

7 DAYS That can change The World

With the activities we have lined up for Animal Action Week this year we really all can make a difference for the animals.

You could join in the worldwide effort and do something on just one day, or perhaps you can even participate for seven days.

Whatever time you can spare, that's great. And please be aware that you can be a part of the campaign at any time, because many people get involved long before and continue their efforts well after the week.



This year we really all can make a difference for the animals.



DAY 1

Free Education Pack and Film on the Issues of Wildlife Trade

Get your school or youth group to join in. We have a superb 12 minute film all about wildlife trade, with some great animal footage. Introduced by world famous primatologist Jane Goodall. This informative film is a great starting point for understanding the issue. The education pack includes a 4-page classroom activity guide with pages that can be photocopied for students. All the material is also downloadable from the web. Any teacher or youth group leader can obtain it by applying to:

Free Education Pack and Film, IFAW Animal Action Week Office, 186 High Street, Rochester, Kent, ME1 1EY; by sending a fax to 01634 830930; emailing animalactionweek@ifaw.org; or telephone 01634 830888.

DAY 3

'Keep Wildlife Wild Pledge'

The best way to stop wildlife being driven towards extinction is for us all to stop buying wild animals and animal products that support this wildlife trade. If you take the pledge and get your friends and family to do the same, it is a real way we can make a difference. If we don't buy - they won't die.



FREE T-SHIRT

Collect 100 pledges and you will receive a free Animal Action Week T-shirt

DAY 4

'Adopt a Wild Animal Species to Stay Wild' - for Free

With BBC TV Vet Steve Leonard

You can join in our web based free wild animal adoption scheme and be a part of our campaign against wildlife trade. In this way you will get updates via email on the campaign and be able to get some great benefits. Because this activity is completely free the adoption scheme can only be run on the Internet to avoid costly postage and printing.



All you have to do is register for the adoption scheme on our Animal Action Week web site - you can find this by going to IFAW's home page at www.ifaw.org.

You Receive:

- An adoption certificate
- A special screensaver of your wild animal species
- Your wild animal species photo
- Email updates about the campaign
- A special report from TV vet Steve Leonard
- A special card to send to friends via email

DAY 2

Animal Action Awards

IFAW's awards scheme now runs in countries all around the world. The awards are run in the UK in partnership with the People newspaper and are presented at the House of Lords each year. If you know someone who has done something outstanding for animals then you can nominate them. Perhaps they have devoted their lives to saving animals at a sanctuary or campaign tirelessly for animal welfare.



We want to recognise these exceptional people, so tell us why you think they should receive an award by writing to:

IFAW Animal Action Awards, 186 High Street, Rochester, Kent ME1 1EY.

Please include details about your nominee's work and daytime contact numbers for both of you.

DAY 5

Email Alert with Animal Planet's Shauna Lowry

Let your friends know about Animal Action Week and the fight to 'Keep Wildlife Wild!' Send out our Email Alert to as many friends and family as possible and get them to be a part of the action as well.

Web Site

Visit the Animal Action Week web pages on IFAW's web site at www.ifaw.org. Many of the activities here are interactive. You can watch clips from our new 'Keep Wildlife Wild!' video and take part in a special interactive quiz.

Take the 'Wildlife Crimebusters Challenge'

Test your wildlife crime fighting abilities and learn about the nature of wildlife crime with IFAW's interactive online game. You and your friends can help 'Keep Wildlife Wild!' and have fun too!

DAY 6

Design a Calendar

Help us create a calendar for next year. Paint or draw a picture of one of the animals that IFAW helps to save. The best entries will receive a limited edition animal print. A selection of the winning entries will be used to create our Animal Action Week wall calendar for 2005.

DAY 7

Fundraising

One of the best ways you can help IFAW help animals is to raise funds for our work. You could do this in any number of ways, ranging from a sponsored walk or run, to holding your own fund raising event. A sponsorship form and fundraising ideas sheet is included in the pack to help you.

Join IFAW

Show that you care about animals and the environment in which they live. You can join by writing to:

International Fund for Animal Welfare (IFAW), 87-90 Albert Embankment, London SE1 7UD.

• If you know someone who has done something outstanding for animals then you can nominate them for an award.

• join in our web based free wild animal adoption scheme

• Send out our Email Alert to as many friends and family as possible.

• Help us create a calendar for next year.

• Take the pledge, 'Keep Wildlife Wild!'. Get your friends and family to do the same, it is a real way we can make a difference.



