

# RANCHER PERCEPTIONS OF ECOSYSTEM SERVICES FROM GREAT BASIN RANGELANDS

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Legacy

Carbon  
Sequestration

Forage

Soil Health

# Key Questions of Research

What ecosystem services do ranchers most value and why?

- a. Do they actively manage for these?
- b. Is there something holding them back from managing for them?

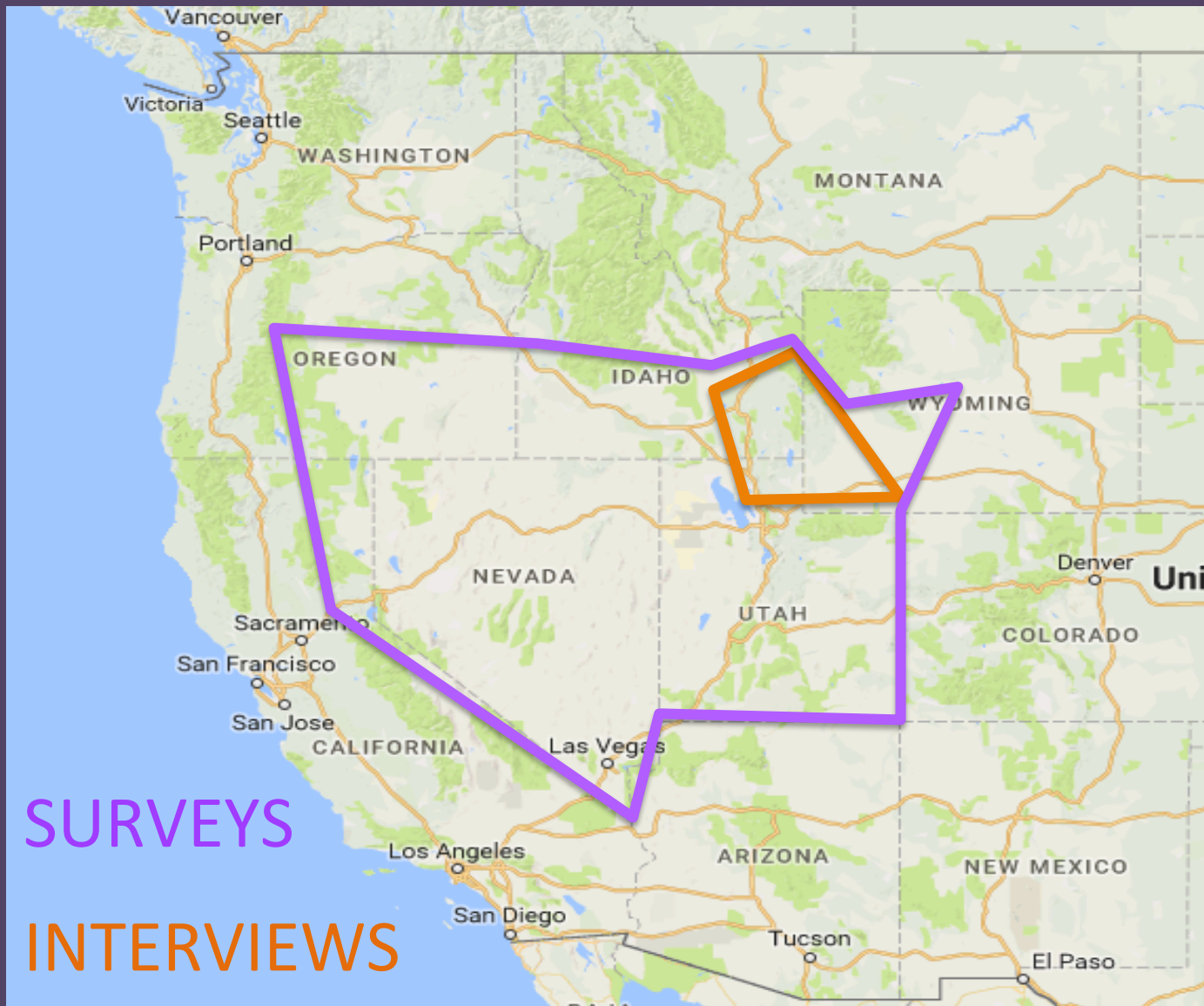
# Mixed Method Approach

1. Qualitative  
Interviews



2. Quantitative  
Surveys

# Study Area



# Semi- Structured, In-Person Interviews

- Key Focus Areas
  - Understanding interviewees' background and management history
  - Understanding which ecosystem services interviewees value highly

# Common Themes of Interviews

PRODUCTION



HERITAGE/LEGACY

(Smith & Martin 1972)

# Common Themes of Interviews



DESTINY CONTROL



# Mail-In Survey

- 1,000 mailed---447 returned
- Test themes uncovered



# KEY FINDINGS

- Respondents manage for ways to preserve legacy, forage production and ranching heritage most highly

Top 3 Selections for Management	
<i>Service</i>	<i>Percentage of Respondents</i>
Forage Production	98.4%
Demonstrating Stewardship	95.9%
Legacy Preservation	93.8%

# KEY FINDINGS

- Testing for destiny control...
- 30% of respondents claimed to only manage for sage grouse so that it does not impact their operation
- 34% of respondents claim they would manage for sage grouse no matter what

# Implications

If we understand that ranchers make ecosystem service management decisions based on:

1. Forage Production
2. Legacy Preservation
3. Destiny Control

...we can highlight how certain high priority resources contribute to these goals thus incentivizing management for them.

# Thank you!!

Special Thanks to:

Committee: Dr. Mark Brunson, Dr. Kristin Hulvey  
& Dr. Roslynn Brain

Lab Mates: Taya Carothers, Adam Fund,  
Gwendwr Meredith

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