Suggestions for Successful
Forestry Programs

Why do forestry programs in the first place?
Kentucky’s woodlands provide significant benefits to the state and local communities and represent a sizable clientele base. However, in many counties woodland owners do not normally seek advice from county agents and this clientele can easily go unnoticed. Additionally many individuals are passive owners up until they have a need for income, purchase woodlands, or have a forestry problem on their property. Individuals in these instances can be helped tremendously by awareness and education. Further there are a growing number of woodland owners that are starting to engage in more active management of their properties. Also, loggers in your county represent a viable clientele base for extension programs. In the last several years we have attempted to develop a framework for forestry programs that yields results. To this end we can assist you with forestry programming.

Justifying and developing impacts from forestry programming is easy:

- **Kentucky Woodland Owner Statistics**
  o Kentucky woodlands are overwhelmingly owned (78%) by private individuals and families—many of which may already be clients of yours
  o 423,000 woodland owners in the state
  o 60% of all farms have viable woodlands worth managing
  o The level of knowledge on woodland issues is relatively low allowing for easy and quick educational impacts

- **Economic Impact of Kentucky’s Woodlands**
  o $5 to $8 billion wood industry in KY
  o Over 35,000 Kentuckians employed in the wood industry
  o 112 out of 120 Counties have wood industry
  o $1.5 billion Wildlife Expenditures

- **Ecosystem Services of Kentucky’s Woodlands**
  o Clean Water and Air
  o Recreation and Tourism
  o Carbon Sequestration
  o Wildlife Habitat
  o Biodiversity
  o Part of our Heritage

**Building the Need**
One of the biggest challenges in addressing forestry issues is the general complacency of unengaged woodland owners. They do not realize that they need to know more about caring for their woodlands until they have an issue or problem. Part of the reason is the long growth cycle of Kentucky’s woodlands. Another part is woodlands are generally taken for granted because they have

For more information visit [www.ukforestry.org](http://www.ukforestry.org) or call 859.257.7597.
“always been around”. However, once people understand the value (current and potential) as well as the multitude of options and amenities available to them from their woodlands they often become much more interested in managing their woodlands.

Examples of Forestry Programs

- Forestry Evening Meetings (Winter)
  - Timber Management and Sales
  - Wildlife Management
  - Hunting Leases
  - Estate Planning and Intergenerational Transfer of Woodland Property
- Forestry stops at traditional farm field days
- Woodland Owners Short Course
- Kentucky Master Logger Programs (3-day and Continuing Education)
- Tree ID Workshops
- Local Forestry Organizations
- Woodland Demonstration Areas
- Invasive Species ID and Control
- GPS and Woodland Management
- Non-Timber Forest Products
  - Shiitake Mushrooms
  - Craft Materials
  - Christmas Trees
  - Medicinal Plants

Getting the Word Out

Three to six months prior to your forestry program start getting forestry information out. Forestry related information in the media can help peak clientele interest and make them more receptive to the announcement of your forestry program.

Advertise, advertise, and advertise. Use your (and others) newsletters, newspaper articles, flyers, web sites, radio/TV spots, and anything else at your disposal to get the word out about your forestry program. Folks often need to hear things multiple times before they realize they need to attend. This is especially true for subject matter (such as forestry) that has generally received little attention or coverage in the past.

Another important step is to try and get to know the Kentucky Division of Forestry foresters (www.forestry.ky.gov), Kentucky Association of Consulting Foresters (www.kacf.org), and forest industries in your area. These folks can be great local presenters/partners/sponsors on programs as well as a source of local ideas on forestry issues that may be important.

For more information visit www.ukforestry.org or call 859.257.7597.