

## Maine's Healthy Forests Program – Action Plan

The overall goal of the MHFP is to identify strategies that lead to active management on southern Maine woodlands. “Active management” in this context means thoughtfully planned and prepared activities that meet an array of woodland owner goals and objectives including cutting trees and supporting the wood-using economy.

The following action plan addresses specific activities needed to accomplish this goal. Implementation will commence in early 2013.

**Audience:** General Public

**Goal 1:** As a result of this effort, the public will have a positive perception of managed woodlands.

**Priority: 6**

**Team Members: All**

	Activity	Priority	Lead Organizations	Timeline
1.1	Print publications, including a HFP informational brochure. Consider a version of the KWP booklet for other counties/sub-regions, or for the entire focus area.	1	MFS/KMF/ FMF	Jan 23 <sup>rd</sup> – April 1 <sup>st</sup>
1.2	Social Media Presence with videos, articles, web links	2	All partners	Jan 23 <sup>rd</sup> – and ongoing
1.3	Public Service Announcements and paid advertising, including distribution and screening of the “Profiles in Stewardship” series. Possible expansion of the Series. Distribute other similar videos as well. (example: SWOAM wildlife and other)	3	MFS/FMF/MTF	Jan 23 <sup>rd</sup> – April 1 <sup>st</sup>
1.4	Print Articles for distribution in organizational	4	MFS/KMF/FMF/SFI/SWOAM	Jan 23 <sup>rd</sup> and ongoing

	newsletters, weekly and daily papers, web, etc. develop portfolio of articles that are relatively ‘timeless’ and can be re-used with relatively little effort.			
1.5	Integration of HFI messaging in existing programming, events, and publications, such as the local and statewide Big Tree Contest	5	All Partners	Jan 23 <sup>rd</sup> – and ongoing

**Audience:** Woodland Owners

**Goal 2:** Woodland owners understand they can achieve their ownership goals through active forest management.

- Performance can be measured through certification (TF), and through FON’s.

**Priority: 1**

**Team Members: All**

	Activity	Priority	Lead Organizations	Timeline
2.1	Landowner workshops – in person and webinars, integrating MHFP messaging.	1	MFS/SWOAM/Adult Education/SWCD’s	Feb – May
2.2	Establish HFP demonstration forests on both public and private woodlands	2	MFS/SWOAM/Me Tree Farm	May-August
2.3	Web and Social Network development	3	All Partners	
2.4	Peer-to-Peer network development.	4	MFS/Forest WORKS!/SWOAM	Dec. 17 2012 plan, February 2013 delivery
2.5	Public Service Announcements and paid advertising,	5	MFS/FMF	Jan 23 <sup>rd</sup> – April 1 <sup>st</sup>

	including distribution and screening of the “Profiles in Stewardship” series. See above.			
2.6	Print Articles for distribution in organizational newsletters, weekly and daily papers, web, etc. See above.	6	MFS/KMF/FMF/SFI/SWOAM/MTF	Jan 23 <sup>rd</sup> and ongoing
2.7	Direct Mail	6	All partners	
2.8	Print publications, including a HFP informational brochure. See above.	7	MFS/KMF/ FMF/MTF	Jan 23 <sup>rd</sup> – April 1 <sup>st</sup>
2.9	Integration of HFP messaging in existing programming, events, and publications, such as the local and statewide Big Tree Contest.	8	All Partners	Jan 23 <sup>rd</sup> – and ongoing
2.10	Develop harvest satisfaction survey for distribution with annual Landowner Reports. Online option as well.	8	MFS/SFI/FRA	April –survey development, Dec LO report distribution

**Audience:** Foresters

**Goal 3:** Foresters recognize the work opportunities in southern Maine.

**Priority:** 4

**Team Members:** All

	Activity	Priority	Lead Organizations	Timeline
3.1	Workshops and seminars, such as the Foresters Institutes. Messages to include information on logging capacity, markets, strategies for marketing services to LO's./logging aesthetics/visual impact of harvesting	1	MFS/SFI	Programming developed by March 15 <sup>th</sup>
3.2	Monthly Webinar Series.	2	MFS	March 1 and ongoing
3.3	Stewardship Forester/TF Inspector meetings-include content other than c/s and certification program info	3	MFS/Me TF	2x annually

**Audience:** Loggers

**Goal 4:** Loggers recognize the work opportunities in southern Maine.

**Priority:** 3

**Team Members:** All

	Activity	Priority	Lead Organizations	Timeline
4.1	Workshops and seminars, including CLP training, Maine Logger Education Alliance, and others. Messages to include information on inherent performance obligation for quality, marketing strategies to foresters and LO's./logging aesthetics/visual impact	1	CLP/Maine Logger Education Alliance/SFI/MFS	Information and program developed by March 15 <sup>th</sup> , Program available for delivery May 1 <sup>st</sup>
4.2	Stewardship Logger list	2	MFS	December 2013
4.3	Develop/expand low-impact forestry manual and training program	3	MOFGA LIF group/MFS	Sept 30 manual roll-out, trainings Oct – Nov.

**Audience:** Mills/Forest Products Industry

**Goal 5:** Mills and Forest Products Industry will deliver consistent messaging with HFI.

**Priority: 2**

**Team Members: All**

	Activity	Priority	Lead Organizations	Timeline
5.1	Outreach through forestry organizations electronically and through meetings	1	MFS/FRA/SFI/MFPC	Feb 2013 and ongoing
5.2	Keep wood processor directory current, expand scope to 2ndary processors and beyond (include all elements of the wood-using economy, to bring the connection home to consumers); maintain as a searchable data-base, with annual or semi-annual paper versions ( can be low-cost newsprint a la Uncle Henry's)	1	MFS/MWPA	December 2013

**Audience:** Landowner Organizations

**Goal 6:** Conservation organizations, utility districts, and environmental non-profits will deliver consistent messaging with HFP.

**Priority: 5**

**Team Members:**

	Activity	Priority	Lead Organizations	Timeline
6.1	Targeting associations via direct contact	1	All partners	
6.2	Print publications, including a HFP informational brochure. see above	2	MFS/KMF/ FMF	Jan 23 <sup>rd</sup> – April 1 <sup>st</sup>
6.3	Integration of HFP messaging in existing programming, events, and publications.	3	All Partners	Jan 23 <sup>rd</sup> and ongoing
6.4	Print Articles for	0	MFS/KMF/FMF/SFI/SWOAM	Jan 23 <sup>rd</sup> –

	distribution in organizational newsletters. See above			and ongoing
6.5	Public Service Announcements and paid advertising, including distribution and screening and possible expansion of the “Profiles in Stewardship” series.	0	MFS/FMF/Watershed, Camp owner and Lake associations; land trust community	Jan 23 <sup>rd</sup> – April 1 <sup>st</sup>

**Goal 7:** Grow the capacity of the forest products industry to address and manage increased harvest levels.

**Priority:** Top priority for all members.

**Team Members:** All

	Activity	Priority	Lead Organizations	Timeline
7.1	Grow harvesting capacity for small ownerships – logger financing program	1	MFS/CLP/SFI/MTF	Spring 2013
7.2	Grow mills landowner outreach capacity.	2	Mills LAP programs	Spring 2013
7.3	Add 2 contracted field forester FTE positions in the southern Maine region, contingent upon funding. Re-allocation of resources that might result in more boots on the ground.	3	MFS/MACD/individual S&WCDs/SWOAM	July 2013
7.4	Increase forestry information resources for small woodland owners through enhanced communications with foresters and those studying forestry. Internships?	4	All Partners	Spring 2013 and ongoing