



Forest Stewardship Committee of Renfrew County

Steve D'Eon, Chair





Presentation Outline

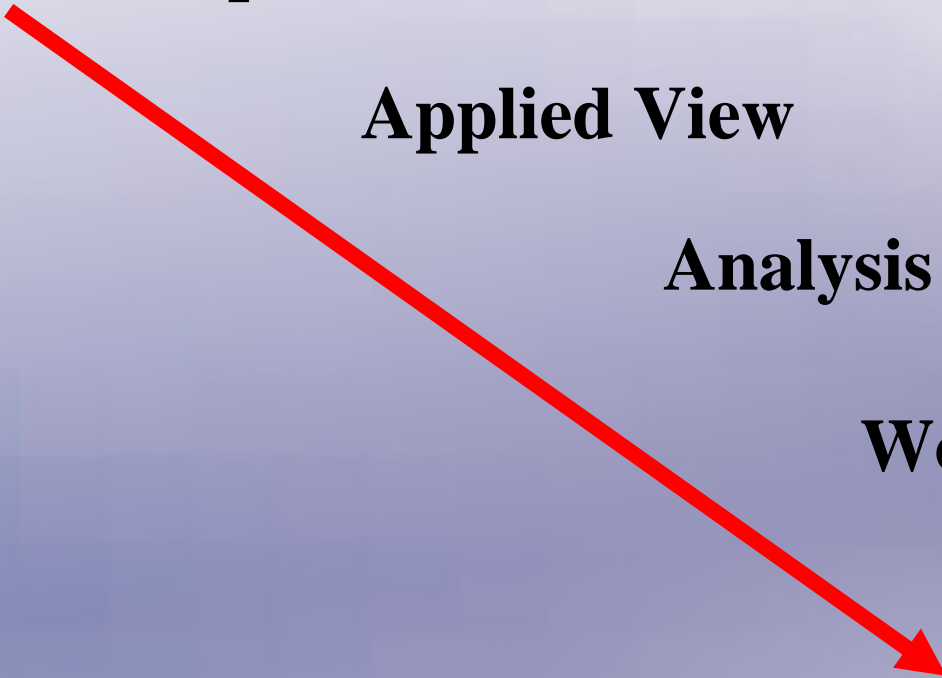
Conceptual View

Applied View

Analysis

Work Plan

Products/Outcomes



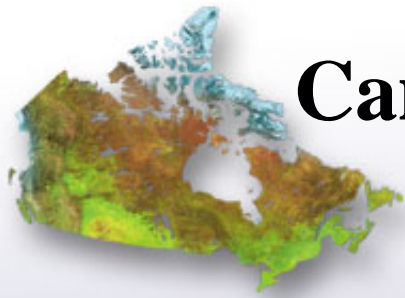


Conceptual View: Sustainable Forest Operations

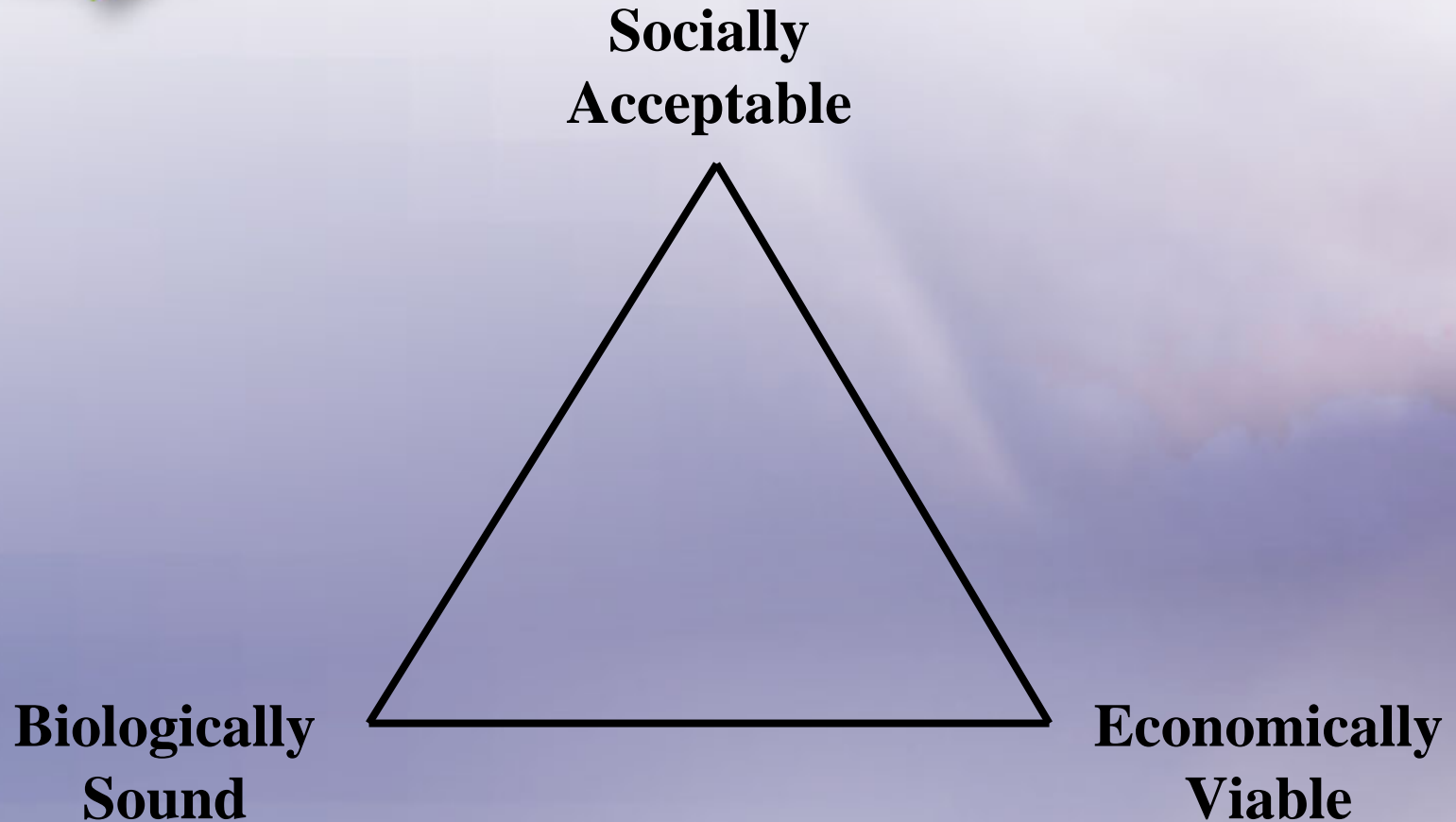
- Forest operations require three components in balance to be sustainable in the long term. Operations must be:
- **biologically sound,**
- **economically viable,** and
- **socially acceptable.**

The famous three pillars of sustainability





Can be represented as a “Triangle”

