

The White Oak Initiative

Growing a Collaboration for the Future



Jordy Jordahl, American Forest Foundation

Appalachian Hardwood Manufacturers, Inc.
The Greenbrier, White Sulphur Springs, WV

July, 2019



The American Forest Foundation

MISSION

Ensure the sustainability of America's family forests for present and future generations in conjunction with our strategic partners

VISION

We seek a future where family-owned forests and the interconnected social, economic, and ecological benefits received from them are recognized and supported by landowners, policymakers, conservationists, philanthropists, and business leaders.



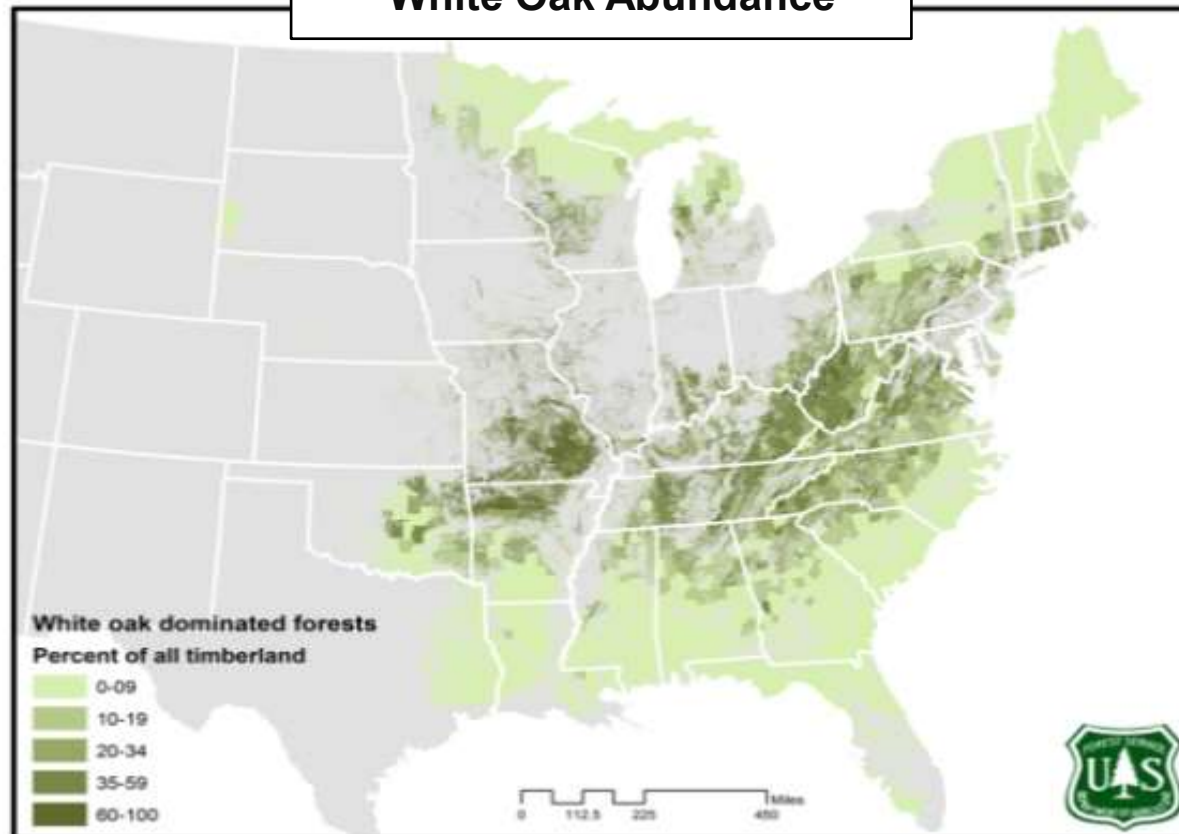
Private Landowners, Passionate Stewards



