

ASIA'S APPETITE FOR WILDLIFE HAS BECOME AFRICA'S ATROCITY

The illegal trade in wildlife is estimated to be worth \$10-£23 billion annually. It's the fourth most lucrative trans-national crime after drugs, arms and human trafficking. The largest demand for rhino horn stems from China and Vietnam where one kilogram is sold on the black market for more than \$65,000. Higher than the value of gold, diamonds, heroin and cocaine.

A CRISIS WHICH SPANS OCEANS AND CROSSES CONTINENTS

Terrorist organisations utilise the funds from the sale of wildlife parts to increase manpower, weaponry and sophisticated resources allowing them to execute ever more devastating operations all across the globe risking economic collapse and increasing poverty. The repercussions are not geographically restricted to Africa and can impact every single one of us.

VICTIMS OF VIOLENCE

Rhino horns are not attached to the skull. A small portion of the horn can be found under the skin surface. A rhino horn can be safely removed to a few centimetres above the skin surface using a non-surgical procedure called de-horning. Poachers however, will often remove the entire horn leaving a huge exposed wound in the nasal passage.

After being shot or immobilised, the rhino's spinal cord is often severed. Horns are brutally hacked off with axes, pangas or chainsaws. Rhinos often remain fully conscious throughout their ordeal.

Left to suffer unimaginable pain, most rhinos succumb to blood loss, dehydration, shock, organ collapse or drowning in a pool of their own blood. Even babies are a target, despite many having a horn no bigger than the size of an adult human's thumb.



Image credit: Dave Cooper, Wild Vet

- Wild rhino populations across Africa & Asia have declined by an estimated 96% since the beginning of the 20th century
- 3 Species of rhino went extinct during the last decade
- 6 out of 8 Sub-species of rhino have a conservation status of "critically endangered"
- 1 African sub-species is functionally extinct in the wild with a population of just 2 adult females
- More than 5500 rhinos were slaughtered across Africa in the last decade. Poaching in South Africa alone increased by almost 9000% between 2005 and 2015 (based on official statistics by the DEA)

Only dead, de-horned rhinos are included in South Africa's official poaching stats. Poaching survivors, survivors who later die, unborn calves, orphans and poached rhinos with intact horns are all excluded



MASSACRED FOR A MYTH

Although blood, skin, meat, urine and hide are all in demand, rhinos are primarily killed for their horns which have been used for medicinal, practical and emotional purposes for centuries. Horn has been a staple ingredient in traditional Asian medicine (TCM) as a cure for disease, to alleviate hangovers and increase virility despite lacking any scientifically proven medicinal value. Horns are used as a symbol of wealth, status and power and are carved into curios, Libation cups (ceremonial cups), Jambiya handles (daggers) and everyday objects including buttons, paper weights and jewellery. Today, horn is purchased as a long term investment piece and has become a party drug of choice among Vietnam's aspiring middle class and wealthy elite.

Poached horns can be moved from the site of the kill in Africa to the illegal global market in as little as 48 hours

OUR LASTING LEGACY WILL BE ONE OF ENORMOUS FAILURE IF WE ALLOW ONE OF THE WORLD'S MOST ICONIC, ECOLOGICALLY IMPORTANT AND IRREPLACEABLE SPECIES TO BECOME EXTINCT

We are a community-based organisation founded in response to the dramatic increase in rhino fatalities in Africa caused by poaching and a growing concern of the effects the illegal wildlife trade is having on the world's remaining rhino populations, particularly in South Africa, the epicentre of the poaching crisis.

At Action For Rhinos, we're not just here because we want to make a difference, but because we want to be the difference. Our ethos has remained the same since our conception. Engage, inform and inspire through education and strategic campaigns to heighten public awareness of the crisis.

Connect with us to learn more about the crisis and the ways you can get involved to help heighten awareness and lobby for political change to save our rhinos.

-  actionforrhinos.com
-  [@ActionForRhinos](https://twitter.com/ActionForRhinos)
-  [Facebook.com/actionforrhinos](https://facebook.com/actionforrhinos)
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-  actionforrhinos@aol.com

#ACTIONFORRHINOS

THE AFRICAN CRISIS WHICH REQUIRES A GLOBAL SOLUTION

Africa, a continent which bestows a rich diversity of wildlife is home to 75% of the world's remaining wild rhino population, estimated to be less than 20,000.

Today, the continent is in the midst of a wildlife genocide as poachers massacre rhinos to subsidise an illegal trade in rhino horn to satisfy an increasing consumer demand from Asian markets.

In South Africa, the epicenter of the crisis the birth rate is now superseded by mortalities, accelerating extinction. Experts predict wild rhinos could be completely obsolete within just ten years.

Poaching is no longer restricted to isolated pockets of poverty and has transcended from an environmental concern to a global political, economic and humanitarian disaster requiring an intergovernmental solution including, but not limited to a change in international legislation, judicial system and consumer attitude towards the consumption of wildlife products.

We are not prepared to be the generation that allowed more than 40 million years of evolution to become extinct. Are you?



SAVE OUR RHINOS



"More than 40 million years on the planet. Let's guarantee our rhinos a future"