

Harvesting to Meet Woodland Owners' Goals

NELA Loggers Congress

May 15, 2015

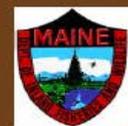
GOALS

- 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 timber harvesting with an eye towards aesthetics and achieving goals

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

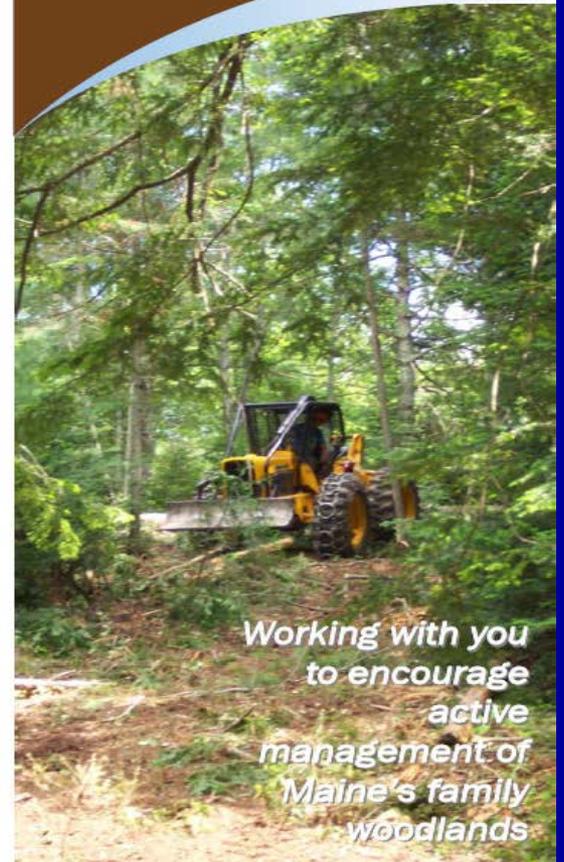
22 State House Station
18 Elkins Lane
Augusta, ME 04333-0022



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

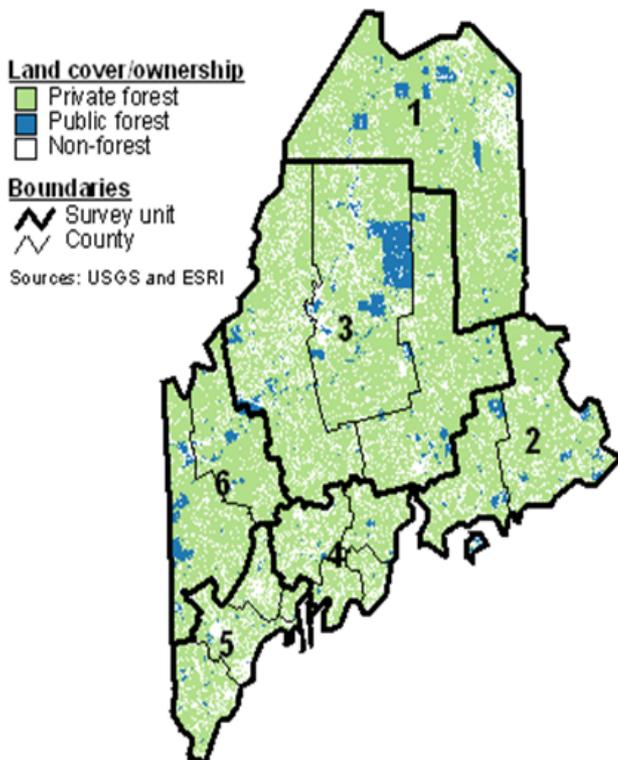
What do we know about Maine's family woodlands?

According to US Forest Service (FIA/NWOS) data, there are about 83,000 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 - Capitol 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

