

Break the Wildlife Trade Chain

**Keep Wild
Animals Wild**

Wildlife Trade:

What is It?

Why Does It Happen?

What Can You Do?



Check Out Our Blog:

NatureStream



To the Rescue!

*How Wildlife Rangers, Scientists
and Detector Dogs are
Helping to Protect Wildlife*



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From the Editor...

For millions of years, planet Earth has been home to thriving populations of wild animals. Sharks, crocodiles and coral reefs have been around for hundreds of millions of years. Rhinos and elephants have existed for about 50 million years and tigers have roamed the land for at least two million.

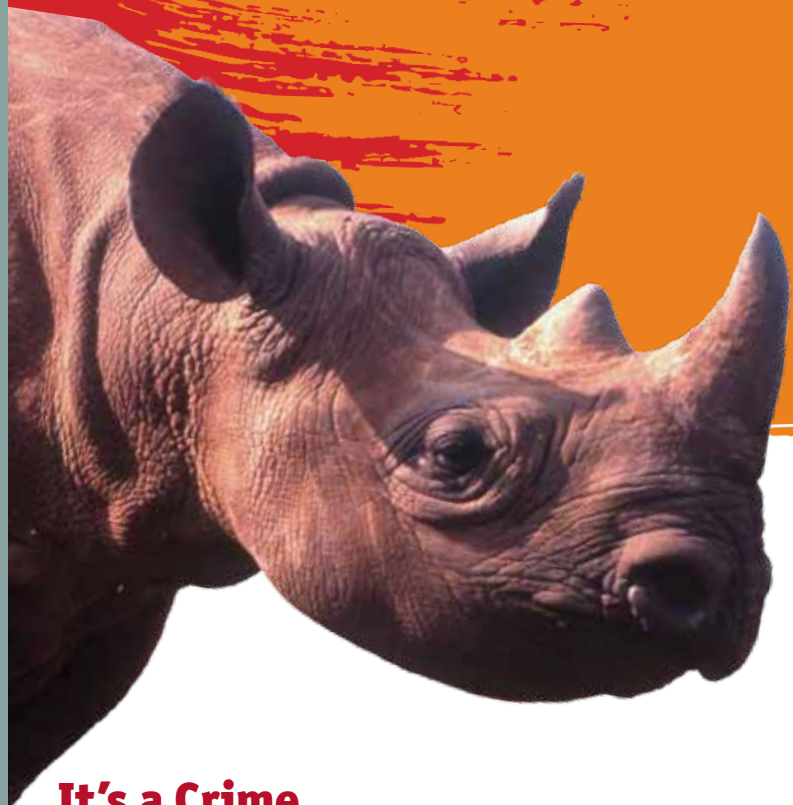
Then, about 200,000 years ago, humans came along. Humans have changed life on Earth more than all the other millions of animal species combined. Since 1970, wildlife populations – including mammals, birds, fish, amphibians and reptiles – have been reduced by as much as 50 percent because of human activity.

Two of the biggest threats to wildlife include the destruction of habitats, caused by pollution and human development, and the effects of human-related climate change. A third and rapidly escalating threat to wild animals is commercial wildlife trade – the buying and selling of live wild animals or products that use their parts. Trade in wildlife is not only cruel, but the illegal trade is driving many species to the brink of extinction. Plus, it endangers the ecosystems we all depend upon to survive.

I hope this magazine helps you better understand the challenges of and solutions to one of the greatest threats faced by wildlife in our world. If we can put an end to illegal wildlife trade, we will protect the health and safety of both individual animals and entire species – including our own.

Nancy Barr

Programme Director, IFAW Animal Action Education



It's a Crime

At the Los Angeles airport, security guards caught a man trying to smuggle 55 turtles hidden in snack boxes into the United States. In Dubai, airport officials apprehended a man carrying two leopards, two panthers and an Asiatic black bear in his suitcases. All were cubs that were drugged and held in flat containers to keep them from moving.

Rhino **poaching** has increased by 10,000 percent since 2007 while the wild tiger population has declined sharply to just 4,000 individuals worldwide. Every 15 minutes an elephant is killed for its ivory tusks to make trinkets nobody needs. Hundreds of millions of sharks are killed each year for shark fin soup and other gourmet dishes, and served to wealthy diners in Asia and elsewhere. It is suspected that some populations of pangolin (also called a scaly anteater) will drop by at least 50 percent in the next 21 years. This is due to heavy poaching for their scales, which are used in traditional medicines.