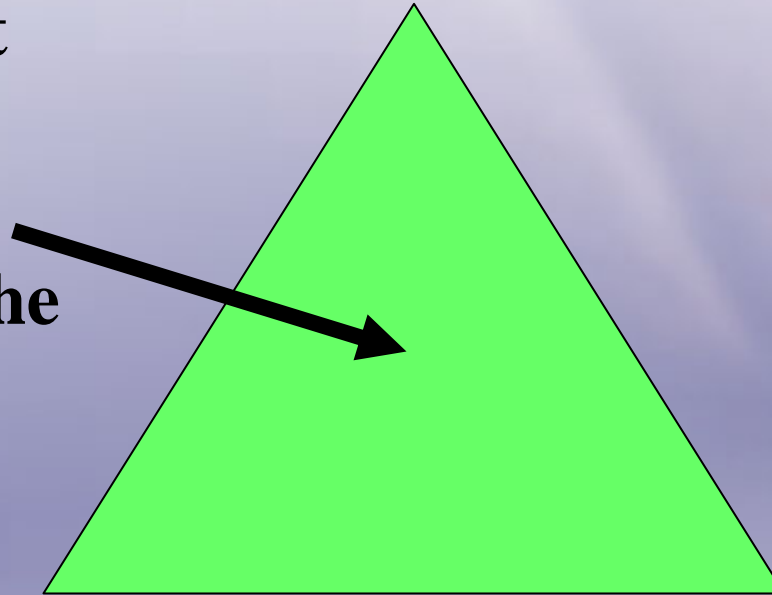




Conceptual View: Sustainable operations

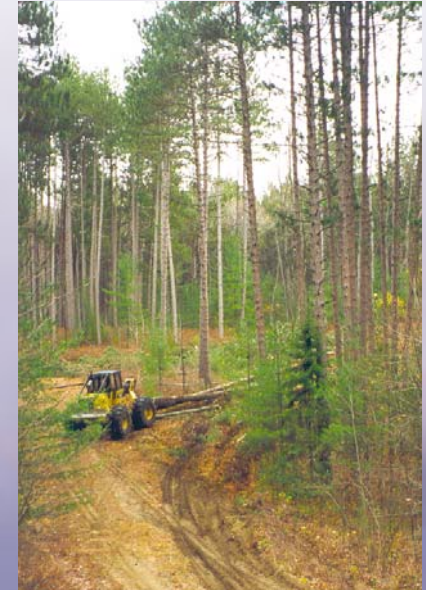
**Forestry
Operations that
are within the
triangle are
sustainable in the
long term.**

**Socially
Acceptable**



**Biologically
Sound**

**Economically
Viable**





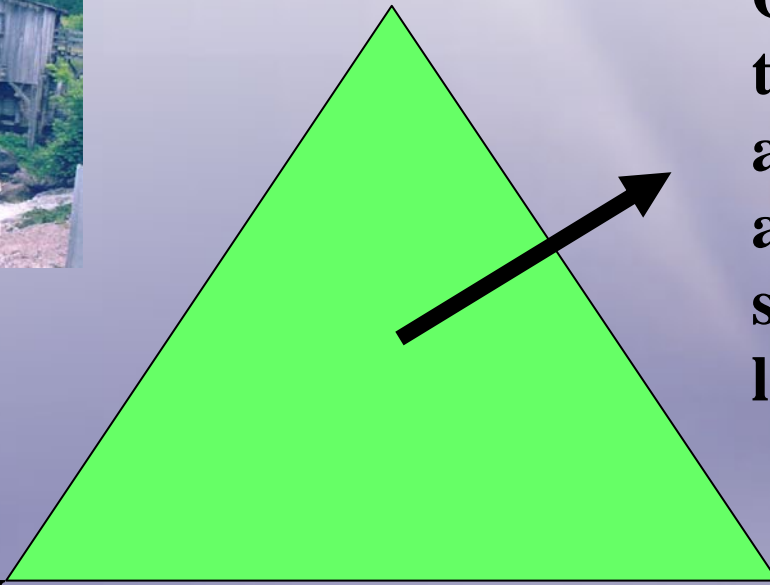
Conceptual View: non-sustainable operations

**Socially
Acceptable**



**Operations outside
the triangle break
a fundamental rule
and are not
sustainable in the
long term.**

**Biologically
Sound**



**Economically
Viable**





Biologically Sound

- Biologically sound treatments are those that meet the fundamental rules of nature to allow desired organisms to grow and flourish.
- Break one of the fundamental rules and desired things will not grow despite how economical or socially acceptable the operation is.





Economically Viable

- Economically viable treatments are those that provide a return on investment that is acceptable to the financial community.
- If you pursue uneconomical treatments you will sooner or later go broke.

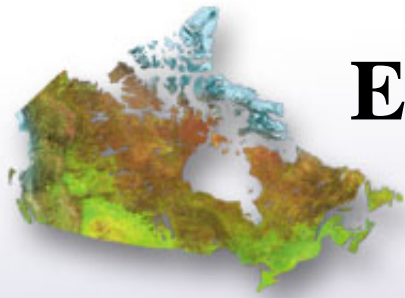




Socially Acceptable

- Socially acceptable treatments are those that society will support being done. Support can change as society evolves and varies geographically, culturally.
- Over time society will close down unacceptable operations even if they are biologically sound and economically viable.





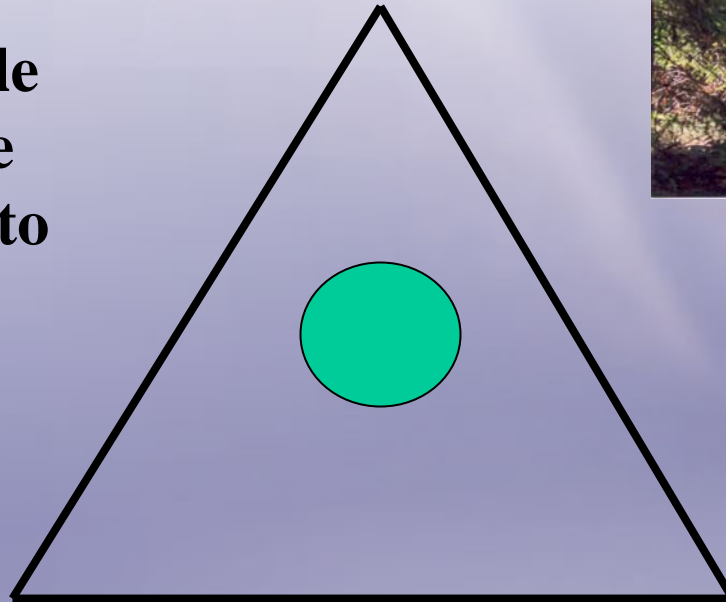
Emphasizing but still sustainable

Within the sustainable triangle you can choose the balance you want to achieve.

**Socially
Acceptable**



**Biologically
Sound**



**Economically
Viable**





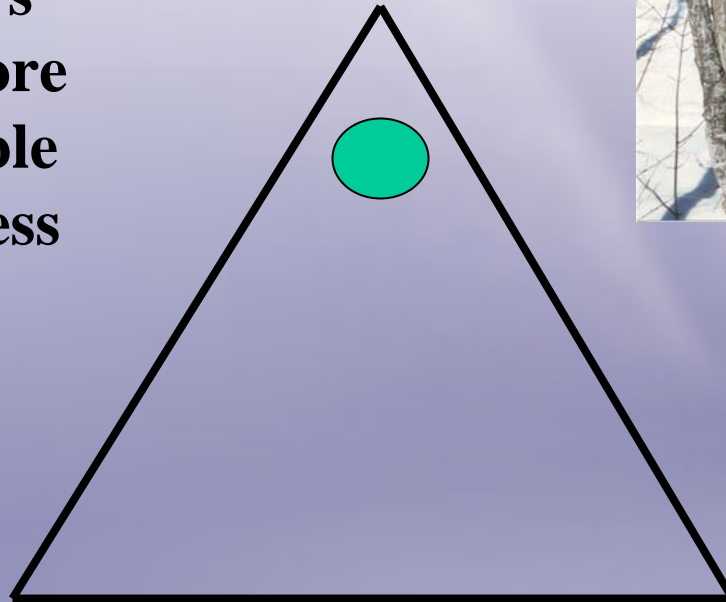
Sustainable Forest Operations

Some landowners might choose more socially acceptable operations but less profitable.

