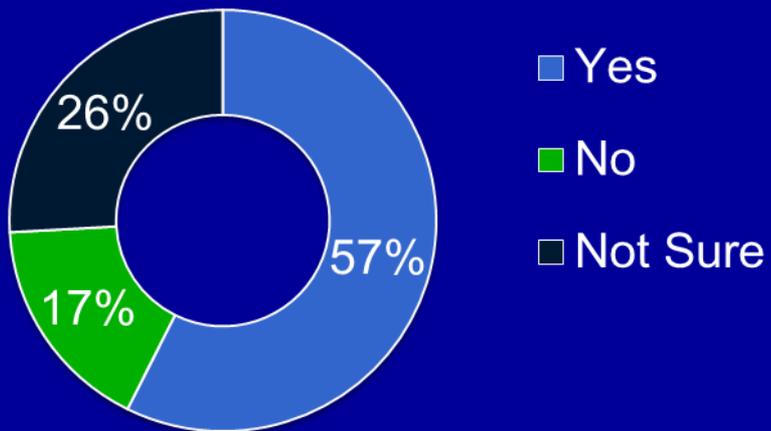


Q25: What was the overall reaction to the harvest from neighbors and/or community members:

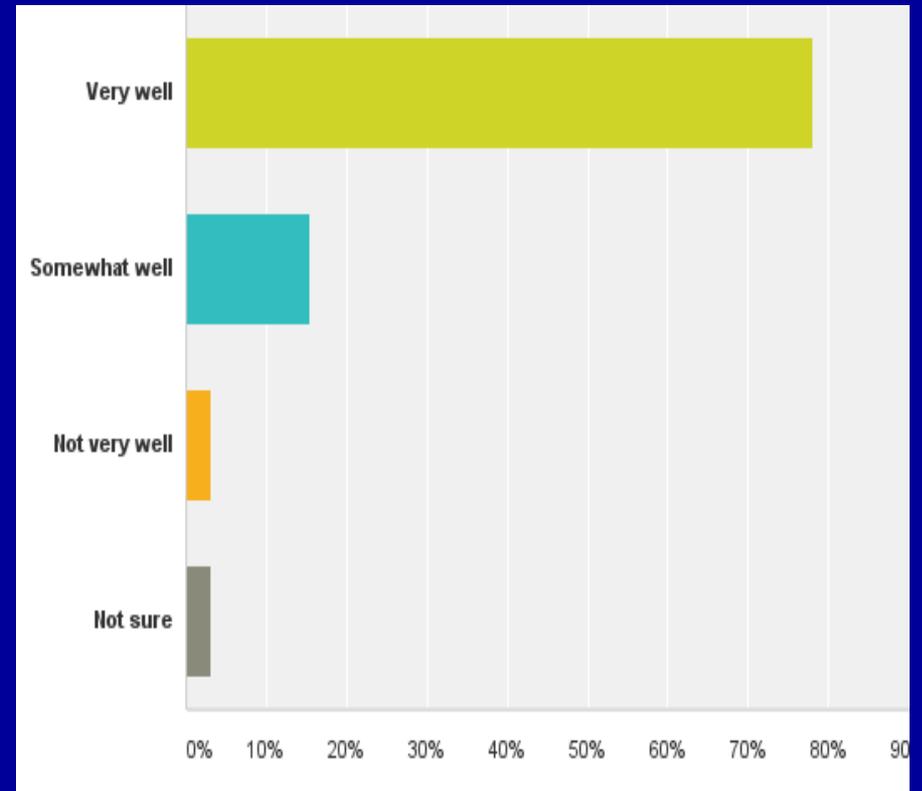
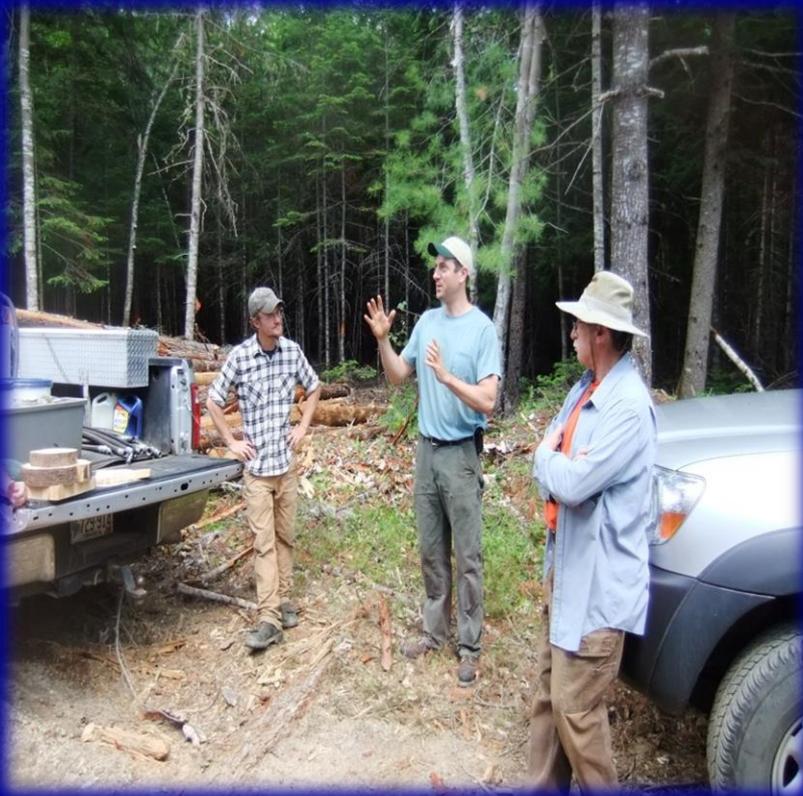