Millions more wild birds, reptiles, mammals, fish and other live animals and animal parts are illegally transported across national borders. They may be hidden in suitcases, clothing, thermoses, cardboard tubes, giant shipping containers and even taped to smugglers' bodies.

ANIMALS AT RISK:

THE COMMERCIAL WILDLIFE TRADE

These animals and their parts are being smuggled through the illegal wildlife trade – the unlawful commercial sale or exchange of wild animals or wild animal parts or products. Commercial wildlife trade, legal and illegal, involves treating wild animals as **commodities**, or as objects or resources for people to buy, sell and use. Even though some wildlife trade is legal, it can still cause problems for the animals involved.

Big Business

Around the world, commercial trade in live and dead animals and their body parts is big business. Animals are killed for food, such as zebras for their meat and sharks for their fins. People also make trinkets and clothing from animal body parts – elephants are slaughtered for their tusks and seals for their fur. And countless animals are killed to make traditional medicine products that contain ground-up tiger bone and powdered rhino horn for example, as well as bile from the stomachs of bears.

Live animals such as parrots and monkeys are also captured to be sold as exotic pets. Others are captured from the wild and traded into captivity for use in tourist attractions. These include dolphin shows, photo opportunities with monkeys and wild cats, and elephant safari rides for tourists.

Some people hunt and kill a limited number of local animals for their own use. This is not commercial wildlife trade. Commercial wildlife trade is a huge, international business. Its purpose is to make money.



Experts estimate that 80 percent of people worldwide rely on traditional medicines for health care. Some of these medicines contain parts from endangered species, such as tiger bones or teeth. But, non-animal alternatives have been endorsed by some traditional Chinese medical practitioners.



Root Causes

Why do people want to buy wild animals and wild animal products? Poverty and the need to provide for a family motivate some people to get involved in the illegal wildlife trade. Greed motivates others. They think that by **trafficking** wildlife, they can make fast cash. But trafficking wildlife is a crime and can result in high fines or time in jail.

Sadly, many people believe that owning an exotic pet or something made from ivory gives them a special status, or a higher position in society. Some people believe that wild animals have special healing properties. Others are so interested in wildlife that they want to be closer to it, even if it harms the animals. Some are misinformed. For example, many people don't know that ivory comes only from dead elephants.

The Dangers of Wildlife Trade

To Animals

Commercial trade in wildlife endangers individual animals and can threaten the survival of entire species. When captured and transported, animals are often not given enough food and water, tied up or chained so they can't move and kept in dangerous enclosures. Many captured animals die long before reaching their intended destinations.



Due to poaching, habitat destruction and civil wars, there are only about 700 mountain gorillas left on Earth. These huge mammals, which weigh from 135 to 200 kg, live in groups of up to 30 in the mountains of central Africa. A female may have from two to six babies over her lifetime.

Illegal wildlife trade poses a serious risk to the survival of many of Earth's species, including African elephants and mountain gorillas. Their numbers are dwindling rapidly because they are unable to reproduce fast enough to keep up with the losses to their species caused by the trade.

Traps set to catch certain animals can harm and kill others. Crude wire snares set to catch small antelope for **bushmeat** unintentionally catch lions and African wild dogs, and fatally wound elephants and rhinos.

Wild Animals in the Marketplace



Elephant ivory is traded for souvenirs, carvings, jewellery and chopsticks.



Turtle shells are made into sunglass frames, jewellery, guitar picks and hair combs.



Reptile skins are made into shoes, handbags, belts and watchbands.

To Habitats

Wildlife trade can also reduce **biodiversity**. This is because trade is responsible for taking away or killing animals that have important roles in their ecosystems. Elephants, for example, are a keystone species. This means that they help the area in which they live - their ecosystem - support other animals and plants. This includes spreading seed in their dung to help new plants grow and digging for water with their tusks. On the other hand, introducing non-native species, such as an exotic pet, has harmful impacts on animals and ecosystems.

