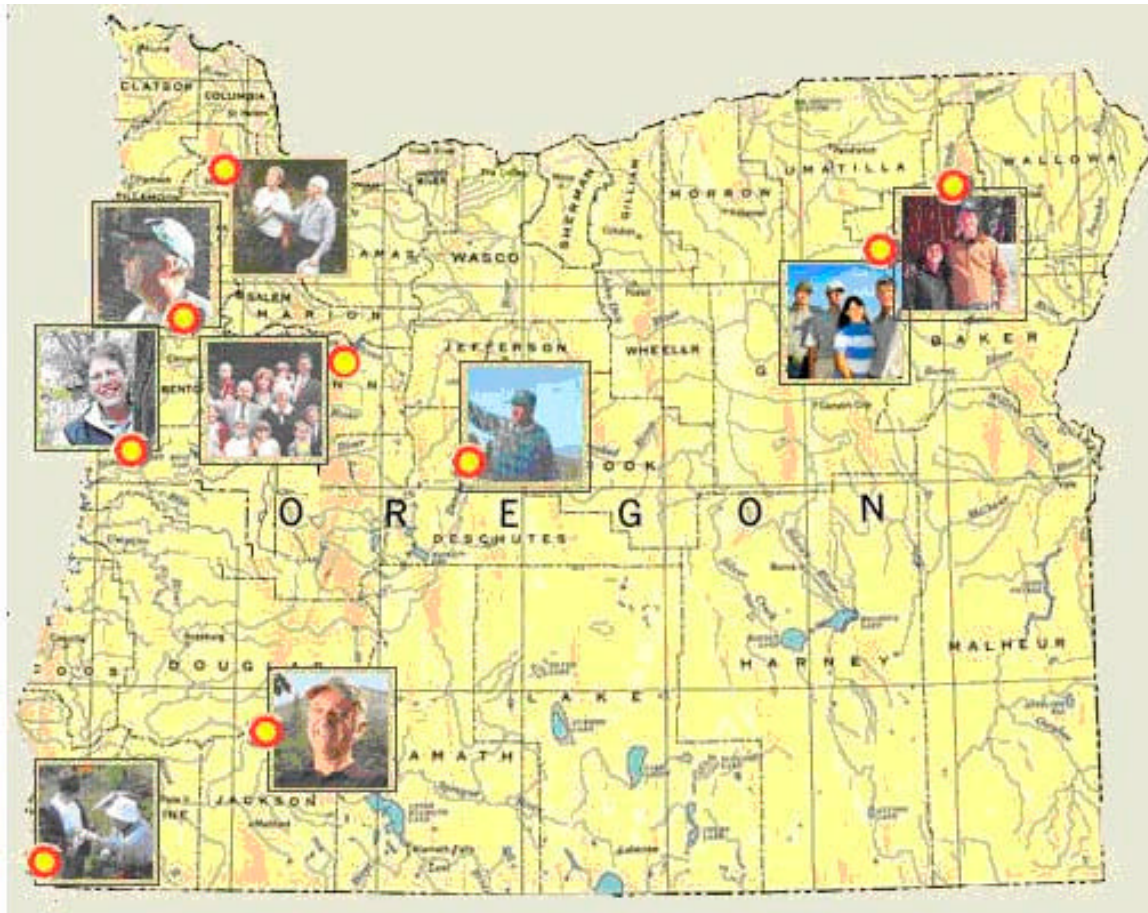


Family Forests of Oregon

Ensuring diverse family forests are a part of our future



2005 Annual Report

Summary

All of us gain from the significant and unique benefits provided by family forestlands, yet our family forest owners face economic, cultural, educational and political challenges to long-term stewardship of these lands. In a nutshell, the problem we all face is that non industrial private forests are being converted to urban and suburban development and that conversion may accelerate due to a number of factors.

Massive acreage is about to undergoing intergenerational transfer. The average age of family landowners in 1989 was 55, today it is 65. When asked the current landowners are finding it very difficult to ensure any family will take on the responsibility of ownership. If the legislated bureaucracy is too burdensome, the technical and financial incentives offered not valuable to the individuals, and the return on investment too small the next generation to maintain these lands as family forests, the lands are likely to be converted to other uses. This would result in a loss of critical components of our landscapes, societies and economies.

Family Forests of Oregon is an organization created to address the issues that affect family forestland owners in both this state and nation as a whole. **We aim to ensure diverse family forests are a part of our future.** We are striving to increase public recognition of the contribution of family forestlands to our common good. This in turn would give broader understanding and approval that is the prerequisite to development of policies which can sustain family forestland ownerships and the contributions they make.