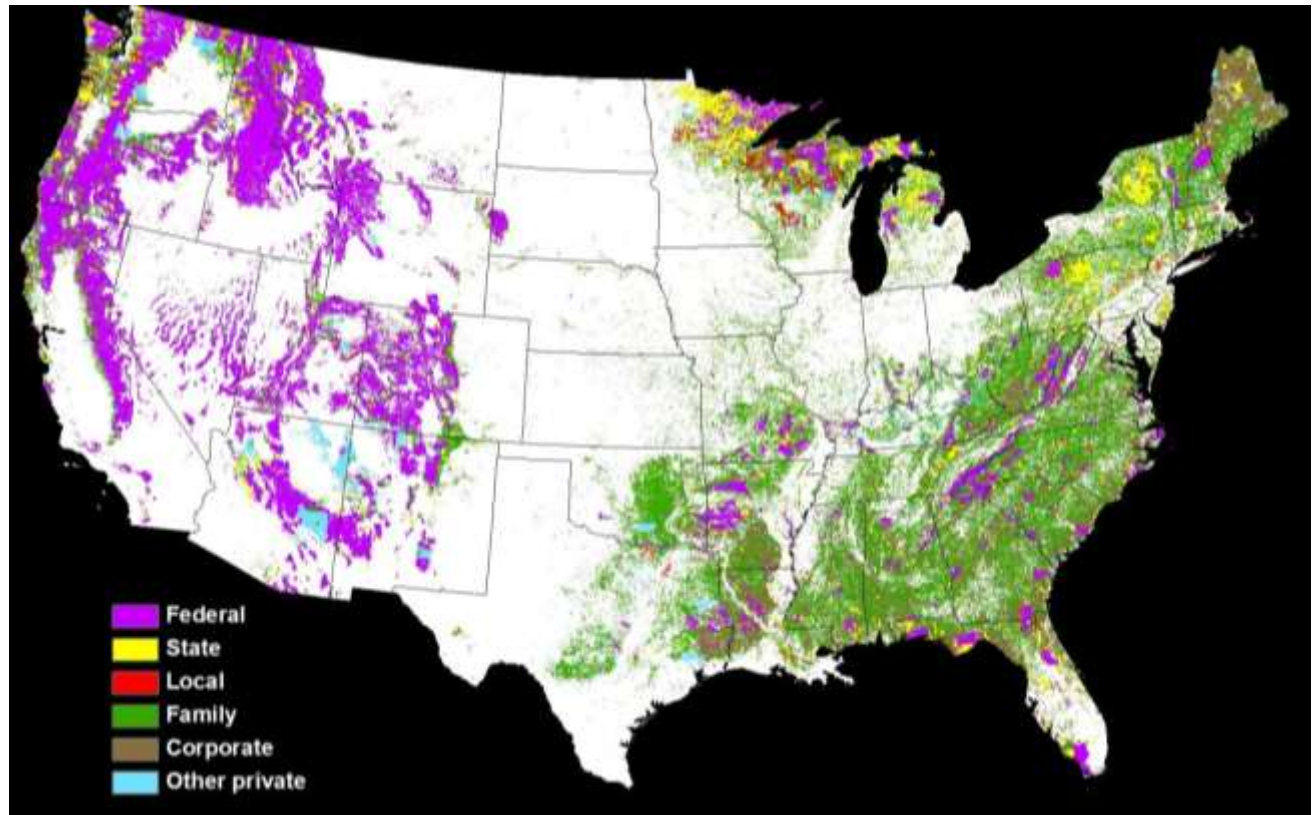
American White Oak

Cornerstone for the forests of the Eastern United States

White Oak Abundance



U.S. Forests

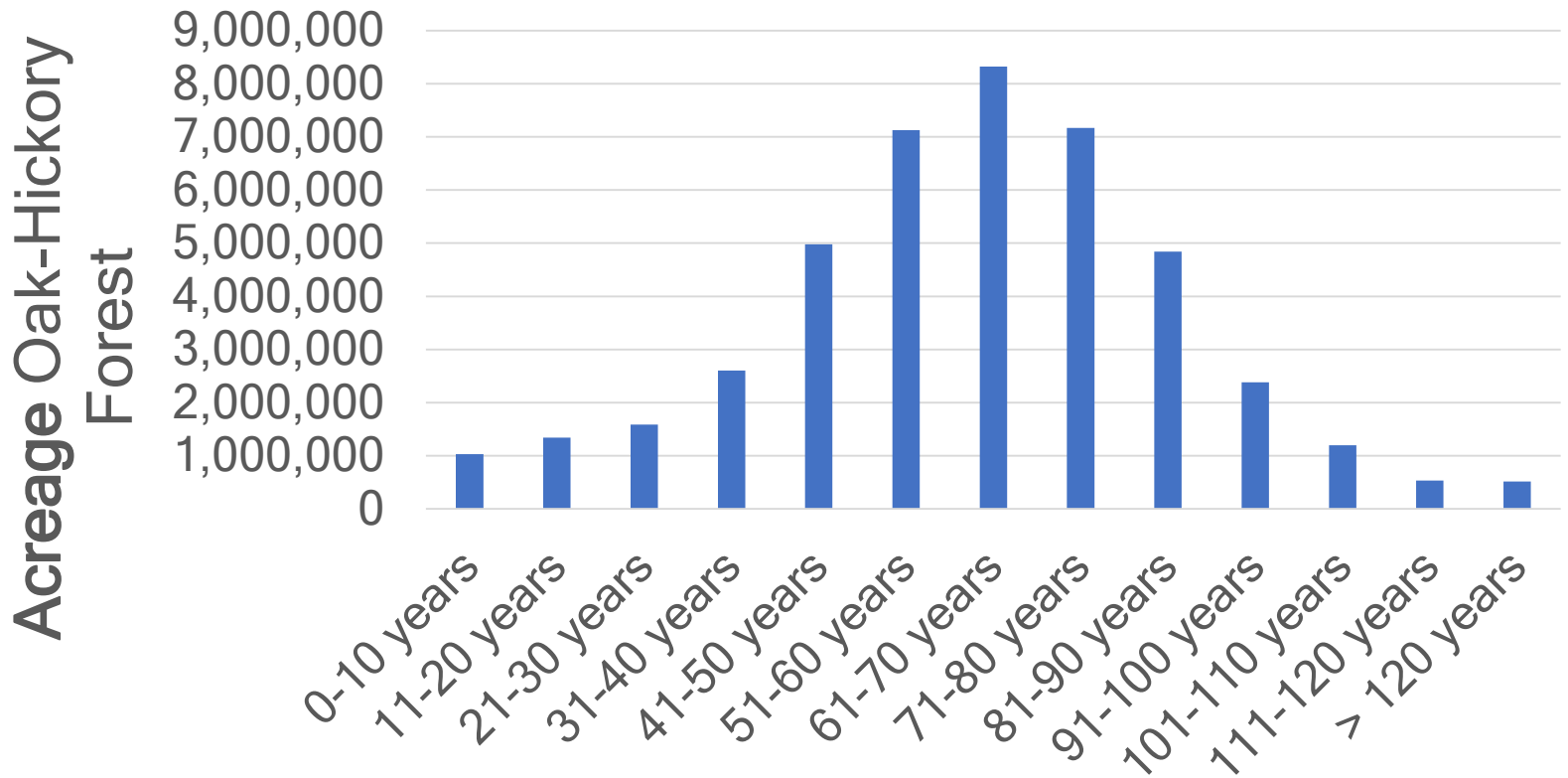


American White Oak

- Habitat and food for wildlife
- Supports rural economies
- Wide variety of industries
 - Furniture
 - Flooring
 - Cabinetry
 - Barrels for spirits and wine



