

The NC Sandhills PBA

Engaging Private Landowners

With Rx Fire



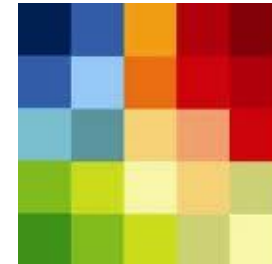
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Our Project Funders



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Altria

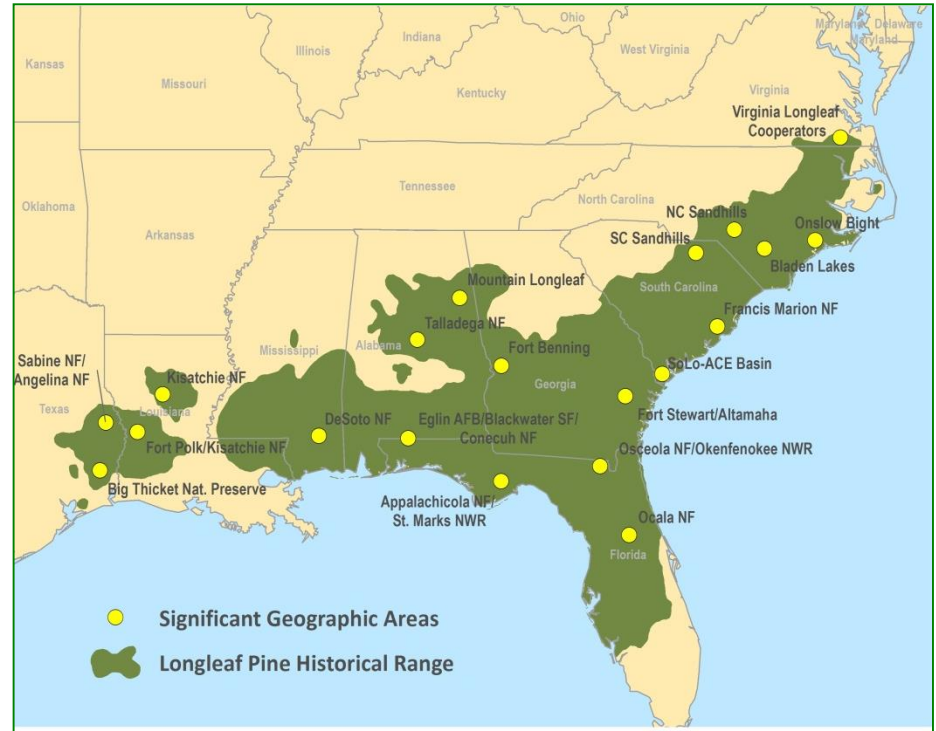
Framework for Project

America's Longleaf Goal for 2025:

Move from 4 million
to 8 million acres
of longleaf

Southeastern-Wide Effort:

We are one of 17 Longleaf
Implementation Teams
working to meet restoration
goals



Pre-European Settlement:
90 million acres

How to Achieve Longleaf Goal?