Q26: Were neighboring landowners and/or other community members notified before the harvest began?

Responses



Q31: How well did the logger understand your objectives and respect your vision for your woodlands?



Q32: Did you have a written timber sale agreement or logging contract?

Sample Timber Sale Contract

Note: This document is for educational use only. The sample timber sale contract (below) can be a starting point for your own contract, but we encourage you to contact an attorney for help in designing a timber sale contract that meets your specific needs.

This Contract is entered into by and between _____ (Seller), and _____ (Purchaser). This agreement is made and entered into between the parties below hereinafter called the SELLER and the PURCHASER.

The Seller solely owns the timber rights to this land and has no concurrent sales agreement on the parcel described below.

SECTION I

The Seller agrees to sell and the Purchaser agrees to buy, under the terms and conditions hereinafter stated, all the timber marked or designated by the Seller on certain lands held by the Seller and described as follows:

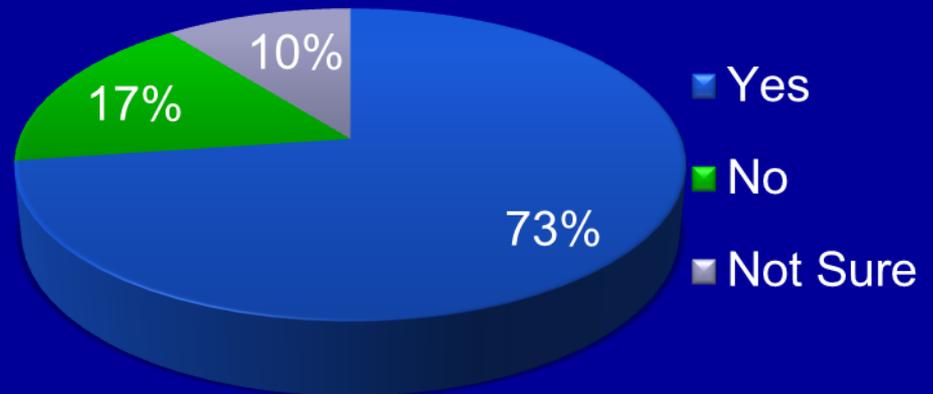
_____ acres in Section _____, Township _____, Range _____,
in _____ County, State of _____.

Timber to be harvested is marked or designated as follows: [Describe cutting blocks and how timber is marked].

