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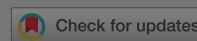
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Why Do Cattle Ranchers Participate in Conservation Easement Agreements? Key Motivators in Decision Making

Roslynn G. Brain , Mark E. Hostetler & Tracy A. Irani

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with CEs; 2) felt influential others would positively support CEs; 3) indicated higher trust in conservation organizations and agencies; 4) believed their land had significant conservation value; 5) supported sale or donation of certain property rights; and 6) were positively influenced by financial incentives, primarily estate tax deductions. These six variables explained over 50% of intent to engage in a CE agreement. Understanding these influences will aid land conservationists in their future communication efforts with farmers and ranchers.

Keywords:

- land conservation
- sustainability
- tailored design method
- theory of planned behavior
- communication

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