Introduction

It is generally accepted that diversity is important in dynamic environmental, economic and social systems. Our family woodlands play a vital role in Oregon because of their diversity.

In a study by John C. Bliss of Oregon State University' "Sustaining Family Forests in Rural Landscapes: Rationale, Challenges, and an Illustration from Oregon, USA," the following observations were made:

"Family forests are critical components of rural landscapes, societies, and economies.

In Oregon, where non-industrial private forests comprise only 16% of the forestland base, the ecological, social, and economic impact of this ownership category is disproportionately large.

This is due to the landscape position these lands occupy, the diversification they contribute to forest cover and local economies, and the political and cultural connections they provide to urban populations.

The significance of this ownership category is even greater in the United States as a whole, where non industrial private forests comprise nearly two-thirds of the commercial forestland base, dominating rural landscapes in many regions of the country. Despite the important role family forests play, their ability to contribute to the wellbeing of rural areas is challenged by several dynamic factors, including industrial consolidation in global wood markets, loss of family forestland to corporate ownership, and parcelization and fragmentation of family forestland at the urban fringe.

Moreover, family forestry does not enjoy a strong social contract with the American public, which is largely ignorant of the existence of this ownership class.

A foundation of broad social approval and appreciation for family forestry is prerequisite to development of policies which can sustain family forestland ownerships and the contributions they make."

The four main issues faced by family forest landowners are **trust, equity, complexity, and uncertainty**.

Trust is lacking between family forestland owners and the public, the government, and industrial landowners.

Equity means having the public pay its fair share of the cost of increased forest practices regulation—a difficult bargain to strike if the public is unaware of the benefits of clear water and improved wildlife habitat provided by good stewardship on family-owned forestlands.

Complexity comes from dealing with changing regulations and policies, varying global economic forces affecting timber markets, and ever-evolving scientific understanding of forest ecosystems.

These factors all contribute to a very complicated decision space about managing or even retaining family forestland and **uncertainty** is the result.

In addition, forest landowners today tend to be older people—the average age is 65. A significant percentage of privately owned forestland is likely to pass into other hands in the next few years.

Many of today's owners are struggling to actively manage their lands or to find an heir willing to take on the responsibility and risks of owning the land. When the land changes hands stewardship knowledge built up over the years can be lost. New owners, especially if they are first-time forestland owners, are less likely to tap into traditional education programs that focus on timber production as the main objective.

Traditional delivery agents such as woodland associations, extension and stewardship foresters, and environmental groups are struggling to connect with this new generation of landowners. There are 10 million family forestland owners in the United States, but only around 90,000 of those owners are enrolled in the American Tree Farm System. There are over 40,000 small woodland owners in Oregon, with approximately 800 belonging to Oregon's chapter of the Tree Farm System, and fewer than 3000 belonging to Oregon Small Woodlands Association, the main groups of woodland owner volunteers. These figures highlight the lack of connection between land resource professionals, traditional education systems and the landowners themselves.

The language forestry professionals and traditional volunteer organizations speak, and the way in which programs are delivered, is failing to engage most landowners, both nationally and here in Oregon. A recent study by social scientists at the University of Tennessee, reprinted from the Forestry Source, Nov. 2004, explores the "phenomenological" reasons people own land. This study may help reach more non-participant landowners and encourage them to become more involved in the management of their property.

"The majority of the research devoted to the values and interests of private forest landowners has been quantitative and focused on landowners already familiar with or engaged in management activities," said Miriam Davis, a graduate research assistant working with Professor Mark Fly in the University of Tennessee Department of Forestry, Wildlife, and Fisheries. "This research focuses on non-participant private forest landowners (NP PFLs) to inform forestry professionals about what they find significant about their land."

New owners come in with objectives for their land that are different from what have been traditional objectives for forestland. They may have an indifferent, or even a negative, attitude toward managing forests for timber. This shift in attitude's are not well grasped by traditional educators, like stewardship foresters or extension agents, who typically place a high value on management for products. If communication between these groups is improved, there would be greater understanding on both sides. Traditional agents would gain a broader view of "management" and forestland owners would learn that they have a wide range of options for managing their lands.

If communication does not improve, it will likely result in the conversion and loss of diversity among family forestland and hence our communities and landscape in Oregon.

By making sure solutions work for people, on both the local and global scale, they will work for the forests. The interconnection between our communities and our environment is one that often divides us. This divide has been due to a number of factors, a main issue being whether the economic and ecological needs of forestland can be balanced.

We know that the battle as to how forests are managed frustrates our communities, and our family woodland owners.

If we can better understand the public good that family forests provide and give family forestland owners a voice at the policy and media table to show how family forests provide diversity both economically and environmentally, we can rally around the common issue of family forestlands benefits to both local community and country environments.

