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

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into a CE agreement if they 1) had a positive attitude about the outcomes associated

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](#)

### Related Research Data

[Landowner Attitudes Toward Conservation Easements: Balancing the Private and Public Interest in Land](#)

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[Wine with a Bouquet of Biodiversity: Assessing Agricultural Adoption of Conservation Practices in Chile](#)

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