**Socially
Acceptable**



**Biologically
Sound**



**Economically
Viable**





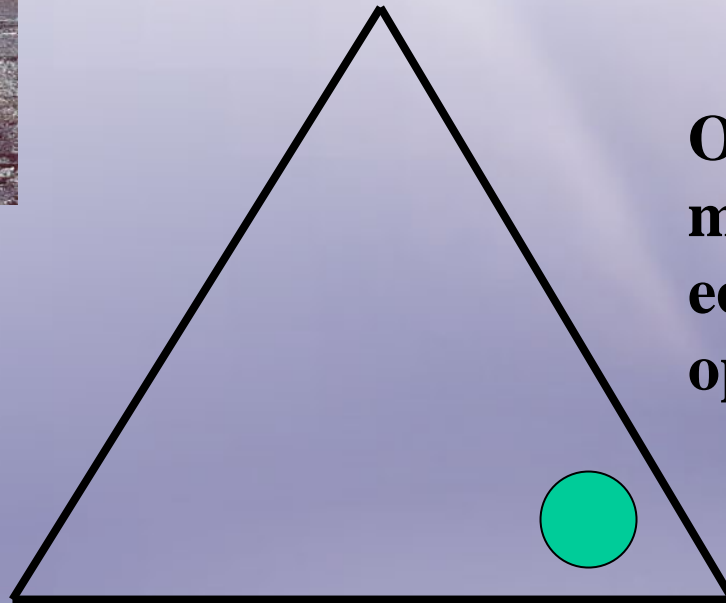
Sustainable Forest Operations



**Socially
Acceptable**

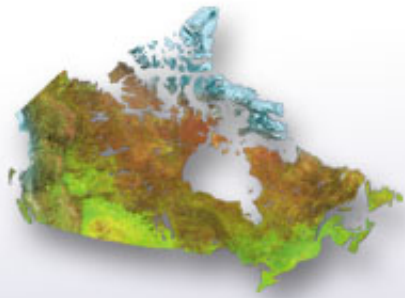
**Other landowners
might choose more
economical
operations.**

**Biologically
Sound**



**Economically
Viable**





Improving Private Land Forestry in Renfrew County

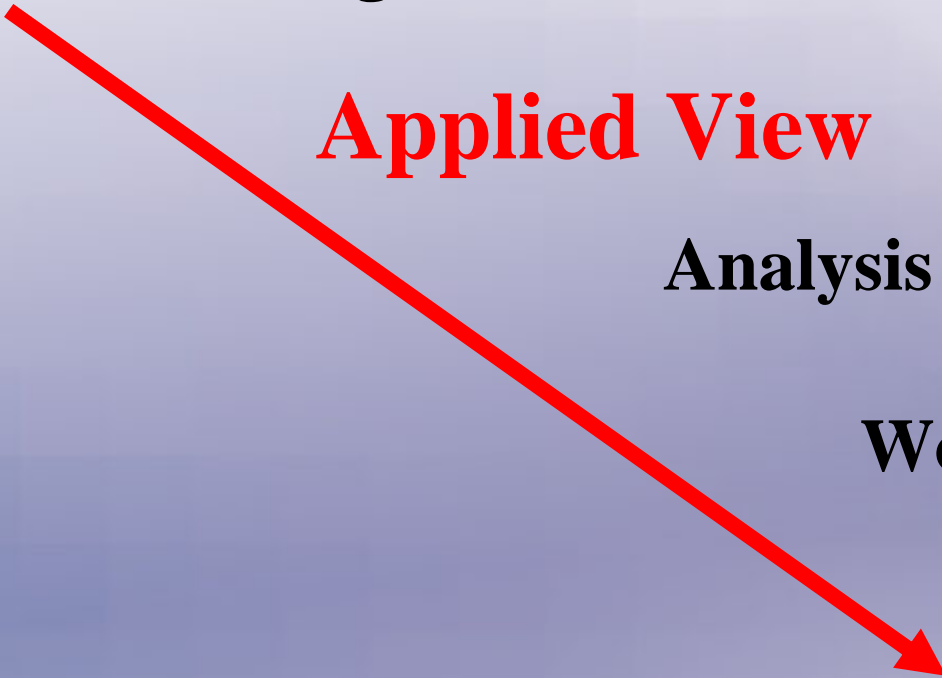
The Triangle

Applied View

Analysis

Work Plan

Products/Outcomes

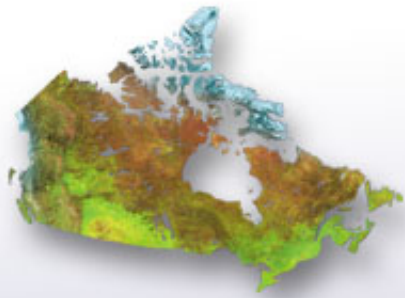




Applied View: the “Curve”

- Different amounts/types of long term societal benefits accrue from forests depending upon their ecology and management. Benefits accrue to the landowner (i.e. wood fibre) and to society (i.e. clean air, clean water, etc.).





Societal benefits and landowner attitudes

- Landowner attitudes can be represented in an ordinal manner from conservationists (on the left) to exploitive (on the right).
- Assume good forest management provides the maximum amount of long term societal benefits.

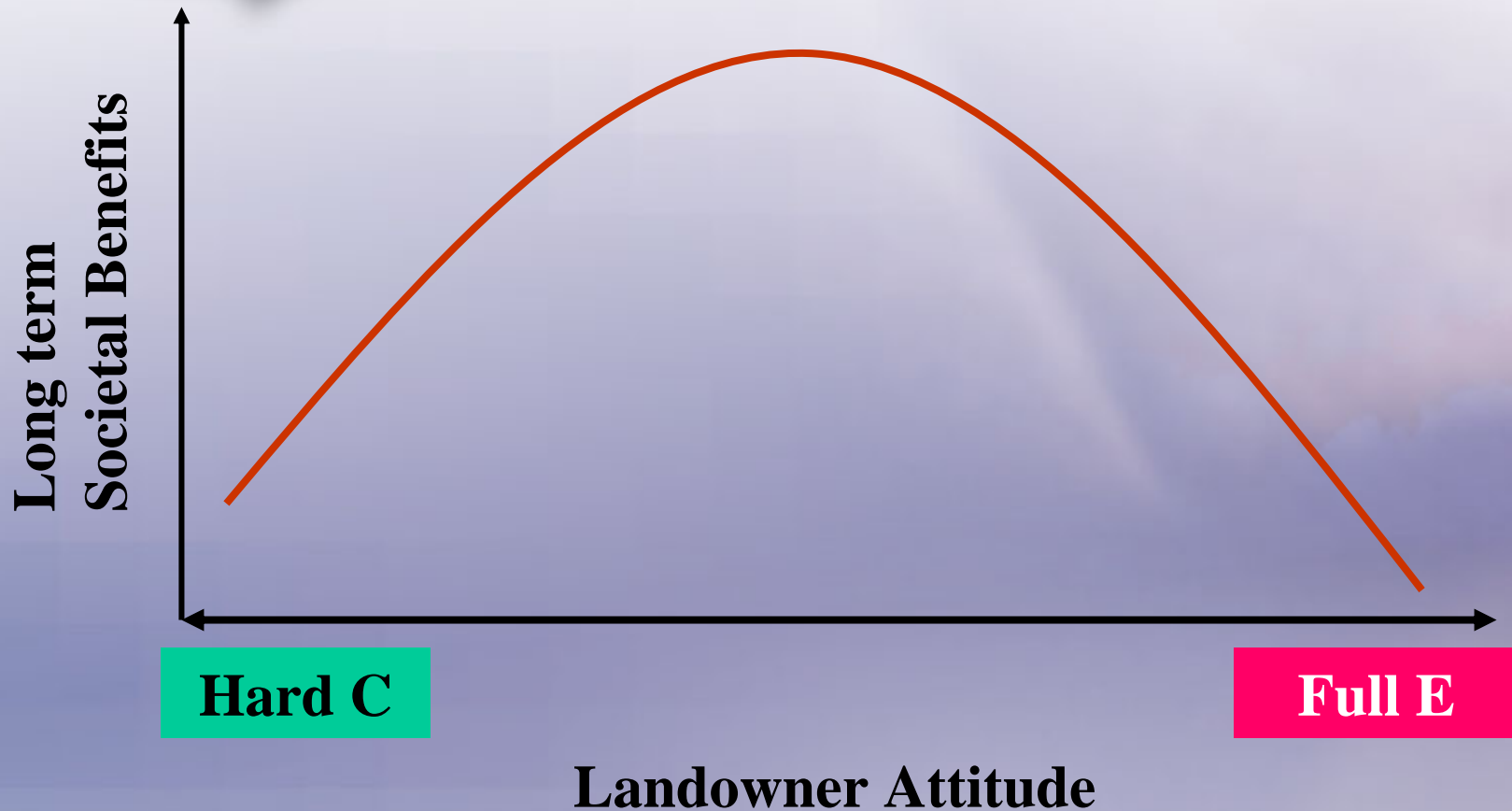




An applied view, “The Curve”



