



**Natural Resource  
Enterprises: Enhancing  
Conservation and Income  
on Private Lands in  
Mississippi**

**Connecting  
Entrepreneurial  
Communities**

**Wednesday 8,  
2014**

# Recreational Access

## ▶ Recreation on Private Lands

- ▶ Hunting
- ▶ Fishing
- ▶ Wildlife watching
- ▶ Horse trail riding
- ▶ Agritainment
- ▶ Bed & breakfast



# Outdoor Recreation in USA

- ▶ Participants - 90 million
- ▶ Expenditures – \$145 billion (US) spent
- ▶ Hunting - \$34 billion
- ▶ Fishing - \$42 billion
- ▶ Wildlife watching - \$55 billion





# Outdoor Recreation in Michigan

## ▶ Hunting

- ▶ 753,000 hunters
- ▶ \$916 million spent

## ▶ Fishing

- ▶ 1.4 million anglers
- ▶ \$1.7 billion spent

## ▶ Wildlife Watching

- ▶ 3.2 million participants
- ▶ \$1.6 billion



# Outdoor Recreation in AR-LA-MS

## ▶ Fishing

- ▶ 1.9 million anglers
- ▶ \$1.7 billion spent

## ▶ Hunting

- ▶ 1.0 million hunters
- ▶ \$1.8 billion spent

## ▶ Wildlife Watching

- ▶ 2.2 million participants
- ▶ \$1.1 billion



# Outdoor Recreation in Mississippi

- ▶ Total economic impact
- ▶ \$2.92 billion
- ▶ 71,435 jobs created





# NRE Program at MSU

- ▶ Information delivery
- ▶ Well-informed clientele
- ▶ Income diversification



# NRE Program

- ▶ Partner network
- ▶ Outreach programming
  - ▷ Landowner workshops
  - ▷ Demonstrations
  - ▷ Websites
  - ▷ Marketing





# National and LMAV Focus

- ▶ Partnering states
  - ▷ Indiana
    - 8 workshops conducted
  - ▷ South Carolina
    - 3 workshops
  - ▷ Minnesota
    - 2 workshops conducted



- ★ Conducted workshops
- ⊕ Program Interest

# Programming

- ▶ Partnering states
  - ▷ Arkansas
    - 9 workshops conducted
  - ▷ Alabama
    - 6 workshops conducted
  - ▷ Tennessee
    - 1 workshop conducted



# Programming

- ▶ Partnering states
  - ▷ Louisiana
    - 8 workshops conducted
    - 2 coastal venues
      - Braithwaite; Lake Charles
  - ▷ Oregon
    - Wooden Shoe Tulip Farm
    - Yamsi Ranch
  - ▷ Michigan
    - Gaylord
  - ▷ Mississippi







4-H

Agriculture

Business

Community

Family

Food &amp; Health

Lawn &amp; Garden

Natural Resources

## Program



Connect with experts  
around the country:



SEE HOW **SPARTANS**  
**MAKE A DIFFERENCE**  
IN MICHIGAN



VISIT THE WEBSITE

## Natural Resource Enterprises

Natural resources enterprises such as growing Christmas trees, tapping trees to make maple syrup and growing wild mushrooms all help landowners generate income from their property. MSU Extension delivers evidence-based information on how individuals can create profitable enterprises based on resources available on their private land. This information helps landowners and community leaders make better informed decisions.

A natural resource enterprise is a systematic purposeful activity that involves one of Michigan's many natural resources that occur on privately owned land. Natural Resource Enterprises can range from those enterprises that can be solely used for personal benefit to those that can be conducted on a scale that allows for financial gain. Focusing on Natural Resource Enterprises, MSU Extension provides a clearinghouse of news, publications, online resources and program events relevant to Michigan's abundant natural resource base.



[Learn more about the MSU Extension workshop, Natural Resources Enterprises: Providing Opportunities for Michigan Landowners on Oct. 7.](#)



[Natural Resources Enterprises](#) was originally developed by Mississippi State University. The program was established in the [Department of Wildlife and Fisheries](#) and [Cooperative Extension Service](#) in Mississippi to educate non-industrial private landowners in the Southeast about sustainable natural resource enterprises and compatible habitat

management practices. The Natural Resource Enterprises Program is focused on effectively delivering information to landowners and community leaders that will encourage informed decision-making regarding the management of land and enterprises. The website has ample resources for business and landowners.

