

## Appendix 6. Reasons of importance that sustain the ecosystem services prioritized

**Table A6.1.** Each textual quote (A-X) corresponds to an ecosystem service prioritized by each cattle rancher (CR); see Table 2 for the quotes in gray here. The reasons of importance are codified in three large categories (Figure 4). Each reason of importance is discussed and the context that supports the interpretation of the categories which emerged from these reasons is given.

Quote	Ecosystem service	Reasons of importance	Commentary and context
A	Pasture for livestock	"For me this is life, the cattle " CR22	Benefit for developing as a producer. He obtains his economic support from ranching work.
B	Pasture for livestock	"For the livestock, because without the cattle there is nothing." CR23	Idem quote A
C	Pasture for livestock	"There [in the pasture] the farmer has the benefit (...)" CR7	Idem quote A
D	Pasture for livestock	"I am eating from my animals, from there I help myself" CR26	Idem quote A
E	Rain - Water for livestock	The rain and the water (provided for the livestock) permit him to sustain his ranching activity (...) CR20	Rain in is first linked to water for the livestock, which supports ranching activity as work and livelihood [see relation to well-being, quote L].
F	Pasture for livestock	(...) "but to have it nice you have to work it nicely, if not it becomes overgrown and the grass finishes" CR7	The work implies different practices, so that the secondary forest does not regenerate (does not "enmonte"). These practices can lead to the use of fire (to burn) or a machete (to clear).
G	Rain	Brings water and helps the ranching activity. CR1	The rain fills the bodies of water. A management practice involves moving ("carry") the water to the troughs of the paddock.
H	Rain	"with good rain, there is a harvest and you can raise the cattle" CR4	The maize crop that is seasonally produced provides fodder for the livestock. A

I	Rain	“when the rain falls (and) it benefits us because the trees, when there is a plantation, then (...) [water themselves without the necessity of doing it oneself]” CR5	common practice is to take advantage of the stubble that is mixed with other products to make balanced nourishment for the livestock or to store for the dry season. In a plantation of fruit trees, watering by the rain is beneficial instead of watering with buckets, a physically taxing practice. The fruit plantation was viewed as an activity complementary to ranching.
J	Pasture for livestock	“I get sad if I sell one (a livestock animal). I am proud that my animals are happy...and I believe that they are also happy [in addition from the same cattle rancher]” R26	He relates grazing with the well-being of the livestock expressed as the happiness of the livestock. In addition, he observes a link between the happiness of the animals and his own [see quote M].
K	Rain	“The rain, the grazing, with the rain there is grass and happy cows” CR21	The well-being of the livestock is supported by the productive trio. Well-being is expressed as the cows' happiness.
L	Rain - Water for livestock	this activity is related to other benefits in search of a “better quality of life” CR20	[comes from quote E] to have a “better quality of life” is associated with material well-being. For example, “a better quality” refers to having enough money to gain access to different good and products.
M	Pasture for livestock	“I get sad if I sell one (a livestock animal). I am proud that my animals are happy (...)” CR26	Expression of emotion, sentiment toward his animals that relates to their own subjective well-being [comes from quote J].
N	Rain	“I would like to see this environment [the forest], but to do this [the forest, the trees, the river] have to have this [rain]” CR27	Subjective well-being expressed as a desire for liking, enjoying, “seeing” the forest sustained by the rain [see quote U].

O	“Rain and recharging groundwater along with other services”	“the importance of [services offered by forestry conservation] lies in the fact that it provides benefits for humanity... those [individuals] with or without cattle, and whether or not they are farmers, as we all need it, to survive as humans; thus we need frequent rain so that we will have resources for subsequent generations. I may die at any time, but my children also need it. If we continue to cut down trees, we will end this beauty” CR15	The services offered in the preserved forest are sustained by the rain. The priority for the package in which all services are perceived as interrelated was an expression of support for the collective human well-being. Importance is also attributed to maintaining the services for future generations.
O*	Forest-rain interactions	“the vegetation calls the water, the rain, that is beneficial for everything, the streams grab the water, it is for all types of animals, for one. Water wells and everything and there runs the water for Nacastillo, Ranchito, Juan Gil” CR16	This service upheld its importance in the collective well-being. The interaction of the vegetation with the rain supports the life of many animal species and humans in the community. He refers to the water that collects on a hill as headwaters; these provide water for three of the studied ejidos.
P	Water for livestock	“A paddock without water, no, doesn’t work at all, and with water, yes. With no water, there is no pasture (...) the two are important [pasture and water]” CR9	The grassland depends on water. Both are required for ranching production. A water-pasture-livestock triad is established.
Q	Water for livestock	“Here there is grassland but no water, there isn’t anything. If there is water, the pasture can water itself” CR17	Idem quote P
R	Rain	“There is pasture and water for the animals, there is vegetation. (...) The same rain produces this [the pasture, the vegetation]” CR6	The quote explains the rain as the origin of water for the livestock, the pasture and the vegetation in general. A productive triad supported by the rain is established.

S	Rain	“First of all (this) is the rain, because without rain then there is no [harvest, grassland, water]” CR13	Idem quote R.
T	Rain	(...) “also [rain is beneficial] for the trees of the countryside. Rain falls and they start to turn green” CR5	Rain relates to productivity and to different processes of the ecosystem.
U	Rain	“I would like to see this environment [the forest], but to achieve this [the forest, the trees, the river] must have this [the rain]” CR27	[from quote N] A causal relationship is expressed between the enjoyment of seeing the forest and the ecosystem relationships that are supported in the rain.
V	Rain	“is that it gives us life...to the cattle and to us also” CR14	In an existential sense.
W	Rain	“without rain there might not be anything” CR18	In an existential sense.
X	Rain	“without water no one can live” CR24	In an existential sense.

**Table A6.2.** The reasons associated with the importance attributed to prioritized services according to members of cattle ranchers subgroup. Subgroup 1: highest education and diversity of productive activities. Subgroup 2: little or no education level and only cattle ranchers.

Reasons of importance	Ecosystem services prioritized	Cattle rancher subgroup 1 (*)	Cattle rancher subgroup 2 (*)
Cattle well-being	Rain	1	
	Pasture for livestock		1
Material well-being	Rain	1	
	Water usage for humans	1	1
	Food derived from maize		1
Social well-being	“Rain + rain and recharging groundwater along with other services”	1	

	Forest-rain interaction		1
Subjective well-being	Rain	1	
	Pasture for livestock		1
	“Appreciation and recreation”	1	
	Aesthetic appreciation of the landscape for oneself	1	
Existence	Rain	1	2
	Forest-rain interaction	1	
Ecosystem interrelations	Rain	2	
	“Habitat + rain + appreciation”	1	
	Recharging of groundwater		1
Economic support	Rain	1	
	Pasture for livestock		4
Management practice	Rain	3	
	Pasture for livestock		1
	Recharging of groundwater		1
Productive “triad”	Rain	1	1
	Water for livestock	1	1

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(\*) the priority of a cattle rancher for an ecosystem service can be codified under different importance reasons. For example, see E, L, quotes from CR20 in Table 2, where the interpretation of the importance of rain for the cattle rancher lies both in the economic support and material well-being rain offers.