

# *Forest Health – Human Health Initiative*

## *The PNW Forest Health – Human Health Initiative*



### **Phase 1: Final Results**

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Presented by:

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*Loss of forestland no small matter  
... between 2000 and 2005 ...*

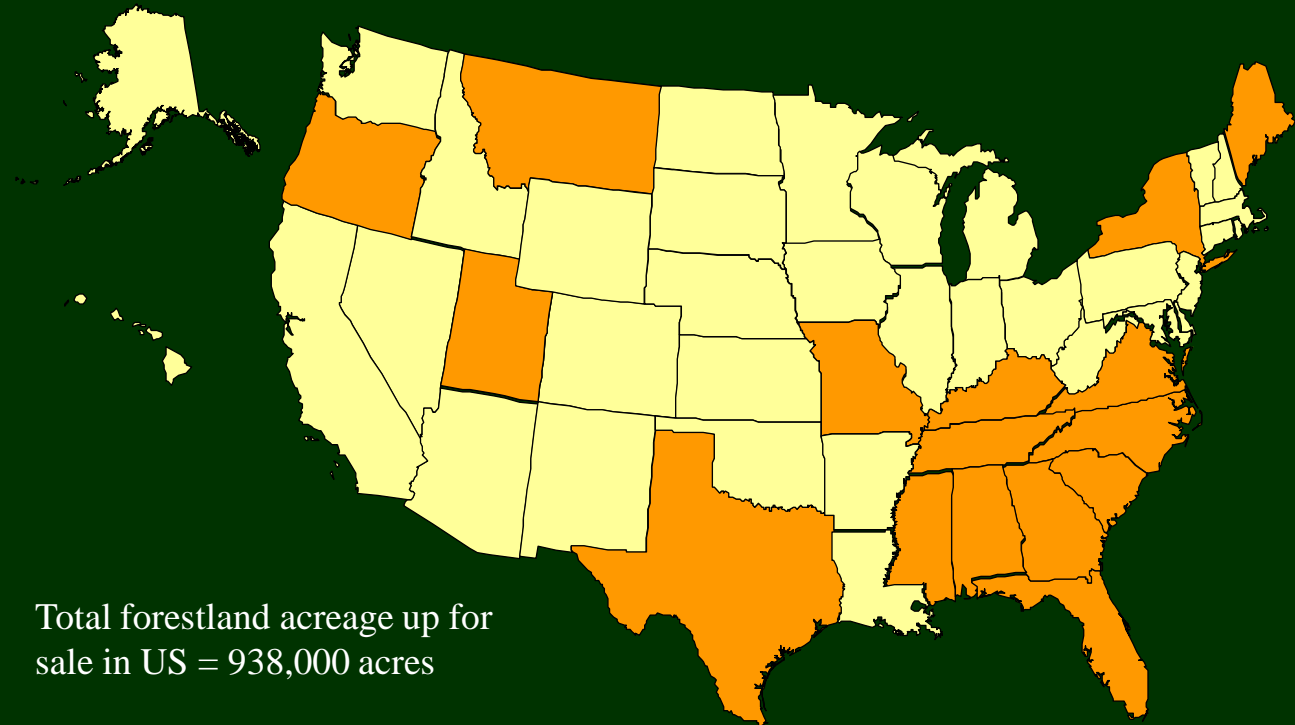
- *3% of total global forests lost.* During that period of time the US had a higher percentage loss of forests than even Brazil.
- North America lost the most forest of the world's six forest-containing continents. *30% of total global forest loss occurred in North America*
- *84% of the nation's industrial timberland has been sold off over the last 15 years*

**We're losing more than 2,000 acres of forest land ... every day!!**

## Forest Health – Human Health Initiative

According to *landandfarm.com*: non-industrial private forestland for sale in the US as of *April 10, 2011* :

State	Acres for Sale (rounded)
Alabama	26,000 ac
Florida	19,000 ac
Georgia	95,000 ac
Kentucky	17,000 ac
Maine	13,000 ac
Missouri	11,000 ac
Mississippi	14,000 ac
Montana	48,000 ac
N. Carolina	30,000 ac
New York	395,000 ac
Oregon	30,000 ac
S. Carolina	29,000 ac
Tennessee	45,000 ac
Texas	32,000 ac
Utah	53,000 ac
Virginia	11,000 ac



Total forestland acreage up for sale in US = 938,000 acres

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**Combined totals:** *natural forests, undeveloped land with forests, planted forests*

	Acres		% of listings
<10	1913		20%
10-19	3167		10%
20-49	14899		19%
50-100	28,462		17%
101-499	133,870		26%
500-999	57,703		4%
1,000+	697,251	74%	4%
<b>Totals</b>	<b>937,268</b>		100%

Possible new paradigm for NIPF landowner management with the next generation directing the change . . .