Another threat to habitats from trade is the introduction of environmental hazards. One example is when fishermen use cyanide – a poison – to stun and capture marine fish on coral reefs for the aquarium trade. The poison is so



Wild animals are vital to our planet's ecosystems. They are also exciting to study.

strong it can make many of the collected fish sick and die. And then more are taken to fuel the trade.

To People

Illegal wildlife trade threatens people all around the world. It destroys animals and in turn the ecosystems that local communities depend on for food – for what's known as **subsistence** living.

People's jobs and community finances can also be affected in areas that offer wildlife experiences for tourists. For example, if the wild animal populations are destroyed, no tourists will come to see them and communities will lose an important way of earning money.

Poaching is also a highly criminal activity. Poachers and wildlife traffickers take great risks to make money from wild animals and have no respect for national and international laws. Poachers can also threaten the lives of the rangers whose job is to protect the animals.

Think About It



Coral is traded for use in jewellery, home aquariums and ornaments.

Coral reefs are often called the 'rainforest of the seas' because they are among the most biologically rich and productive ecosystems on Earth. Why do you think it is important to protect them?

Tiger skins are made into clothing and rugs. Tiger bones and other body parts are used in traditional medicine in parts of Asia.



Rhino horn is ground into powder for use in traditional medicines and carved into ornaments.



Controlling Illegal Wildlife Trade

Various laws – including local, national and international laws and regulations – protect wildlife from trade. Some laws control trade and others forbid the capture or killing of certain species.

For example, the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) is an international agreement between governments. It was established to ensure that international trade in wild animals and plants does not threaten their survival.

CITES controls the trade of about 5,600 animal species. These species are grouped into three lists (titled Appendices I, II, and III) depending on how much protection they need. The first list includes the most highly endangered animals and plants. Trade in these species or their parts is banned except in rare situations. Membership of CITES is voluntary – 181 countries out of more than 190 worldwide were members in early 2015. All member countries must pass laws to make sure that the CITES rules are followed within their national boundaries.

Unfortunately, in spite of these laws and regulations, illegal wildlife trade is still difficult to control. A recent United Nations study and report found that borders that span remote wilderness areas are hard to patrol. This makes it tough to track goods that are carried across them. People who live in rural areas may have to rely on food collected or hunted from their natural environment, such as a forest. **Corruption** can also undercut the laws that are in place. And in many countries, poverty and weak governments mean that officials who are supposed to uphold the laws may be tempted to behave dishonestly.

Towards a Solution

Fortunately, people and organisations worldwide are working hard to stop wildlife trade and protect animals, habitats and people. They are focusing on better enforcement and strengthening laws that combat all parts of the wildlife trade chain – the source, transit and consumers – to make sure wild animals can live free and thrive. Individual people, too, can make a dramatic difference by choosing not to buy wild animals as pets or products made from wild animals.

Think About It



Some species have long pregnancies, give birth to only one or two young per litter, and nurse and take care of their young for a long time. For example, a single calf is born to an elephant only every four to five years after a **gestation** period of 22 months – the longest pregnancy of any mammal.

Why are these species more at risk of becoming endangered?

Pangolins use their extra-long, sticky tongues to eat ants and termites. To protect themselves from predators, they roll themselves up into a tight ball when threatened. Poaching and habitat loss have made these fascinating creatures one of the most endangered groups of mammals in the world.



Online Wildlife Trade



The Internet has made it easier for people to engage in illegal wildlife trade. It's anonymous, global, open 24/7 and mainly unregulated. Over a six-week period in early 2014, the International Fund for Animal Welfare (IFAW) searched websites for CITES-protected species and recorded almost 9,500 advertisements offering over 33,000 live wild animals and wild animal body parts for sale. More than half of the advertisements were for live animals, particularly reptiles and birds. Ivory was the most widely traded animal product. Illegal wildlife trade often takes place on hidden websites that can't be found through search engines. Internet advertisements also often use code words to conceal the fact that items are illegal, such as referring to ivory as 'white gold'.

Persuading large Internet businesses to ban all illegal wildlife trade and educate the public can have a significant impact on reducing wildlife trade. For example, following one of IFAW's investigations into wildlife trade on the Internet, eBay, Inc. banned the sale of ivory on all of its websites worldwide as of January 1, 2009. Convincing governments to implement strong laws is also key to reducing wildlife cybercrime.