Represent two extremes of attitude as hard conservationists or full exploiters





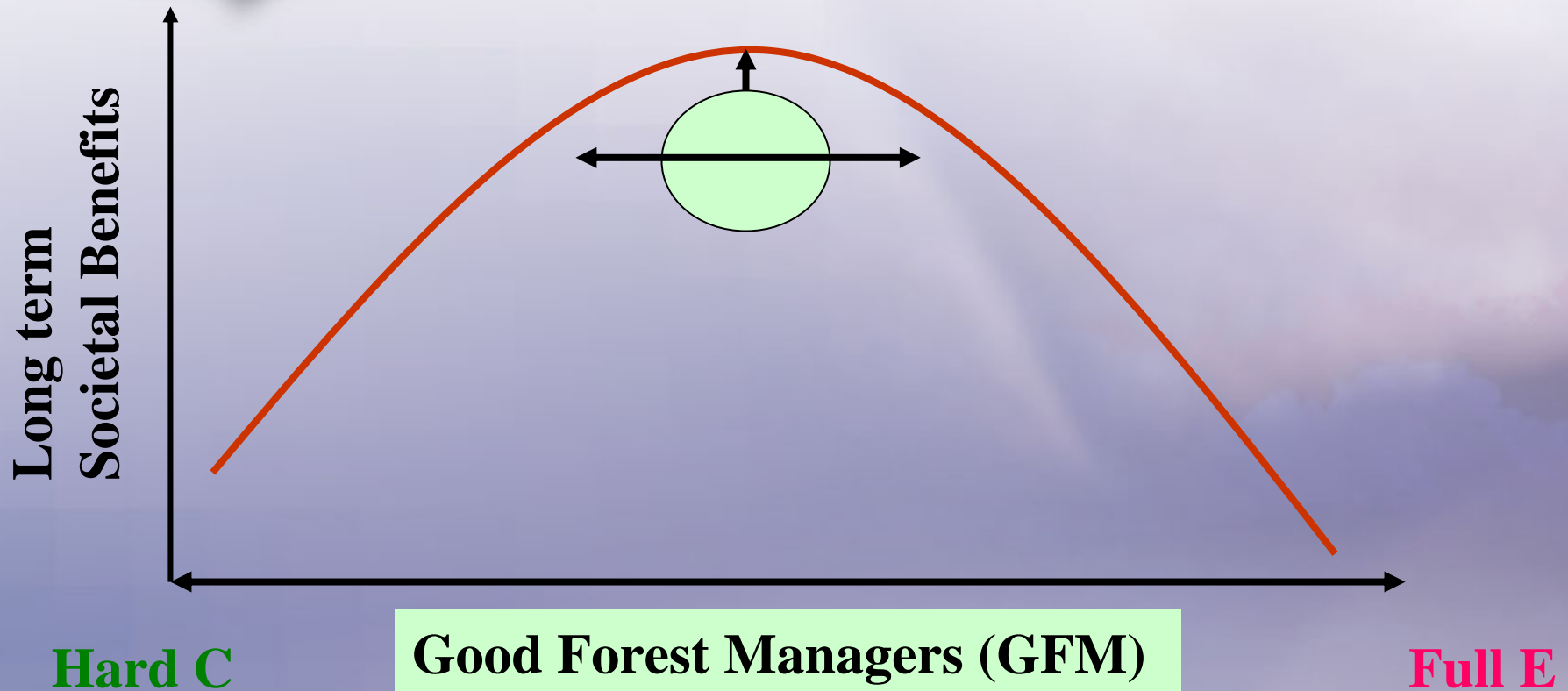
Examples Hard C/Hard E

- Nature Conservancy of Canada,
- National Parks,
- Most Provincial Parks in Ontario
- Clearcutting tolerant hardwoods,
- Some TIMOs





The Good Forest Managers come out to learn and do things right



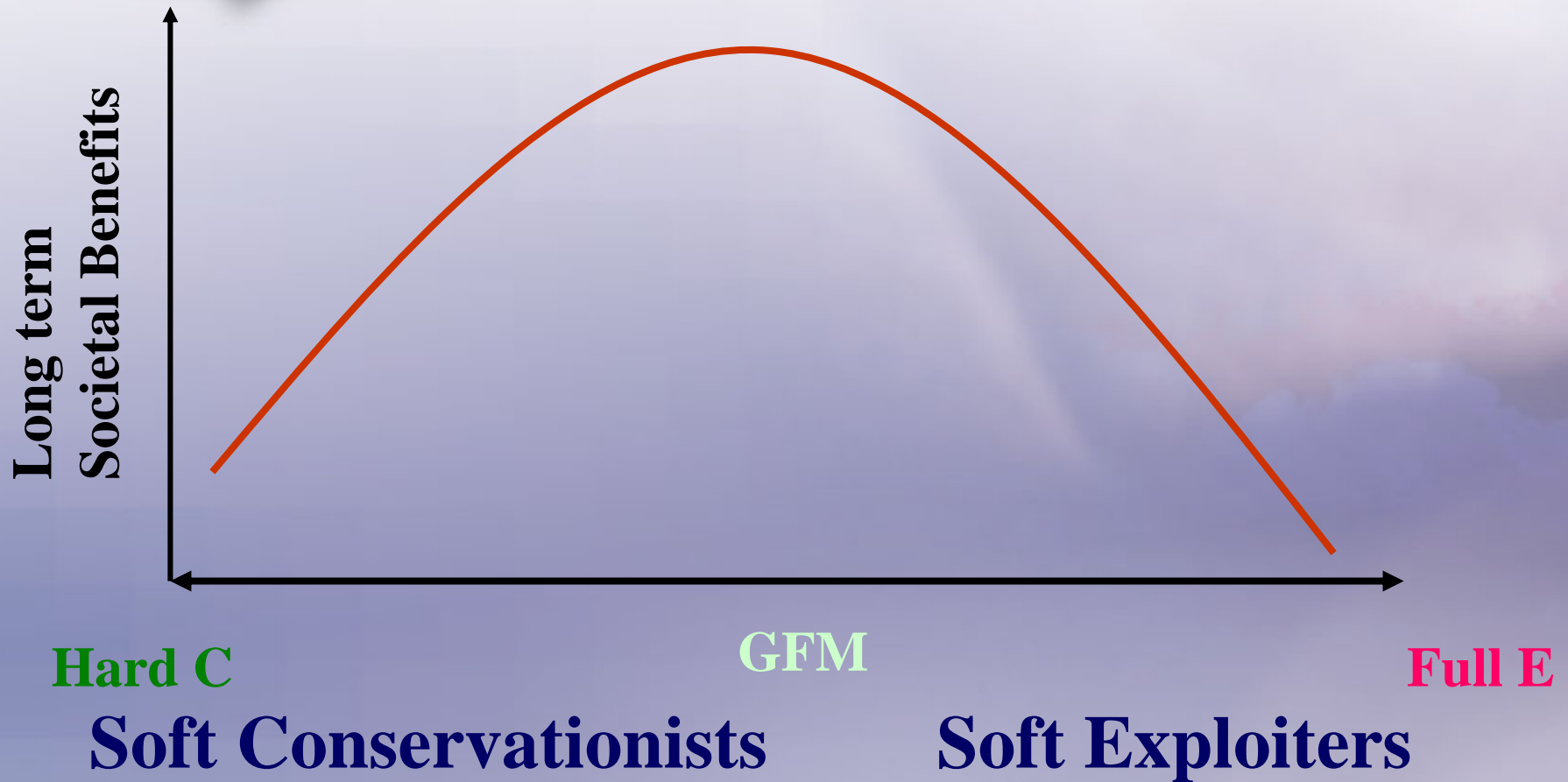


Good Forest Managers

- Ontario Woodlot Owners Association,
- Certified Forests,
- Crown Forests,
- Algonquin Park,
- Eastern Ontario Model Forests