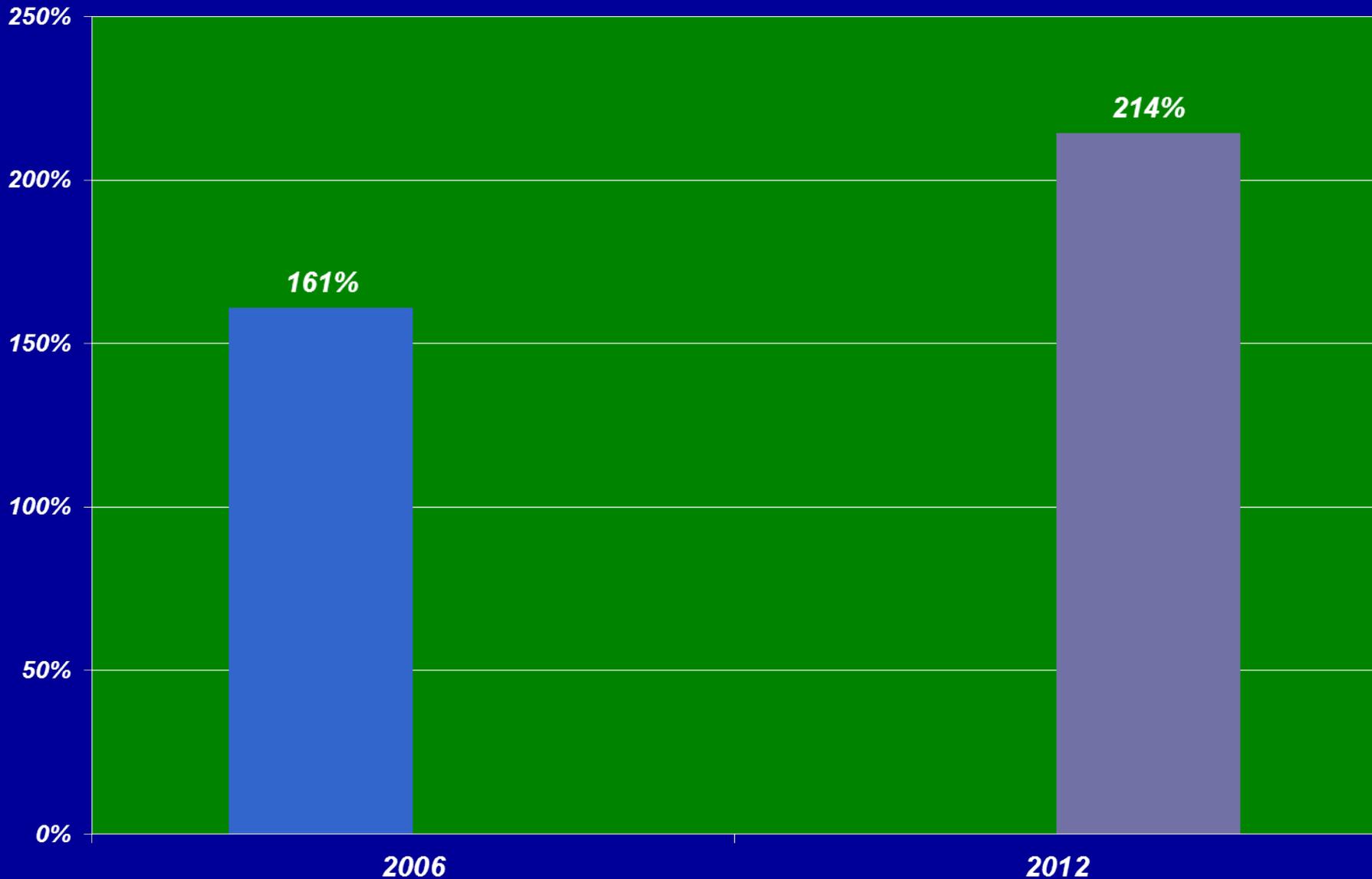
Segments: **45% WR, 30% WTL, 11% SI, 15% UN**

6 - Western Maine

11282 woodland owners 13% of all landowners

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

***Net growth to harvest ratio of all live trees and all species for
the Southern Megaregion, 2006 and 2012***



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 2013 National Woodland Owners Survey:

Protect resources, part of primary/secondary residence, family legacy

Forest products (logs, pulpwood, firewood, etc.) is #4

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 the incision 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 professionals story: Harvesting is healthy for forests, just give it time, it will grow back/fill in/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 your customer?
- Risk management
- Service provider vs. commodities extractor
- Communications is always key

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 viewed as harmonious.

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?
- 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





SPATIAL DEFINITION: perception of space within a border or frame





LIGHT: reflecting surfaces that vary as
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DISTANCE: Foreground, Middle Ground, Background



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SEQUENCE: rhythm of repeating object



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



Good, Better, BEST MANAGEMENT PRACTICES for AESTHETICS

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

Responsibility-who does what, and who
pays for it

Cost/benefit-part of risk management

Maine Harvest Satisfaction Survey

The Maine Forest Service is offering a new
“Harvest Satisfaction Survey.”

It is completely voluntary and confidential.

It is available on paper or on-line at
<http://www.surveymonkey.com/s/mhss>.

The survey should take from 10-20 minutes to
complete.

The paper version of the survey will go out to a random
sample of family woodland owners (< 1000 acres
owned) who have completed a harvest, according to
Confidential Landowner Reports.

Statewide start: 2014

The questions cover the following categories:

- Landowners' overall satisfaction with the harvest.**
- How woods looked after the harvest.**
- Landowner's satisfaction with the financial outcomes of the harvest.**
- Written timber sale agreement-use and effectiveness.**
- Forester involvement**
- Were harvest goals met?**

