

Forest Action Plan Implementation



**USDA Forest Service
State & Private Forestry
Cooperative Forestry**



We would like to thank
The National Association of
Resource Conservation &
Development Councils (NARC&DC)
for providing a grant that made this
possible. Funding was provided
through a grant from the USDA
Forest Service State and Private
Forestry Cooperative Forestry



A person in a light blue sweater and dark pants stands on a rocky outcrop, holding a camera to their eye. They are looking towards a blue jay perched on a branch in the distance. The background is a dense forest with trees showing vibrant autumn colors of yellow, orange, and green. The scene is captured from a slightly elevated perspective, looking down into the forest.

Recognizing the Economics of Iowa's Forest Resource

Lora L. Friest
Executive Director
Northeast Iowa RC&D
www.northeastiowarcd.org
563-864-7112

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



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.

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

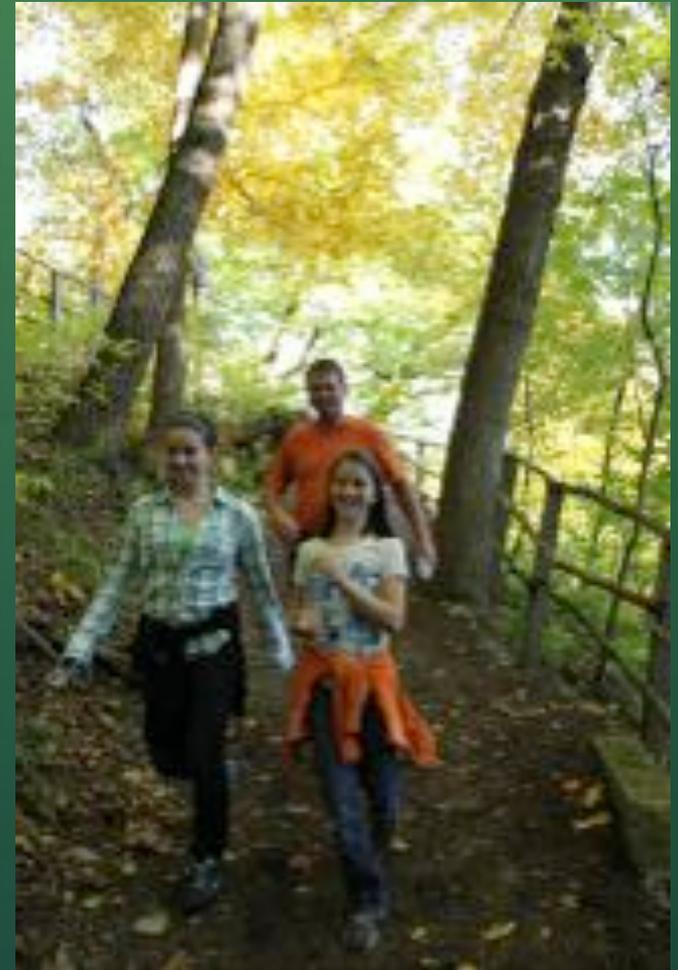
- **\$155 M Annually**
- 63,000 Acres
- 14 M Visitors
- 72 Cabins, 26 Day-use lodges, 5,100 Camp Sites, Shelters & Picnic sites
- 34 Beaches, 254 Miles of Equestrian Trails, 32 Archery and Shooting Ranges, Rivers & Lakes
- 1,350 Miles of Shared Trails, 5,000 Miles of Snowmobile Trail



Iowa's Forest Resource Outdoor Recreation and Tourism

\$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



Iowa's Forest Resource

Outdoor Recreation and Tourism

Fall Foliage Tourism/ Leaf Watching

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



Iowa's Forest Resource

Outdoor Recreation and Tourism

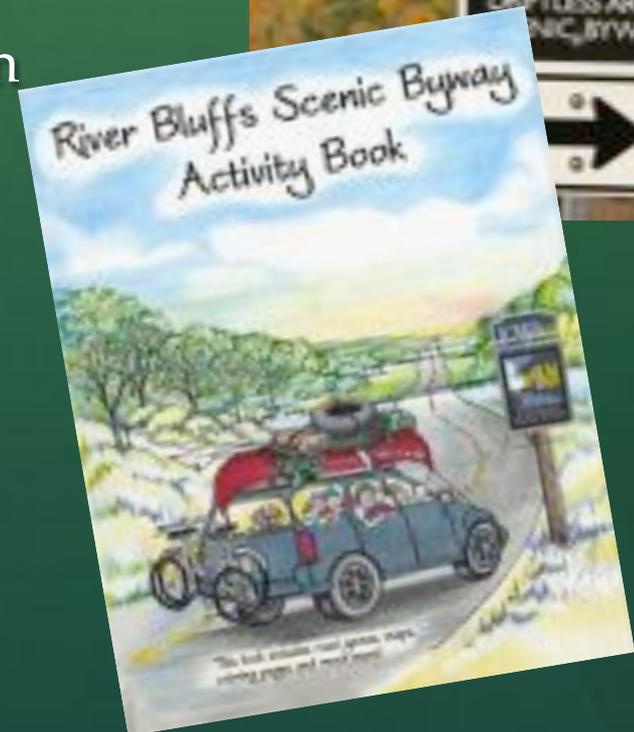
Wildlife Watching

- 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 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



Inspiring Private Woodland Management and Enhancement

“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,
Winneshek, Jones, Jackson,
Dubuque

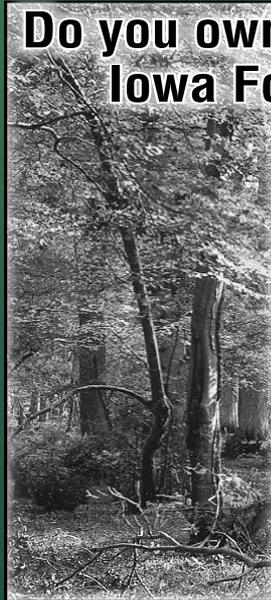


“Maximizing Forest Reserve Potential Through Targeted Outreach in the Driftless Area”

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

Do 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

UAS DNR
KODIAK STATE WILDLIFE



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, educational, recreational, wildlife watching, conservation, or hunting, a professional forester can help you succeed. County Forester Jim Kaine advises, "You need to seek professional advice; it can save you a lot of mistakes."

Ellington's woodlands are used for back elderberry jam, wild grape juice, deer and Thanksgiving turkeys. Together they've learned the different plants, trees and 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.

The good thing is that we are here providing a head to help you get to your woodland ownership goals. We can help with planning, funding, implementation and what ever else we can!

"Our DNR has helped government in our woodlands for an entire lifetime."

Call Mrs. Tagerman at 601-568-5688 or visit us online at www.dnr.iowa.gov



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.

Allamakee County producers Dan and Traci Byrnes and their daughter Natalie would like to encourage you to seek out professional advice and invest in the future.

The Byrnes family has had a love affair with their family farm since 1916. They have purchased more on their land since 1980 and have been since 1980.

Call Mrs. Tagerman at 601-568-5688 or visit us online at www.dnr.iowa.gov



Jody notes, "Talking to your local DNR District Forester, getting them on your land and walking it with them is the best thing you can do for your woodlands." Jim also advises woodland owners, "Know what your goals are before you start."



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.

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."

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.



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 Ellingson Family of Howard County

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!