Ensuring Family Forests are a part of our future landscape

Family Forests of Oregon is an organization of family landowner professionals that has come together to address the issues that affect family forestland owners. We are “looking up” at the issues that affect us, rather than down from 30,000 feet. We bring a unique perspective and language to the debate about ensuring family forests are a part of Oregon's future landscape.

We are striving to increase public recognition of the contribution of family forestlands to our common good, and to increase public support for policies that encourage and enable family forests to prosper and to continue to contribute to the ecological and economic well being of Oregon's communities.

Family Forests of Oregon believes that stable or growing family ownership of Oregon's forests:

- is vital to the longevity and diversity of Oregon's forests and society;
- contributes positively to the quality of life for Oregonians;
- contributes to a healthy state economy; and
- offers opportunities to educate current and future generations about the connection between family-owned forests and the values, services, and products they generate.

Our Vision

Family Forests of Oregon envisions a future in which:

- a growing number of families own and steward forestland in Oregon and are able to pass their ownership and stewardship ethic on to future generations;
- Oregonians value the environmental, social, and economic contributions of family-owned forestlands throughout the state; and
- interaction among public agencies, family forestland owners, and other members of the public is constructive and productive.

Our mission: To educate Oregonians and public agencies about the value and contributions of family-owned forests throughout the state.

We have three goals that aim to help us achieve our mission:

Goal 1: Enhance Oregonians' and public agencies' understanding of the values and services that family-owned forests contribute to society.

Goal 2: Enhance interaction and engagement between public agencies and family forest landowners.

Goal 3: Foster public-agency organizational learning about family forest landowners to ensure that programs and policies are useful and that they provide the desired on-the-ground effects.

Summary of our proposed projects

Related to Goal 1: Enhance Oregonians' and public agencies' understanding of the values and services that family-owned forests contribute to society.

Project: Forest Neighbors

Strategy: Forest Neighbors is aimed at making Oregonians more aware of the ecological, economic, and social value of privately owned family forestlands.

In **Phase 1**, we will commission 24 compelling photo-essays about individual family forestland owners throughout Oregon, emphasizing their important role in the well-being of their communities. We will tell their stories, highlighting their values and motivations. We will provide local, statewide and national data on issues they raise as reasons to own family forestland. The articles will be offered to selected regional newspapers and other print media. The forestland owners profiled will be selected based upon a number of criterion; including location, demographics, and the type of forest objectives for which they manage their land. Both the selection criteria and the owners who are chosen for profile will reflect the diversity of landowners and styles of management of Oregon family forestlands owners. **Phase 2** sees the articles compiled into a book telling the holistic story of family forestland owners in Oregon. **Phase 3** furthers our goal of disseminating our research while simultaneously collecting personal stories of family forestlands. This will be useful in forming public opinion and shaping public policy. We propose hosting and attending a series of meetings that define the issues driving our research on family forestland; presenting our findings; and facilitating our policy discussion. **Phase 4** is monitoring and reporting program over a 10 year cycle so that the effectiveness of the project can be determined.

For a detailed project proposal, please contact Mike Gaudern via email at mike@familyforestsforegon.org

Related to Goal 2: Enhance interaction and engagement among public agencies and family forest landowners.

Project: Common Language, Common Solutions.

Strategy: Family Forests of Oregon will investigate the communication methods most effective at producing on-the-ground results that “work” for family forestland owners, their heirs, and support networks, both traditional and non-traditional.

We aim to put the “last first”. By that, we mean that we need to focus our efforts on the “non joiners” of current efforts; on those who own, or are likely to have the opportunity to own or manage family forestlands both now and in the future. We will develop communication methods aimed at overcoming lack of dialogue, misunderstanding, and mistrust between family landowners, their heirs, and public agencies and support groups.

A family forestland owners’ database will be developed with partners in the region—again, built upon already existing methodology and data. This project will coordinate all physical and mailing addresses of family forestland owners. It will help FFO work with many other groups to identify a spatial picture of where family forestlands are located. It is also tied to our Green Tapestry project to provide statistical information that can help us better understand family forestland owners motivations for retaining their land and the public benefits their lands provide. The database will serve as a communication tool to foster dialogue between landowners, agencies, and support organizations.

Family Forests of Oregon will also consider using new methods of communicating with one of our target audiences—family forest landowners and their heirs—that will be tested in Oregon and or the Pacific North West region. FFO will introduce and test these methodologies for effectiveness on a small scale before implementing them on a state or regional scale.