Think About It



How could the Internet make it easy for consumers to locate live wild animals as well as animal parts and products for sale?

Words to Know

biodiversity: the variety of species, genes, and living communities in a particular habitat or ecosystem

bushmeat: meat from wild animals, especially those from tropical areas in Africa, Asia and Central and South America

commodity: a product that can be bought and sold

corruption: being unjust, dishonest or otherwise immoral

gestation: the time that an organism spends developing before being born

poaching: the illegal hunting of wild animals

subsistence: a way of life in which people grow food or hunt for their own use and to fulfil their basic needs

trafficking: buying or selling, especially illegally

Myths

vs.

Facts

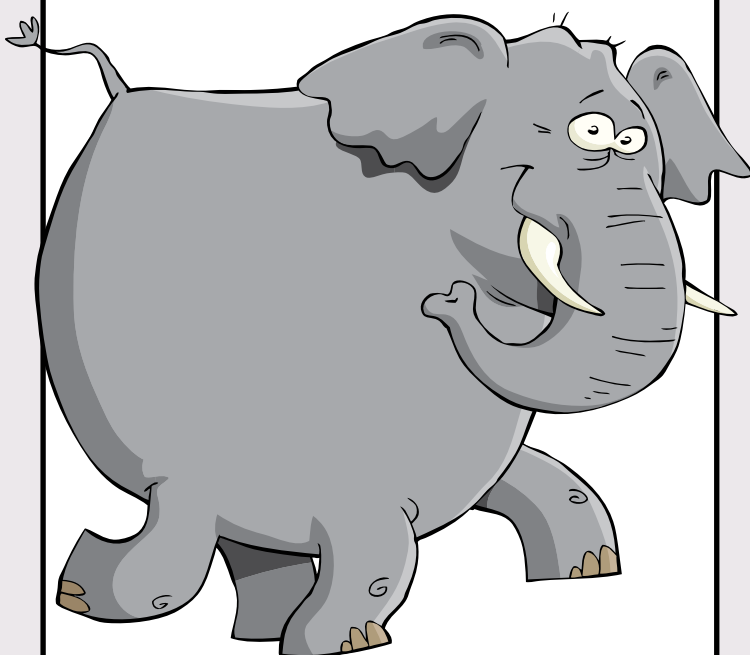
What are some assumptions people make about animals and wildlife trade? Find out about the real facts behind them.

Myth

Elephants don't need tusks.

Tusks are one of the elephant's most valuable tools for survival. They use them to dig for roots and to pull bark from trees so they can eat it. They use them to dig for water. They also come in handy for moving large objects out of the way – like tree trunks – and for defence.

I need these beauties to survive.



Myth

Elephant tusks fall out just like our teeth.

Elephants' tusks are rooted deep inside their skulls. They never just 'fall out'. And they can't be pulled out. The truth is, ivory tusks come only from dead elephants.

Myth

We have enough laws to regulate wildlife trade and protect endangered species.

The problem is that the illegal trade in wildlife is flourishing and growing. This shows us that the penalties outlined in the laws aren't working very well in stopping crime and that they are not well enforced. It also shows that although people, law enforcement agencies and countries want to enforce the laws, they lack resources. This means they may not have enough money to train rangers, pay for the equipment the rangers need to track down and catch poachers or the power to introduce stricter laws.



Myth

We aren't part of the wildlife trade cycle.

Unfortunately, we are all part of the wildlife trade cycle. Almost all of us live in a source, transit or consumer country. This means we are likely to live where wild animals are taken, moved through or bought. And now, with the Internet, almost anyone can buy or

sell wild animals or animal products with just a few clicks. Many people know that China is the largest market for ivory. Did you know that North America is the second largest market? Or that European Union countries are the second largest exporter of ivory items to Asia? And that exotic pets are kept by people all over the world?

Myth

It's okay to have an exotic pet if you take good care of it.

Wild animals are not meant to live in cages or in people's homes. Their needs are so specific that most people can't meet them. Wild animals need not only food, but many also need to be with other animals of the same species and to live in the same sort of habitat that they would in the wild. They should also need to be able to move around freely, choosing where they want to go – how far, how high or how deep – and, what they want to eat and when.