Maine Harvest Satisfaction Survey-3

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.**

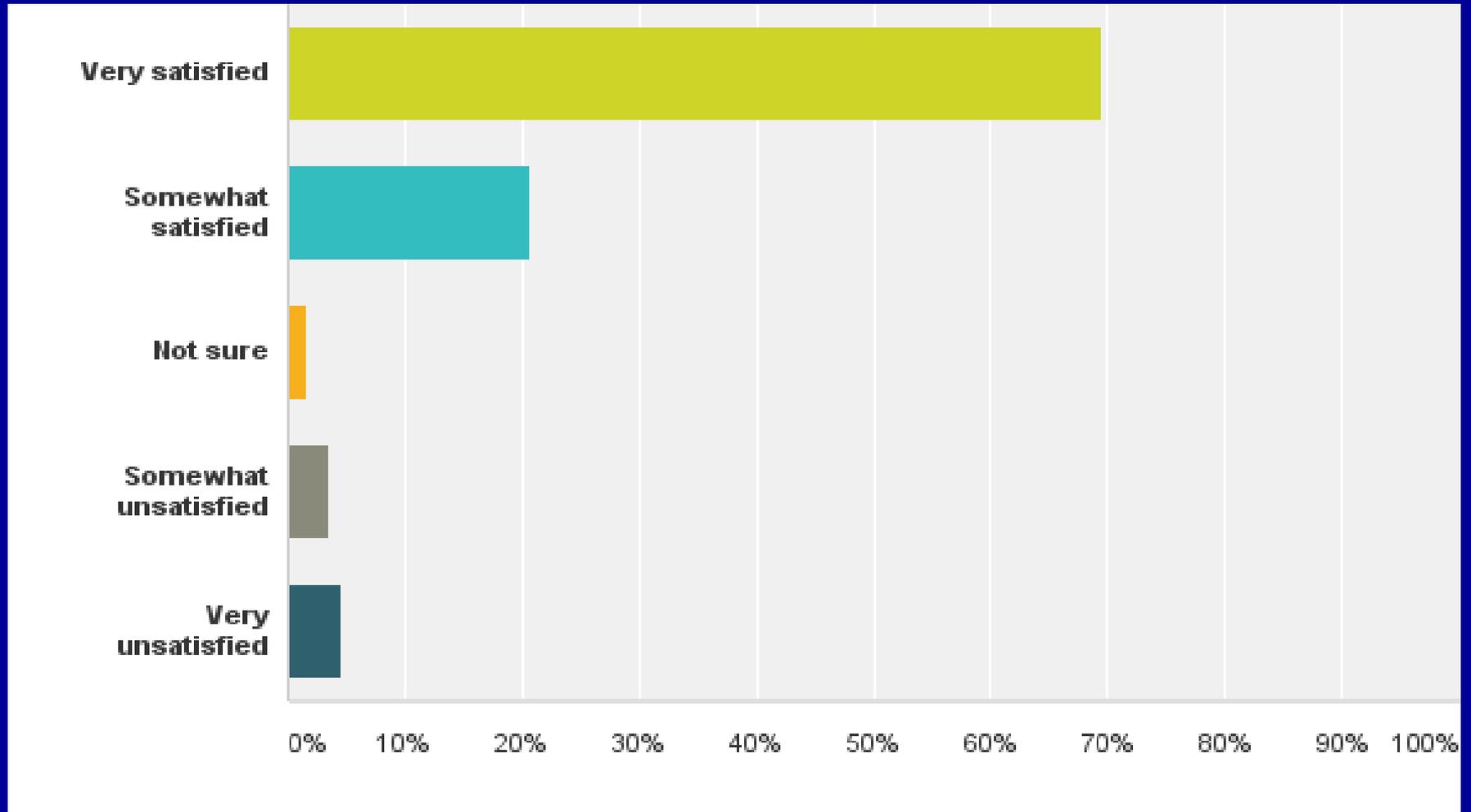
MFS encourages woodland owners to share answers with logger, forester and/or designated agent, and others, as they choose.

Maine Timber Harvest Satisfaction Survey IS:

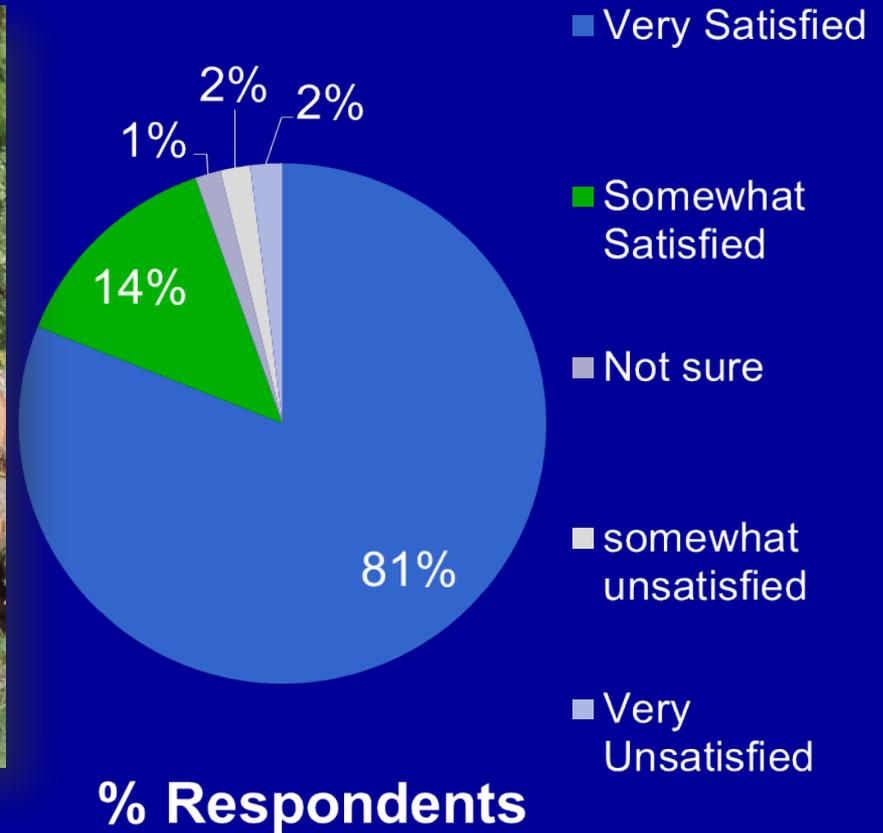
- a feedback mechanism from a notable portion of our customers. It provides insights and some possible direction for further data-gathering and outreach efforts.