## USDA Resources

The U.S. Department of Agriculture has a new agroforestry guide called the [Profitable Farms and](#)

# Landowner Workshop Series

- ▶ Hosted on landowner property
- ▶ Involve community leaders
- ▶ Presentations from professionals and landowners
- ▶ How to information



# Advanced Curriculum Workshops

- ▶ Business planning and legal considerations
- ▶ Group activity
- ▶ Design a prospective enterprise
- ▶ Present business plan to audience
- ▶ Wildlife conservation







# Landowner Workshops

- ▶ Conducted over 75 events
  - ▷ Over 4,000 participants
  - ▷ Landownership in 16 states
- ▶ Events in 10 states & Sweden





# Workshop Survey Results

- ▶ Rating – 3.8 on 4 point scale
- ▶ Participants (99%) met management goals
- ▶ Participants (75%) will change land use practices





# Workshop Survey Results

- ▶ Average individual ownership = 850 acres
  - ▶ Forested – 43%
  - ▶ Agriculture – 22%
  - ▶ Fallow – 26%
  - ▶ Wetlands – 9%



# Workshop Survey Results

- ▶ Expected annual earnings
  - ▷ \$28,415 per landowner
  - ▷ \$17 per acre revenues
  - ▷ \$12 million – aggregate cash flow
- ▶ Improved 2 million acres in conservation



MISSISSIPPI STATE  
UNIVERSITY™

Natural Resource Enterprises  
Landowner Survey



NATURALRESOURCE  
ENTERPRISES 

MISSISSIPPI STATE  
UNIVERSITY™



# NRE Landowner Survey Study

## ▶ Questionnaire

### ▷ Sections

- Landownership
- Cost-share programs
- Revenues collected
- NRE's initiated
- Informational needs
- Demographics



# NRE Landowner Survey Study

- ▶ Landowner responses pooled
- ▶ Response rate 45%
  - ▷ n=514
- ▷ Information searching
  - ▷ Website
    - ▷ Wildlife management
    - ▷ Business resources
    - ▷ Upcoming events



# NRE Landowner Survey Study

- ▶ Video training (72% interested)
- ▶ Binder was favored (65%)
  - ▶ Wildlife mgt. (82%)
  - ▶ Timber mgt. (80%)
  - ▶ Legal issues (76%)
  - ▶ Wildlife foods (74%)
  - ▶ Agritourism (63%)
  - ▶ Fee hunting (62%)
  - ▶ Business planning (62%)





# Landownership Trends

- ▶ Event attendees (landowners - 91%)
- ▶ Land use
  - ▷ Agriculture (78%)
  - ▷ Forestry (63%)
  - ▷ Personal recreation (61%)
  - ▷ Fee access (22%)
  - ▷ Vegetable production (18%)



# Landownership Trends

- ▶ 543 acres on average
- ▶ 16 states; n=290
  - ▷ Forest – 366 acres
    - N=437
  - ▷ Agriculture – 195 acres
    - n=352
  - ▷ Other – 101 acres
    - n=281



# Conservation Practices

- ▶ Conservation implemented (n=118) on 14,464 acres (122 acres/farm)
  - ▷ Mowing – 56%
  - ▷ Wildlife plantings – 50%
  - ▷ Herbicide – 43%
  - ▷ Disking – 34%
  - ▷ Prescribed fire – 30%
  - ▷ Timber mgt. – 29%





# Conservation Practices

- ▶ Information requested (n=294)
  - ▷ Wildlife plantings (47%)
  - ▷ Herbicide (39%)
  - ▷ Pond management (36%)
  - ▷ Forest thinning (32%)
  - ▷ Prescribed burning (29%)
- ▶ 51% requested help



# Cost-share Assistance

▶ 48% participated; \$5,000 payment

▷ CRP – n=97

- 203 acres on average

▷ WRP – n=29

- 140 acres on average

▷ WHIP – n=52

- 46 acres on average

▷ EQIP – n=49

- 37 acres on average



CSP – n=30

107 acres average

# Revenues Collected

## ▶ 164 landowners initiated NRE's

- ▶ Fee hunting (n=40)
- ▶ Hunting leases (n=46)
- ▶ Tourism/agritainment (n=30)

## ▶ Featured species

- ▶ Deer (n=101)
- ▶ Turkey (n=62)
- ▶ Squirrel (n=27)
- ▶ Waterfowl (n=24)
- ▶ Mourning dove (n=21)
- ▶ Rabbit (n=21)