**From:** *health . . . care . . . and use* of forests

**To:** *health care, and use* of forests



2003: non-joiner interviews conducted:  $n = 195$

Over *100 non-joiner* NIPF's

Non-joiner NIPF's located in 59 counties

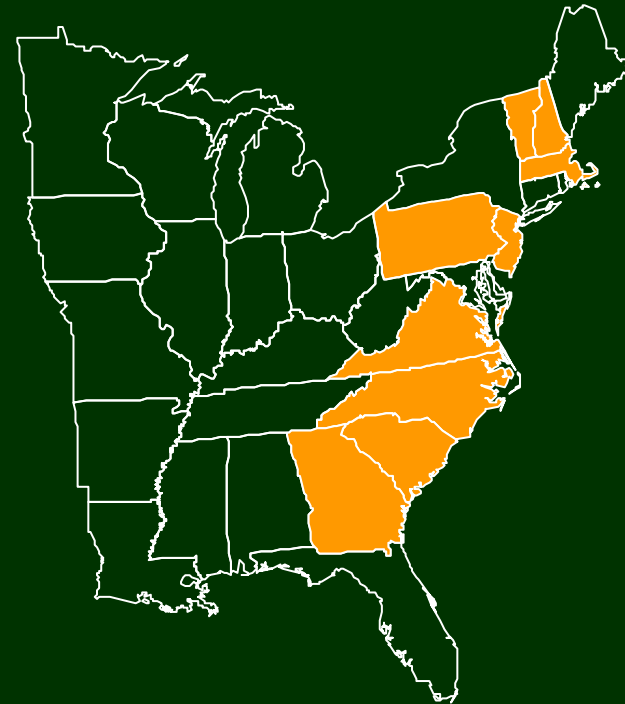
44 professional *foresters*

25 "*Smart growth*" organizations

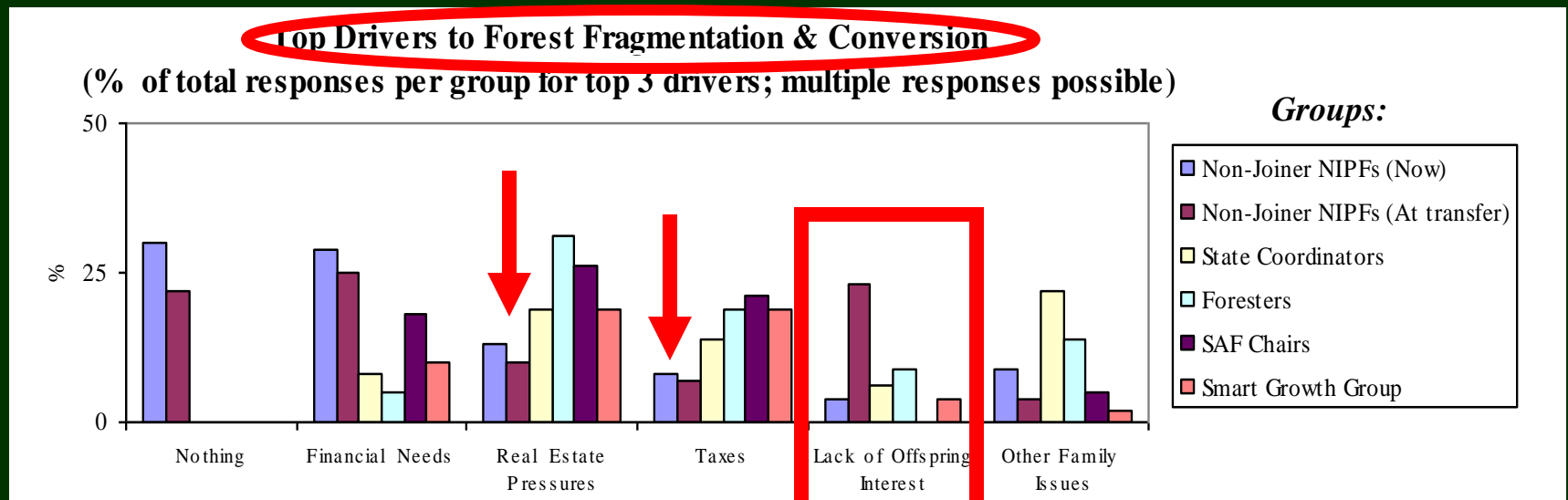
All *state stewardship coordinators*

All *SAF chairs*

9 eastern hardwood states



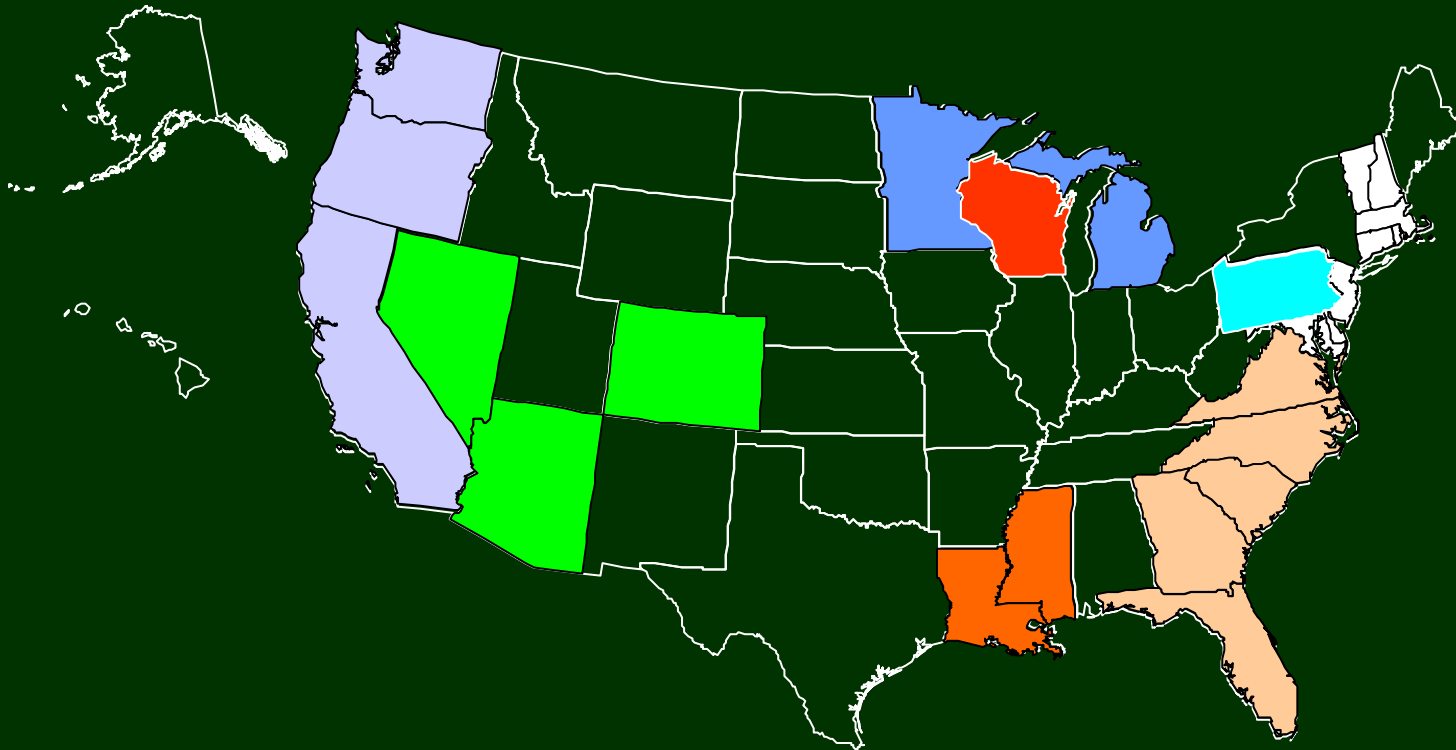
## 2003 non-joiner study results:



*What offspring think is really important!  
Do we know??*



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... based on 900 offspring interviews across the US from 2005 - 2009...

What would force offspring to sell the family forests?

What conditions would *'force'* offspring to sell the family forest?

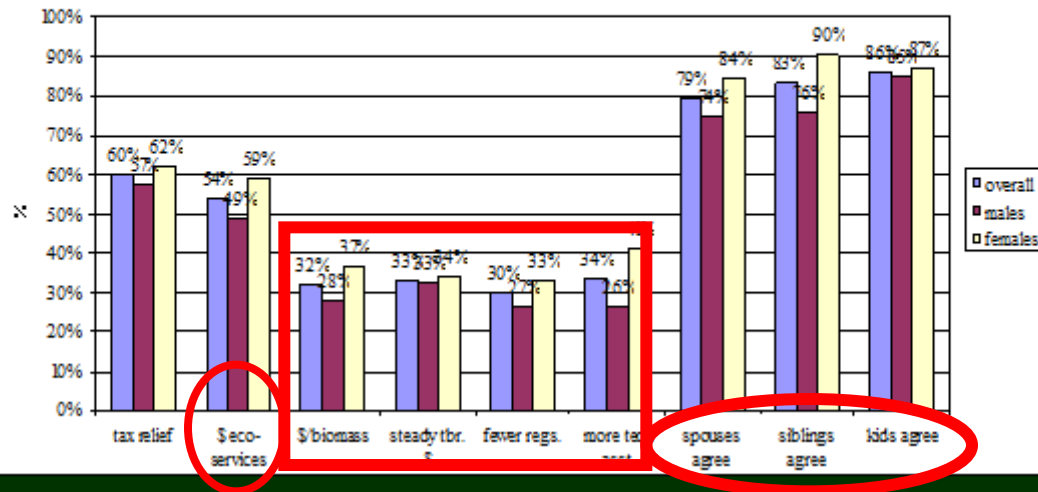
	<u>2005</u> offspring (US)	<u>2007</u> Wisconsin offspring	<u>2009</u> PA offspring
Need for \$ (unidentified)	41%	51%	46%
Medical \$	20%	37%	18%
Taxes	27%	30%	25%

**What's important to help keep  
the land in family hands?**

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### PA Offspring 2007:

What's very or most important to help maintain family forests?

