

# Ranch Surveys

- Environmental values
- Ecosystem services
- Real things
- Look who is talking
- The enterprise and the landscape

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# Many surveys of California ranchers

- McClaran et al. 1985
- Liffmann et al. 2000
- Forero 2002
- Eagle et al. 2007
- Sulak et al. 2002, 2007
- Huntsinger et al. 2010
- Ford et al. 2010
- Cheatum et al. 2011
- Ferranto et al. 2011, 2012
- Lubell & Tate et al. 2011
  
- Ranchers are very consistent in their beliefs, and always average 58-62 years of age.

# Some highlights

- Early: Smith and Martin 1969 in Arizona; McClaran 1985 in Tulare Co.
- Change over time: Huntsinger et al. 1985-2005.
- International: Huntsinger et al. 2004, Campos et al 2009 (Spain).
- Stated choice: Cheatum et al. 2011
- Network analysis : Lubell and Tate et al. (now!).





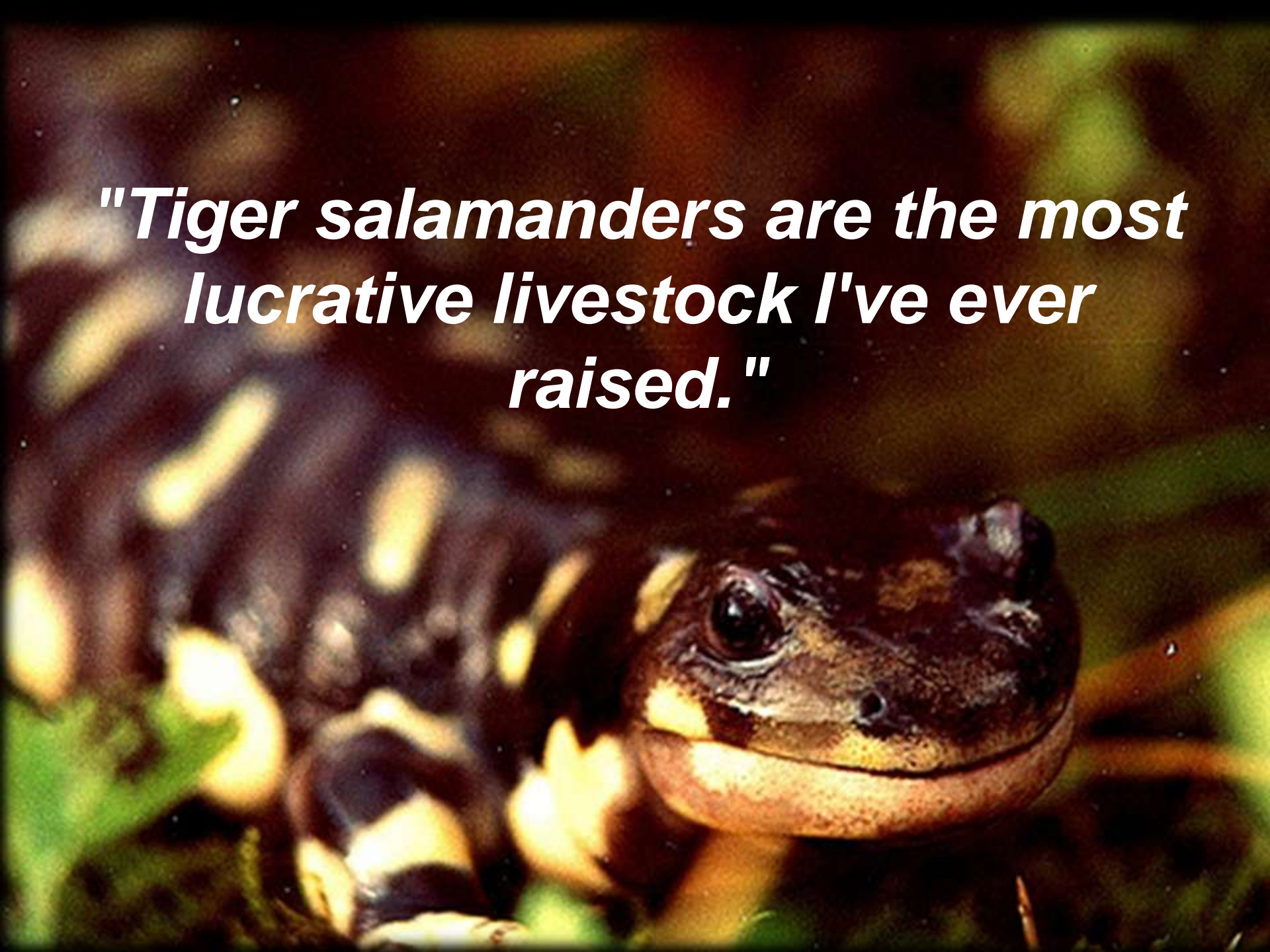
***“I keep the oaks because I want it to look like a ranch not a farm.”***