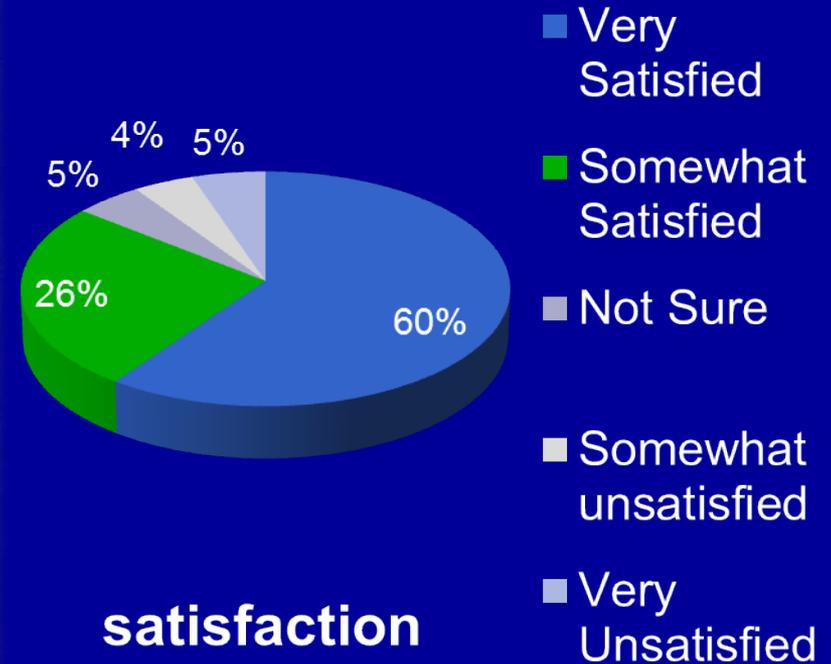
Your overall satisfaction with the harvest:



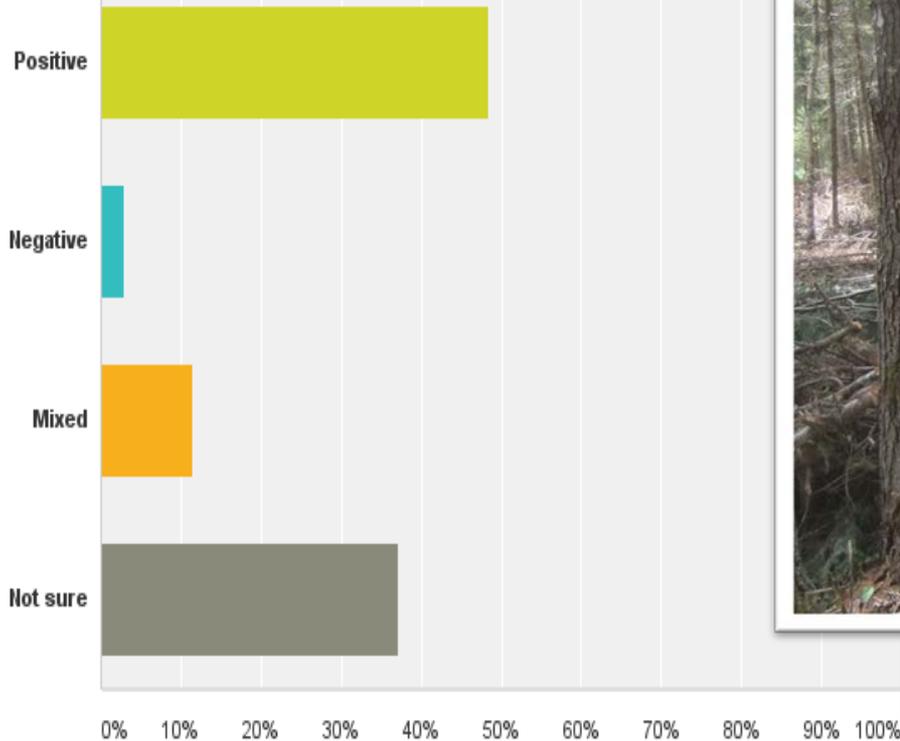
How satisfied are you with the financial outcome of the harvest:



