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Recognizing the Economics of Iowa’s Forest Resource

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Iowa’s Forest Resource and the Forest Products Industry

- 3.1 million acres of Iowa Forest
- 186+ Wood Product Businesses generating $1.5 Billion and creating 10,964 jobs
- $3.9 Billion+/year contributed by the Forest Products Industry to Iowa’s economy (USFS)
- 18,000+ Iowa jobs tied to the Forest Products Ind.
Iowa’s Forest Resource and the Forest Products Industry

Annual Payroll for wood related products in Iowa was 8% of overall payroll for all manufacturing sectors (increasing by 25% in 5 years)

- **Sawmills:** Produce $54.2 M worth of goods, Paid $10.9 M to 379 employees
- **Paper Manufacturing Co.:** Produced $1.5 B in goods, Paid $152 M in payroll to 4,186 employees
- **Wood Furniture Industry:** Produced $338 M in goods, Paid $88.1 M in payroll to 3,158 employees
- Christmas Tree Farms, Ginseng, Morel Mushrooms, wildberries, fruits, orchards, nuts, maple syrup, ginseng (ginseng alone $749,000)
Private Working Forests

"Forests that are actively managed to generate revenue from multiple sources, including sustainably produced timber and other ecosystem services"

1,000 Acres of Private Working Forests =

- 8 Jobs
- $270,000 Annual Payroll
- $9,850 in Annual State Taxes

10% of Iowa’s Private Forest Land are Working Forests

- $70 million in payroll
- 2,200 employees
- $2.7 million in state taxes

Iowa’s Forest Action Plan
National Alliance of Forest Owners
Private Working Forests

Potential for the other 90%

- 20,000 jobs
- Annual Payroll of $667,035,000
- $24,000 in Annual Sales Tax

Iowa’s Forest Action Plan
National Alliance of Forest Owners
Iowa’s Forest Resource
Outdoor Recreation and Tourism

- When isolating key factors that, all other things being equal, are related to either a growing or declining county (in Iowa) the areas with outdoor recreation amenities appear to actually generate growth.”

- Counties that saw an increase in the number of non-farm businesses had significantly more growth. Locally-owned small businesses and a county’s economic well-being are closely related.

Committee of 82 Executive Summary
Iowa’s Forest Resource
Outdoor Recreation and Tourism

- **$3 Billion in spending** = Expenditures on travel to recreation sites and recreation in Iowa
- **31,000 jobs & $717 Million of income**
- Businesses and Entrepreneurs are attracted to recreational amenities and quality of life
- Increased access to outdoor parks and recreational amenities contributes to lower health care costs
- Iowa ranks 49th in the Nation for % of land available for public recreation

Iowa’s Forest Action Plan
Center for Ag and Rural Development
Iowa State University
Iowa’s Forest Resource
Outdoor Recreation and Tourism

Iowa’s 85 Parks, 92 State Preserves, Numerous State Forest Campgrounds

- $155 M Annually
- 63,000 Acres
- 14 M Visitors
- 72 Cabins, 26 Day-use lodges, 5,100 Camp Sites, Shelters & Picnic sites
- 34 Beaches, 254 Miles of Equestrian Trails, 32 Archery and Shooting Ranges, Rivers & Lakes
- 1,350 Miles of Shared Trails, 5,000 Miles of Snowmobile Trail

Iowa’s Forest Action Plan
$7.6 Billion – Domestic Travel Expenditures in Iowa

- Increased 5.6% from 2011 to 2012 (US 4.4%)
- Average visitor age 52 years
- 4.4-day trip, spending $290+
- Generated 64,400 jobs, $1.2 Billion in payroll, $450.8 million in tax revenues for state and local government
Fall Foliage Tourism/Leaf Watching

- National State by State Guide to Fall Colors
- Iowa State Foliage Hotline
- Northeast Iowa $6 M Annually
Wildlife Watching

- Bird Watching in Iowa generates $300 M Annually
- One of every five Americans watches birds
- The five top states with greatest birding participation rates include Montana, Maine, Vermont, Minnesota, and Iowa