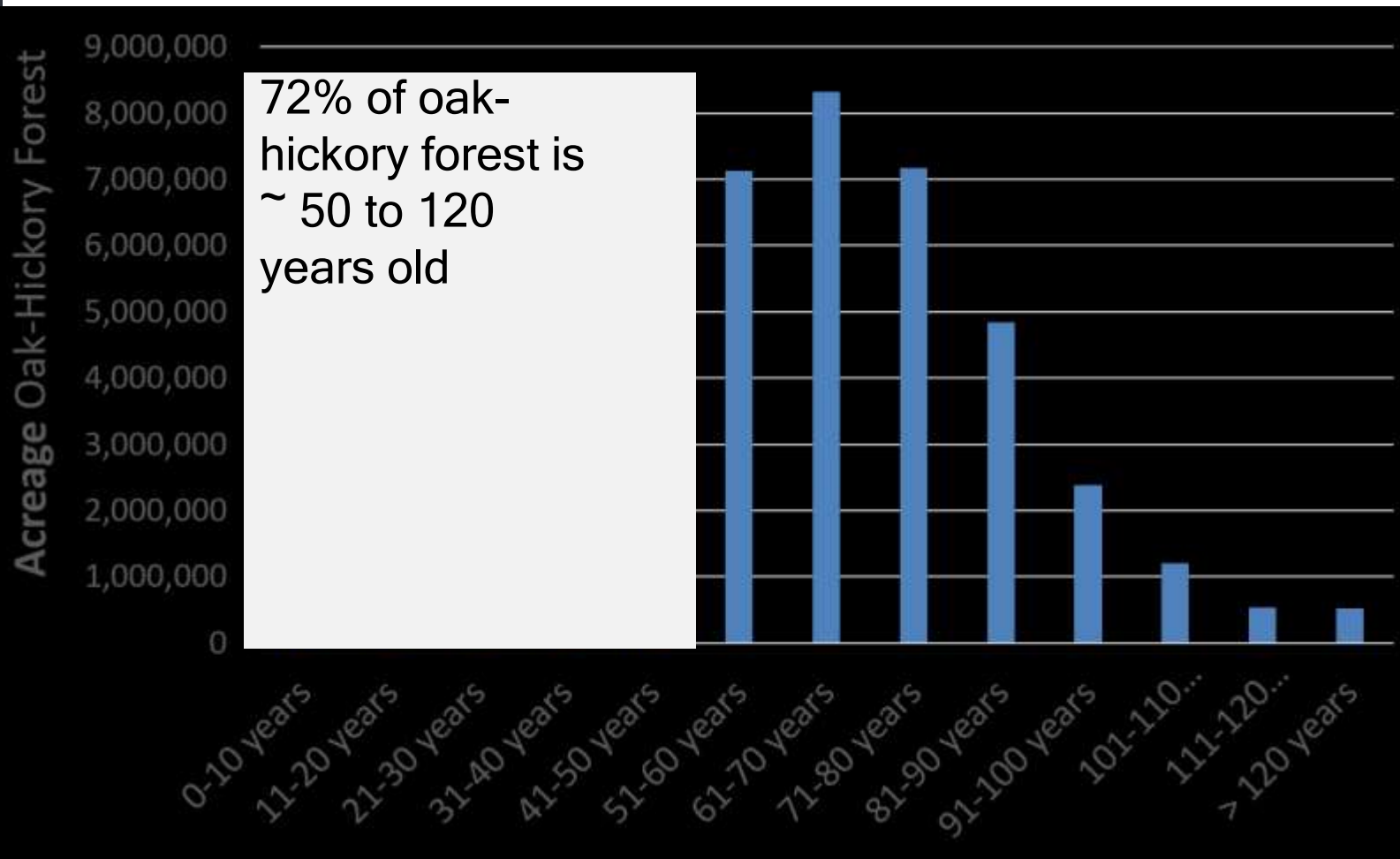
Stand Age Distribution of Oak-Hickory Forest Type Group



Source: EVALIDator Version 1.7.2.00 - IL, IN, KY, MO, OH, TN
Data run by Lhotka
J. Stringer, Univ. of KY, Forestry and Natural Resources