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

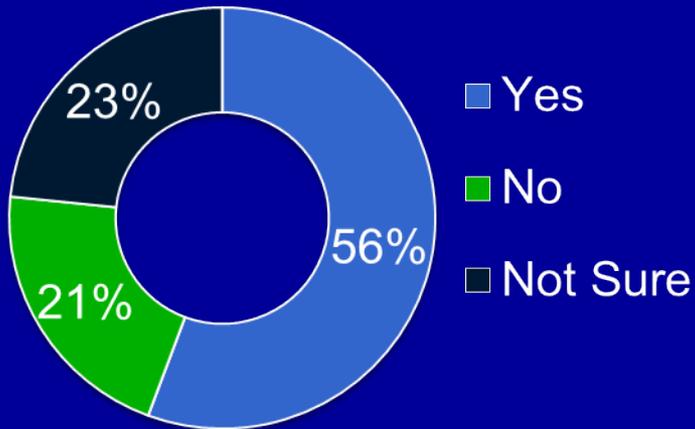


What was the overall reaction to the harvest from neighbors and/or community members:

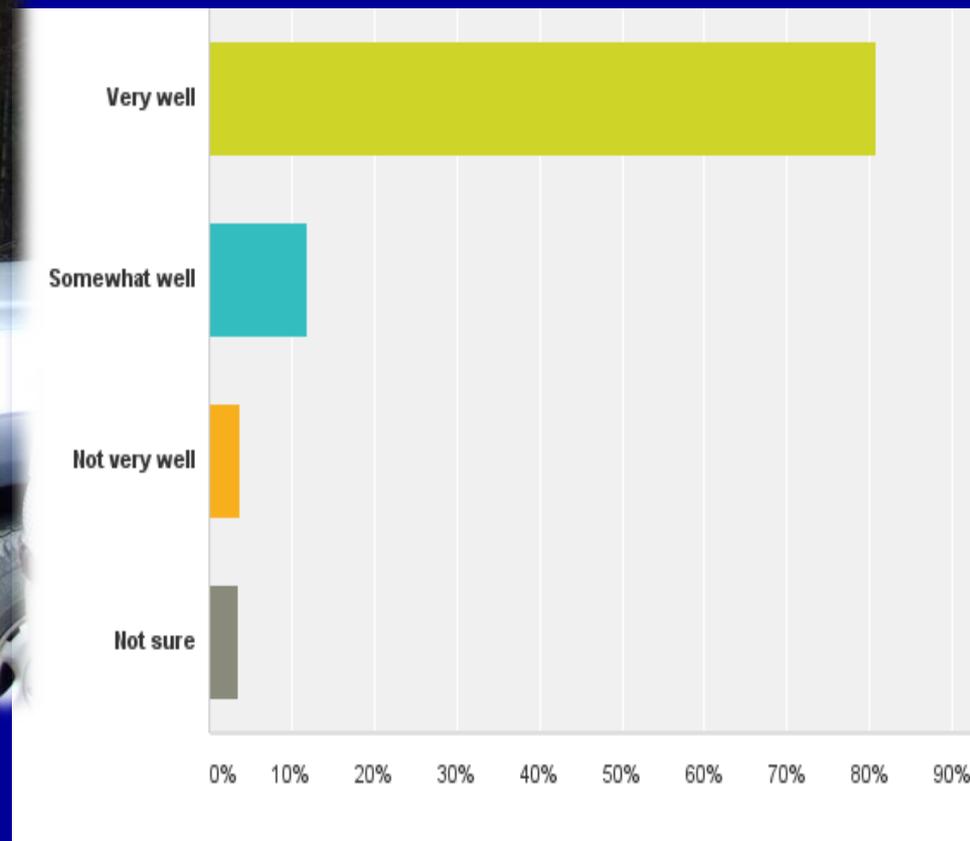
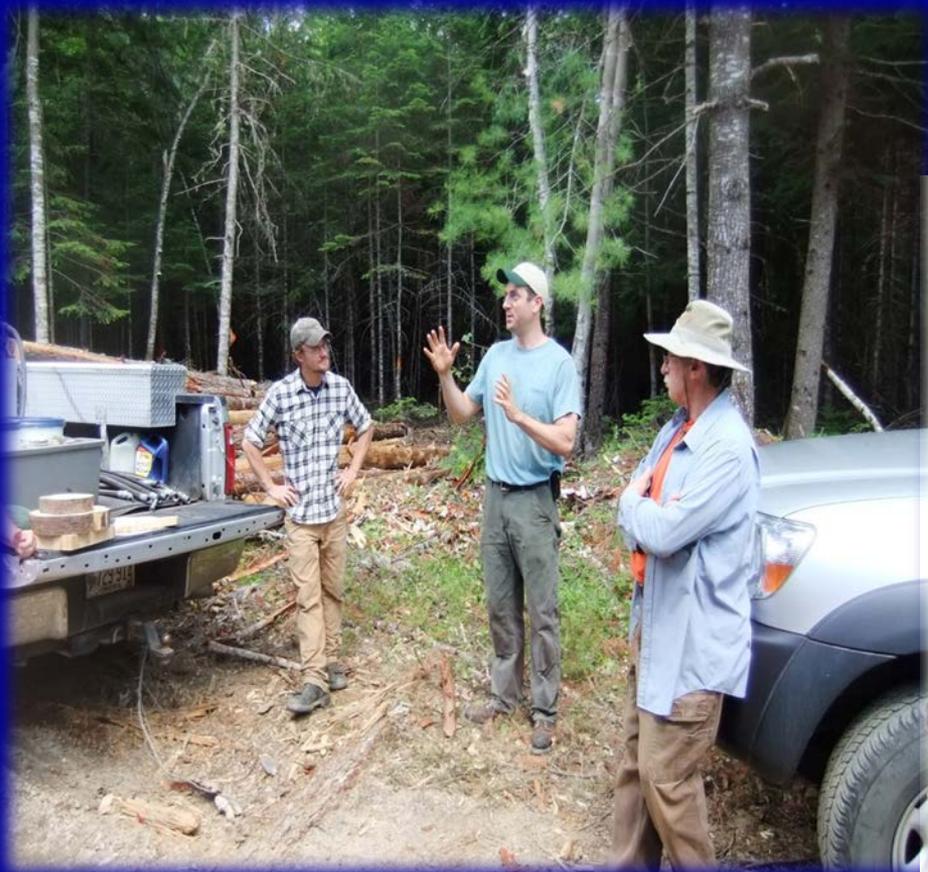