Agencies and support organizations with whom we will work with collaboratively include: Oregon Small Woodlands Association; Board of Forestry and Department of Forestry; National Roundtable of Sustainable Forestry; National Woodland Owners Association; Northwest Woodland Owners Council; Oregon Forest Resources Institute; Oregon State University; Oregon and National Tree Farm System; University of Oregon; Oregon Department of Fish and Wildlife; Wallowa Resources; Sustainable Northwest, Washington Farm Forestry Association; Family Forest Foundation; and Rural Technology Initiative.

For a detailed project proposal, please contact Mike Gaudern via email at mike@familyforestsforegon.org

Related to Goal 3: Foster public-agency organizational learning about family forest landowners to ensure that programs and policies are useful and provide the desired on-the-ground effects.

Project: Green Tapestry

Strategy: “Green Tapestry,” a Washington County pilot project, will be expanded into a statewide research project to help foster an understanding of the values and motivations of family forestland owners. Our aim to help families prevent the “tipping point” of land conversation to other uses being reached, and if it is reached, to better understand why that decision occurred.

This project will help agencies and other traditional forestry educators and policy makers better meet the educational and policy needs of family landowners, as well as to strengthen the ties between the interests of the forestlands owners and the interests of the larger community.

Over time, this project will also help track changes in family forestland owners’ values and needs, and reveal the effects of existing or proposed policy choices on how they manage their lands.

To download “A Green Tapestry,” pilot project please visit:
<http://www.homestead.com/WashCntyOSWA/files/layoutbigbig.pdf>

For a detailed project proposal, please contact Mike Gaudern via email at
mike@familyforestsforegon.org

2005 Achievements

Our first year of operation was focused on development of our project designs and capacity building. We continued our research on the issues that drive families in their forestland decisions.

Based upon our findings, we sponsored a project that aims to help families plan for a smooth transition of their family forestlands ownership.

We recruited three new board members, contacted and applied for foundation support, attended meeting and worked with our partners to raise the public's awareness of both our organization and family forest landowners.

Our office officially opened its doors in Salem and we launched our website www.familyforestsoforegon.org

Board of Directors

Jim James - Chair of the Board

Jerri O'Brien - Secretary

Bob Shumaker - Treasurer

Mike Gaudern - Executive Director

Christoph Büchler

David Ford

Joseph Karas

Chris Heffernan - Eastern Oregon Advisor

Nils D. Christoffersen - Eastern Oregon Advisor

Financials

Profit and loss	Nov '04 - Oct 05
Income	
Contributions	
Corporate Donations	7,000.00
Individual Donations	1,200.00
Interest Income	0.40
Total Contributions	8,200.40
Total Income	8,200.40
Expense	
Administration	
Professional Services	
Legal	180.00
Accounting	700.00
Total Professional Services	880.00
Rent	1,800.00
Telephone	958.11
Office Supplies	10.00
Postage & Delivery	27.73
Taxes, Licenses, & Permits	100.00
Insurance	1,571.86
Bank Fees & Supplies	0.00
Total Administration	5,347.70
Total Expense	5,347.70
Net Income	2,852.70

Balance sheet**Oct 31, 05****ASSETS****Current Assets****Checking/Savings**

Umpqua Bank Checking 3,689.02

Umpqua Savings Account 500.44Total Checking/Savings 4,189.46Total Current Assets 4,189.46**TOTAL ASSETS 4,189.46****LIABILITIES & EQUITY****Equity**

Retained Earnings 1,336.76

Net Income 2,852.70Total Equity 4,189.46**TOTAL LIABILITIES & EQUITY 4,189.46**

2005 Donor List

Thank you for your support.

The following supporters helped fund Family Forests of Oregon during its first year of operation.

Individuals

Christoph Buchler
Mike Gaudern
David Ford
Jim James
Rick and Jacky Sohn

Companies, Organizations and Foundations

Freres Lumber Company
Giustina Resources
Samuel S Johnson Foundation
Lone Rock Timber Company
Starker Forests Inc
Weyerhaeuser

The following supporters helped Family Forests of Oregon with in-kind service donations and letters of support.

Individuals

Gail Wells
Mary Vasse

Companies, Organizations and Foundations

Metafore
Oregon Small Woodlands Association
Wallowa Resources
Clean Water Services
Tualatin River Watershed Council

Support Family Forests of Oregon

Become a supporter of Family Forests of Oregon. You can help ensure that diverse family forests are a part of our future protecting our environment, enriching our economy, and enhancing communities and our culture.

A donation to Family Forests of Oregon is tax deductible and is an investment in the health our family forests and our communities.

Family Forests of Oregon is a non-profit 501(c)3 organization that operates on the generous donations of private foundations, corporations, government agencies, and private citizens.

For more information or to make a donation please contact:

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