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# POACHING STEALS FROM US ALL

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**WILDAID**

  
AFRICAN WILDLIFE FOUNDATION®

THE ELEPHANT CRISIS IN TANZANIA



# ABOUT WILDAID

WildAid's mission is to end the illegal wildlife trade in our lifetimes by reducing demand through public awareness campaigns and providing comprehensive marine protection.

The illegal wildlife trade is estimated to be worth over \$10 billion (USD) per year and has drastically reduced many wildlife populations around the world. Just like the drug trade, law and enforcement efforts have not been able to resolve the problem. Every year, hundreds of millions of dollars are spent protecting animals in the wild, yet little is spent on stemming the demand for wildlife parts and products. WildAid is the only organization focused on reducing the demand for these products, with the strong and simple message: **WHEN THE BUYING STOPS, THE KILLING CAN TOO.** WildAid works with hundreds of Asian and Western political figures, celebrities and business leaders, including the Duke of Cambridge, Yao Ming, Jackie Chan, Li Bingbing and Sir Richard Branson, to dissuade people from purchasing endangered wildlife products. These public service messages and educational initiatives reach hundreds of millions of people per week in China alone through donated media space.

[www.wildaid.org](http://www.wildaid.org)

# ABOUT AFRICAN WILDLIFE FOUNDATION

Founded in 1961, the African Wildlife Foundation (AWF) is a leading conservation organization focused solely on the African continent. AWF's programs and conservation strategies are based on sound science and designed to protect both the wild lands and wildlife of Africa and ensure a more sustainable future for Africa's people. Since its inception, AWF has protected endangered species and land, promoted conservation enterprises that benefit local African communities, and trained hundreds of African nationals in conservation—all to ensure the survival of Africa's unparalleled wildlife heritage.

[www.awf.org](http://www.awf.org)

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# THE IVORY CRISIS

Tanzania — best known for its snow-capped Mount Kilimanjaro, numerous national parks and game reserves, and the famous annual wildebeest migration — is home to a vast array of wildlife. The country has dedicated thousands of square kilometers (over 20% of its land) to protect this natural heritage: Tanzania boasts 16 national parks — including Ruaha, Serengeti and Tarangire — the Ngorongoro Conservation Area and 17 game reserves, including the Selous.<sup>1</sup> Yet despite ongoing conservation efforts, the country is now poised to lose one of its most recognized and valued resources: the African elephant.

Growing affluence in Asia has produced a new class of ivory consumers who have reignited demand and stimulated the illegal ivory trade, resulting in an escalating poaching crisis. A study published in July 2014 found that more than 100,000 elephants were illegally killed in Africa between 2010 and 2012 — ~33,630 each year.<sup>2</sup> The African forest elephant in particular has suffered a drastic decline in its population: In February 2014, scientists announced that 65% of forest elephants were poached between 2002 and 2013, leaving 95% of the forests of the Democratic Republic of Congo devoid of elephants.<sup>3</sup>

Home to one of the largest concentrations of African elephants on the continent, Tanzania has emerged as a poaching hotspot. A recent report suggests that Tanzania is “the largest source of poached ivory in the world.”<sup>4</sup> Between 2009 and 2011, “Tanzania was the country

EVERY YEAR UP TO  
**33,000 ELEPHANTS**  
ARE KILLED FOR THEIR IVORY ACROSS AFRICA



BETWEEN 2009 AND 2014, TANZANIA LOST  
**65,721 ELEPHANTS** —  
MORE THAN 60% OF ITS POPULATION

<sup>1</sup> “Tanzania Tourist Attractions.” United Republic of Tanzania Ministry of Natural Resources and Tourism.  
<sup>2</sup> Wittemyer, G., Northrup, J. M., Douglas-Hamilton, I., et al. “Illegal killing for ivory drives global decline in African elephants.” Proceedings of the National Academy of Sciences, 2014.  
<sup>3</sup> Maisels, Fiona; Strindberg, Samantha, et al. “Massive loss of forest elephants in Central Africa.” WCS, 2014.  
<sup>4</sup> Rweyemamu, Aisia. “Butchered jumbos in the Selous in five years represents loss of over \$40 billion.” IPP Media, January 2015.

of export for 37% of large ivory seizures.<sup>5</sup> Domestically, the country seized nearly 20 tons of ivory between 2010 and 2013.<sup>6</sup> A single elephant can generate USD1.6 million in tourism revenue if left to live out its normal lifespan,<sup>7</sup> while its ivory is only worth an estimated USD2,800 to a local trader and even less to a poacher. In Ruaha National Park, villagers have been offered the equivalent of USD10 per tusk.