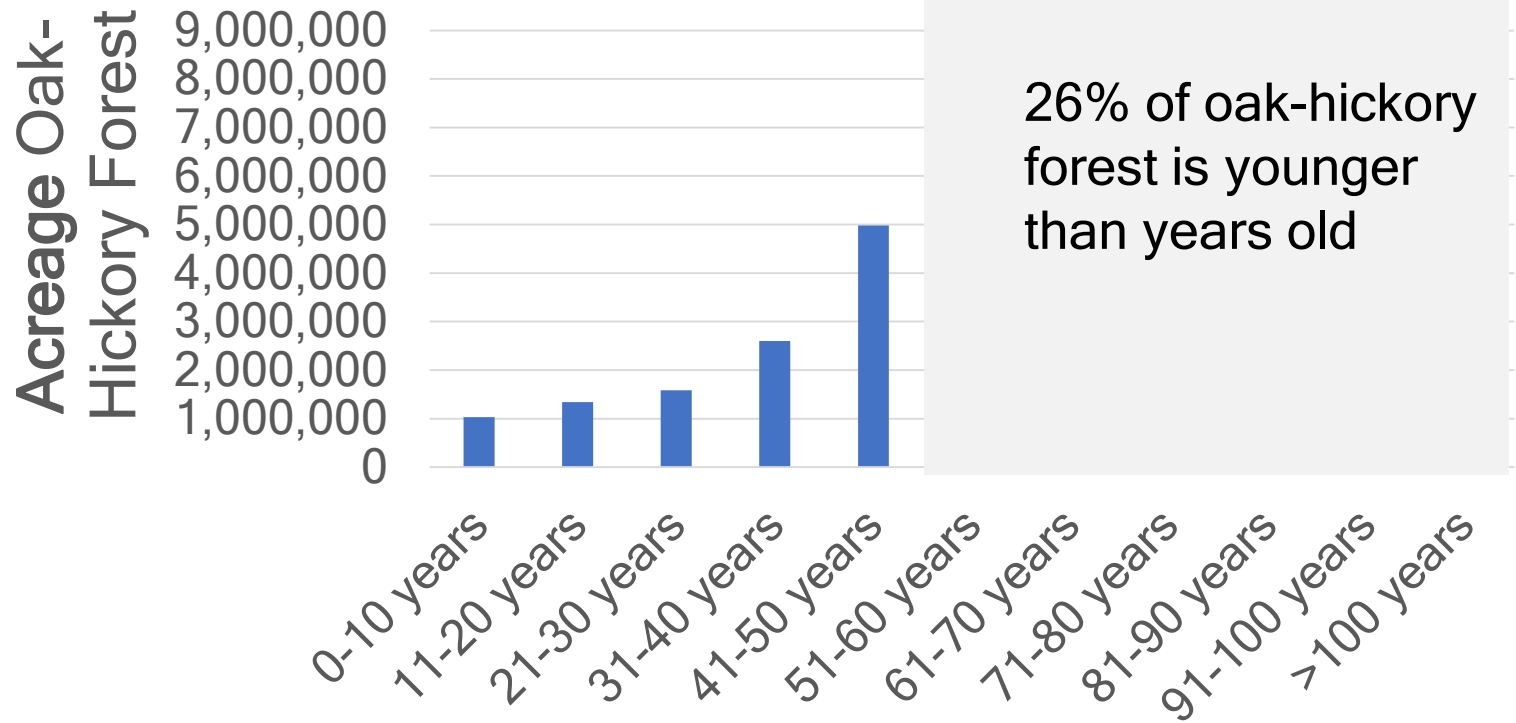
Stand Age Distribution of Oak-Hickory Forest Type Group



Source: EVALIDator Version 1.7.2.00 - IL, IN, KY, MO, OH, TN
Data run by Lhotka
J. Stringer, Univ. of KY, Forestry and Natural Resources



