Enhancing the Capacity of Small and Medium-Sized Ranch and Forestry Operations to Prosper from Payment for Ecosystem Services (PES)

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Regional Focus – Interior Northwest

Map showing land cover types in Washington, Oregon, and Idaho, with symbols for conifer forest, rangelands and pasture, other land cover (e.g., crop, urban), interior NW boundary, US counties, and case study areas.
Objectives – Research and Outreach

1. Identify and analyze factors affecting family forest and ranch owners’ adoption of economic diversification strategies involving management for ecosystem services

2. Broaden, accelerate, and deepen the transfer of PES program information to landowners/managers and intermediaries

3. Disseminate results of research and extension efforts to policymakers to inform efforts to improve PES policies
Objective 1 – Research

- **Survey of Landowners**
  - Ranchers and family forest owners in WA, OR, MT, ID
  - 2226 surveys, 835 responses, 38% response rate

- **Interviews with Intermediaries**
  - 122 interviews w/ govt, NGOs, academics, tribes
  - 118 hrs, 2208 pages coded

- **Interviews with Extension**
  - 19 interviews
High-Level Themes – Forthcoming Papers

- Landowner motivations/concerns
- Innovative conservation easement strategies
- NRCS as an agent for landscape scale conservation using PES as a tool (AWEP)
- PES and certification/niche marketing*
- Role of NGOs and government organizations in delivering PES programs to landowners
Objectives 2 & 3 – Outreach and Extension

- Fact Sheet Series and PES Catalog
- Interacting with Rural Voices for Conservation Coalition (SNW) PES working group
- Creation of Ecosystem Services Learning and Action Network (ESLAN)
- ESLAN and research team developing policy briefs and recommendations
  - E.g. Farm Bill capacity white paper
  - Outreach to policymakers during RVCC’s “Western Week in Washington”