# Rancher environmental & lifestyle values

- In 1969 survey, 91% said “feeling close to the earth” a reason to ranch (Liffmann et al. 2000).
- Increased over 30 years (Huntsinger et al. 2010).
- Nearly a third restore wetlands and meadows; plant native plants (Lubell et al. 2011).
- Majority use off-ranch income to support the ranch because they like being ranchers (all studies up to 3/4): “Being a rancher is all the recreation I need” (Lubell et al. 2011).
- Shared values are a foundation for working together.



***"Tiger salamanders are the most  
lucrative livestock I've ever  
raised."***



# Markets and payments for ecosystem services

- Payments: Williamson Act (more than 2/3 of ranchers), cost shares (almost 1/3 of ranchers).
- Markets: conservation and mitigation easements (About 12% of ranchers) (Lubell et al. 2011); niche marketing (grassfed, natural, sustainable)
- 77% interested in payments or markets.
- Prefer to increase productivity, improve habitat (Cheatum et al. 2011).
- What are the other opportunities and where will the money come from?



***"I like to produce REAL things."***





# Ranch goals

- Livestock production is the rancher's main goal (Lubell et al. 2011)
- Production ranchers are the most active managers (Ferranto et al. 2011)
- Diversification an important goal (1/3 Liffmann 2000) but need reliable livestock production
- Campos et al. 2009: Lifestyle values/ecosystem services + production income = strong motivation to keep ranching = sustainability = working landscapes!