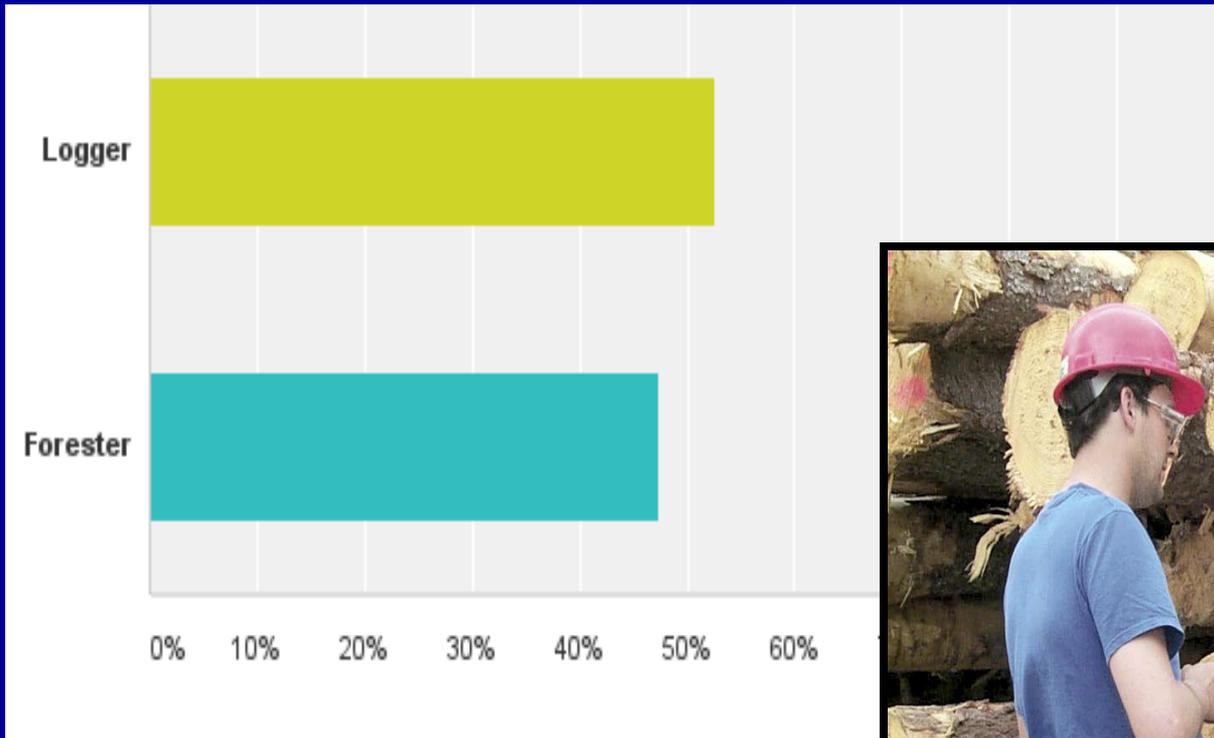
SECTION II

The Purchaser and Seller hereby agree to the following payment schedule: [Insert Option A or B]