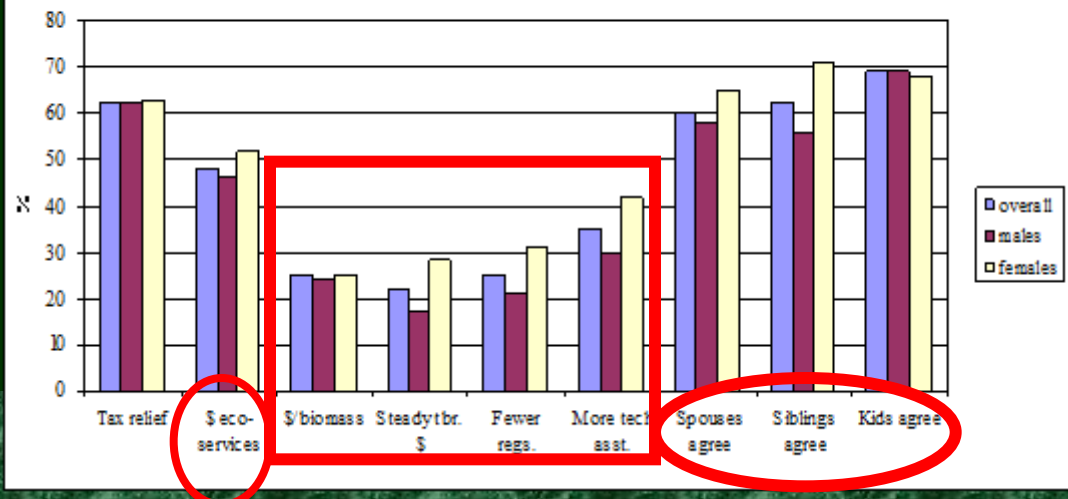


Pennsylvania

Wisconsin

### WI Offspring 2007:

What's very important or most important?



May 2011

ter

**Question: Is it possible to tie carbon sequestration payments to health care for family forestlands owners and their offspring?**

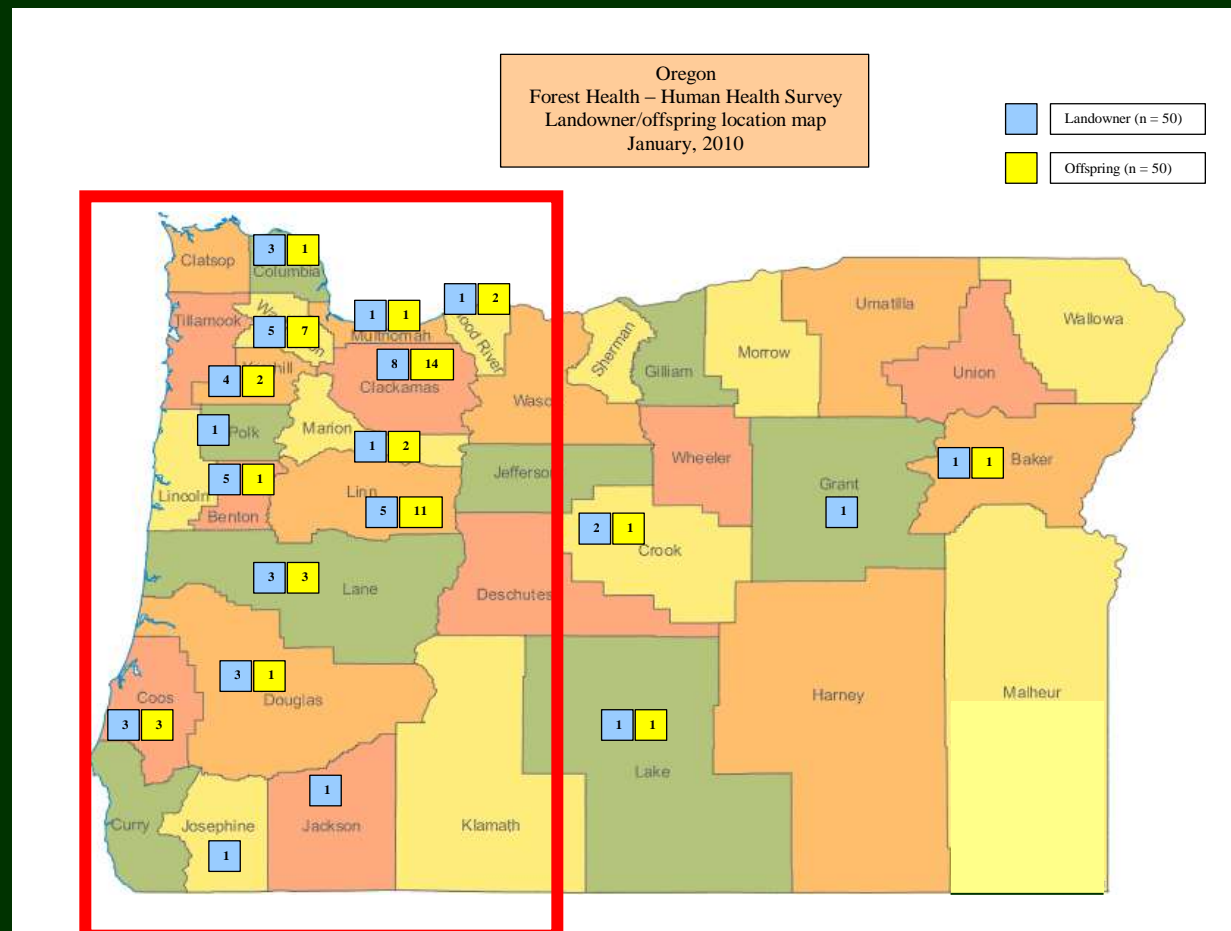


- Evaluated 10 states across US
- Correlated carbon sequestration capability of land base in each state (based on Carbon-On-Line Estimator or COLE; live tree only).
- Assumed only current ATF-certified lands
- Assumed two carbon payment models (\$7.50/mtCO<sub>2</sub>e and \$15/mtCO<sub>2</sub>e)
- Assumed 30% carbon verification/annual monitoring costs off the top

***Best Bets:* Oregon, Washington, Pennsylvania, Wisconsin, and Tennessee to service landowners of >10 acres of forestland.**

