

**DON'T MOVE
FIREWOOD.org**



Meet **Don't Move Firewood**

What we do, big ticket topics,
and how to get involved!

The Nature
Conservancy 

Firewood Outreach
Coordinating Initiative
Webinar, October 2022

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Laurel Downs
The Nature
Conservancy



Firewood is a broad pathway for invasive forest insects and diseases

- Forest pests **can and do move on firewood**
- Regulations are not comprehensive nor consistent
- New pest outbreaks come to light every year



Guiding Principles

- **GOAL:** Protect trees
- **TACTIC:** Slow the spread of invasive forest pests via *firewood pathway*
- **TARGET:** Firewood users *and* Stakeholder group educators
- **MESSAGES:** Don't move firewood; buy it where you burn it, gather on site, or buy certified heat-treated



We make firewood outreach tools consistent and accessible to everyone

Website Content

- Resource Library
- Firewood Map
- Forest pest and pathogen species profiles
- News (blog)
- Spanish language microsite
- Resources for other outreach professionals

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FIREWOOD.org

HOW TO HELP ▾

RESOURCE LIBRARY

FIREWOOD MAP

INVASIVE SPECIES

BLOG

Search ...



Protect the Trees You Love
From Tree-killing Bugs

They provide oxygen. Let's make sure
they remain for future generations.

HOW TO HELP ▾

RESOURCE LIBRARY

FIREWOOD MAP

INVASIVE SPECIES

FIREWOOD MAP



Firewood Month

OCTOBER IS FIREWOOD MONTH

FIREWOOD ISN'T DEAD

When **1,045** pieces of firewood were studied in Michigan, scientists found live wood boring beetles in **23%** — and another **41%** had evidence of previous infestation.

77% of Americans live less than 10 miles from a wooded area.

JUST GET OUT & WALK.

Taking a walk creates a **12.4%** drop in stress hormones, a **1.4%** drop in blood pressure, and a **5.8%** drop in heart rate.

92% of Americans have at least 1 tree on their property.

65% of people use firewood:
49% for home heating, 49% for recreation, and many for both.

TRANSPORTING FIREWOOD CAN SPREAD PESTS.

Trees in **25** STATES AND **10** CANADIAN PROVINCES ARE AT RISK of attack by invasive species if people move infested or diseased firewood.

YOU CAN HELP BUY LOCAL FIREWOOD

BUY IT WHERE YOU BURN IT. LEARN MORE AT DONTMOVEFIREWOOD.org

For a complete list of sources, please visit dontmovefirewood.org/octoberisfirewoodmonth.

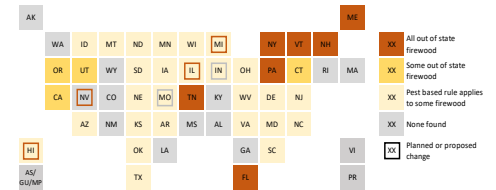
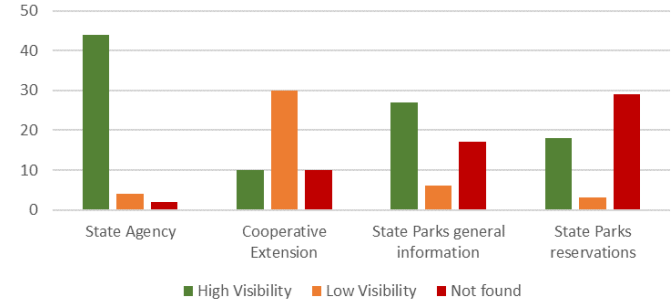
- **Week 1:** Broad audience. General issues of firewood and forest pests.
- **Week 2:** Target fall recreationalists. Overlap with Fire Prevention Week.
- **Week 3:** General information, and/or focus on forest industries during National Forest Products Week.
- **Week 4:** Target people who use firewood for home or cabin heating. Overlap with Halloween- make it fun!

Firewood Comparison Report

- A snapshot of firewood-relevant regulations, certifications, and recommendations across the USA

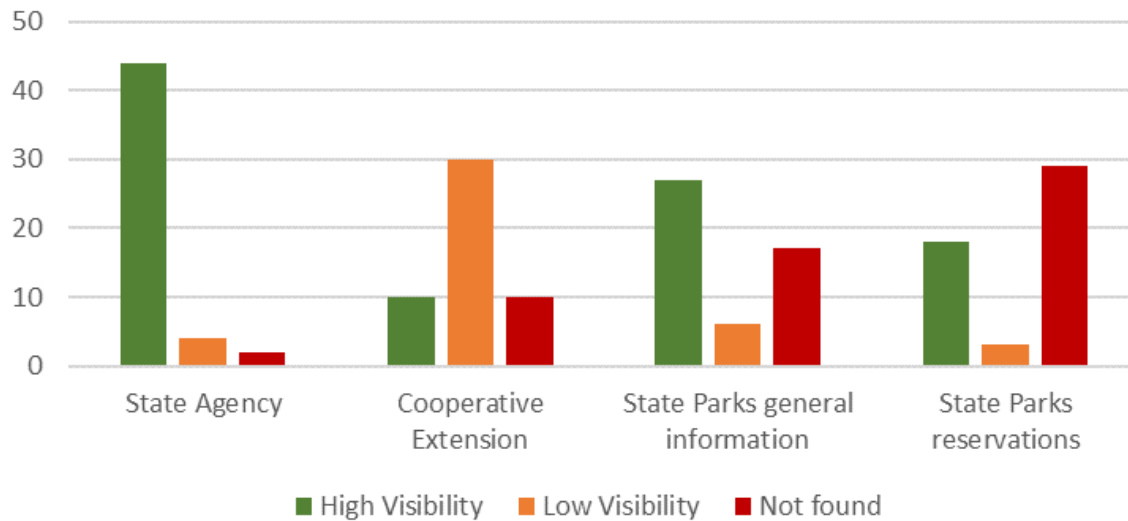
Big take-away: all around need for more consistency!!