Tourism comprised 13% of Tanzania's GDP in 2013, valued at USD3.7 billion and 12% in 2014, at USD4.1 billion.<sup>8</sup> Travel and tourism generated 402,500 jobs (or up to about 1.2 million including transportation and other services) in the country that year. Given the average household size of 4.8 people, this means that almost 2 million people (or, more than 5 million people) were supported by tourism in 2013.

As keystone species, elephants also play a critical role in maintaining the health of ecosystems. They dig waterholes that sustain other animals and humans; they clear the landscape of trees and thorny bushes, creating grasslands for use by grazing species; their dung acts as a fertilizer, providing nutrients to the soil; they disperse seeds and at times their digestive system is the sole defining factor as to whether a seed will germinate.<sup>9</sup> Without elephants, biodiversity and the health of ecosystems would be impoverished.

## POACHING IN TANZANIA

Tanzania suffered a severe elephant poaching crisis in the 1970s and 1980s, when its population fell from over 300,000 to just 55,000 by 1989.<sup>10</sup> The 1989 international ban on commercial ivory sales provided a respite for the African elephant and herds in Tanzania rebounded to 142,788 by 2006.<sup>11</sup> Yet with renewed markets in Asia driving increased demand for ivory, poaching resurged in 2009 and has again reached catastrophic levels. Tanzania lost 10,000 elephants in 2013, alone – more than 30 each day. Last year, an aerial survey of the Mara-Serengeti ecosystem discovered 192 elephant carcasses with their tusks missing: 117 on the Kenyan side and 75 on the Tanzanian side. In the past five years, Tanzania has lost 60% of its elephants: The population fell from an estimated 109,051 in 2009 to just 43,330 in 2014.<sup>12</sup>

Tanzania's rhino population fell from 10,000 in 1970 to 123<sup>13</sup> in 2014 and is now believed to number just 80.

## RUAHA

Ruaha National Park is Tanzania's largest national park, covering more than 20,000km<sup>2</sup>, and is largely defined by the Great Ruaha River.<sup>14</sup> The area was originally designated as the Saba Game Reserve in 1910 and was elevated to national park status in 1964. Believed at one time to have the highest concentration of elephants of any East African park,<sup>15</sup> the population in the Ruaha-Rungwa ecosystem experienced a 37% decline between 2009 and 2013, bringing the count down from 31,625 to 20,090.<sup>16</sup> That population dropped a further 60% in 2014, to just ~8,272.<sup>17</sup> Numbers plummeted within the national park itself: The Great Elephant Census showed that nearly half of the elephants in Ruaha National Park were killed in a one-year period as the population fell from 8,800 to just ~4,200 in 2014.<sup>18</sup>

## SELOUS

The Selous Game Reserve is one of Africa's largest protected areas, covering 50,000 km<sup>2</sup>.<sup>19</sup> Known for its diverse landscape and wide variety of wildlife, the reserve "has borne the brunt of illegal elephant killing in Tanzania."<sup>20</sup> The Selous' elephant population fell by 66% between 2009 and 2013, from 38,975 to 13,084.<sup>21</sup> The 25,000 elephants killed by poachers represent "a potential revenue loss of USD40.2 billion in long-term tourism profits."<sup>22</sup>



5 "Vanishing Point: Criminality, Corruption and the Devastation of Tanzania's Elephants." EIA, November 2014.

6 "Tanzania president says poaching boom threatens elephant population." Reuters, February 2014.

7 Rweyemamu, Aisia. "Butchered jumbos in the Selous in five years represents loss of over \$40 billion." IPP Media, January 2015.

8 Ibid.

9 [http://www.soselephants.org/about\\_elephants.html](http://www.soselephants.org/about_elephants.html)

10 "Vanishing Point: Criminality, Corruption and the Devastation of Tanzania's Elephants." EIA, November 2014.

11 Ibid.

12 Mathiesen, Karl. "Tanzania elephant population declined by 60% in five years, census reveals" The Guardian, June 2015.

13 "Tanzania calls for int'l ban on ivory, rhino trade." World Bulletin, October 2014..

14 "Ruaha National Park." Expert Africa. <http://www.expertafrica.com/tanzania/ruaha-national-park>

15 "Ruaha National Park." Tanzania National Parks. <http://www.tanzaniaparks.com/ruaha.html>

16 "Aerial Census of Large Animals in the Ruaha-Rungwa Ecosystem: Population Status of African Elephant." Tanzania Wildlife Research Institute (TAWIRI), 2013.