October 3rd - 10th 2004
www.ifaw.org

IFAW Animal Action Week

SEMANA D'ACCION POR LOS ANIMALES • LA SEMANA DE LOS ANIMALES • WEEK OF ANIMALS

IFAW WILDLIFE MAGAZINE

Keep Wildlife Wild!

7 Days That can change The World

Wildlife

It is so vital we protect animals and their habitat. Your support of this campaign can make a real difference.

Steve Leonard TV Vet

“ I have had a life-long involvement with animals and a strong belief that we humans have a duty to care for our fellow creatures. Please support IFAW Animal Action Week.”

Pam St Clements Address

“ Show that you care about animal issues by supporting IFAW Animal Action Week - and let's prove that we are a nation that wants to be really wild.”

Michelle Strachan Presenter - Animal Planet

“ Join in the fun and fight to save wildlife. Your support for IFAW Animal Action Week is important.”

Chris Torrant Radio/TV Presenter

“ We must ensure that we do everything possible to stop the trade in wildlife. The thought that our grandchildren may not see some of these wonders of nature is too dreadful to contemplate.”

Lesley Joseph Address

“ IFAW Animal Action Week and I am proud to be a part of the campaign whenever it suits you.”

Animal Planet

Animal Action Week is supported by

IFAW and Animal Planet are partnering to promote Animal Action Week Internationally in 2004. Both organizations are focused on generating interest in animal welfare and bringing powerful stories to light.

IFAW Animal Action Week

October 3rd - 10th 2004

Personalities supporting IFAW Animal Action Week

What is Animal Action Week?

Animal Action Week is now in its twelfth year. It is organized by the International Fund for Animal Welfare (IFAW) in 12 countries all around the world and reaches many more thanks to the Internet. The week has activities for everyone, but focuses mainly on young people. Its goals are education, awareness and campaigning. It is your chance to play a part in saving wildlife around the globe by taking action. It could be by taking our 'Keep Wildlife Wild!' Pledge or perhaps by nominating someone for our Animal Action Awards. Although efforts are concentrated around the actual week activities are far from limited to just those seven days. Many people get involved long before and continue with their efforts well after the official week. In fact, you can join in and help save animals as part of the campaign whenever it suits you.



Wildlife As Food

The hunting of wildlife for food is one of the greatest threats to the survival of wild animals today.

People have depended on the meat of wild animals or "bushmeat", as it is known in Africa, as a vital source of food for thousands of years and continue to do so in many parts of Africa, Asia and Latin America. However, large-scale illegal hunting for commercial trade, particularly across central and west Africa, has become a highly profitable activity and is bringing many endangered species even closer to extinction. In Central Africa bushmeat poaching is leading to six times more animals being killed than some species populations can sustain.

Species hunted include antelope, reptiles, rodents as well as endangered species such as gorillas, chimpanzees and elephants.



Slow breeding animals such as chimpanzees, bonobos and gorillas simply cannot withstand even low levels of hunting. A century ago there were two million chimpanzees and now there are as few as 105,000. There are approximately 50,000 bonobos (pygmy chimpanzees) left. The number of gorillas has declined by more than half in the last 20 years.

Bushmeat is being transported in massive quantities for sale in urban areas and in other countries, including the US, the UK and other parts of Europe. For example, in Britain alone 7,431 tonnes of illegal meat and meat products – including bushmeat – enters the country each year, which is more than the UK legally imports from France, Uruguay and Argentina combined.

The bushmeat trade also poses serious health risks to humans. Many highly infectious diseases have been linked to the slaughter and consumption of wildlife including the Ebola virus, HIV, Herpes-B, monkeypox and the SARS virus.

Further, as many as 150 million poor people are dependent on wildlife for at least part of their livelihoods. The killing of wild animals for large-scale, global and commercial bushmeat markets will take away this vital source of income.

The logging of vast tracts of previously impenetrable forest has opened up the habitats of many endangered species for poachers and further development. Timber lorries are even used to transport bushmeat to the markets. Coupled with the threats of habitat loss and commercial exploitation, the bushmeat trade is spelling doom for many wildlife species – and is threatening biodiversity.

In 2004 the European Parliament voted overwhelmingly for a European Union Bushmeat Strategy Plan aimed at conserving biodiversity and protecting threatened species from wildlife trade. This important conservation decision was prompted by petitions from IFAW and the European Association of Zoos and Aquaria (EAZA) signed by 1.9 million people.