# Revenues Collected

## ▶ NRE revenues

- ▶ Averaged \$13,387 per landowner
  - ▶ \$2.2 million from sample
  - ▶ \$9 million cash flow in total
- ▶ On 701 acres per farm
  - ▶ On 115,043 total acres
- ▶ Farm revenues - \$21/acre
- ▶ 69% reported that revenues met expectations



# Revenues Collected

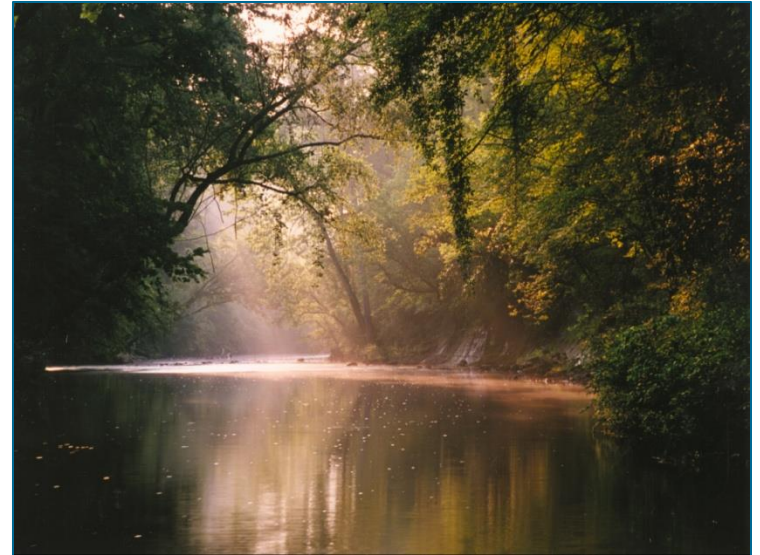
## ► Motivations

- Income potential (96%)
- Land management and conservation (82%)
- Recreational potential (81%)
- Improve wildlife and fish on property (81%)
- Hobby and enjoyment (80%)



# Business Planning

- ▶ Most did not have business plan or marketing plan
  - ▶ > 90%
  - ▶ Primary clientele
    - ▶ Adult hunters
    - ▶ Families
    - ▶ Out-of-town guests
  - ▶ Word of mouth
  - ▶ Average customer base
    - ▶ 171 annually



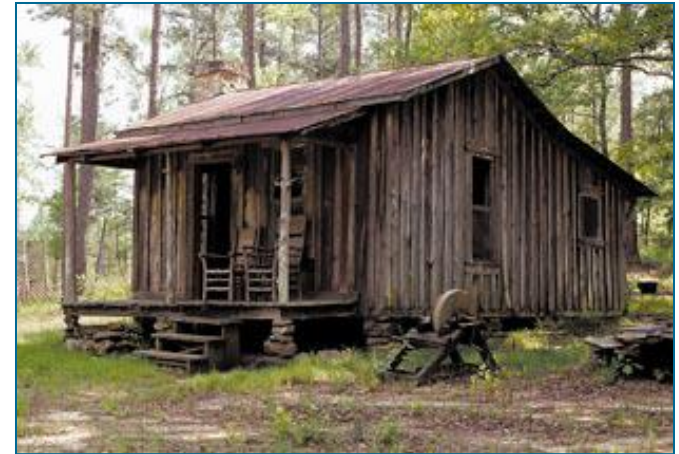


# Informational Needs

- ▶ Increasing wildlife on land (#1)
- ▶ Concerned about liability (#2)
  - ▶ Insurance
  - ▶ Screen clients
- ▶ Topics – wildlife and fish, legal issues, forestry, conservation practices, fee hunting and fishing
- ▶ Interested in advanced NRE training (80%)
  - ▶ Workshops preferred

# Demographics

- ▶ 63% male; 36% women
- ▶ 56-75 years old (56%)
- ▶ 91% Caucasian
- ▶ Wide income range
- ▶ 67% college graduate
- ▶ 52% lived on land; 48% did not
  - ▶ 88 miles on average away



# Future Directions

- ▶ Land management and advanced workshops
  - ▷ Video & online modules
- ▶ High demand
- ▶ Continue to survey participants
- ▶ Monitor impacts





# Value-added Benefits *to landowners & communities*

- ▶ Enhance income and economic development
- ▶ Conservation
- ▶ Enhance wildlife
- ▶ Control access
- ▶ Promote land stewardship and retention



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