Stopping Illegal Wildlife Trade

Selling Into Extinction

Elephants, tigers and other endangered wildlife are being killed at an alarming rate for trinkets, potions and fashion.
Deadly Business

Experts estimate that the demand for wildlife products such as tiger bone and elephant ivory is pushing some species to the brink of extinction.

Elephants, tigers, and other animals with declining populations need legal protection from the trade in wildlife and wildlife products - with international collaboration in law enforcement. They need protection from poaching. They need consumers to reject wildlife products. Wild animals deserve a place in our future.

IFAW believes that wild animals belong in the wild, not in commercial trade.

Kelvin Alie
Wildlife Trade Program Director

Contents

Wildlife Smuggling Spans the Globe
Tigers, rhinos, elephants and other animals at risk  pages 4-5

Will Only Words Remain?
Legal protection for animals must be more than words on a page  pages 6-7

Ending the Ivory Trade
Elephants are dying for ivory at an alarming rate  pages 8-9

Killing with Keystrokes
Illegal trade on the Internet is killing wildlife  pages 10-11

Protection from Poaching
IFAW has trained more than 1,000 wildlife law enforcement officers  pages 12-13

Selling Into Extinction
Consumers need to reject products made from endangered wildlife  pages 14-15

Pledge your support to save elephants from the ivory trade. See back page for details.
Running Out of Time

Wild tigers are disappearing so fast they could become extinct in just 20 years! Poaching for body parts, illegal trade, and habitat destruction are some of the reasons why the world’s wild tiger population has shrunk to as few as 3,000 – from over 100,000 at the beginning of the last century.

In November 2010, in St. Petersburg, Russia, IFAW joined leaders of the 13 countries where tigers still roam to develop a global plan of action to save tigers from extinction and double the wild tiger population by 2022. The plan established three critical steps to save tigers, end all trade in tigers and tiger parts, eradicate poaching, and protect precious habitat.

IFAW’s participation in the Global Tiger Recovery Plan is a continuation of our tiger conservation work in India, China, Russia and other countries.

Over the years, IFAW and our partner, the Wildlife Trust of India, have trained and equipped more than 7,000 frontline wildlife rangers in India, home to half the world’s remaining tiger populations. In Russia, IFAW has helped to build one of the successful anti-poaching brigades working to protect the last 300-400 Siberian or Amur tigers. And in China, IFAW is campaigning to reduce consumer demand for tiger body parts and to close down cruel tiger farming businesses.

Wildlife Smuggling Spans the Globe

The trade in wildlife and wildlife products is a very real threat to the continued existence of animals such as rhinos, tigers, elephants, sea turtles and whales. The public has to be informed how their purchases could be driving these animals towards extinction.

Wild animals belong in the wild, not in commercial trade, and IFAW advocates bans on all trade of animals with dangerously declining populations. Trade bans must be combined with strong law enforcement and high penalties in countries where wildlife is poached or illegally transported and in consumer countries such as China, the United States and countries within the European Union.
Will Only Words Remain?

Legal protection for animals needs to be more than just words on a page or many species may disappear forever. IFAW campaigns for the strongest possible protection for animals nationally and in international conventions such as CITES, Convention on Migratory Species (CMS), Convention on Biological Diversity (CBD), and the International Whaling Commission (IWC) – backed by strong enforcement.

What Is CITES?
The United Nations Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) was established in 1973 by 80 countries “for the protection of certain species of wild fauna and flora against over-exploitation through international trade.” By 2010, 175 countries had signed onto the treaty.

How Is CITES Supposed to Protect Animals?
Animals listed on CITES Appendix I are considered highly endangered and all commercial international trade of these animals is banned. Animals included on Appendix II are considered vulnerable if uncontrolled trade continues so international trade in these animals is regulated. Individual countries are responsible for regulating trade domestically and ensuring compliance with CITES’ international trade rules.
Ending the Ivory Trade

IFAW believes that legal sales from existing stockpiles of ivory permitted by CITES fuel the demand for ivory and make it easier for illegal ivory from poached elephants to enter the market. Customs officials around the world seized more than 16 tons of elephant ivory in 2009 – representing hundreds of dead elephants – more than double the amount seized the year before.

IFAW campaigns to stop ivory stockpile sales. We provide training and support to customs officers and wildlife rangers to prevent poaching and to improve trade regulation enforcement.

Dying for Ivory

In 1989, in an attempt to protect a rapidly declining African elephant population, all international sales of African elephant parts were banned by CITES. This protection proved highly effective and elephant populations showed signs of recovering.

However, in 1997, CITES allowed sales from existing stockpiles of ivory from four African nations. Another sale of stockpiled ivory was permitted by CITES in 2008.

It is difficult to estimate how many elephants are poached each year for their ivory as officials may not discover or report all poaching incidences. However, in 2009, more than 1,200 African elephant carcasses were discovered with the tusks removed, according to CITES’ MIKE system (Monitoring the Illegal Killing of Elephants).

Pledge for Elephant Protection

As of 2010, 175 countries were party to CITES and responsible for voting to increase or decrease the protection of elephants from international trade in ivory. Only if the world unites to ban all sales of ivory will elephants have a chance of survival.