IFAW believes that to combat the bushmeat crisis successfully the following steps are essential:

- Hunting must be reduced to levels that don't threaten the survival of animal populations and species.
- Laws must be in place and enforced to ensure that endangered animals are not hunted or traded.
- Wildlife law enforcement must improve in all countries.
- Enforcement agencies must be given the resources to fight the illegal trade.
- Logging and other industry must be curtailed to avoid destruction of primary forests and encouraging or facilitating the bushmeat trade.
- Economic and social development alternatives must be found to ensure that local communities benefit from the management of the natural resources for long term survival.

It sounds like an impossible problem, but the truth is that all of us can personally help to save the world's wildlife from this terrible trade – we just have to stop paying for it to continue. The message is simple –

if we don't buy, they don't die.

Marine Wildlife

Whales: Commercial whaling has pushed several species of whales to the brink of extinction. Because of over-hunting, the International Whaling Commission introduced a moratorium on commercial whaling in 1986 (this is a temporary ban). Today, however, Japan and Iceland still hunt whales under the guise of "science" and try to sell whale meat on the market as a delicacy. Meanwhile Norway is conducting commercial whaling under an objection to the moratorium. Although Japan claims that only abundant species are caught, DNA testing of whale meat in markets has revealed that highly endangered species can also end up on dining tables in Japan.



Many Countries agree that whale hunting is unacceptable in modern society, yet the slaughter is on the increase. Iceland recently resumed commercial whaling, as well, and now in excess of 1300 whales are killed each year worldwide.

Growing numbers of people now love to go whale watching and see whales alive in their natural habitat. As a result, the world's whale watching business has grown to be a billion dollar industry, providing employment and generating income to many coastal communities. These communities are seeing firsthand that whales are now worth much more alive than dead.

Seals: Seals are also hunted, usually for the soft fur of the seal pups, though a very small market for seal meat also exists in certain regions. During the annual seal hunt in Canada, the government allows hunters to enter the ice regions where seals still too young to swim live and kill them for their fur. Up to 350,000 baby seals are killed this way each year in the largest marine mammal hunt in the world. This year, thanks to the efforts of IFAW and other international groups, the world again condemned this cruel and unnecessary hunt.

Sharks: Globally tens of millions of sharks are caught each year, and many have their fins sliced off while they are still alive. The sharks are often then thrown back into the ocean and suffer a slow and painful death. Shark fins are used to make soup, which is a much sought after delicacy in many parts of Asia. A large fin can fetch more than £5,000.

Turtles: Marine turtles are facing steep decline due to hunting and egg poaching from nesting sites on beaches. Habitat destruction from pollution and coastal developments also threatens the survival of these amazing and majestic creatures. In fact, all marine turtle species now face the threat of extinction due to human activities.

Wildlife As 'Exotic Pets'

The trade in wildlife as 'exotic pets' is a major part of both the legal and illegal global wildlife trade.

It includes the trade in live animals ranging from big cat species like tigers and lions to primates, amphibians, reptiles and multiple species of birds. The scale of the problem is huge. The exotic pet trade contributes directly to the depletion of wild



animals in their natural habitat and often causes life long suffering for the individual animals involved. With less than 5,000 tigers left in the wild, there are more than 10,000 being kept as so-called 'exotic pets' in the United States alone.

In the case of reptiles, such as tortoises, snakes, lizards and alligators, it is estimated that more than 10 million are being kept as pets around the world.

What most 'exotic pet' owners perhaps don't realise is the number of animals that

are killed in order to make it possible for them to buy their pet. For every wild animal kept as a pet, many more have to die.

For a live baby orang-utan or chimpanzee, a poacher often has to kill at least one family member to capture the infant animal. To catch one live bird as many as 20 may die in the process. The death toll for reptiles captured from the wild is incredibly high. One study showed that around 90% of reptiles in the pet trade die within the first year of captivity.

Wild animals are also far more difficult to care for than normal domestic pets. Inevitably they survive for far fewer years in captivity. Those that live in captivity often suffer from inadequate environment, malnutrition, loneliness as well as intentional cruelty and neglect.

Wild animals can also pose a significant threat to human safety. Many 'exotic pets', quickly grow out of their 'cute' baby stages, and become aggressive. People forget that these family 'pets' that can suddenly turn vicious are actually wild animals!

Every year thousands of 'exotic pets' are killed by owners, abandoned at animal shelters, dumped on roadsides or even sold back into the pet trade. In the case of amphibians, such as frogs, many are simply flushed down toilets when abandoned, others are "released" into the wild, often causing devastating effects to native wildlife.

The worldwide trade in 'exotic pets' results in suffering and death for millions of animals each year.

Don't buy, or it's goodbye to wildlife.

Human Health Risk

The large quantities of wildlife killed and sold for food or traded while alive as "pets", all around the world is putting human health at risk from a variety of diseases.