Two potential target groups are the soft conservationists and the soft exploiters



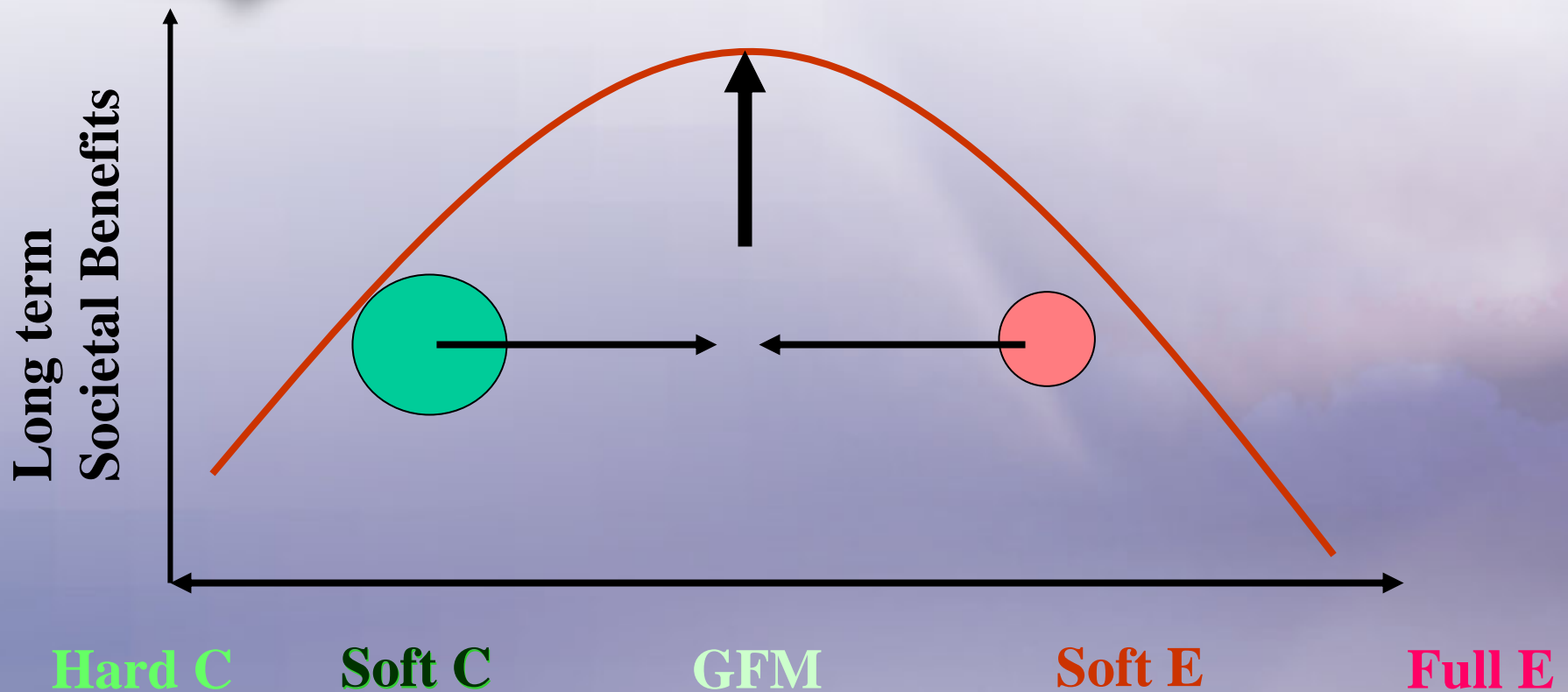


Soft C/Soft E

- Some would debate Crown Forests,
- Some would debate Algonquin Park,
- National Capital Commission Lands,
- County Forests.