Were neighboring landowners and/or other community members notified before the harvest began?

Responses



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



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:

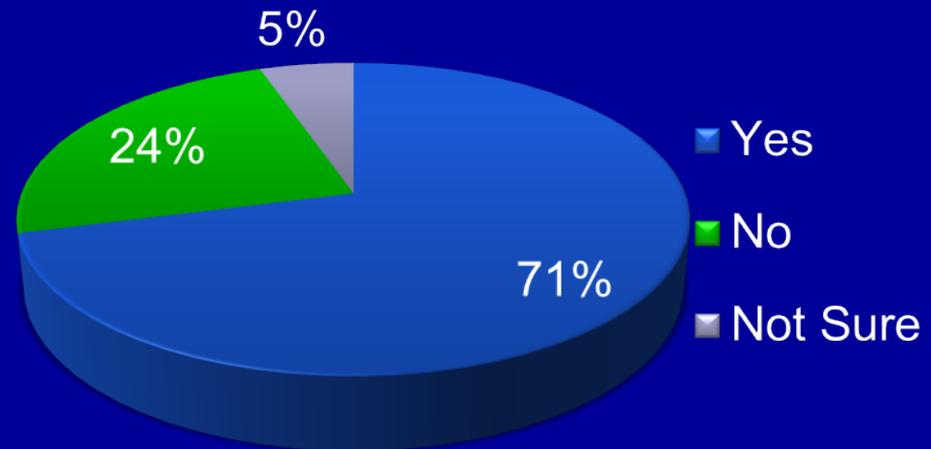
_____ acres in Section _____, Township _____, Range _____,
in _____ County, State of _____.