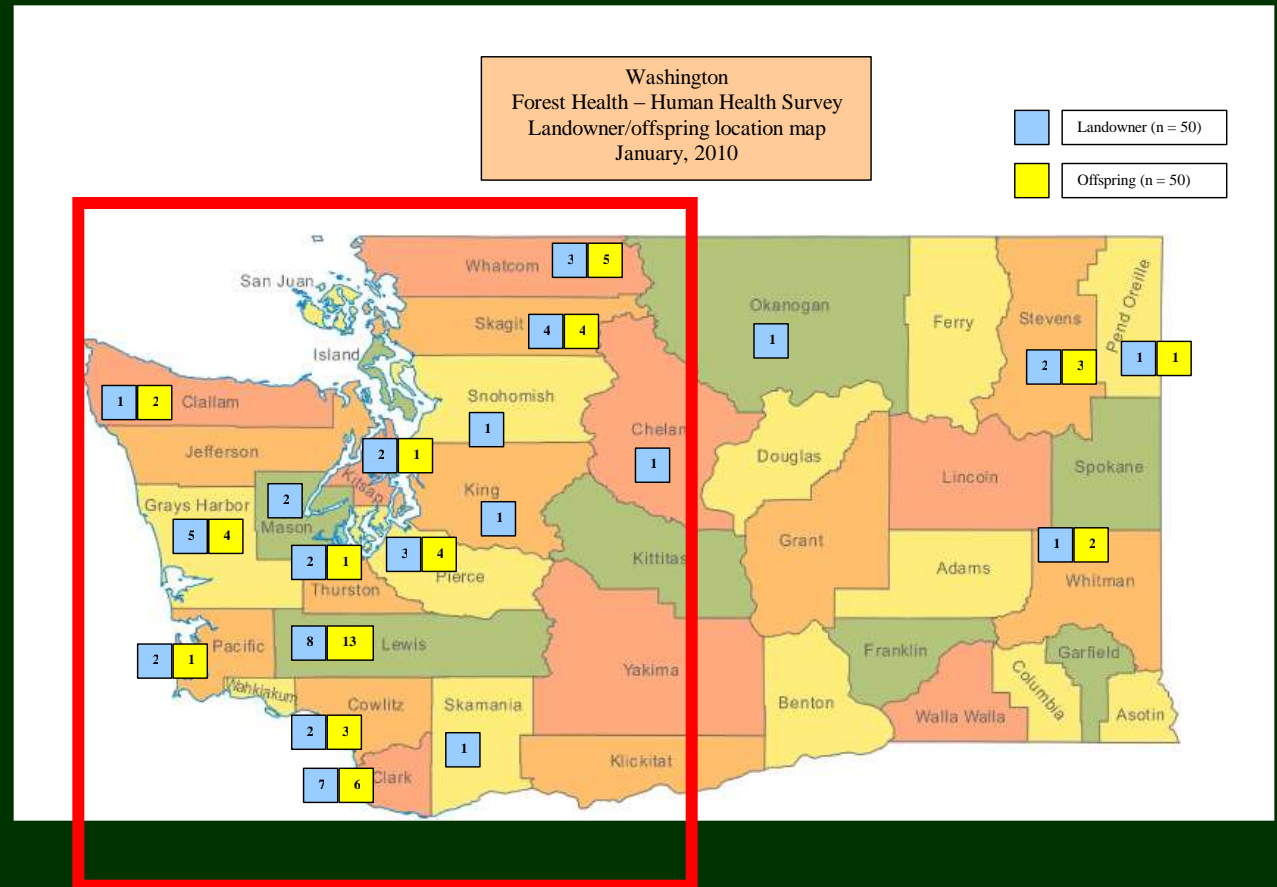
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Focus on  
western  
Oregon . . .



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... and  
western  
Washington



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*Forest acres represented:*

Acres owned	<50	50-99	100-499	500-999	1000+
<b>Oregon</b> ( <i>n</i> = 109,996)	12%	10%	40%	20%	18%
<b>Washington</b> ( <i>n</i> = 58,287)	8%	16%	41%	18%	16%

**50% +**

*Landowners:*

- ✓ 48% joint ownership or family trust
- ✓ 70% of forestland has been owned for more than 30 years
- ✓ 53% aged 65+
- ✓ 92% *have children* (2-3 offspring per family)



### *Offspring:*

- ✓ 70% *did not grow up* on the family forestland
- ✓ 93% *do not currently live* on the family forestland and 57% *will not* in the future
- ✓ Over 70% visit the family *3x or more per year*



*Offspring:***Donate annually:**

- \* 26% health care research
- \* 24% humanitarian organizations
- \* 20% church

## Forest Health – Human Health Initiative

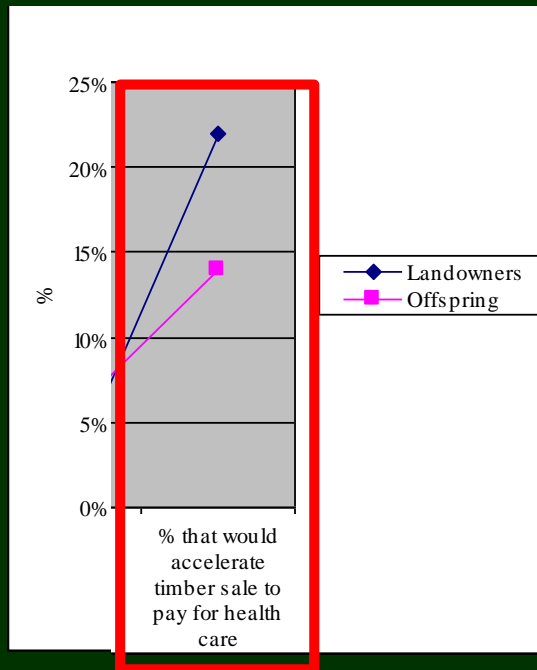
### Parents and kids: how well do they communicate with each other?

	Parents (yes)	Offspring (yes)
Parents have discussed future of family forestlands with kids.	88%	85%
Offspring involved in management of family forests.	65%	74%
<i>Decision-making role</i>	48%	36%
Offspring interested in owning the family forestlands.	59%	79%
Expect offspring to inherit the family forests.	74%	55%

*20 point spread!*

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*When asked how likely to accelerate sale of timber to pay for health care . . .*

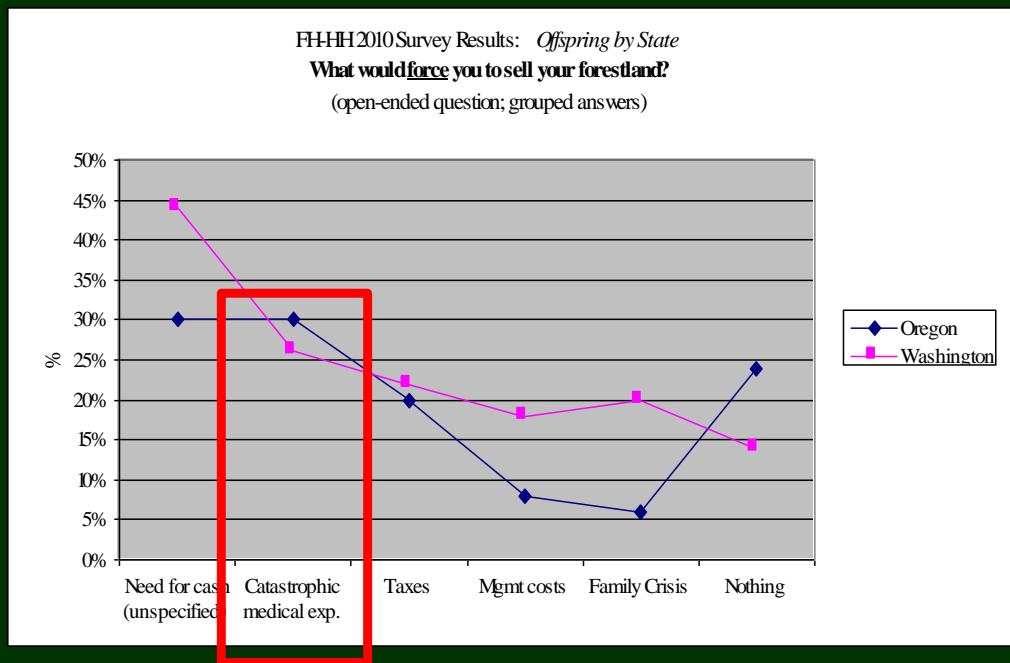


... over 20% of current landowners and ~15% of offspring said this was likely or very likely.

What would force offspring to sell the family forests?

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### Offspring: What would force you to sell your forestland?