Tigers need a lot of territory in which to roam. Birds in the wild can fly miles in a day. No matter how long you keep a wild pet, it will never be tame. Dogs and cats have become domesticated over thousands and thousands of years. And unlike pet dogs or cats, you cannot soothe wild animals. This is because being around humans places stress on them.



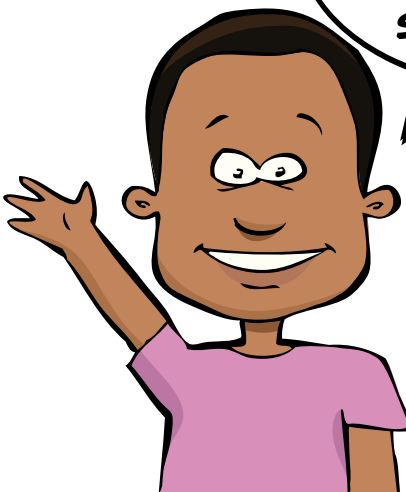
I miss my tree.

Myth

We can't do anything to stop wildlife trade trafficking.

You can help! Think twice – if you don't buy, they don't die! Don't buy objects made from wild animals, including ivory, coral and animal skins and furs. Instead buy handicrafts made by local artisans. (Make sure they are made from sustainably-sourced materials.)

I can pledge not to buy wildlife souvenirs



You can write to your MPs and MEPs and encourage them to pass or strengthen laws protecting wildlife. Say 'no' to activities that are cruel to animals. These might include going to the circus or being photographed with performing animals.

An Iguana Doesn't Want to Live in My Home

September 21

My mum and I share a lot of interests, but there's one thing we definitely don't agree on. She doesn't like cold-blooded creatures, and I've always wanted a [green iguana](#). But then I did some research. I realised how much I didn't know about having a wild animal as a pet. I learned that it's cruel, unsafe for people and the environment, and sometimes even illegal.

I can't believe I've never considered how wild animals are captured and transported from their natural habitats to get to pet owners. I read about smugglers cramming hundreds of turtles into boxes with their heads and legs stuffed in their shells. Smugglers care about money, not the animals' health or welfare.

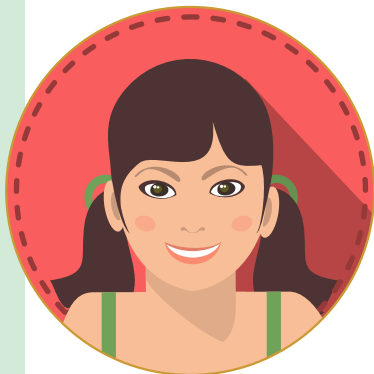
Plus, wild animals aren't meant to be caged or placed in unnatural climates. Tropical birds are not biologically equipped to live in sub-zero Siberia. A city apartment is no place for a tiger. And a 1.8 metre green iguana wouldn't be happy living in a cage in my bedroom.

Wildlife trade also destroys [ecosystems](#). When some owners of Burmese pythons in the US state of Florida realised they couldn't care for 90kg snakes, *they just let them go!* These pythons don't naturally live in the [Florida Everglades](#). So simply releasing them turns them into invaders who compete with native predators for food. This has harmed deer, raccoon and bird populations in this delicate marsh ecosystem. And now rangers are forced to hunt and shoot the snakes in an effort to save the animals of the Everglades from the pythons. How sad is that?

Wildlife trade also impacts our health. Just like people, animals carry germs. Touching reptiles and amphibians can make pet owners sick and spread serious diseases like Salmonella to other people and animals.

So how can I help wild animals and our planet? I can tell my friends not to buy wild animals. I can tell them why it's important to research all animals – even goldfish – before they adopt a pet. I can write to lawmakers to persuade them to strengthen and enforce laws that ban owning wild animals. Buying even one wild animal encourages traders to stay in business. Smuggling wildlife endangers the health of everything – and everyone – on our planet.

For now though? My mum is thrilled she won't have a 1.8 metre iguana as a housemate.



Green iguanas are social animals, which means they like to hang out together. Here they are basking in the sun.

[Comments](#)[Previous](#)[Next](#)

The Wildlife Trade Chain

The same routes used to smuggle wildlife across countries and continents are often used to smuggle other illegal goods, with the same culprits frequently involved.