***"Why didn't they have a rancher explain it?"***

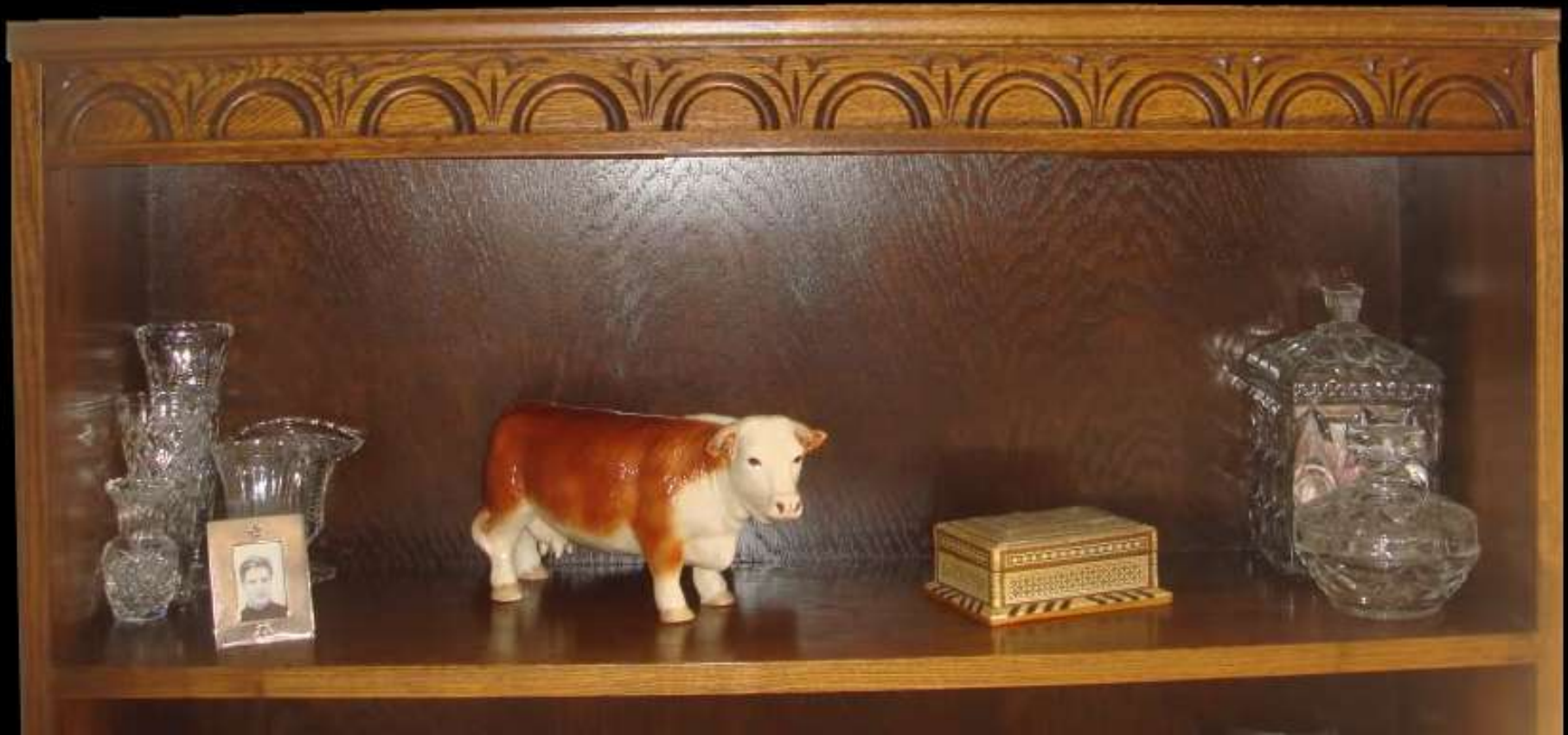


# “Who says it” matters

- Ranchers get info from ranchers –96%(Liffmann 2000).
- Trust and value advice/info more from advisory, rather than regulatory, entities, including land trusts and private consultants (Ferranto et al. 2011). Most feel “over-regulated” (Liffmann 2000).
- Ranchers want 10x larger payment from a state agency than a private entity or advisory agency for the same ecosystem service (Cheatum et al. 2011).
- The messenger is as important as the message, need to work with the ranching community.



***"They think we can put the cows on a shelf when they don't need them."***



# The landscape and the enterprise

- Leasing has increased (Huntsinger et al 2010); almost 2/3 of ranchers lease, about 1/5 have public leases (Lubell et al. 2011), some have both.
- Hard to get leases, one rancher had 11 (Sulak & Huntsinger 2007) to provide year round forage.
- Ranches anticipating permanence find it easier to justify long term investments in their land, like some range and habitat improvements (Huntsinger et al. 2010)
- The rancher's autonomy-making decisions for their own operation-- is key (Huntsinger et al. 2004).
- Need understanding of ranching constraints, support for private land to provide ranching sustainability and stability.



*“It’s not open space.”*



The California landscape, and  
ranching, are interdependent.

Survey research lets us tell the  
story of the “landscape builders” of  
California

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Thank you!

## Rangeland Survey

1. Do you eat native grasses?  
(please check one)

- a. all the time
- b. only when I'm hungry
- c. prefer filaree

2. Do you

or stay

- a. rotate
  - b. stay
  - c. wherever
- grass.

3. How much RDM do  
leave behind each year

- a. 1/2
- b. 1/3
- c. depends on the rain

4. What would it take