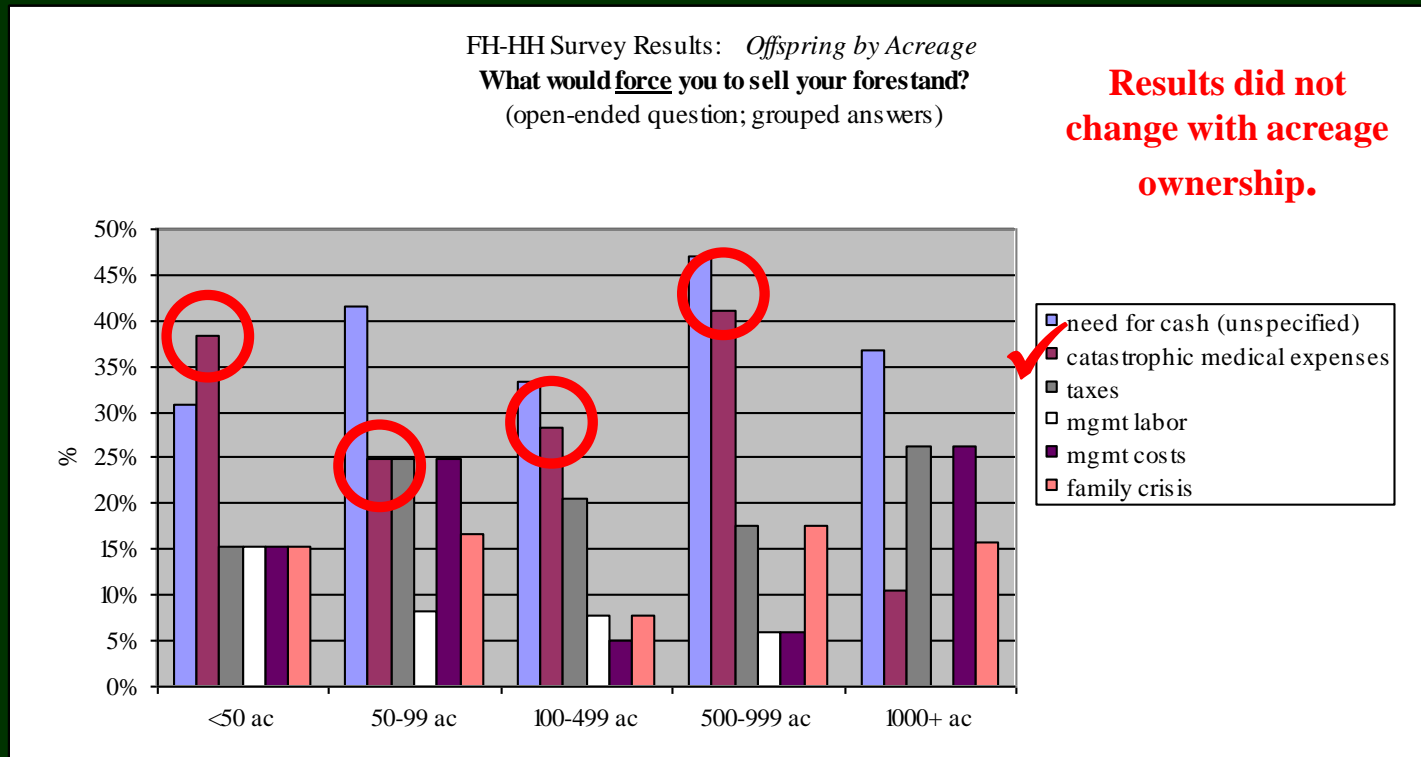


Between 25%-30% of all offspring interviewed identified that having to pay for a catastrophic medical event could force forestland sale.

Concern over catastrophic medical events ranked higher than concern over taxes, family crisis (loss of job), or costs to manage the family forestland.

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### Offspring: What would force you to sell your forestland?





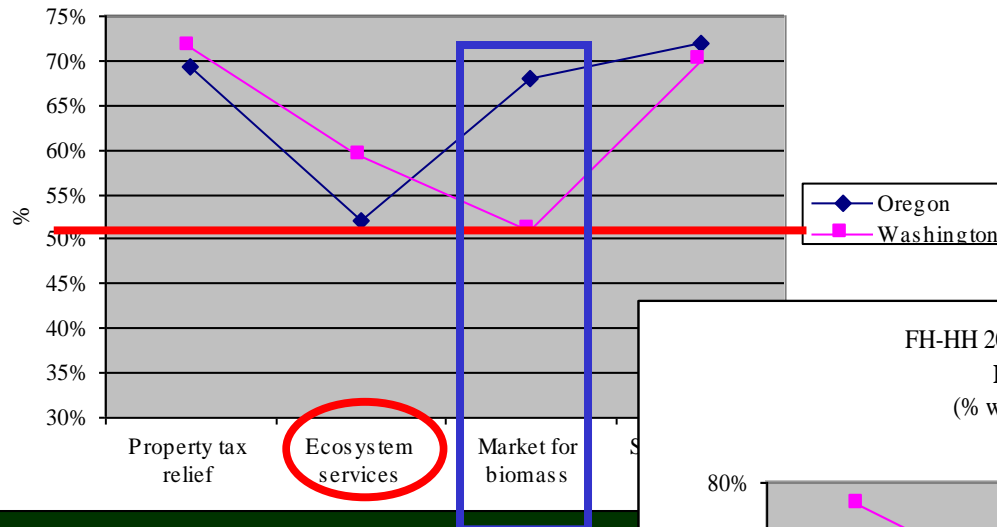
***Offspring:* What tools are important to help  
keep forestlands in family hands?**

## Forest Health – Human Health Initiative

FH-HH 2010 Survey Results: *Offspring by State*

**How important to help keep land?**

(% who ranked important or very important)



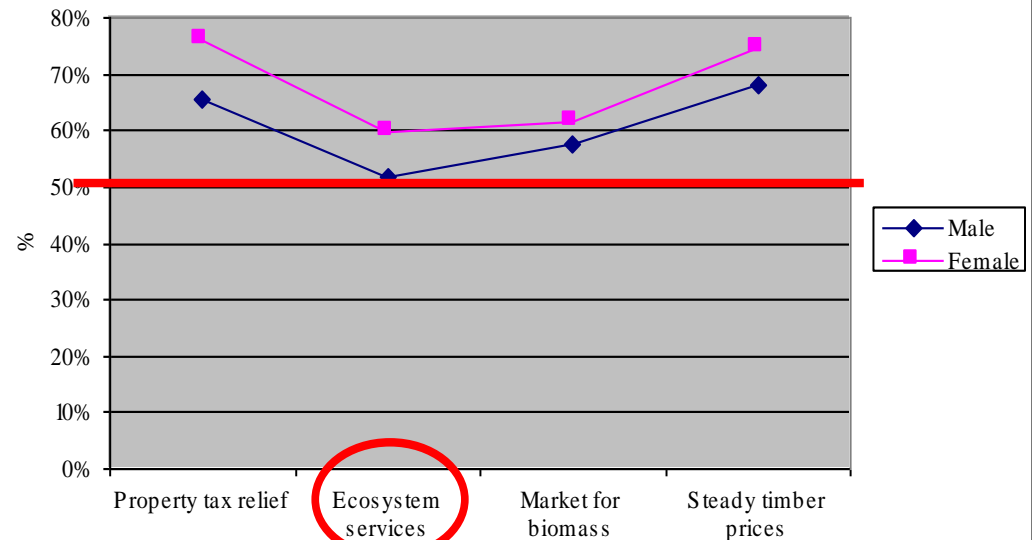
**Over 50% of offspring ranked payment for ecosystem services as important or very important.**

**Both male and female offspring agree.**

FH-HH 2010 Survey Results: *Offspring by Gender*

**How important to help keep land?**

(% who ranked important or very important)