Iowa’s Forest Action Plan
Iowa’s Forest Resource
Outdoor Recreation and Tourism

- Iowa Scenic Byway Travelers
  - 65% of visitors to traveliowa.com
  - 23% of visitors to Iowa Welcome Centers
- Average trip, spending and return visits all increasing
- Total economic impact per domestic Byway Visitor trip $996
- $1.2 B/year = Traveler expenditures along Iowa’s GRR supporting 12,140 jobs
- Average International Byway Visitor expenditures/trip $4,000

Iowa Tourism Office
“Maximizing Forest Reserve Potential Through Targeted Outreach in the Driftless Area”

**Partners**
- Northeastern Area State and Private Forestry (Forest Stewardship Project)
- Iowa DNR, Bureau of Forestry
- Northeast Iowa RC&D

**Project Location:**
Driftless Area of Iowa
Allamakee, Fayette, Clayton, Winneshiek, Jones, Jackson, Dubuque
Can a multi-dimensional media blitz convince landowners enrolled in the Forest Reserve Program to take action?

- Direct Mailings
- Phone Calls
- Door to Door Visits
- Billboards
- Press Releases, Print Ads
- Radio Interviews and Ads
- Television Commercials
- Brochures
- Local Photographs and Stories

Did you own woodlands in the Iowa Forest Reserve?

Did you know Northeast Iowa Forest Reserve owners have plenty of opportunities to improve their woodlands?

Northeast Iowa RC&D has recently partnered with IA DNR Forestry, the U.S. Forest Service, and NRCS to guide woodland owners to your goals, at no cost to you.

Because of the high value of woodlands to all of us, NE IA RC&D strongly encourages you to make the call to create a long-lasting woodland legacy.

To find out more, call toll-free at 1-855-568-5688
Real People, Real Stories

Healthy Woodlands: Your Legacy, Their Heritage

For Healthy Woodland Information:
855-568-5688
Forest Reserve Landowners

You know the Forest Reserve Program but do you know that you have plenty of opportunities to improve your woodlands? Northeast Iowa RC&D wants to encourage you to consider the benefits of woodland ownership for yourself, your family and future generations.

Whether your woodland goals are financial, recreational, wildlife watching, conservation or hunting, a professional forester can help you succeed.

Randy has used technical assistance and project costshare through both the DNR and private foresters for planning and invaluable advice. “There’s plenty of support and help available. You establish your goals, and they will help you accomplish those goals.”

The family farm, purchased in 1955 was originally used for pasture, firewood and handmade fence posts. Now the care of the woodlands is in the hands of Randy & Laura Ellingson and their sons Reid and Owen.

“It’s about taking something and making it better for future generations. We need to keep some places wild. If we take care of it, we get more back from it. It’s the enjoyment we have as a family sharing healthy outdoor activities. It’s a team thing caring for the woodlands.”

The Ellingson’s pet outdoor projects include elderberry jam, wild grape juice, deer and Thanksgiving turkeys. Together they have observed different plants, trees, wildlife such as pileated woodpeckers, barred owls, and a heron rookery. They’ve also learned about invasive species and the damage they do to woodlands.

Reid and Owen both want to own woodlands when they are older and keep their father’s and grandfather’s woodlands in the family to continue making them better.

Even a few acres of trees can fulfill your vision of a beautiful woodlands and create a rich legacy for your children and grandchildren. Funding is available to help you. Create a legacy. Call 1-855-568-5688.
Findings/Results

- Percentage requests for Iowa DNR Forestry assistance related to project outreach increased each year: 11%, 21%, 32%

- 140 of those property owners had not previously done any planning for their woodland resource.

- Percentage requests for assistance from DNR Foresters related to project resulted in more plans and more action. (45% - 100% compared to 13%-37%) = New Planning

- Response to Media was greatest when supported by one-on-one outreach

- During the project, plans were written for 4,200 acres, constituting 25 to 61% of planning workload for any county

- Direct Mailings and Contact with Private or Public Foresters are two highest perceived and noticed forms of outreach but mass media impacted actual responses.
Thank You!