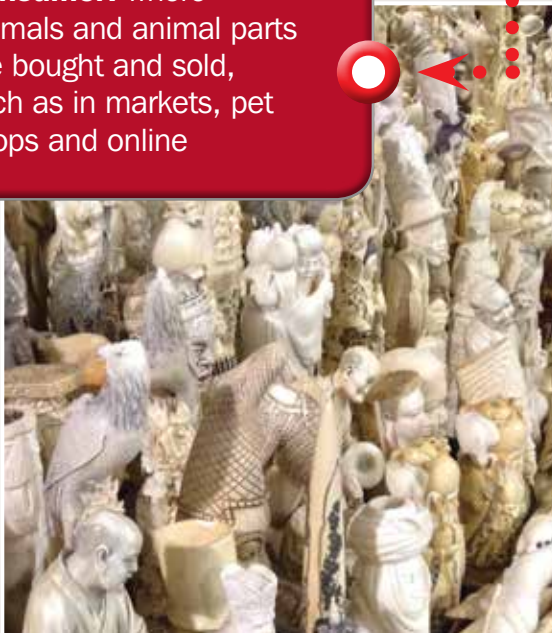
Source: location where the animals are caught or killed for trade



Transit: all of the activity involved with moving live or dead animals or animal parts from the source country to their final destination (the consumer), often involving many different stops and types of transportation (for example, from trucks to a container ship or plane)



Consumer: where animals and animal parts are bought and sold, such as in markets, pet shops and online



Elephant Ivory: From Africa to the world

Source

This family of elephants was photographed in the Amboseli National Park in Kenya.



Transit

Mombasa, Kenya, is a port city where traffickers can secretly load containers of ivory on ships bound for Asia.



Transit

Elephant tusks may be shipped in crates like these and are often hidden in secret compartments.



Consumer

China has a long tradition of ivory carving. When tusks get to a carving factory, workers carve them into intricate scenes, brooches, and chopsticks. These items are then sold to consumers.



Rhino Horn: From South Africa to Vietnam and other parts of Asia

Source

Most of the world's white rhinos live in South Africa. Black rhinos mainly live in South Africa, Namibia, Zimbabwe and Kenya.



Transit

Johannesburg in South Africa, Nairobi in Kenya, Khartoum in Sudan and Cairo, Egypt are all major exit points for smugglers.



Transit

Most rhino horn is transported by plane.



Consumer

Most of the smuggled rhino horns are bound for Vietnam and other parts of Asia. Some people believe ground rhino horn can cure diseases. However, rhino horn contains nothing more special than keratin, the same material that makes up fingernails and hair.



Iguanas and Other Exotic Pets: From Central America to the United States and beyond

Consumer

The green iguana is threatened because of wildlife trade and habitat destruction.



Transit

Smugglers sew iguanas' mouths shut and tie up their legs when transporting them. They are often shipped packed tightly together in boxes, bags, buckets or wooden crates in cars, trucks or planes.



Source

Green iguanas live in the treetops of the tropical forests of Mexico and Central and South America.

They are social and can often be found basking in the sun together.



Consumer

Wild animals are popular pets all around the world.



Who Benefits?

Trade tends to involve a larger number of poachers (who receive relatively little money) and a smaller number of local traders or middlemen who buy and consolidate, or collect the animals or products from the poachers. They sell the animals on to a small group of traffickers and importers who then sell to larger groups of retailers, carvers and manufacturers. Most of the profit is in the middle with the traffickers and importers.



POACHERS

Not all poachers kill wild animals illegally to survive and subsist. More and more are well-equipped and trained and poach for the commercial trade.

subsistence = food, money for families

commercial = profit from meat, live animals, animal products



MIDDLEMEN AND CONSOLIDATORS

These people buy smaller amounts from poachers, and then transport animals and animal parts between poachers and traffickers.

TRAFFICKERS AND SMUGGLERS

These people take the animals and parts from the source country to the receiving country. They use international trade routes. Requires:

- expertise, large amounts of money
- know-how to hide materials and to identify who to bribe
- working with organised criminals or hiring groups who specialise in smuggling.

IMPORTERS

These people have the local knowledge and expertise to move goods through a country's channels.

They are skilled at obtaining false documents and certificates.



WHOLESALE AND RETAILERS

These people may not know that what they're selling is illegal, or they may know but not care. Selling sites include:

- pharmacies, doctors, healers
- street markets, stores, pet shops
- online sales.