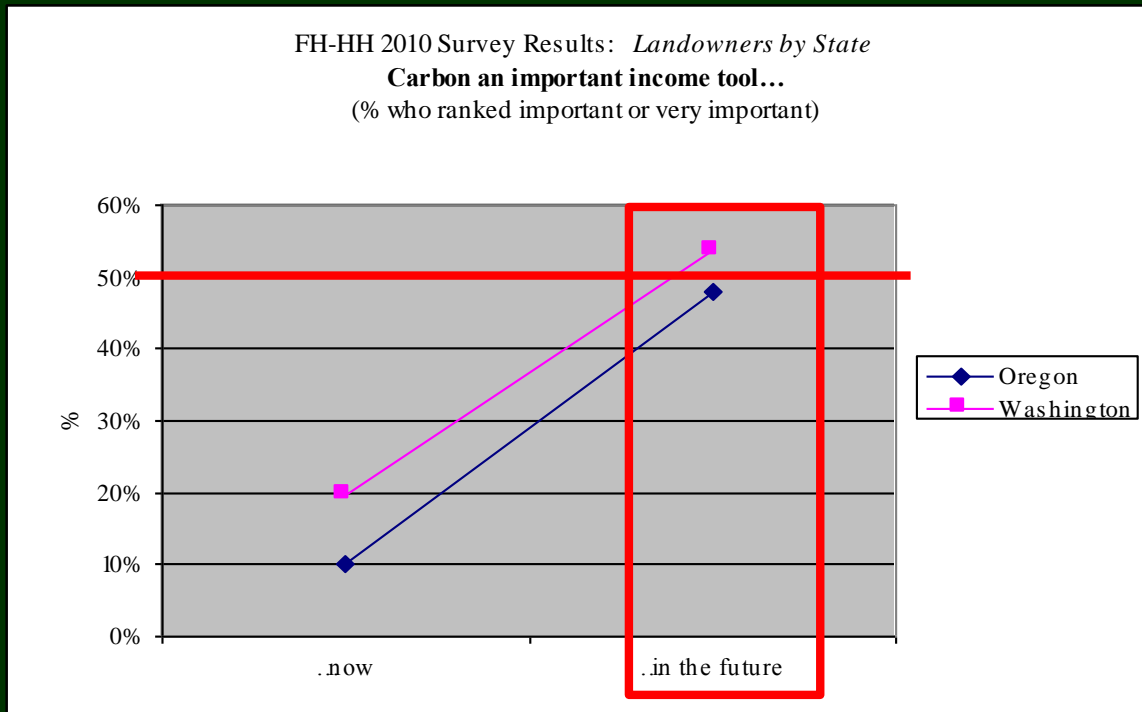


**But Oregon offspring far more interested in biomass markets than Washington offspring.**

**What parents know about carbon sequestration and forests:**

Aware of ...	93%
Think it's important for landowners now ....	14%
Believe it will be important in the next few years ...	51%

## *Carbon an important income tool?*



*Results true for landowners in both states . . .*

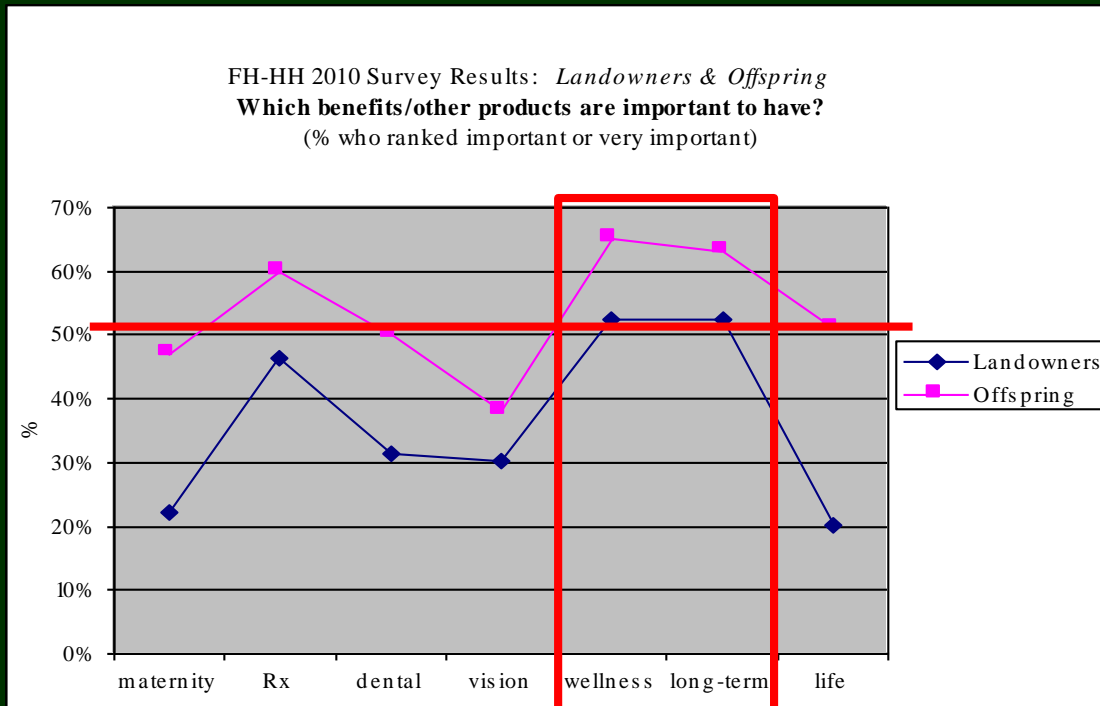
*Which benefits/other  
products are important to  
have?*

*Asked to rank:*

1. Rx
2. Maternity
3. Dental
4. Wellness
5. Long-term care
6. Life insurance

## Forest Health – Human Health Initiative

*Which benefits/other products are important or very important to have?*

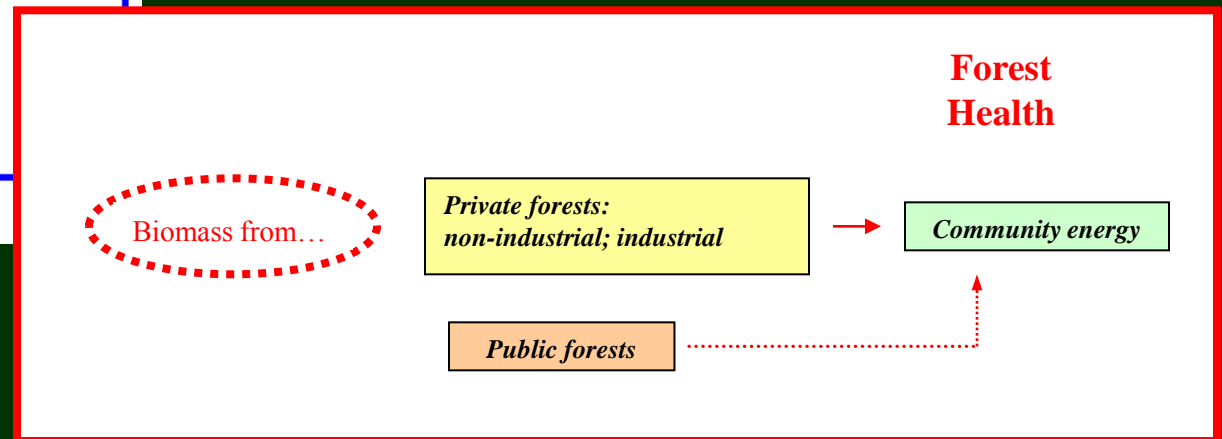
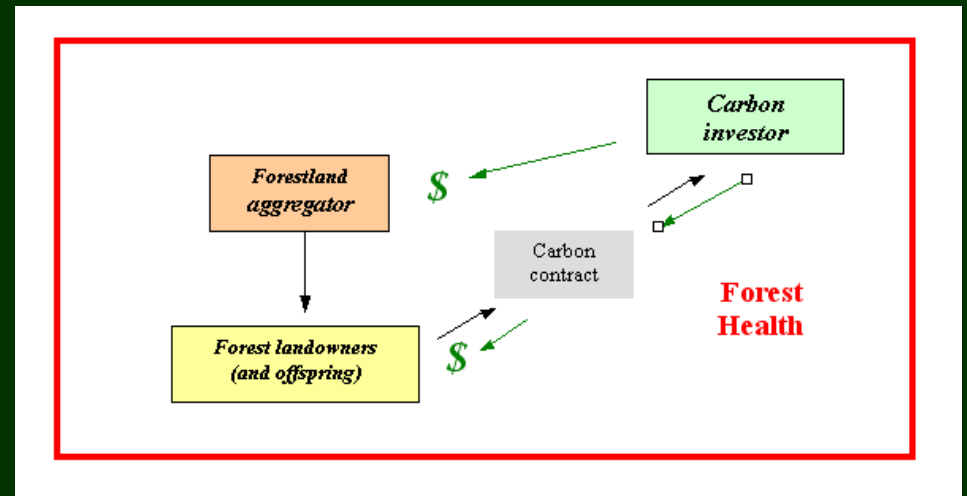
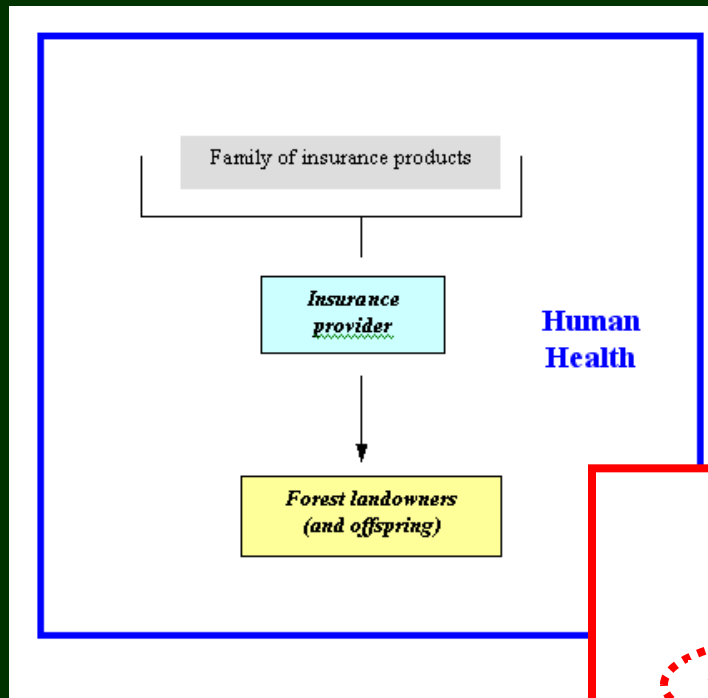


