

Setting Objectives to Better Appreciate your Forest Land

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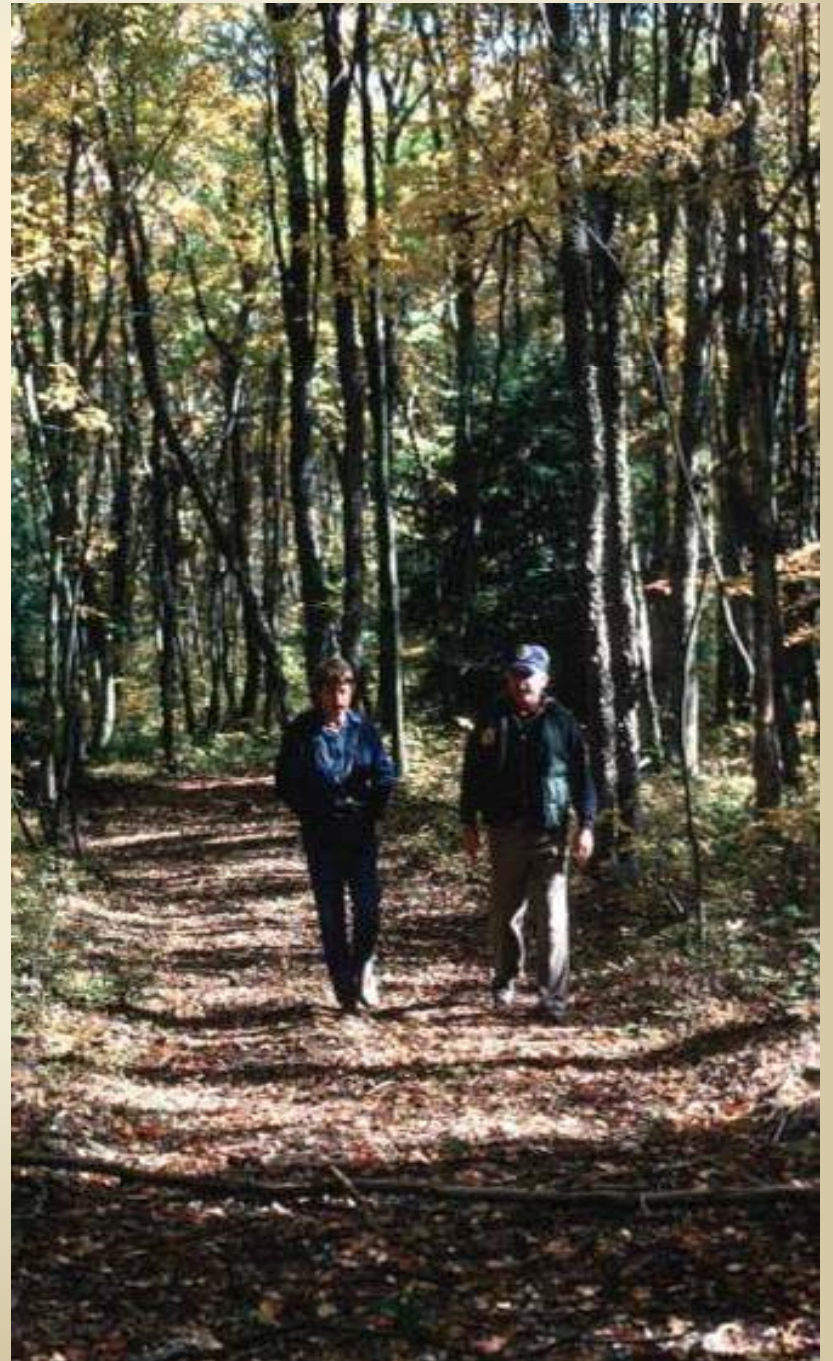


A Forest Steward...

- *Feels a sense of responsibility.*
- *Knows the opportunities.*
- *Is aware of the consequences of actions*



**Is Guided By
OBJECTIVES!**



Developing objectives for your property helps you to....

