Legacy \rightarrow Carbon Sequestration \rightarrow Forage \rightarrow Soil Health

University of California Cooperative Extension; Millennium Ecosystem Assessment 2005; The Economics of Ecosystems and Biodiversity (TEEB)
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
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

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage of Respondents</th>
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<tbody>
<tr>
<td>Forage Production</td>
<td>98.4%</td>
</tr>
<tr>
<td>Demonstrating Stewardship</td>
<td>95.9%</td>
</tr>
<tr>
<td>Legacy Preservation</td>
<td>93.8%</td>
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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!!

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