No matter landowner, offspring, or gender . . . health insurance framed around platforms of wellness and long term care were valued as important or very important by **over 50%** of each interviewed audience.

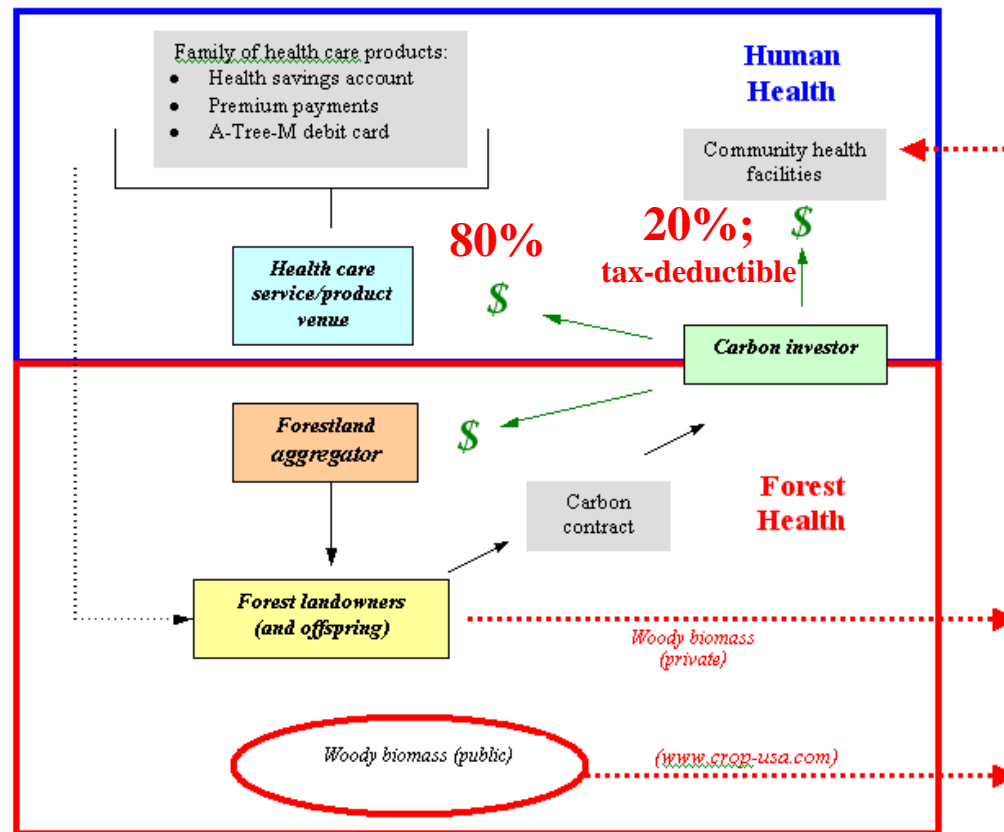


## *Interest in a Carbon Payment to Health Care Program?*

# Forest Health – Human Health Initiative



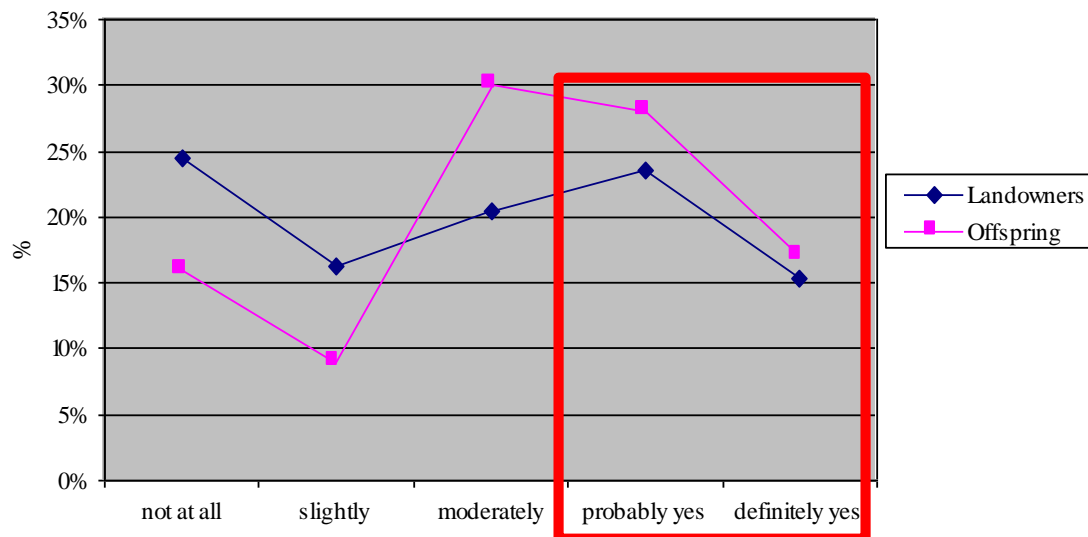
## Forest Health – Human Health Initiative



## Forest Health – Human Health Initiative

### Interest in Carbon Health Insurance Program?

FH-HH 2010 Survey Results: *Landowners & Offspring*  
Interest in Carbon Health Insurance Program?