There are a lot of poachers but they receive very little of the money.



Most of the profit is made here.



To the Rescue!

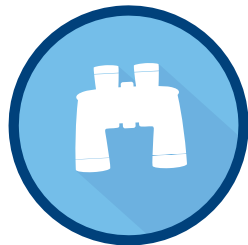
Poaching of endangered species, too few resources, public **apathy**...the problems can seem overwhelming. But here are some of the ways people are making progress in the fight against animal **exploitation**.



This ranger can keep a lookout from his hang-glider in southeastern Russia. Since rangers began patrolling the area, poaching of Siberian tigers in Russia has declined.

Wildlife Rangers

Wildlife rangers are on the frontlines combating illegal wildlife trade. These men and women protect animals from poachers and other threats.



Rangers patrol a wilderness area on foot, by all-terrain vehicle, or even by hang-glider. The rangers look for poachers and disable traps that poachers set to catch their prey.

High-tech tools can help rangers monitor large areas of wilderness. To protect wildlife, the rangers need to know where the animals are. Satellite collars on animals help rangers locate the animals with **GPS** technology.

Rangers can set up camera traps. When triggered by motion, the camera takes a picture. The photos can be used as evidence to help prove poachers have broken the law. Night-vision goggles let rangers move easily in the dark during the hours when poachers are often most active.

Scientists

Scientists can use **DNA** to trace elephant tusks back to the spots where they were poached. A DNA sample taken from smuggled ivory that was seized by officials is compared to DNA samples of wild elephants from across Africa. If scientists find a match, they can narrow down where the elephants were killed.



DNA tracking helps identify where poaching is occurring along with routes that ivory smugglers use. Authorities can then focus law-enforcement efforts on these 'hot spots'. Proof of where poaching is taking place can spur those nations on to fight wildlife trade more strongly.

Detector Dogs

Sometimes a real live inspector is better than any high-tech solution. These inspectors just happen to have four paws and a tail – and an amazingly sharp sense of smell. Detector dogs are trained to sniff out wildlife products like elephant ivory and rhino horn. The detector dogs catch people who try to smuggle illegal wildlife goods and prevent the goods from being sold.

With their trained handlers, detector dogs ‘sniff search’ luggage at airports and train stations. The dogs inspect huge container shipments at ports and vehicles at checkpoints on roads. Trained dogs need only three seconds to let their handlers know which bags or areas should be examined more closely.



The Public

When people understand the true costs of wildlife products – to individual animals and entire species – they are less likely to buy them.

In China, one education campaign features celebrity spokespeople expressing their belief that ivory is ugly and cruel, not beautiful and luxurious, and asking consumers to reject ivory products.

In 2013, schoolchildren in Hong Kong formed the Elephant Angels. The Angels collected more than 18,000 signatures on a petition asking the Hong Kong government to destroy its seized ivory. Soon after, the government agreed to destroy 95 percent of its ivory stockpile.

Together, these tools and tactics can help ensure a future for wild animals: elephants and rhinos, pangolins and parrots, and the countless other victims of the wildlife trade.



Detector dogs are trained to sniff out wildlife products like elephant ivory and rhino horn.

This is Tyke, winner of an IFAW Animal Action Award, and a 10-year-old Labrador working at Heathrow Airport sniffing out illegal wildlife items such as ivory and rhino horn.



In 2014, France was the first European country to destroy its ivory stockpile of three tonnes seized by customs, to show its commitment to protecting elephants from trade. China, the world's largest market for ivory has crushed and burned six tonnes of ivory. And in 2015, Kenya, Ethiopia, United Arab Emirates and the Republic of Congo together torched more than 36 tonnes of ivory.

Putting Ivory 'Beyond Use'

When governments seize illegal wildlife products, they become responsible for those goods. Some countries have accumulated large **stockpiles** of animal products.

Stockpiles are tempting targets for criminals who want to steal the goods and sell them. In 2012, thieves in Zambia broke into a vault and stole three tonnes of ivory.

Even museum displays of ivory are at risk. A man was arrested in 2013 after he sawed a tusk off an elephant skeleton on display at the Museum of Natural History in Paris, France. So some governments have decided that the best solution is to put stockpiled animal products 'beyond use' by crushing or burning them.