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

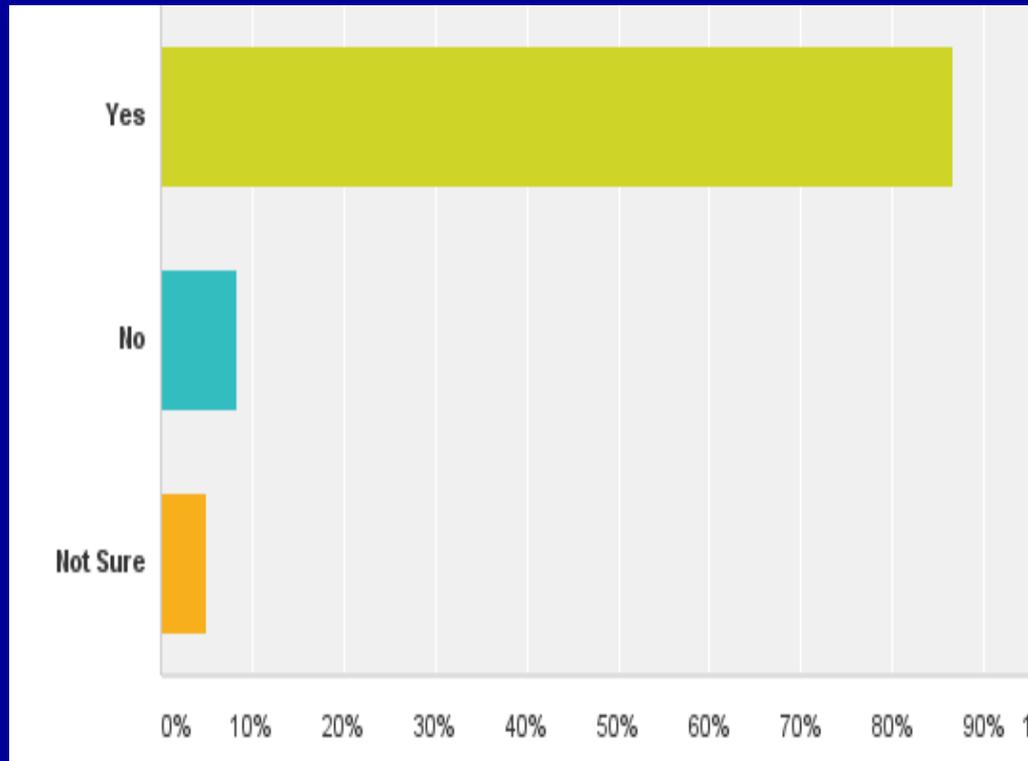
SECTION II

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

% Respondents

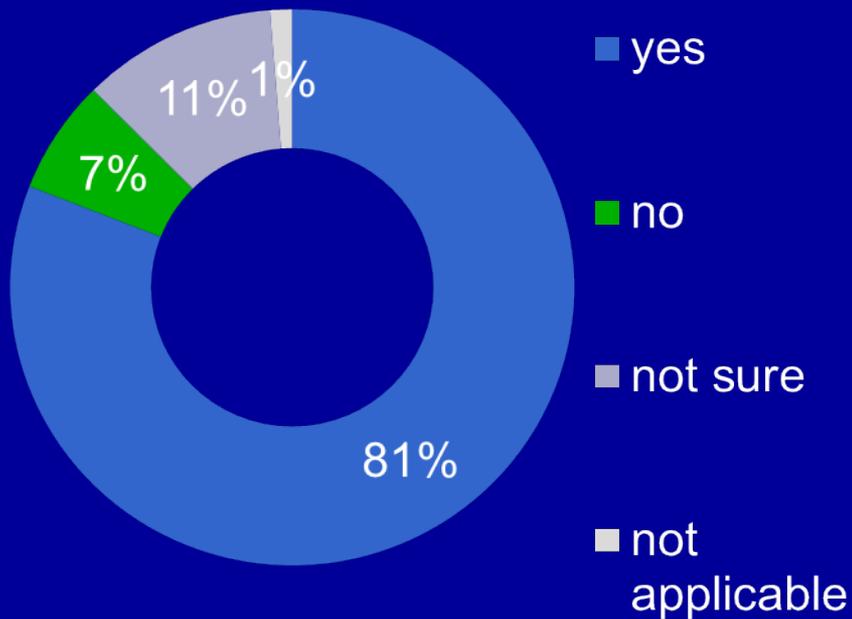


Would you recommend this logger to other woodland owners?