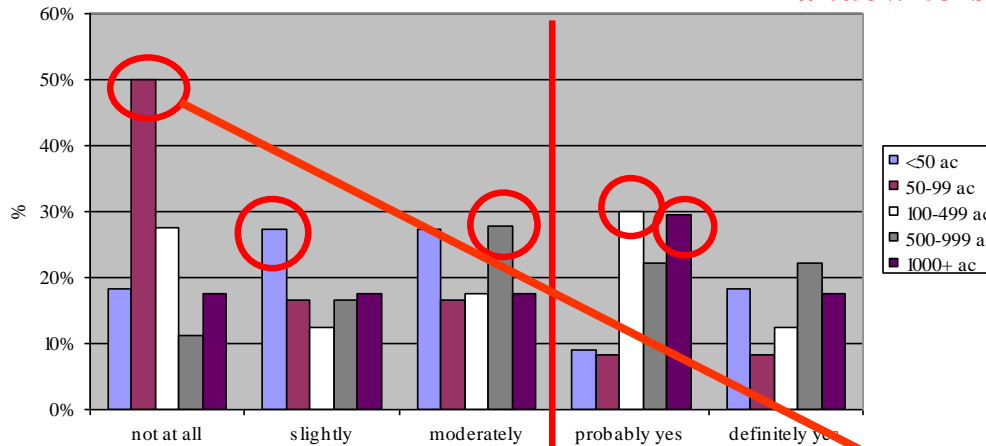


Almost 40% of all landowners and 45% of all offspring were interested or very interested in a carbon payment to health care product.

## Forest Health – Human Health Initiative

FH-HH 2010 Survey Results: *Landowners by Acreage*  
Interested in Carbon/Health insurance program?

**Landowners**

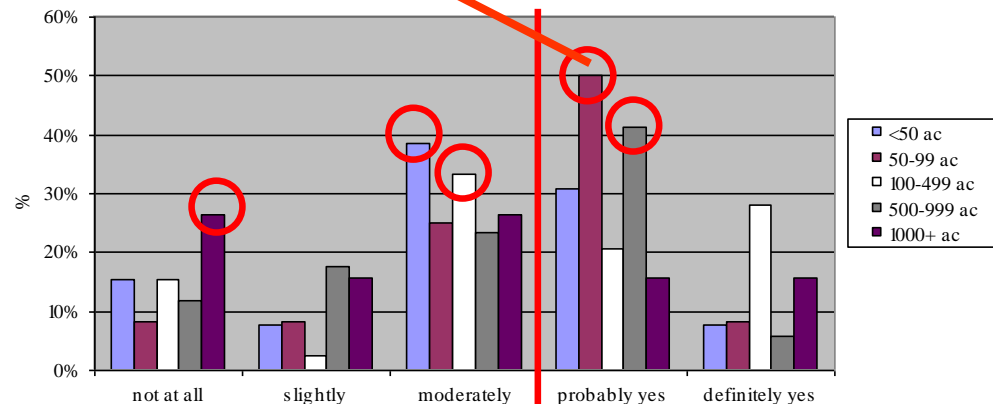


**Interest in Carbon Payment to Health Care Program?**

And while landowners who own **50-99 acres** of forestland were not interested . . . their children notably were!

FH-HH Survey Results: *Offspring by Acreage*  
Interested in Carbon/Health Insurance Program?

**Offspring**



## **Phase 2 Partners: Forest Health-Human Health (FHHH) Initiative in Pacific NW:**

- **Regence BlueCross Blue Shield**
- **Kelley Family Foundation**
- **USFS/BLM**
- **Western University of Health Sciences (Oregon's new medical school)**
- **Oregon State University (Forestry and Public Health Policy Colleges)**



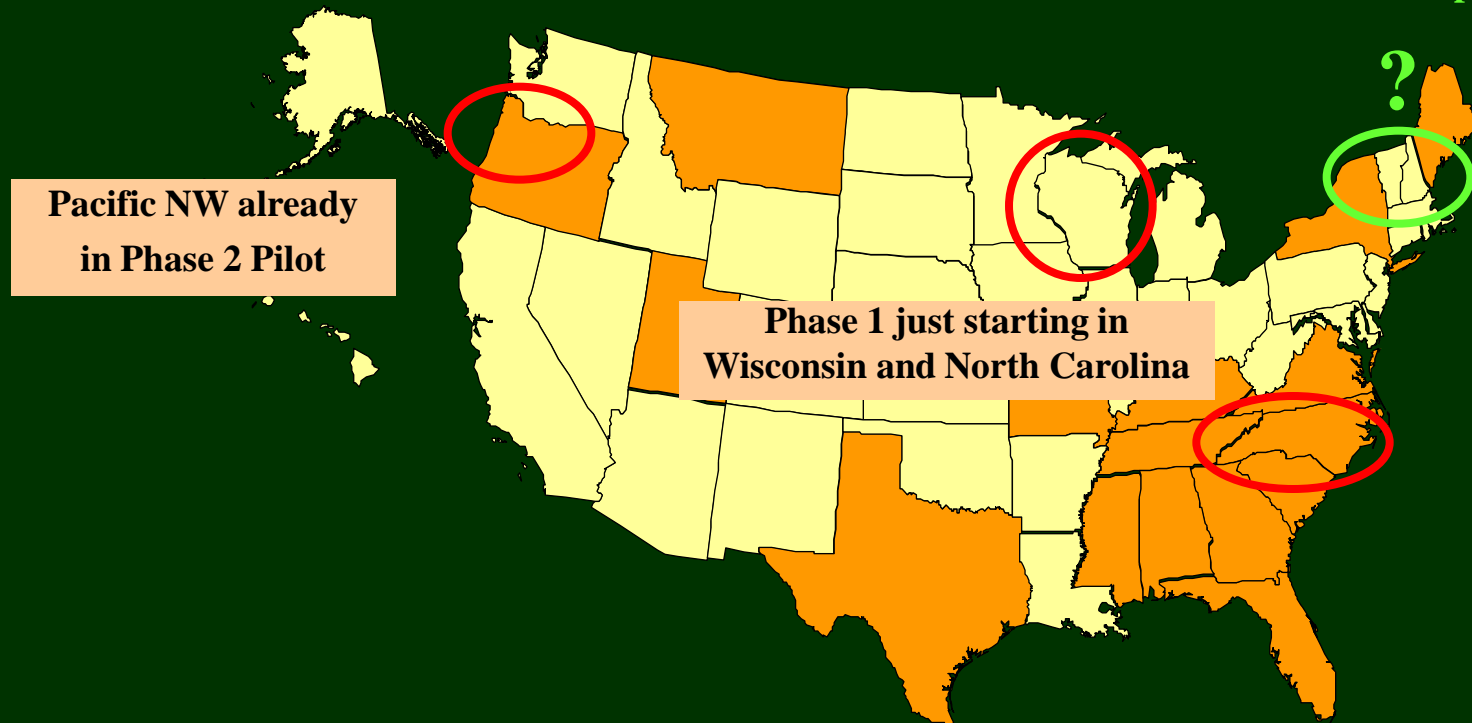
## **Phase 2: Forest Health – Human Health Initiative in PNW**

- ~300 interviews with landowners and offspring within 50-mile radius of NW Oregon site selection
- Work with carbon investment companies
- Test out new single-pass biomass/carbon forest scanning technology to reduce monitoring costs to landowner
- Determine plate of health care product payments that best meet landowner/offspring needs (A-Tree-M card; premiums, etc.)
- Match carbon contracts to biomass contracts for servicing community thermal energy center.

## *Forest Health – Human Health Initiative*

### **Forest Health- Human Health Initiative Status:**

**Interest in Northern Region  
for Phase 1 project?**



Thank you!

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