Target: gain 3.5 million acres over next 15 years

→ Already major accomplishments on public lands

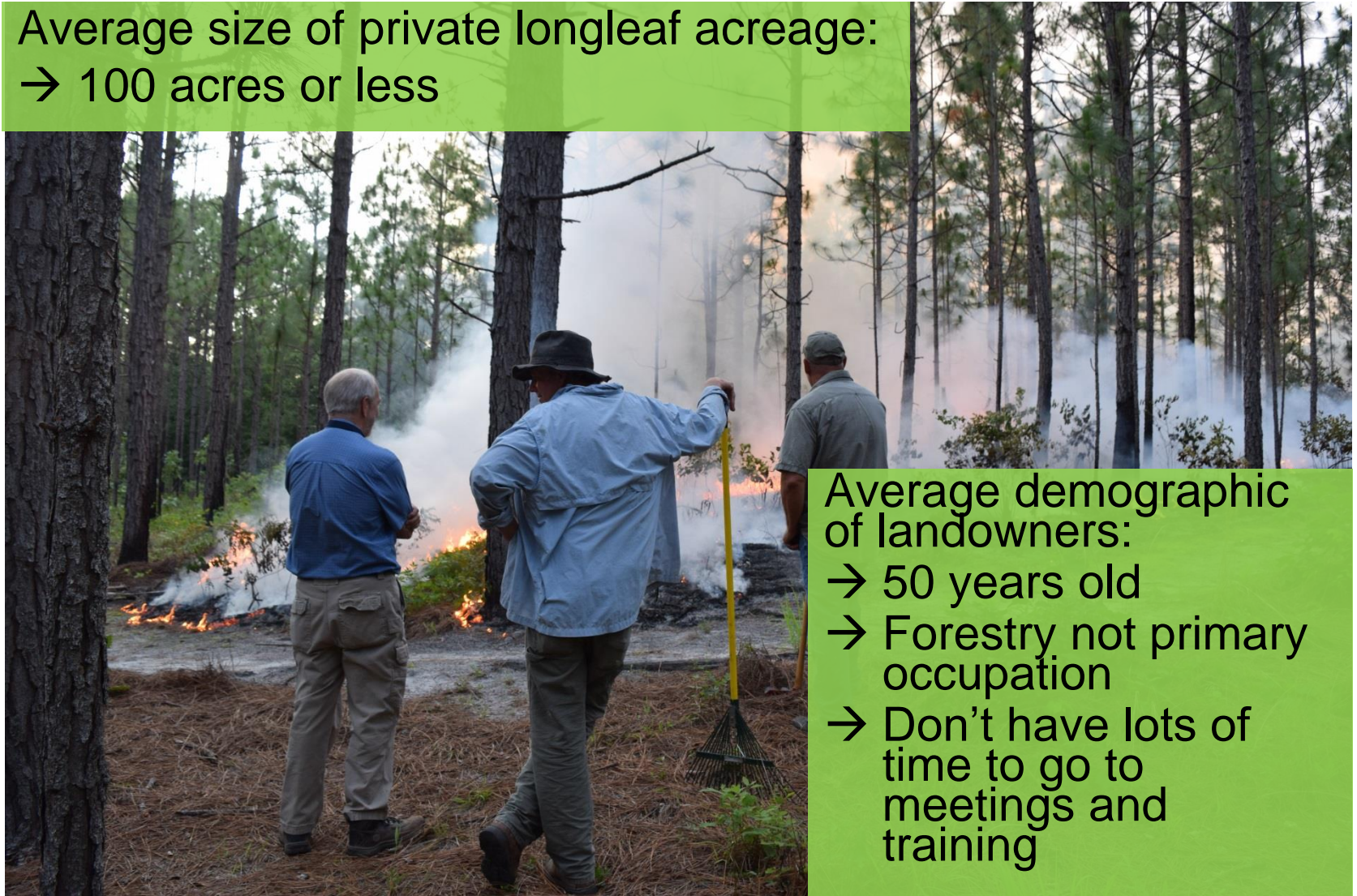
→ 65% of potential longleaf acreage is held privately

Private landowners
hold the key to
restoring longleaf
on a landscape
scale



Who is the Private Landowner?

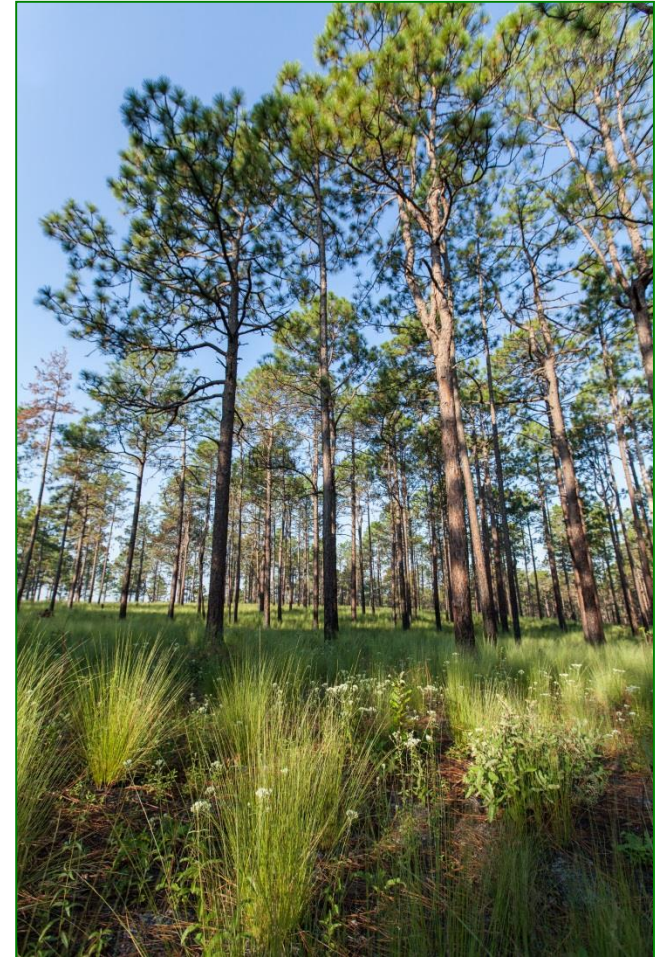
Average size of private longleaf acreage:
→ 100 acres or less



Average demographic
of landowners:
→ 50 years old
→ Forestry not primary
occupation
→ Don't have lots of
time to go to
meetings and
training

How Do We Engage Private Landowners?

