



The newsletter of the International Conservation Forum

WHAT'S NEW?

Welcome to the latest issue of **THE HORN**, the online newsletter of the **International Conservation Forum (ICF)**.

The demand in countries like China for exotic meats for consumption and for animal parts to make products that claim—falsely—to have medicinal value, is wiping out endangered species around the world.

TRAFFIC, the wildlife trade monitoring network, is a white knight working to halt the illegal trade in endangered species. They are up against a multi-billion dollar black market run by sophisticated, highly organized criminal syndicates, and they need our help.

Check out the articles and videos we are featuring in this issue to find out how *you* can fight this illegal trade.

Dr. Keith Martin

is a physician and Canadian Member of Parliament who has worked extensively in the developing world to address challenges to human and environmental security.



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THE HORN is the online newsletter of the **International Conservation Forum**. It is a bi-weekly publication that addresses conservation crises and what we can do about them. Please visit www.icforum.info to send us your ideas and learn more.

Endangered species:

Protecting habitat and reducing demand are key



Help stop the illegal wildlife trade

Globally, the illegal trade in wildlife and animal parts is worth at least \$10-20 billion annually, making it the most lucrative black market product in the world after drugs. Sophisticated, organized criminal syndicates are heavily involved in this illegal trade. The same networks used to traffic people, drugs, weapons, and stolen goods are routinely used to move endangered animals (alive or dead) around the world. Fifty per cent of wildlife traffickers have previous convictions for drugs, violence, or firearms offences.

TRAFFIC, the wildlife trade monitoring network, works to ensure that the trade in wild plants and animals does not threaten our biodiversity. Enforcing international compliance with CITES is key. [Click here to join our efforts](#) to curtail trafficking in endangered species and [save endangered species from extinction](#).

What is nature worth?

"We need a new business model," says Dr. Gretchen C. Daily. "What we need to start doing is recognizing the value

of many other types of benefits [from nature], like water purification, climate stabilization, and biodiversity."

A professor of biological sciences at Stanford University, Daily is internationally renowned for her ground-breaking work establishing the true value of natural ecosystems. Please [watch](#) and [share](#) this video and [join our campaigns](#) to see how YOU can protect the Earth's biodiversity.



Our last chance to save wild tigers



The World Bank, 13 nations, and several NGOs have launched the [Global Tiger Initiative](#) to save tigers from extinction. Please [watch](#) and [share](#) this video and [join our campaign](#) to save tigers before it's too late.



**The International
CONSERVATION
FORUM**

bringing people and ideas together