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

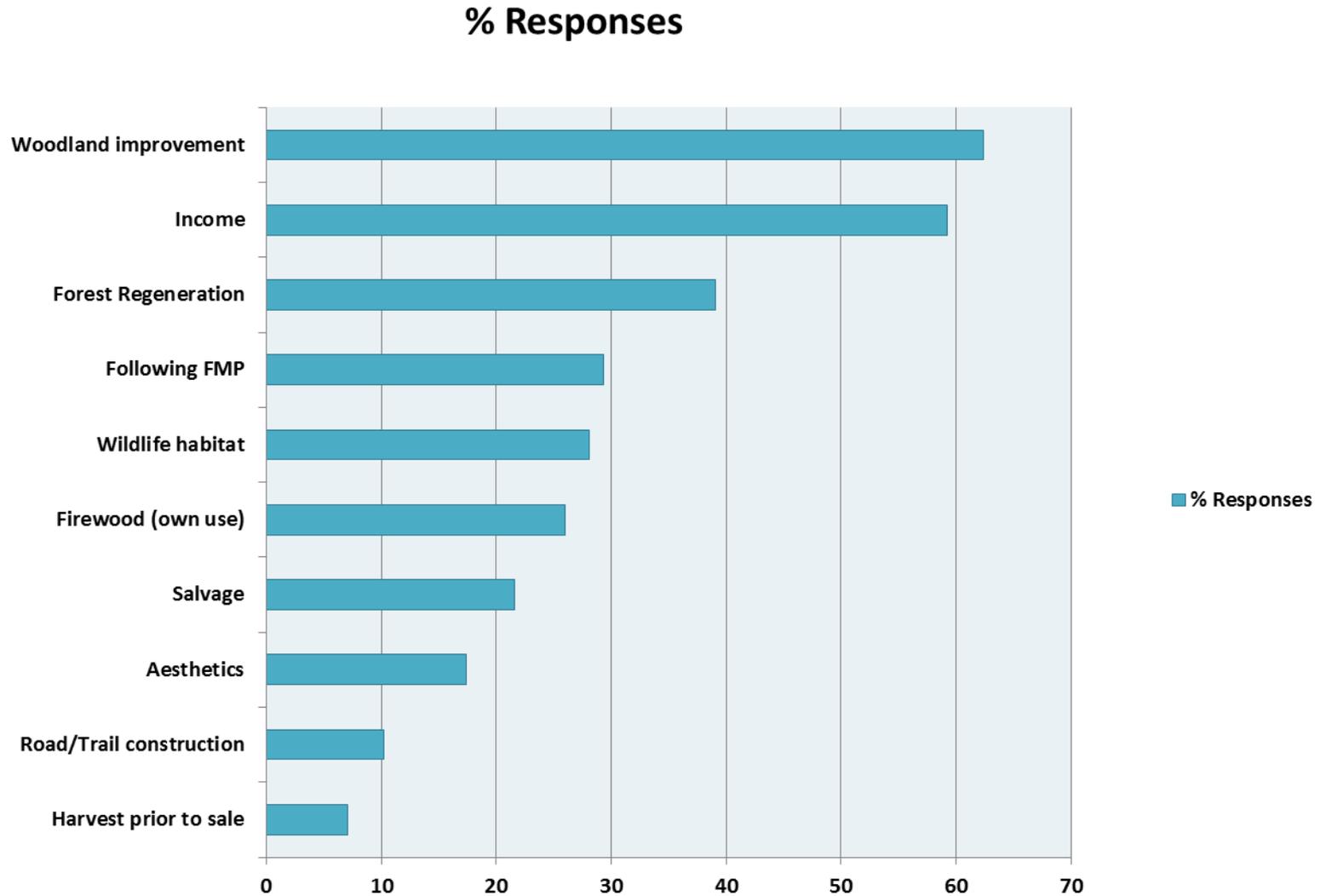
% Responses



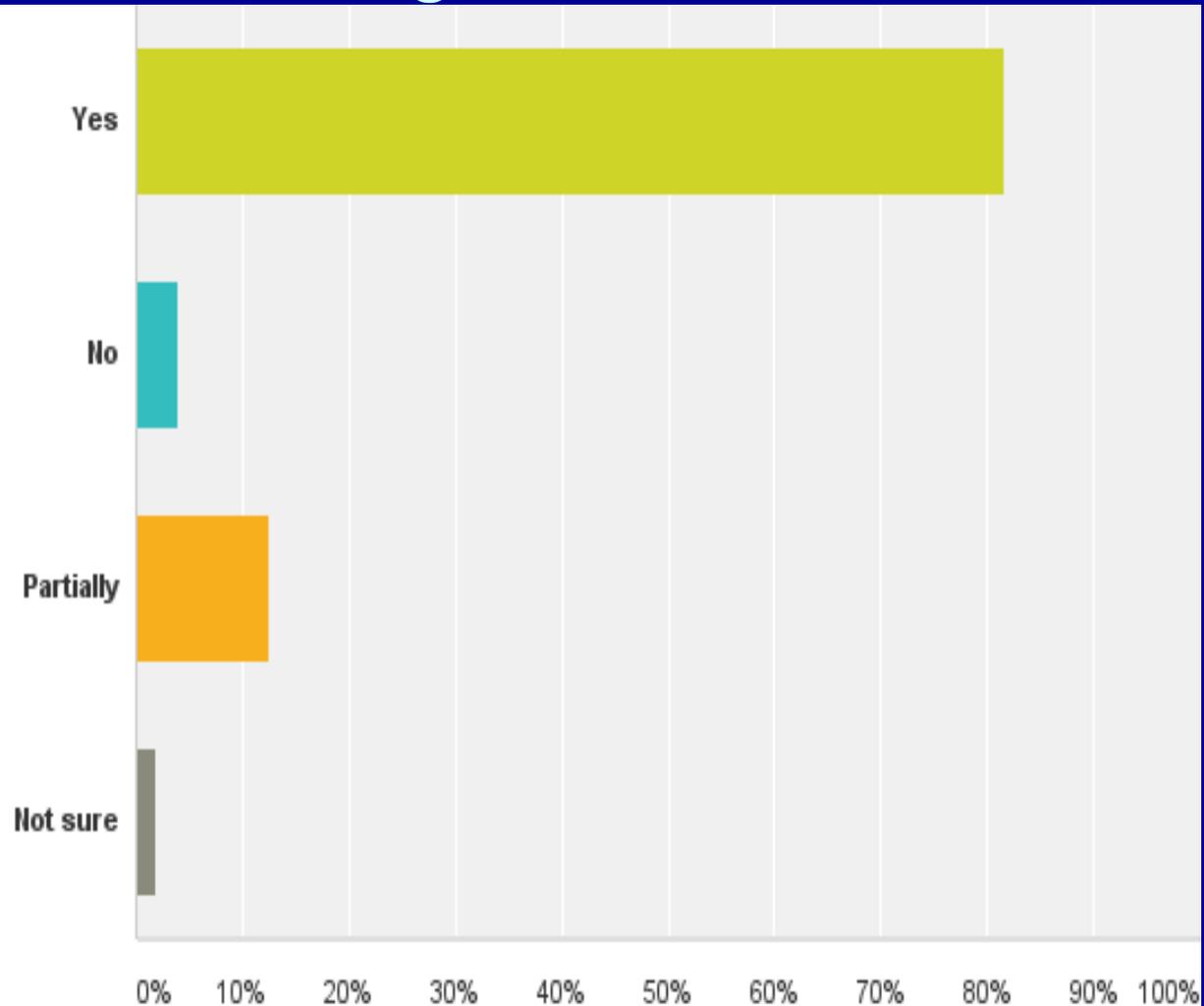
Answered: 765 Skipped: 60



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



Q6: Did the harvest meet your goals?



ARE WE THERE YET?