- Land is the biggest asset for many folks
 - This land is underperforming
 - Presently, less than 10% of forestland in North Carolina is being actively managed
- Forestry can improve family income
 - Can lift up rural economy
 - Agriculture is #1 driver
 - Technical assistance and some cost share available for landowners



The Most Important Tool in Restoring Longleaf: Rx Fire

- Outreach & surveys indicate 80% of private landowners want to use fire for longleaf
- PBA created to move landowners from **interest** to **action** in using Rx fire for their management

Key Ingredients:

- Partnerships
- Process



Key Ingredient of PBA: Process



Inclusive **process** that meets landowners where they are and moves them toward accomplishing their management goals.



Education

- Community Meetings held around the targeted areas



Training

- Field Days
- NC Forest Service Burner Certification Course



Mentorship/Support

- Hands-On Burn Participation
- Retired forestry assistance
- Burn trailer

Supportive Materials Produced for Landowners

Decision Tree

- Navigates reader through longleaf restoration from A-D

Financial Assistance Matrix

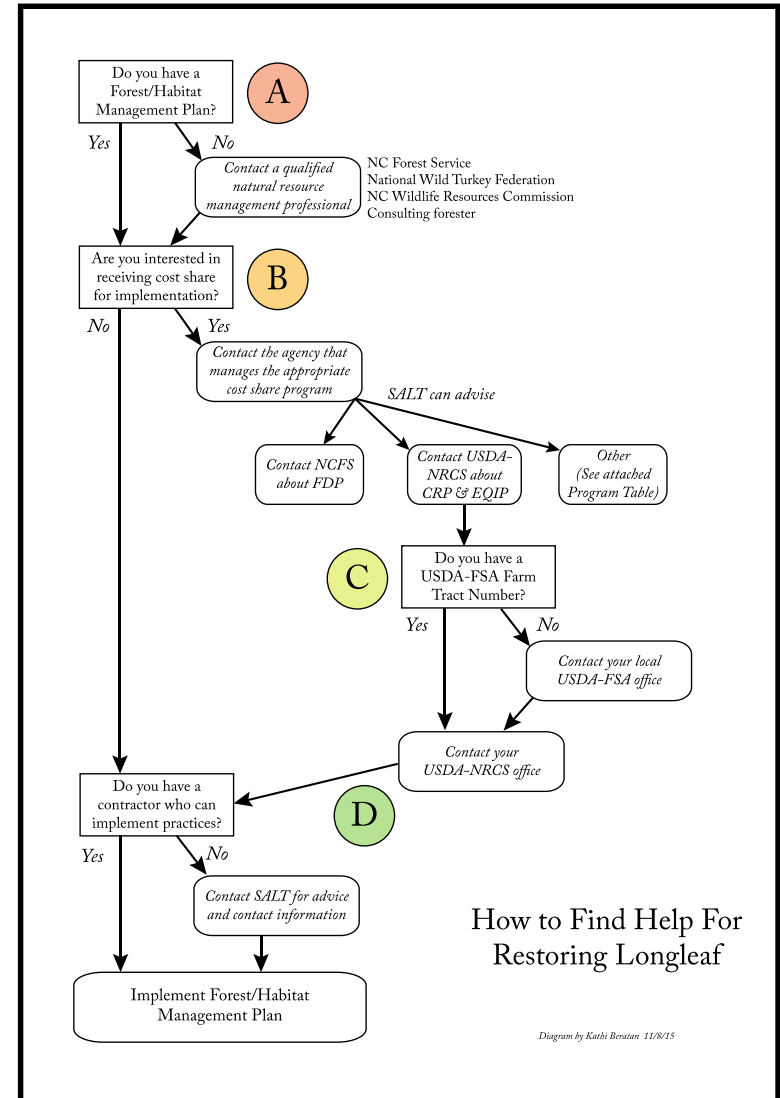
- Lists all longleaf programs for establishment and management in NC

Checklist for Landowners

- Advance & Day-Of-Burn Activities

PBA Brochure

PBA Video





Key Ingredient of PBA: Our Project Partners



Landowner Challenges of Using Rx Fire

- Liability
- Lack of training and experience
- Lack of capacity (people to help burn)
- Access to equipment
- Resistance from larger community

PBA Burn Trailer



Restoring Fire Culture

- Fire Festival
- Press
- Youth Education



Conclusion

- Educate landowners on cultural and economic significance of longleaf
- Connect them to resources
- Create opportunities to be self-sufficient
- Neighbor helping neighbor