Diseases that animals can pass on to humans include HIV, SARS (Severe Acute Respiratory Syndrome), Ebola, Psittacosis and monkey pox, which is similar to smallpox. The SARS epidemic which killed more than 800 people around the world in 2003 and cost the global economy more than £28 billion is believed to have started from

the civet cats sold on the wildlife markets in southern China.

It is estimated that around 75% of emerging diseases affecting people come from animals. Eleven of the 12 most dangerous bio-terrorism agents that currently threaten global human health were also originally animal diseases.

There is also increasing awareness about the danger of eating whale and shark meat. Japanese scientists have shown that mercury, a highly toxic chemical, is found in whale and shark meat sold for human consumption at levels thousands of times higher than the government safety standard allows.

Wildlife As Fashion

Whether it is endangered Tibetan antelopes, tigers, baby seals or other wildlife, there can be a death knell sounded for the sake of fashion.

Shatoosh is the name of the under fleece of the Tibetan antelope or chiru, which is only found in the remote mountains of western China. Shatoosh means 'king of wool' and is regarded as the finest wool of all. International trade in Tibetan antelope and its parts has been banned since 1975 and the animals protected by national wildlife laws in China, India and Nepal. But that has not stopped the poachers from killing the Tibetan antelope to weave its wool into shawls. Three to five animals are killed to make one shawl. The shawls sell to wealthy customers in Europe, the U.S. and elsewhere around the world, sometimes fetching more than £10,000.

As many as 20,000 Tibetan antelope may be killed by poachers in one year. With only 75,000 remaining in the wild, this is one wildlife trade that won't be happening much longer!

Big cat skins, such as tiger and leopard, have long been popular as high-priced furs, despite laws to ban their use.



In Canada baby harp seals are killed for their pelts when they are only a few months old. These skins are then shipped to the fur industry for use in Europe, the Far East and elsewhere.

Wildlife In Traditional Medicine

The popularity of traditional medicine has grown rapidly in recent years. Sadly, with it comes a heavy price in wildlife exploitation and cruelty.

Bears, rhinos, tigers, seals, turtles, musk deer, snakes and antelopes are among those animals under threat from the large-scale commercial use of animal parts for medicine.

Particularly cruel is the farming of bears in China, where thousands are kept in appalling cramped conditions and have taps inserted in their stomachs to remove bile juice. Bear gall bladder and bile juice are used in some traditional medicine prescriptions and they are also promoted as wine, tea and power drinks. Bear farming and the killing of bears for their body parts have depleted the bear populations in China and many Asian countries, causing local extinction of certain species. The commercial trade of bear parts has also caused increased poaching of European and North American bears.

Tiger bone is prescribed for such ailments as rheumatism and yet there are at least 20 plant-based alternative traditional medicines that can be used instead. This use of tiger parts has helped to put the survival of the species seriously at risk since the mid 1980s. As the trade of tiger parts is banned, the use of leopard bone as replacement has increased, causing a domino effect on many other big cat species.

There is a vast and highly respected part of traditional medicine that uses non-endangered herbs for prescription and the hope is to encourage this to be the area for development in the future.

Wildlife As Souvenirs

Many people are shocked to find the holiday memento they brought home is illegal – particularly as such products are often sold openly in markets, hotels and on the beach.

In the UK, tourists bringing in such illegal items can in fact face up to seven years in jail. Every year customs seize thousands of illegal wildlife souvenirs found in tourists' luggage.

The use of ivory in making such products as chopsticks, hair slides, name seals (nankos) and ornaments is jeopardising the existence of elephants. So much so that the elephant population was cut by more than half with in excess of 600,000 killed during the 1980s.

So bad is the problem that elephants could become extinct in some areas in the next 10 to 20 years.

Other animal parts used for tourist trinkets include: turtle shells for jewellery and sunglasses frames, reptile skins for bags, belts and shoes and sea shells, particularly Queen conch and giant clams. Fashion items and traditional medicine are also common holiday purchases.

Fighting Wildlife Crime

The global trade in wildlife is worth billions of dollars each year. The illegal trade in wildlife is one of the largest crime activities in the world. In volume, it is believed to rank alongside the illegal trade of drugs and firearms. Because the trade is global, it is often very difficult to trace criminals from the site of poaching to where the products are illegally sold.

Although there are laws to combat illegal wildlife trade, resources to enforce them are often completely inadequate. Often, the poachers have better equipment than the enforcement officers, and the frontline of the battle against poachers can be extremely dangerous. Armed hunters have even been known to kill anti-poaching patrol officers protecting wildlife in Africa and Asia.