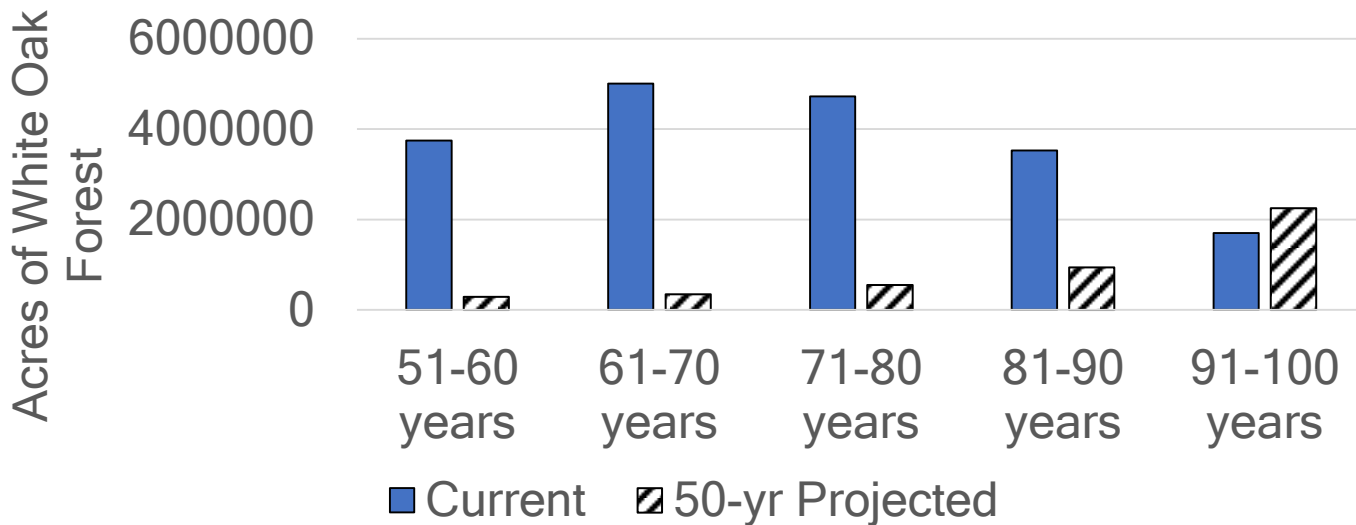
Stand Age Distribution of Oak-Hickory Forest Type Group



Source: EVALIDator Version 1.7.2.00 - IL, IN, KY, MO, OH, TN
Data run by Lhotka
J. Stringer, Univ. of KY, Forestry and Natural Resources



Acres when current age 51 to 100 acreage is replaced by current age 0 to 50 acreage



Vol/a of 51 to 100 yr old (constant) Mean bdf^t Vol/a = 7,059

Projected Vol. Change of -77%

Data run by Lhotka
J. Stringer, Univ. of KY, Forestry and
Natural Resources



White Oak Initiative

WHAT: Ensure the long-term sustainability of America's white oak and the economic, social and conservation benefits derived from white oak dominated forests.

WHERE: On public and private lands in the central hardwood region.

HOW: Through development of a partnership network to guide and support work by a range of partners.

WHO: Private Landowners, Forest Industries, Conservation organizations, Universities, State and federal agencies, Trade associations



