

Appendix A. Examples of statements from beneficiaries who have maintained a close relationship with Juçara palm.

JUÇARA PALM CONSERVATION ACTIONS	
THEME	STATEMENTS
In the backyard	"We're used to planting; we always keep it close to home, taking care of the plants in the middle of our crops, so we have this habit."
Scenic beauty	"I've always thought it – Juçara palm - was beautiful."
Intrinsic value/Personal interest	"It's a gift; I've loved planting my whole life."
Participation in similar programs	"I decided to join because the PES was focused on juçara palm, and I was already planting juçara palm. So I got involved for that reason as well. I have about 40,000 juçara palm growing and I am already harvesting the pulp."
Subsistence	"I've worked with palm hearts since I was little; my family survived on them too, but now there aren't any. Before, when my father worked with it, he would cut those large palm hearts, and now they're cutting young plants that haven't produced yet."
Traditional cultivation passed down through generations	"I've always liked planting. It runs in the family. My mother is from the countryside; she enjoys it too."
Shading and windbrak purposes	"My grandparents used to plant because they liked it, for food, for shade, and to break the wind."