

Supporting Information

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Fig. S1. Changes in the landscape during the soil and water conservation project in Changting County from 2000 (*Top*) to 2008 (*Bottom*).



Fig. S2. Coal was produced and sold at a subsidy of approximately 25% of the cost to farmers who stopped cutting forest vegetation for fuel.



Fig. S6. (Top) Using a steel tape to measure vegetation cover. (Bottom) Measuring tree cover and collecting samples to describe species diversity in the study plots.



Fig. S7. To monitor run-off and soil erosion in Changting County, sedimentation ponds were constructed on representative slopes at each village (*Top*) and artificial sand sedimentation ponds (*Bottom*) were constructed at a monitoring station used for the soil and water conservation project.



Fig. S8. The quantity of run-off and water samples to detect soil erosion were measured every 2 and 12 h, respectively, downstream of the project area.