Comparisons of State-based Online Firewood Recommendation Visibility



Firewood Comparison Report: Outreach

Comparisons of State-based Online Firewood Recommendation Visibility



Firewood Outreach Visibility with Regulations

✓ = firewood info. present with low visibility;
 (x) = firewood info. not found

Agency (s)	Cooperative Extension Site(s)	State Parks Page(s)	State Campsite Reservation
	(x)	(x)	(★)
	(★)	(x)	(x)
	(✓)	(✓)	(x)
	(★)	(★)	(x)
	(✓)	(★)	(x)
	(✓)	(✓)	(x)
	(x)	(★)	(★)
	(x)	(★)	(★)
Yes	FL (★)	(✓)	(x)
Yes	GA (★)	(✓)	(★)
Yes	HI (✓)	(✓)	(x)
Yes	ID (★)	(x)	(x)
Yes	IL (★)	(★)	(x)
Yes	IN (★)	(★)	(★)
Yes	IA (★)	(✓)	(x)
Yes	KS (★)	(✓)	(x)
Yes	KY (★)	(✓)	(★)
Yes	LA (✓)	(✓)	(x)
Yes	ME (★)	(x)	(★)

Partner Collaboration

- Content collaboration for related outreach initiatives NAISMA's PlayCleanGo
- Custom Graphics designed in collaboration with state, tribal, and regional partners
- Firewood Scout advising
- NEW! Partner organization with federal Firewood Banks program



Paid Advertising

- Google AdWords Grant
- Selected Sites Banner Ads
- Facebook Ads and Boosted (Promoted) Posts
- Print Publication Advertisements
- Other Projects when funds available

FIREWOOD ALERT!

You have the power to protect forests and trees!

BUY IT WHERE YOU BURN IT.

Pests like the invasive emerald ash borer can hitchhike in your firewood. You can prevent the spread of these damaging insects and diseases by following these firewood tips:

- ▶ Buy locally harvested firewood at or near your destination.
- ▶ Buy certified heat-treated firewood ahead of time, if available.
- ▶ Gather firewood on site when permitted.

What might be in your firewood?

SPONGY MOTH* is a devastating pest of oaks and other trees. Moths lay tan patches of eggs on firewood, campers, vehicles, patio furniture — anything outside! When these items are moved to new areas, this pest gets a free ride.

SPOTTED LANTERNFLY sucks sap from dozens of tree and plant species. This pest loves tree-of-heaven but will feed on black walnut, white oak, sycamore, and grape. Like the spongy moth, this pest lays clusters of eggs on just about any dry surface, from landscaping stone to firewood!



ASIAN LONGHORNED BEETLE will tunnel through, and destroy, over 20 species of trees — especially maple trees. The larvae of this beetle bore into tree branches and trunks, making it an easy pest to accidentally transport in firewood.

EMERALD ASH BORER — the infamous killer of ash trees — is found in forests and city trees across much of the eastern and central United States. This insect is notoriously good at hitchhiking rides in infested firewood. Don't give this tree-killing bug a ride to a new forest, or a new state!

This graphic is for illustrative purposes only. Many of these pests will only infest certain types of trees, making it very unlikely for a single log to contain all species as shown. Visit dontmovetofirewood.org for more information. *Spongy moth was formerly named "gypsy moth"

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FIREWOOD ALERT!

North Dakota trees and forests need your help. You can prevent the spread of tree-killing diseases and insects — like the emerald ash borer — by buying local firewood near where you'll burn it. The trees will thank you!

BUY IT WHERE YOU BURN IT.

Make safer firewood choices:

- ▶ Buy local firewood at or near your destination.
- ▶ Buy certified heat-treated firewood ahead of time.
- ▶ Collect firewood on site: be sure to confirm that collecting wood is allowed by the campground or landowner.

To find a firewood seller near your destination, visit FirewoodScout.org.



DONTMOVE FIREWOOD.org The Nature Conservancy nature.org NDSU EXTENSION FIREWOOD SCOUT N.D. FIREWOOD SCOUT



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Questions?

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