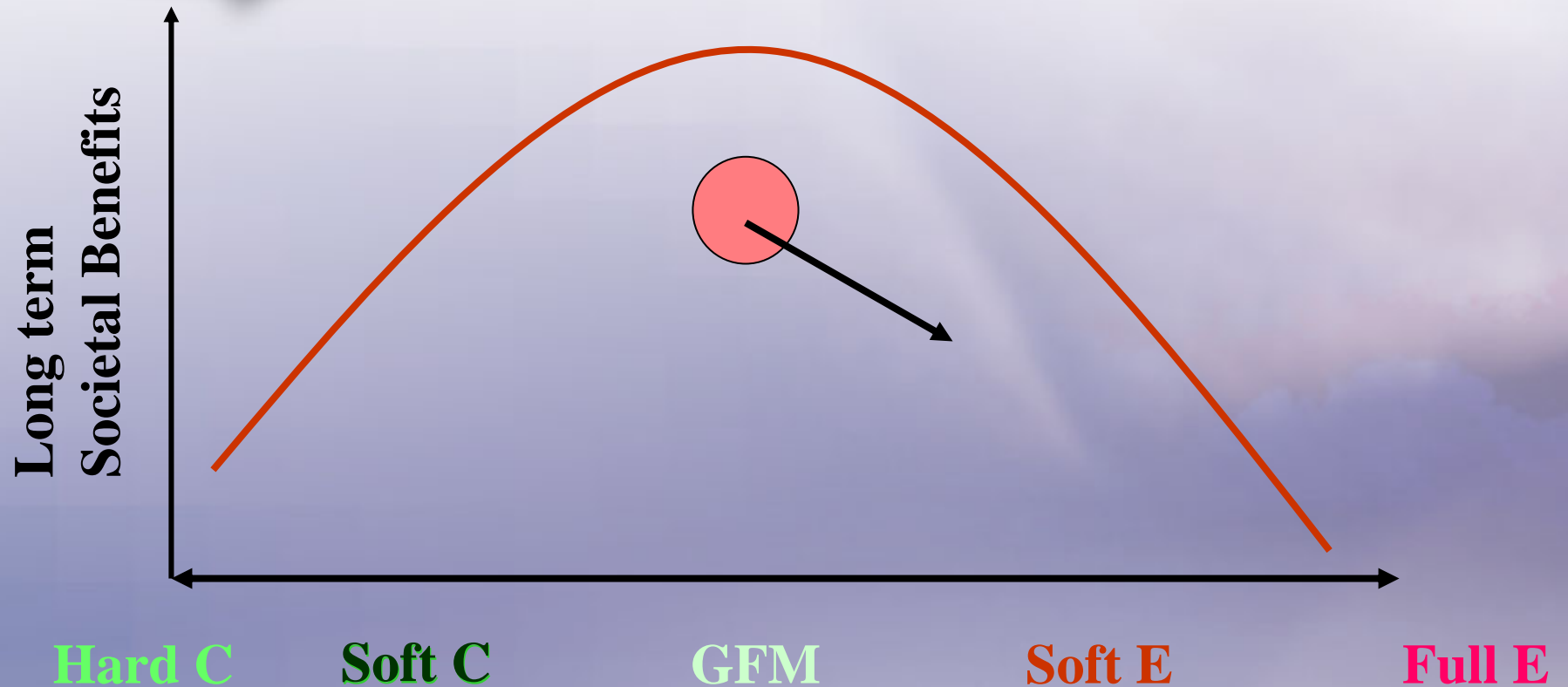


By moving the Soft C and Soft E towards GFM society gains long term benefits



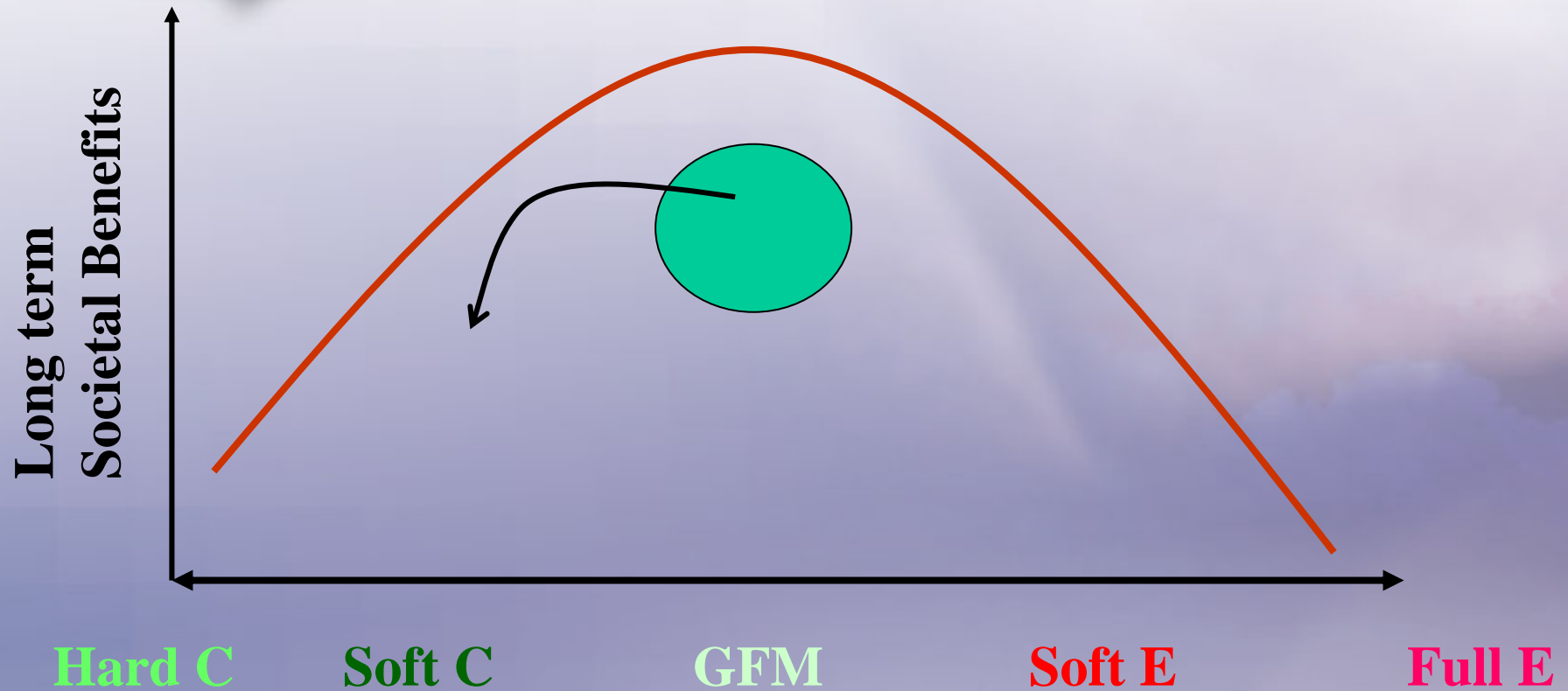


Somewhat easy for Soft Exploiters to choose to move back





Soft Conservationists leave a benefit lag even if they move back.





Improving Private Land Forestry in Renfrew County

The Triangle

The Curve

Analysis

Work Plan

Products/Outcomes



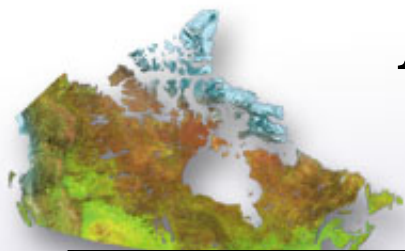


Analysis

**How did we analyze Landowner
Attitude?**

**We invited representative
landowners out and quizzed them.**





Analysis of the target audience, Landowner Profiles

	‘Doubter’	‘Historic Owner’
Background	New forest owner, other source of income, formally educated but not in forestry per se.	Family has owned property for generations, traditional knowledge comfortable with forest ops.
Experience	No/little forest ops experience, more theoretical re GFM	Grew up with forest ops/agriculture. Knowledge more personal experience
Personal Values	Pride of ownership	Independence, pride, capital nest egg
Finances / Goals	Forest ops economics not important; more interested in improving forest health	Traditional income from forestry/agriculture; near retirement, health care, pay taxes
Sources of Info	Well read, digital, networking, peers	Past practices (good or bad), peers, networking
Influenced by	‘Show me’, ‘Convince me’	Neighbors, economic benefit





Renfrew County Doubters

- We call the Soft C landowners “Doubters” in that they doubt active forest management makes their land ‘healthier’. Target is to convince them things can be done right to improve their land making it healthier.





Renfrew County Historic Owners

- We have a significant number of ‘Historic owners’ who can be classed as Soft E.
- Target is to convince them GFM will build a better capital nest egg and to convince them the continuous economic benefits of being a GFM will outweigh the ‘soft’ emergency slip back to a more exploitive attitude.





