

**RHINO NUMBERS ARE 90% LOWER THAN THREE GENERATIONS AGO.**

**JOIN US TO SECURE A FUTURE FOR RHINOS**



**Rhinos are one of the world's largest land mammals and have few predators. The human demand for their horn is the greatest threat to their survival. A record 1,215 rhinos were killed in South Africa alone in 2014.**

**This rhino horn trade, like other illegal trade in wildlife and wildlife parts, is controlled by dangerous international criminal networks, and has been linked to terrorism and the trafficking of drugs, arms and people.**

**Our Future for Wildlife program protects rhinos by...**

- **Addressing poaching and illegal rhino horn trade**
- **Supporting law enforcement efforts**
- **Engaging and empowering the public and educating consumers**

**We have a responsibility to protect rhinos for future generations. The number of rhinos poached in South Africa alone has increased by 9000% since 2007. Join our efforts to reduce poaching and address the illegal rhino horn trade.**

**Visit [FutureForWildlife.org](http://FutureForWildlife.org) to learn more and make a difference.**

# The Zoo's Rhino Conservation Program

Addressing illegal wildlife trade requires strategic efforts at all points in the illegal wildlife trade chain, from collector to consumer. This involves anti-poaching efforts, law enforcement and regulatory agency support, legislation and political action, large-scale awareness building and education, and public advocacy and behavior change. The Zoo works with the following partners to secure a future for rhinos.

## Working to stop the illegal wildlife trade in Vietnam

Education for Nature-Vietnam (ENV) works with law enforcement agencies to gather intelligence, and investigate illegal wildlife trade cases and networks. ENV's National Wildlife Crime Hotline, outreach and awareness campaigns actively engage the public in combating wildlife crime and reduce demand for wildlife products. Advocacy efforts promote stronger legislation and legal protection for wildlife.

- **ENV's National Wildlife Protection Network - more than 4,000 volunteers in 32 province - monitor and survey consumer wildlife trade hotspots and conduct valuable investigations that have led to documentation and resolution of more than 6,500 cases of wildlife crime since 2005.**



## Addressing illegal wildlife trade and reducing the demand for wildlife products

The US Wildlife Trafficking Alliance is a coalition of leading non-profit organizations, companies, foundations and media interests working together to reduce the purchase and sale of illegal wildlife products. Goals include raising public awareness on the wildlife trafficking crisis, reducing demand for wildlife products, and mobilizing companies to adopt best practices and educate consumers.

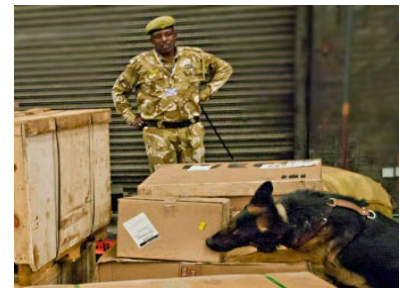
- **USWTA currently involves more than 40 members including WWF, WCS, National Geographic Society, IFAW, HSUS, WildAid, TRAFFIC, Discovery Communications, Ebay, Etsy, Google, Ralph Lauren, and others.**



## Actively combating the trafficking of ivory and rhino horn

Specially trained African Wildlife Foundation detection dogs help stop trafficking by sniffing out illegal ivory and rhino horn at ports and check points. This increases seizure rates, deters traffickers and intercepts wildlife products headed for transit countries and destined for consumer markets.

- **A well trained sniffer dog and its handler can search 300 passengers and 600 bags in less than 30 minutes with more than 90% accuracy. It would take 36 customs officers to attempt to do the same.**



Join our efforts to secure a future for rhinos.

- Never buy products made from protected wildlife or their parts, or support vendors who sell them. Encourage others to do the same.
- Visit [FutureForWildlife.org](http://FutureForWildlife.org) to learn more and make a difference.