Words to Know

apathy: lack of interest or concern

DNA: material in the cells of living things that carries genetic information; DNA stands for Deoxyribonucleic acid

exploitation: making use of and benefiting from resources, sometimes to gain unfair advantage for oneself

GPS: Global Positioning System; a navigation system that uses satellite signals to pinpoint location

stockpiles: large supplies of items

The Opinion Pages



Reducing demand is the key to winning the battle against wildlife trafficking.

The survival of too many wild animal species is in peril. Governments, non-profit organisations and concerned citizens only have limited resources to fight the wildlife trade. The most effective use of these resources is to work to stop consumers wanting to buy these animals and the non-essential items made from animal parts.



Stop Demand

First, we must raise awareness.

Consumers must be made to understand that their cravings for exotic pets, trinkets, clothing and traditional medicines are decimating many of the world's species. And that this includes those that are most at risk of vanishing altogether.

This huge demand for wildlife and wildlife products has actually fuelled the growth of the wildlife trade.

According to some estimates, the price of ivory has skyrocketed from £3 per kilogram in 1989 to a wholesale price of £1,350 per kilogram in China in 2014. The prices of the finished products sold in shops, by dealers or online are much higher. And ivory is just one component of the illegal wildlife trade.

People who buy exotic pets aren't really thinking about the needs of the animals. Instead, they are thinking about what *they* want. Wild animals are meant to live among their own species and in their own habitats.

Reducing demand is the key to winning the battle against wildlife trafficking. No matter the cost we must educate consumers and help change behaviour. If consumers stop demanding the products, today's thriving illegal wildlife trade will wither and die. We must say 'No' to purchases that involve the cruel treatment of animals and that are pushing them towards extinction.



Stop Smuggling

Today's wildlife trade spans the globe. We should not waste money trying to change people's long-held opinions and their desire to buy wild animals and wildlife products. Our main focus should be to stop such trade before it starts. In short, poachers must be prevented from killing and capturing wild animals in their native habitats.

Poaching has changed in recent years from a small-time crime to one involving huge criminal networks. Poaching is more frequent and poachers are taking more animals at a time. Instead of killing one or two elephants, entire herds are being wiped out. It is estimated

that up to 100 elephants are killed each day across Africa. Plus, poachers are using increasingly sophisticated technology such as night vision scopes and silenced weapons to track and capture or kill animals.

With this level of poaching, it is very difficult for governments to arrest all the criminals

Our main focus should be to stop such trade before it starts.

involved. It is also dangerous for the communities who live near wildlife. We should support a nation's need to keep law and order. Nations need teams of well-trained and well-equipped wildlife rangers to protect vulnerable wildlife from poachers.

Local communities can be helped and encouraged to understand how they can live with wild animals so they can benefit from them. And poachers can be educated about their impact on wildlife. People can be shown the many advantages, including financial, of *protecting* native wildlife rather than harming it.

To reduce wildlife suffering and death – and to prevent the extinction of highly endangered species such as tigers, rhinos and certain elephant populations – it is important to stop poaching and prevent smuggling.

The need to end poaching has never been greater. In 2013 alone, more than 1,000 rhinos were poached in South Africa, a huge jump from 13 in 2007. Other wild animal populations are declining rapidly as well. The time to act is now.



Stop Poaching



Stop Smuggling

Stop Poaching

Stop Demand



Let's put all the pieces together.

We must stop the criminals,
stop the trade. If we don't
buy, they don't die!

People are killing wild animals
for products that nobody
needs. Stop the killing!



Wild animals
belong in the wild.
I've joined in
the fight against
wildlife trade.

The more we buy ivory,
the more it encourages
poachers. It's so sad.
We must find a way
to protect wildlife.



Founded in 1969, IFAW (the International Fund for Animal Welfare) rescues and protects animals around the world. With projects in more than 40 countries, IFAW rescues individual animals, works to prevent cruelty to animals, and campaigns for the protection of wildlife and their habitats.

IFAW also inspires young people and their communities to care about the welfare of animals and the environment.

IFAW believes that wild animals belong in the wild. IFAW works with governments, customs officers, and rangers on the ground to protect wildlife from illegal trade. IFAW also educates consumers about the cruelty, conservation impact, and illegality of wildlife trade.