Collaboration and Coordination



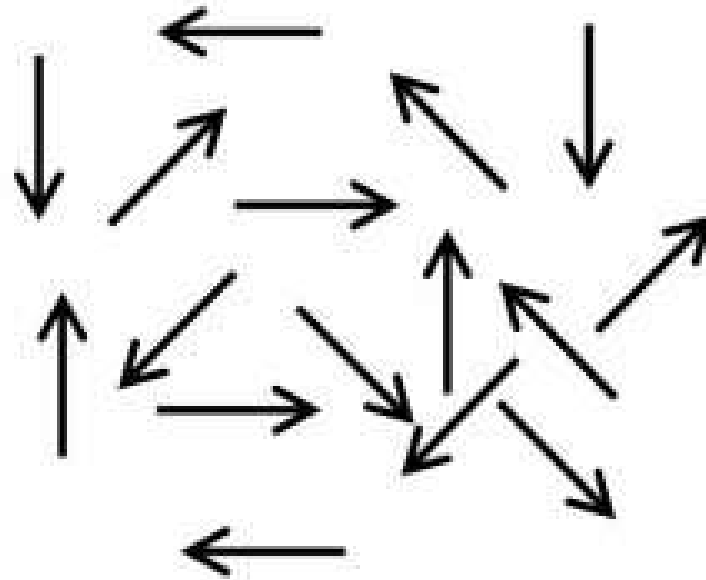
American Forest Foundation



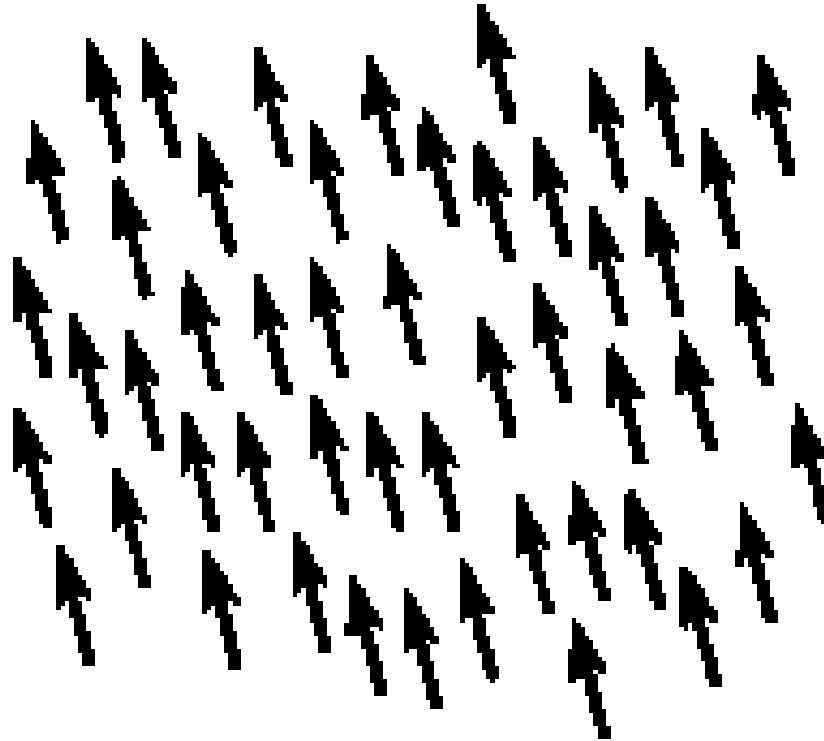
Cumberland Springs
Land Company



Activity



Aligned Activity!



Timeline

- **Phase 1:**
 - Organize coalition
 - Build participation and manage partnership
 - Secure funding
- **Phase 2:**
 - Assessment, conservation plan, and research
 - Recruit membership & broader support
 - Communications outreach & policy support
- **Phase 3:**
 - Landowner engagement
 - Restoration projects in priority areas



White Oak Assessment & Conservation Plan

- Range-wide spatial assessment of white oak resources
- Projected growth and harvest
- Associated economic impacts
- Stand development
- Landowner barriers to action
- Stakeholder input and feedback - regional meetings



Implementation: Research

- Enhance regeneration
- Manage stand development
- Analysis of health threats
- Genetic improvements
- Social factors affecting oak management



Transfer Knowledge

- Develop white oak management for guidelines landowners and foresters
- Trainings & workshops
- Create tools for landowners and land managers
- Demonstration sites and state implementation projects



Communications

- Initiative brand and signage
- Webpage, printed materials, earned media
- Social media to raise awareness
- Leverage partner network to spread the word
- Target messaging to broader white oak interests



Policy

- DC-based policy activity
- Support Congressional farm bill and appropriations opportunities
- Secure support from U.S. Forest Service & Natural Resource Conservation Service
- State level policy action and support



Engaging Private Landowners

Family forests are home to the most white oaks.

Engage, encourage, and reward landowners:

- **Market the initiative effectively**
- **Support short and long-term goals for landowners**
- **Demonstration sites & resources for landowners**
- **Potential role for Tree Farm participation**



Defining Success

- **White oak returning to historic levels**
- **Healthy distribution of age classes**
- **Stable and available white oak supplies**
- **Landowners are aware and taking action**
- **Support from industry and wildlife groups**
- **Continued political support**



How to Get Involved

- **Become a Member of the White Oak Initiative**
- **Financial support for White Oak Initiative**
- **Participate on White Oak Initiative work groups**
- **Engage with on the ground projects, research, demonstration sites**
- **Communications - leverage with members, partners, community**
- **Policy - engage local, state and federal decision makers**



Thank You!

Harald E. (Jordy) Jordahl

Midwest Director of Conservation *and*

White Oak Initiative

American Forest Foundation

c. 608 445 8543

jjordahl@forestfoundation.org

www.whiteoakinitiative.org