Technology plays an increasingly significant part in criminal activities as well as law enforcement. On the one hand, the Internet has opened up a whole new market for criminals to sell wildlife specimens. Poachers also use hand-held satellite positioning devices to track and hunt down animals. On the other hand, the use of DNA testing methods and the availability of electronic databases have aided wildlife law enforcement officers to track the origins of wildlife and the movements of criminals.

One important development has been the introduction of a wildlife crime reporting system, called Ecomessage, by Interpol - the International Criminal Police Organization. Now, police around the world can report information about illegal wildlife trade to a central system, where information is used by Interpol to track criminals wherever they are in the world. IFAW supports this program by educating enforcement officers and promoting Ecomessage reporting in law enforcement offices around the world.

However, the reality is that far more needs to be done by way of detection and enforcement if the illegal wildlife trade is to be brought under control. For example, a recent report by IFAW reveals the huge amount of ivory being sold illegally on high streets across the UK.

IFAW investigators discovered thousands of ivory items on sale illegally in antiques shops and markets, and on Internet auction sites. Under UK law, only ivory carvings dated before 1947 can be sold, and these must be sold with proof of age documents. Not a single trader asked by our investigators had any papers to prove the age of the items for sale.

Worse still, many sellers offered to write receipts giving a supposed date of manufacture of more than 100 years ago. One stallholder actually told undercover investigators that there were many new ivory items coming into the country from China because "it's so easy to smuggle past customs".

• In Central Africa bushmeat poaching is leading to six times more animals being killed than some species populations can sustain.

• A century ago there were two million chimpanzees and now there are as few as 105,000.

• The number of gorillas has declined by more than half in the last 20 years.

• In excess of 1300 whales are killed each year worldwide.

CITES – Ivory Deadline

The Convention on the International Trade in Endangered Species of Fauna and Flora (CITES) is the international agreement that sets laws about wildlife trade between countries.

Its annual meeting this year coincides with IFAW Animal Action Week and runs from October 2-14, 2004. It is a crucial time for the animals.

In particular it will be deciding whether the sale of ivory stockpiles from three African countries will go ahead despite opposition from many governments and animal welfare NGOs, including IFAW.

Every effort is now being made to persuade CITES to stop stockpile sales of 60 tonnes of ivory from South Africa, Botswana and Namibia.

The trouble is that any re-opening of the legal international market for ivory, e.g. through the proposed sales, would inevitably lead to a boom in poaching to supply the renewed market demand. In reality it is impossible to tell the difference between legal and illegal ivory, or the ivory from African elephants from the much more endangered Asian elephants. If the elephants of Africa and Asia are to stand a chance of survival the ivory trade must be stopped internationally and domestically. The massive slaughter mainly to feed international ivory markets saw Africa's elephant numbers drop from 1.3 million in 1980 to possibly as few as 400,000 today, while in the whole of Asia only about one tenth of this number remain.

Other issues coming up at CITES are trade in whales, great apes, sharks, turtles, and tortoises.



Keep Wildlife Wild!

If we don't buy - they don't die



“ Wildlife trade and habitat loss are driving species to extinction at an unprecedented rate – hundreds of times faster than a century ago.

One fifth of the world's animal and plant species could vanish within the next 30 years, and a major cause of this is the exploitation and international trade in wildlife and wildlife products.

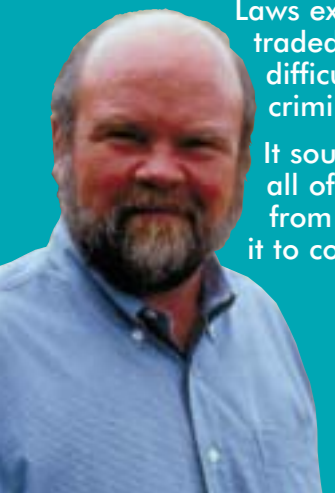
Wildlife trade takes place in a variety of forms: animals killed for food, fashion, and luxury products; animals traded as 'exotic pets'; and endangered animal products used in traditional medicines.

This trade can result in terrible cruelty, and is often dangerous for humans, as well.

Laws exist to prevent endangered animals from being traded, but detection and enforcement of illegal trade is difficult, and experts estimate that only about 10% of the criminals are caught.

It sounds like an impossible problem, but the truth is that all of us can personally help to save the world's wildlife from this terrible trade – we just have to stop paying for it to continue. The message is simple –

if we don't buy, they don't die. ”



Fred O'Regan (President)

IFAW Animal Action Week 2004 October 3rd-10th