Improving Private Land Forestry in Renfrew County

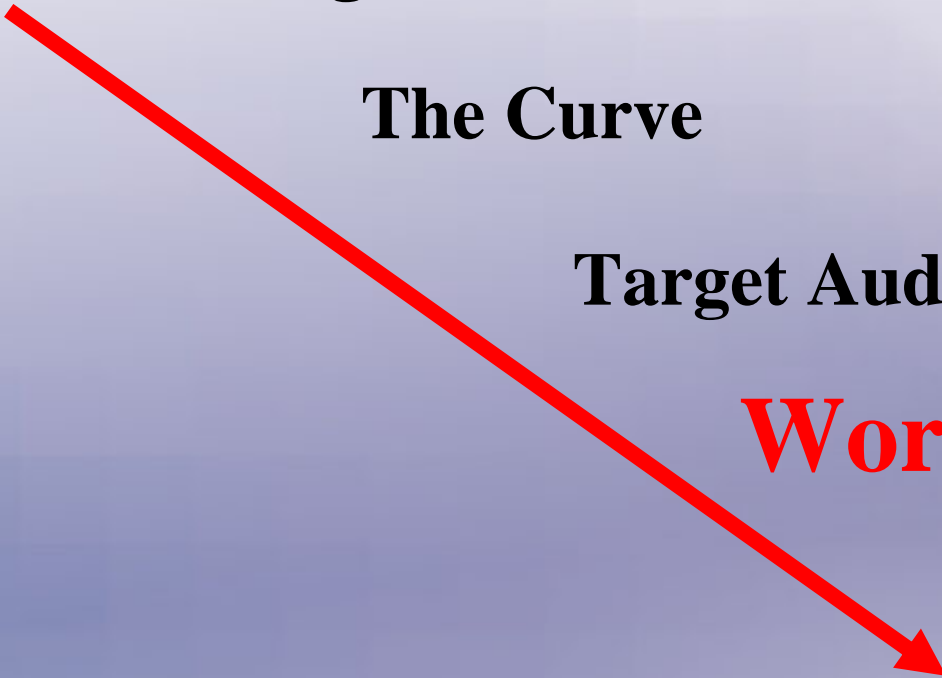
The triangle

The Curve

Target Audience

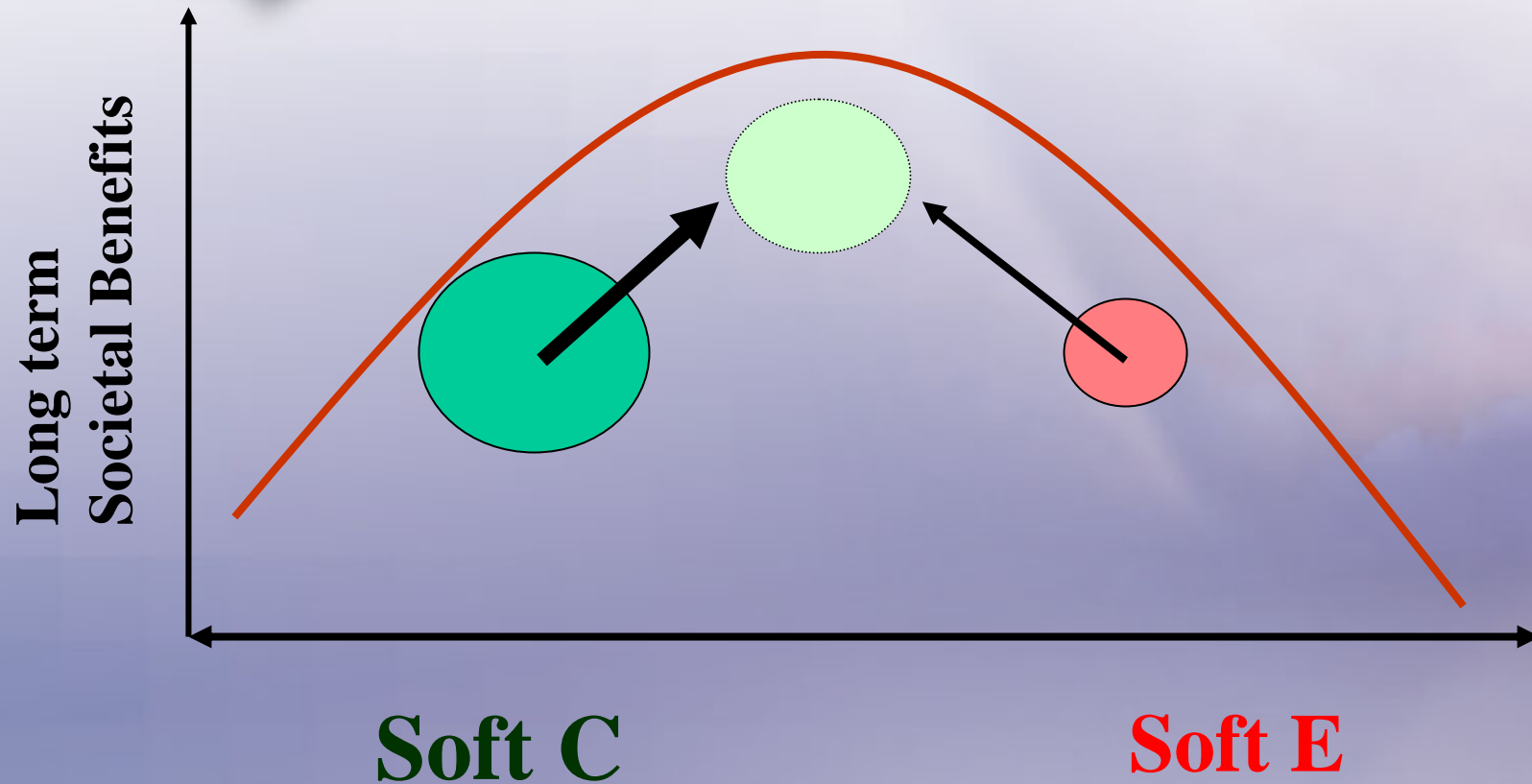
Work Plan

Products/Outcomes





Challenge is to design a program that the target audience accepts and results in a permanent move to GFM.





Process to ID items for Forest Stewardship Program

- *Discussion Paper* provided 12 items.
- Committee added 4 additional items.
- Each item was evaluated with respect to:
 - Likely uptake by Doubters, Historic Owners,
 - Effort, complexity, and time frame to implement,
 - Likely-hood of support by 3rd party to fund item,
 - Benefit to the Stewardship program





Process to develop Work Plan:

- Prioritized high uptake by ‘Doubters’.
- Wanted various time frames for items (some short, some medium, some long term).
- Prioritized items with likely or better support.
- Prioritized effort/reward ratio.
- Round table vote by committee members.





From profiles get work plan:

- **Tree planting on former agricultural land.**
- **Silvicultural Demonstration Forest.**
- **Renfrew County Forest Issues/Solutions Website**
- **Expanded topics: provide info on non-timber values as well as fibre economics to landowner.**
- **Landowner Consulting Extension Program.**