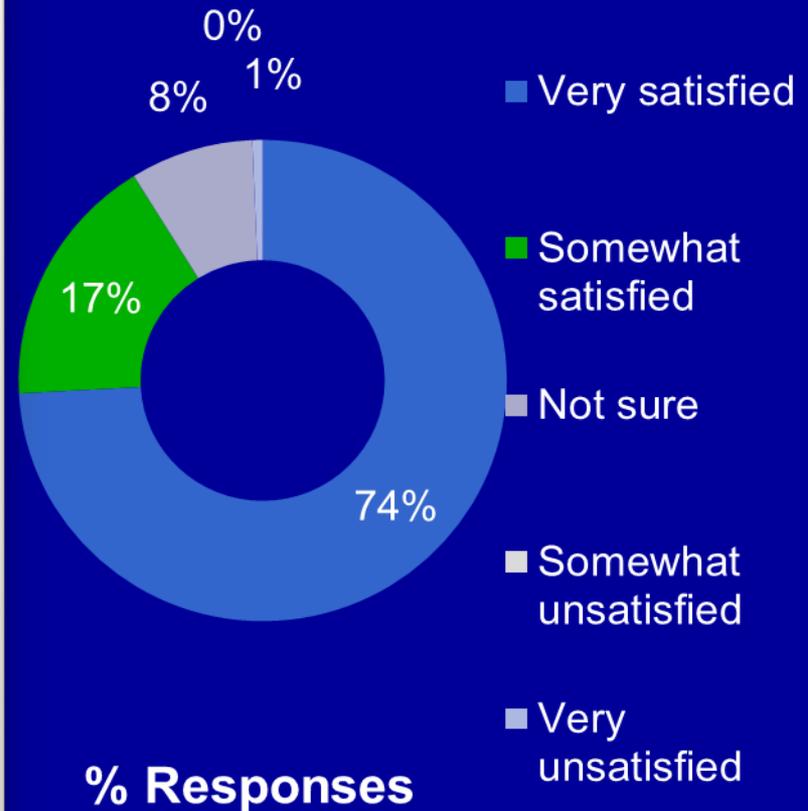
% Respondents



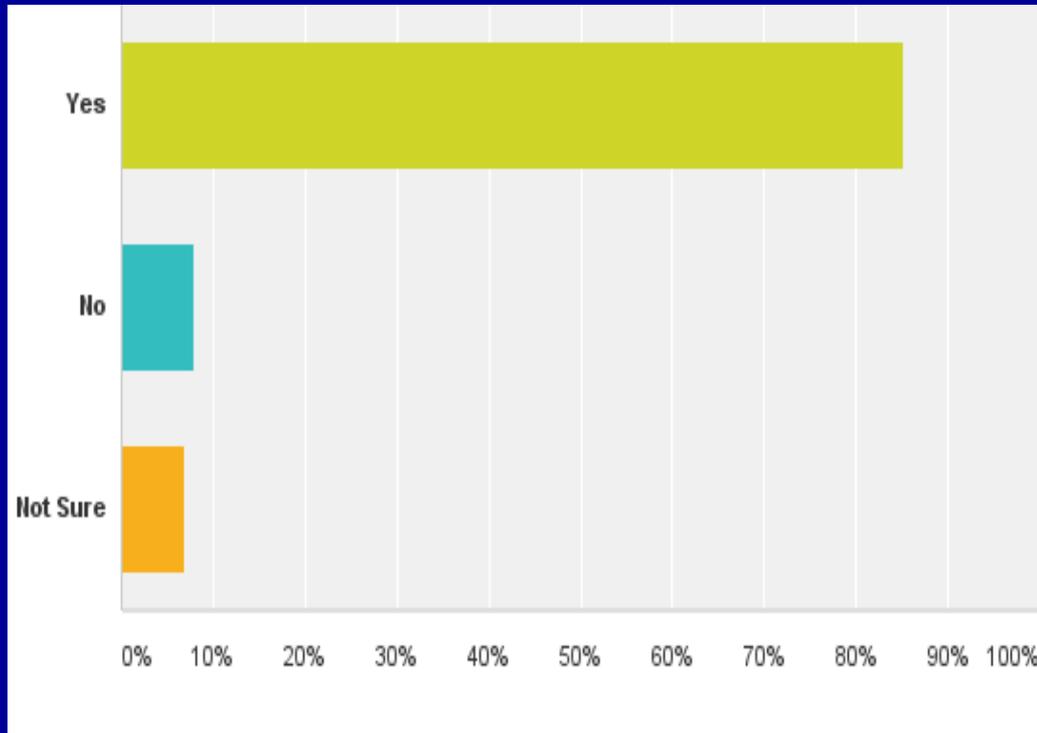
Q33: Who prepared the written agreement?



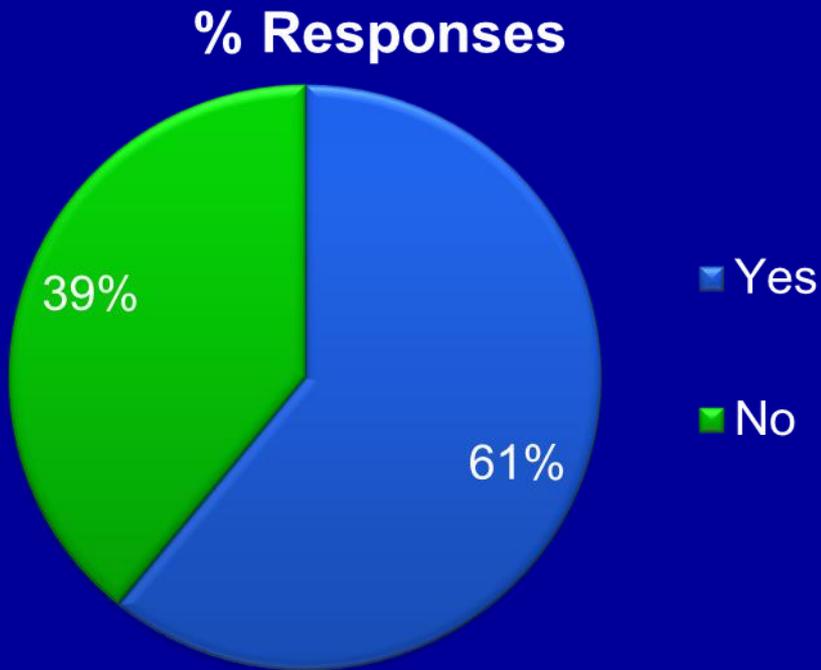
Q34: How satisfied were you with the written agreement?



