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Abstract In the Mexican state of Yucatan the Pelón pig breed has been identified as being endangered. The gradual disappearance of this indigenous breed that is able to survive well in an extreme environment and under low-input conditions undermines food and livestock security for Yucatan?s rural poor. This study uses contingent valuation to identify those backyard pig producers who require least compensation to conserve the Pelón breed. Understanding the conditions under which livestock keepers most committed to the use of the indigenous breed would be willing to participate in different conservation scenarios allows for a comparative analysis of alternate conservation schemes, in terms of cost and breed population growth. The findings suggest that establishing a community-based conservation scheme could be sufficient to ensure that the Pelón pig reaches a ?not at risk? extinction status. Alternatively, establishing open-nucleus breeding schemes would result in a higher effective population size, but at relatively greater cost. We conclude that for the specific case of the Pelón pig in Yucatan, Mexico, if effectively designed, the cost of conservation and sustainable use strategies may be little more than the cost of facilitating access to the animal genetic resource for those most reliant upon it.

Keywords
Biodiversity - Conservation strategies - Genetic resources - Livelihoods - Livestock

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