Improving Private Land Forestry in Renfrew County

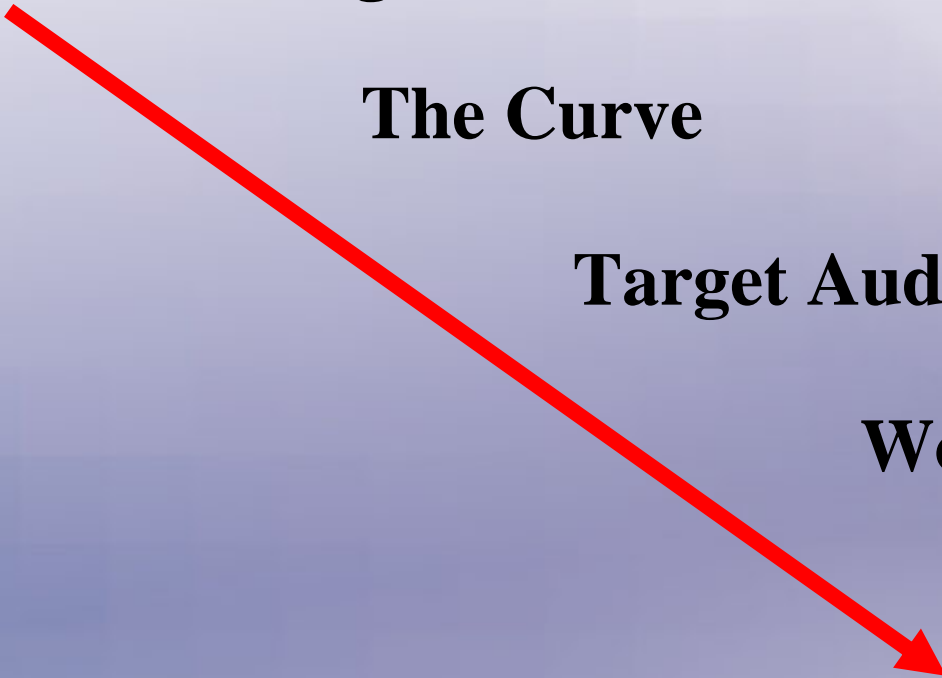
The Triangle

The Curve

Target Audience

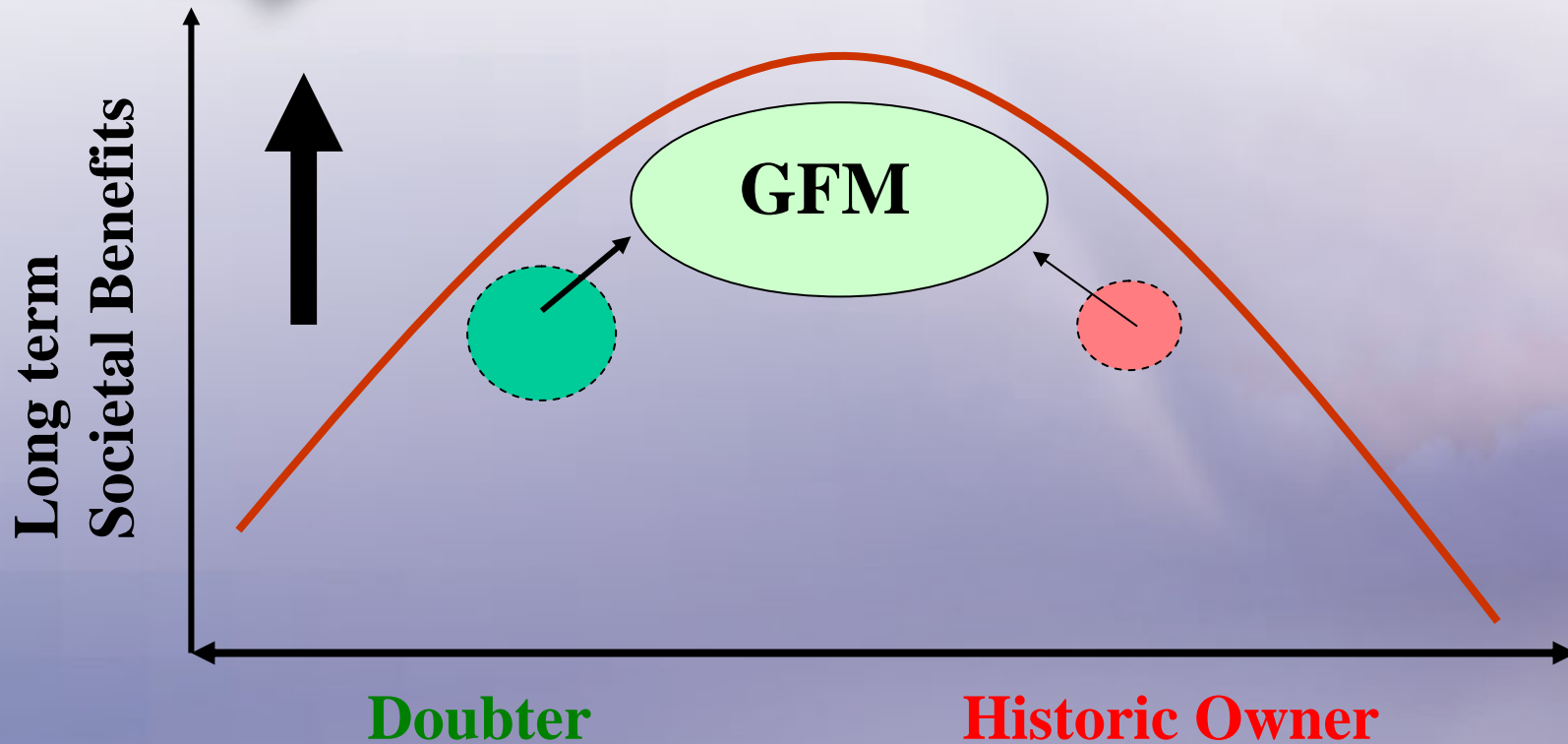
Work Plan

Products/Outcomes





Desired Outcome: population of Good Forest Managers in Renfrew County increases and long term societal benefits flow.

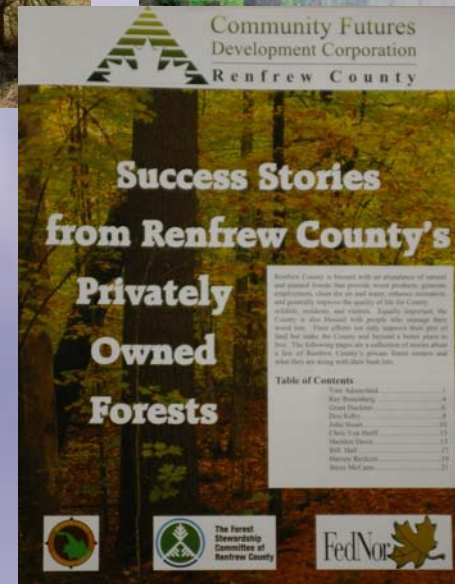
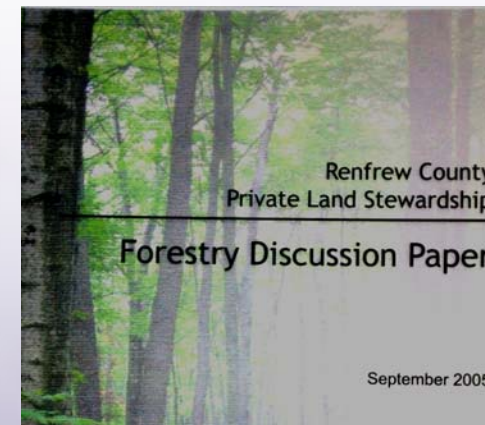




Products:



~500,000 trees planted



Seeing is learning in Renfrew County's demonstration forests

A walk in the woods can provide new learning opportunities for local woodlot owners, thanks to the latest initiative of the Forest Stewardship Committee of Renfrew County.

Its demonstration forest project has taken root. Local landowners are invited to visit where private landowners have implemented about good forestry management practices. "It's a 'show me - tell me' type of tour," says Steve D'Eon, chair of the forest stewardship committee, explaining that visits should be arranged with a guide who can provide information and answer questions.

D'Eon helped develop the white pine demonstration trail that was unveiled earlier this fall at the Petawawa Research Forest. The tour there shows white pine management techniques and treatments

after cutting to encourage regrowth, such as chemical spraying, brush sawing, blading with a skidder and tree planting.

A red pine demonstration site in Westmeath Township, on County Road 21, presents different stages of a red pine forest. The popularity of the demonstration forests is the result of committee research into the learning styles of local landowners. "One of the things they like to do is go out and see sites," he explains. "They like to get out in the field and talk to people."

The demonstration forests show various forest management techniques, giving them the information they need to make good plans for their own land. D'Eon points out that 50 per cent of the forests in Renfrew County are privately owned, and that they represent an important economic, environmental and ecological resource for everyone in the area.

"Land owners need information to make better decisions," he says, explaining that the development of

demonstration forests is the result of committee research into the learning styles of local landowners.

"These sites are available year-round," he notes. The goal is to develop as many as 20 demonstration sites throughout the county, featuring various woodlot types and different stages in their life cycles. Poplar, tolerant hardwoods and mixed wood sites will be added as they become available. Organizers are now looking for more suitable sites within the county. Ideally, the demonstration forests will cover about two acres, with different sections at different management stages. Candidate sites must also have good road access and room for visitors to park.

In return for sharing their knowledge and practice, land owners will be provided with funding for trail development, signage and their out-of-pocket costs for treatments.

Funding for the forest demonstration project has been provided by the Renfrew County Community Futures Development Corporation, and in-kind assistance has been offered by a variety of organizations. Anyone interested in volunteering a site is invited to contact Helen Hermanssen at 613-732-5573.

Four Demo Forests



The white pine demonstration forest at the Petawawa Research Forest was officially opened this fall.

Photo by Stephen Uhler of the Pembroke Daily Observer

Peer to Peer Conversations





Review

Conceptual View

Applied View

Analysis

Work Plan

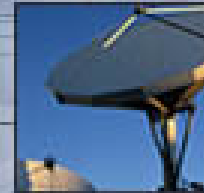
Products/Outcomes

Feedback

Applied a systematic path to developing and implementing a targeted work plan to achieve improved forest management on privately owned land in Renfrew County.



Thank You



CANADA'S NATURAL RESOURCES

NOW AND FOR THE FUTURE

www.nrcan.gc.ca

**Steve D'Eon,
Knowledge Exchange Specialist**



Natural Resources
Canada

Ressources naturelles
Canada

Canada