

Rhinocensus.

EARLY 20TH CENTURY
500 000
ACROSS AFRICA & ASIA

1970

NUMBER DECREASED TO
70 000

30 000
REMAIN IN THE WILD TODAY

THREE OF THE FIVE LIVING SPECIES OF RHINOS ARE ON THE IUCN RED LIST CLASSIFIED AS CRITICALLY ENDANGERED ("CR")



The Facts.

SOUTH AFRICA ("SA") IS HOME TO

83% OF AFRICA'S RHINOS
73% OF WILD RHINOS WORLDWIDE

AFRICAN RHINOS	ASIAN RHINOS
BLACK 4 800CR	WHITE 20 000
INDIAN 2 913	SUMATRAN 200CR
JAVAN <50CR	

Poaching Crisis.

A NEW GENERATION OF POACHERS, ARMED AND FUNDED BY ORGANISED CRIME, HAS RESULTED IN THE RATE OF POACHING INCREASING TO RECORD LEVELS.

13 NUMBER OF RHINOS KILLED IN SA IN 2007
946 KILLED IN SA LAST YEAR

FROM 2007 TO 2013

7000% INCREASE
72X MORE RHINOS KILLED

SA RHINO POPULATION END 2012

18 910 **2 044**

2.59 RHINOS KILLED PER DAY
>1 KILLED EVERY 12 HOURS

RECORDED NUMBER OF RHINOS POACHED IN SA SINCE 2007.

(BECAUSE IT IS HOME TO MOST OF THE WORLD'S RHINOS, SA HAS BEEN AT THE EPICENTRE OF THE POACHING CRISIS).



IF THE CURRENT RATE OF KILLING CONTINUES, WE WILL HAVE A NEGATIVE GROWTH RATE IN LESS THAN 2 YEARS, AND POSSIBLE EXTINCTION BY 2030.

<2 YEARS TO NEGATIVE GROWTH RATE

2030 POSSIBLE EXTINCTION

Illegal Trade.

RHINOS ARE NOW MORE VALUABLE DEAD THAN ALIVE. DEMAND FOR RHINO HORN FROM EAST ASIA IS FUELLING RHINO POACHING IN SA.

ILLEGAL TRADE GENERATES
\$17billion
PER ANNUM, AND GROWING

MARKET VALUE OF RHINO HORN
\$65 000/kg

ON THE BLACK MARKET, RHINO HORN IS WORTH MORE PER KG THAN GOLD, PLATINUM AND COCAINE.

\$/kg **50 000** GOLD | **45 000** PLATINUM | **30 000** COCAINE

LARGEST GLOBAL ILLEGAL TRADE

1. NARCOTICS
2. COUNTERFEIT GOODS
3. ARMS AND AMMUNITION

4TH

Primary Markets.

THE PRIMARY MARKET FOR RHINO HORN IS EAST ASIA. DEMAND IN VIETNAM IS BELIEVED TO BE THE MAIN DRIVER OF ILLEGAL TRADE IN RHINO HORN TODAY.



USE

- YEMEN.** HANDLES OF "JAMBIYA" - HAND CARVED DAGGERS.
- VIETNAM.** SYMBOL OF STATUS AND WEALTH. BELIEVED TO HELP CURE LIFE-THREATENING DISEASES.
- CHINA.** ORNAMENTAL USE. TRADITIONAL CHINESE MEDICINE.

FROM RHINO TO MARKET IN
48hours

<1hour

10 MINUTES TO SHOOT AND DEHORN.

12hours

TAKEN BY TRUCK INTO MOZAMBIQUE.

24hours

HORNS LOADED INTO PLANES BOUND FOR EAST ASIA.

36hours

SMUGGLED IN AND PASSED ONTO ILLEGAL DEALERS

48hours

AVAILABLE FOR SALE IN EAST ASIAN MARKETS.