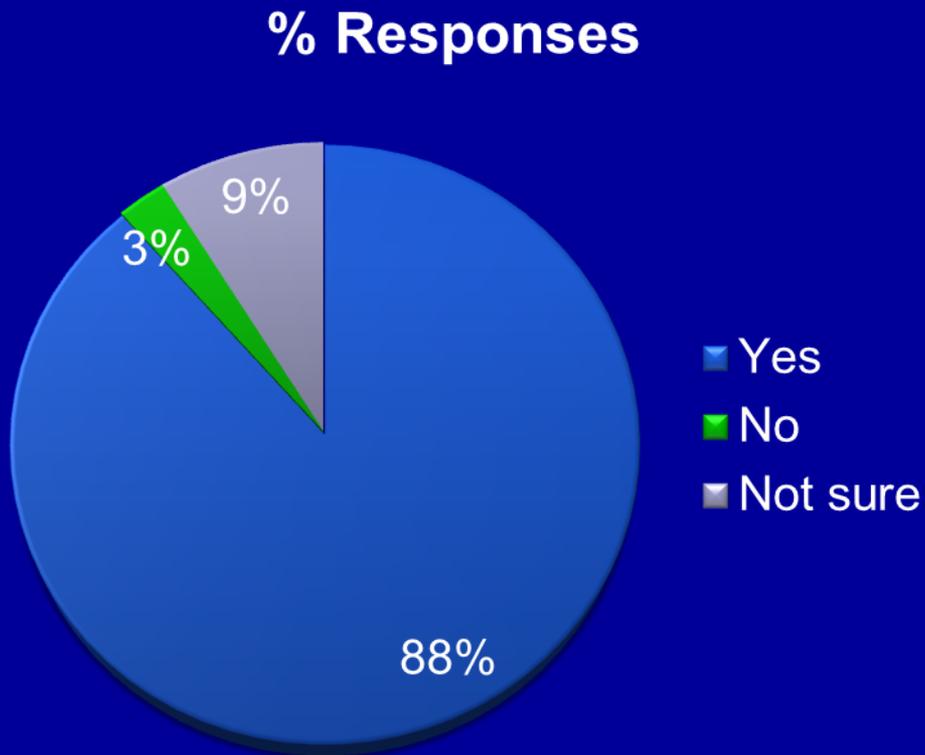
Q37: Would you recommend this logger to other woodland owners?



Q39: Was a licensed forester involved in the harvest?

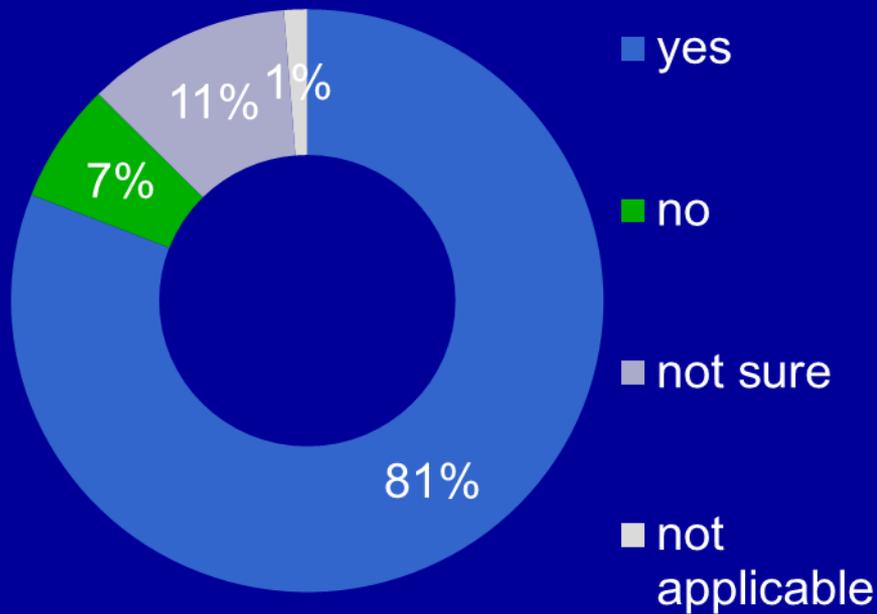


Q44: Would you work with this forester again?



Q48: Will you consider another harvest in the future, when the conditions are right?

% Responses



General comments

- High degree of professionalism and skill
- Good communication—explanation of process and adherence to plans and contracts- “they did what they said they would do”
- Financial results as good or better than expected

General comments, continued

- Good aesthetics: clean, neat, tidy; “ugly” trees are gone, woods look better than before
- Variation- knowledge that woods will recover and look better—“already growing back”
- Good questions for landowners to consider before they cut

Unsatisfied landowners

Very small sample size- “somewhat” or “very” unsatisfied; of these—

- goals were not met;
- unsatisfied with financial outcomes;
- not satisfied with the condition of their woods after the harvest

Themes from unsatisfied landowners

- Communications: poor both between and with logger, sub-contractors, and forester (when involved)
- Loss of access, and cost to regain (repairs to driveway, re-clearing woods trails)
- Mess and waste; landowners may understand this very differently from loggers & foresters
- Financial disappointment, and also important: “should have cleaned up the job.”

ARE WE THERE YET?