Visit www.ifaw.org to take the pledge for elephant protection and let your government know you want them to vote against ivory trade.
Illegal trade over the Internet is killing wildlife. IFAW believes that online businesses must take responsibility for the products they offer and make sure illegal wildlife trade is not taking place on their websites. At the 2010 CITES meeting, IFAW was instrumental in securing the passage of stricter measures to control the illegal trade in wildlife over the Internet.

Killing with Keystrokes

Partners in Protection
After a year-long collaboration with IFAW, Alibaba, the world’s largest business-to-business website, agreed to ban all trade in elephant ivory, sea turtles and shark fins. IFAW worked with Alibaba’s partner in China, Taobao.com, to ban the sale of shark fins on its site, and with eBay to ban the sale of ivory online. Constant vigilance is vital to ensure that these wildlife products do not reappear in these or any other online markets.

Tracking the Trade
In 2008, IFAW investigated wildlife trade on the Internet, surveying 183 publicly accessible websites and online auctions in 11 countries. The results helped us identify key online partners to reduce illegal wildlife trade and led to eBay agreeing to ban the sale of ivory on its sites.

Visit www.ifaw.org for our report Killing with Keystrokes and results of recent studies.
Protection from Poaching

IFAW is working with governments, customs officers and rangers on the ground to protect wildlife from poachers. We have trained rangers in Kenya, India and Russia to protect elephants, tigers and other animals from poaching in their native habitats.

Trade Ban Enforcement

IFAW has trained more than 1,000 customs and wildlife law enforcement officers across the globe to identify smuggled animals and illegal wildlife products before they cross borders.

International collaboration on wildlife crime enforcement is critical to protecting species that are being over-exploited for profit. IFAW has supported INTERPOL enforcement projects, including funding a Criminal Intelligence Officer for Wildlife since 2006.

INTERPOL law enforcement operations across Africa from 2008-2010 resulted in the seizure of several tons of contraband ivory and more than 200 persons arrested and charged with illegal commerce in elephant ivory. An INTERPOL operation in 2010 resulted in the arrest of 25 people across six countries involved in the illicit trade of tigers.

Crime-Fighting Science

Sometimes it takes tireless detective work to save animals’ lives. IFAW-supported DNA studies on a 6.5-ton seizure of ivory – representing between 3,000-6,500 elephants – revealed its origin to be from Zambian and Malawian elephant populations. These findings are immensely useful for law enforcement authorities struggling to identify ivory smuggling routes and poaching hotspots.

IFAW wildlife enforcement trainings led to the rescue of more than 1,000 wild animals smuggled from Venezuela to Trinidad and Tobago.
In order to stop illegal wildlife trade, individuals who buy wildlife products and endangered animals have to be persuaded to make different buying choices. IFAW educates consumers and travelers about the impact their purchases have on vulnerable wild animal populations.

**Selling Into Extinction**

In order to stop illegal wildlife trade, individuals who buy wildlife products and endangered animals have to be persuaded to make different buying choices. IFAW educates consumers and travelers about the impact their purchases have on vulnerable wild animal populations.

**Think Twice**

Reaching tourists from Europe and the United States, IFAW’s Think Twice materials identify illegal wildlife products and recommend alternative souvenir purchases such as hand woven textiles, beaded work, ceramic and tile art that are representative of local cultures and customs. IFAW promotes the campaign at airports and through partnerships with travel agencies and travel industry organizations.

**Reducing Ivory Demand in China**

China is one of the largest consumers of wildlife products worldwide, and IFAW found that 80% of Chinese consumers did not know that elephants were killed for ivory. Some thought elephants might lose tusks like people lose teeth. IFAW’s “Mom, I got teeth” ad campaign explains that ivory products only come from dead elephants and encourages people to reject ivory products. IFAW’s Kinship series reminds people that each wildlife product comes at the cost of an animal’s life and encourages people to consider more compassionate purchases.

When Chinese citizens receive their visa for travel to Kenya, they also receive IFAW’s Green Passport that identifies wildlife products that cannot be brought back to China.

IFAW works with Traditional Chinese Medicine practitioners and the Chinese government to find sustainable, humane alternatives to animal products like bear bile and tiger bone. We campaign to end the cruel practice of tiger farming within China.
Please Don’t Buy:

- **Ivory** – carved into chopsticks, hair clips, name stamps and ornaments
- **Turtle Shells** – made into jewelry, hair combs and sunglass frames
- **Reptile Skins** – used in handbags, shoes, watch straps and belts
- **Shahtoosh Shawls** – made by killing Tibetan antelopes
- **Sea Shells** – especially Queen conch and giant clams
- **Traditional Medicines** – containing tiger, bear or rhino
- **Furs, Claws, Teeth, Butterflies, Coral, Seahorses, Birds’ Eggs, Stuffed Animals or Caviar

Many of these items are illegal and come from endangered animals. Some require a special permit. By refusing to buy these products, you are reducing demand. Buy local handicrafts instead and keep animals alive!

Visit IFAW’s website www.ifaw.org to sign the petition for elephant protection and let your government know you want them to vote against ivory trade.

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

OFFICES IN:
- Australia
- Belgium
- Canada
- China
- France
- Germany
- India
- Japan
- Kenya
- Netherlands
- Russia
- South Africa
- United Arab Emirates
- United Kingdom
- United States

youtube.com/ifawvideo  facebook.com/ifawhq  twitter.com/action4ifaw