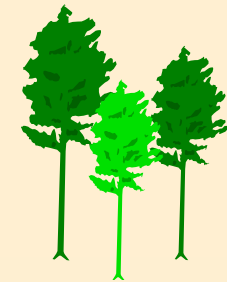
- **Describe the purpose of ownership**
- **Help identify opportunities**
- **Frame your interests within the context of opportunities**
- **Is an essential first step to satisfying forest management**

The Problem.... And an answer!

- When you call a forester to prepare a plan for your property, it is great to have thought out, written objectives. Unfortunately, many landowners have no idea what their objectives are or how to develop them. *This process can help.*

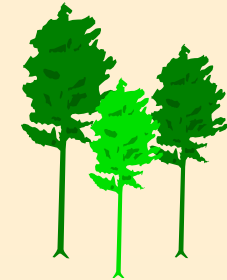


Forest Management Objectives Matrix



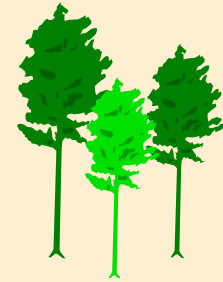
	Human Values			
Resource Values		Income Production	Long-term Investment	Personal Satisfaction
	Timber			
	Wildlife			
	Water Quality			
	Recreation			
	Aesthetics			

Forest Management Objectives Matrix – *Example 1*

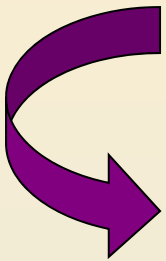


		Human Values		
		Income Production	Long-term Investment	Personal Satisfaction
Resource Values	Timber	2	1	
	Wildlife			3
	Water Quality			
	Recreation			
	Aesthetics			

Forest Management Objectives Matrix – Example 1



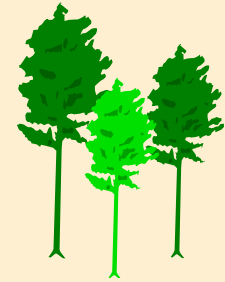
		Human Values		
		Income Production	Long-term Investment	Personal Satisfaction
Resource Values	Timber	2	1	
	Wildlife			3
	Water Quality			
	Recreation			
	Aesthetics			



Statement of Objectives

- 1. Long term investment/timber:** Enhance long-term investment potential of the timber resource.
- 2. Income production/timber:** Produce income from the sale of timber.
- 3. Personal satisfaction/wildlife:** Get personal satisfaction through the creation and enhancement of wildlife habitat.

Forest Management Objectives Matrix – *Example 2*

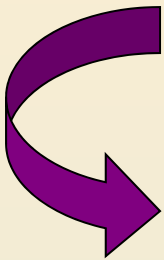


		Human Values		
		Income Production	Long-term Investment	Personal Satisfaction
Resource Values	Timber			
	Wildlife			1
	Water Quality			2
	Recreation			
	Aesthetics		3	

Forest Management Objectives Matrix – *Example 2*



		Human Values		
		Income Production	Long-term Investment	Personal Satisfaction
Resource Values	Timber			
	Wildlife			1
	Water Quality			2
	Recreation			
	Aesthetics		3	



Statement of Objectives

- 1. Personal satisfaction/wildlife:** Create and maintain a diversity of habitats for wildlife.
- 2. Personal satisfaction/water quality:** Plant a forest buffer to improve water quality and use of the area for recreation.
- 3. Long term investment/aesthetics:** Maintain vistas to enhance the property values.

Contrast!

- **The two contrasting examples developed by different landowners would likely result in different recommendations by foresters or other natural resource professionals.**
- **Now complete the following matrix for yourself and try to verbalize three objectives**
- **Being familiar with your property by walking around will be very helpful.**

Active versus Passive Managers



		Human Values		
		Income Production	Long-term Investment	Personal Satisfaction
Resource Values	Timber	Active Managers		
	Wildlife			
	Water Quality			
	Recreation		Passive Managers	
	Aesthetics			

Active versus Passive Managers

- **In general, landowners choosing objectives from the upper left of the matrix will be more active managers, while those with combinations from the lower right may need more detailed information from a professional to make decisions.**



Now you can call a forester or natural resource professional and have some idea of what you want from your property. They can then develop a forest stewardship plan to guide your actions

