

## Note on the Panel: A Range of Approaches to Large Landscape Conservation (LLC) in the Region

*Notes prepared by Sarah Ganong*

### ***Jim Shallow, Vermont Audubon, Foresters for the Birds and other landowner engagement activities***

- Why do 100-acre woodlots matter? How do we connect them to larger landscape stories? The story is partially about how Audubon is shifting from a species-focused to a wider landscape approach.
- We need to know conservation and people targets
- NEFA Pilot Project tests how to most effectively engage family forest landowners
- Imperative to identify what motivates private landowners: woodland retreat owners, working the landowners, supplemental income landowners, uninvolved landowners. How many of these people think they own forests vs. woods vs. woodlots vs. woodland retreats? The way you message this basic idea is important for getting people to the table and *then* getting them to act
- We must facilitate conversation about intergenerational land transfer. Providing services (talking to estate lawyers, benefits of conservation easements) necessary
- Promote silviculture with birds in mind
- 83% of Eastern Forest bird distribution is on private land. Not always true that best thing to do is leave the land alone—sometimes management can enhance bird habitat!
- Birds as a concept for conservation resonates well with many landowner categories: “our job is to make baby birds.”
- Learning how to pitch messages/talk to landowners about the right thing is key
- Peer-to-peer connections important! Get neighbors to invite their neighbors. People respond well to talking to people that are like them, so the landowners can talk to each other. We need to engage landowners where their interests are
- We must build networks to support landowner interests and move them stewardship/protection to protect against forest loss, fragmentation, development
- The little stuff makes the difference for the big stuff

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