17 "Leaked statistics confirm scale of Tanzania's elephant crisis." EIA, April 2015.

18 TAWIRI 2014.

19 "Selous Game Reserve." UNESCO. <http://whc.unesco.org/en/list/199>

20 "Vanishing Point: Criminality, Corruption and the Devastation of Tanzania's Elephants." EIA, November 2014.

21 "Vanishing Point: Criminality, Corruption and the Devastation of Tanzania's Elephants." EIA, November 2014.

22 Rweyemamu, Aisia. "Butchered jumbos in the Selous in five years represents loss of over \$40 billion." IPP Media, January 2015.



# 2015 TANZANIA SURVEY

In April 2015, WildAid and its conservation partners African Wildlife Foundation and Save The Elephants contracted leading market research company IPSOS to conduct a nationwide survey of attitudes and knowledge about Tanzania's wildlife, focusing particularly on elephants and rhinos. IPSOS interviewed 2,030 residents in 30 regions of Tanzania to gauge the level of awareness of poaching and to test attitudes toward wildlife conservation and tourism.

The survey results overwhelmingly demonstrate residents' pride in Tanzania's wildlife. A majority of respondents view wildlife as an important part of their national identity and heritage as well as a source of income.

- 74% believe wildlife is an important source of income for Tanzania
- 73% said it is an important part of their national identity and heritage
- 56% said they are proud of Tanzania's wildlife.

Most residents knew about the ongoing poaching crisis, but were unaware of its impact on local wildlife populations: Nearly 90% of participants knew that rhinos and elephants are being killed for

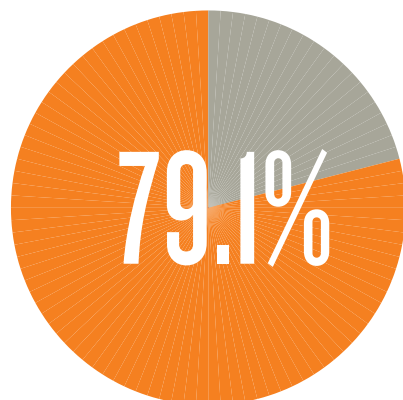
their horns and ivory, but just over one-third knew that Tanzania's rhino and elephant populations are declining. While almost half of the respondents recognized the importance of tourism to the Tanzanian economy, only 11% believed that tourists come to Tanzania to see wildlife.

The findings highlight the need to disseminate information about the poaching crisis, wildlife population statistics and the link between tourism income and wildlife to the broader populace. Tanzanians must be given the opportunity to understand the severity of the threats to their wildlife and a chance to save their natural heritage, because to 79% of residents, it would "matter a great deal" if elephants disappeared from Tanzania.

**SAMPLE SIZE: 2,030**  
**GENDER: 1,017 MALE, 1,013 FEMALE**  
**AGE: 18-24 YRS (22.12%), 25-34 YRS (28.23%), 35-44 YRS (24.04%), 45 YRS+ (25.62%)**  
**SETTING: 33% URBAN, 67% RURAL**  
**LOCATION: 30 REGIONS, 138 DISTRICTS REPRESENTED IN SAMPLE**

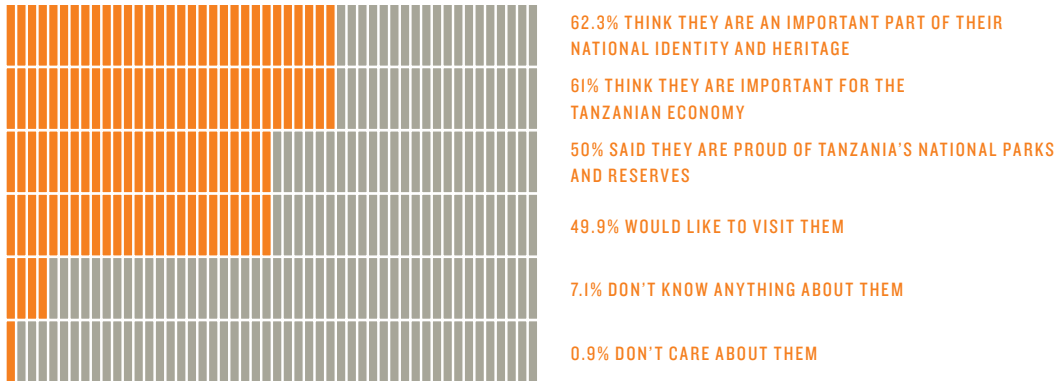
## SURVEY KEY FINDINGS

1. **79.1% of respondents said it would "matter a great deal" to them if elephants disappeared from Tanzania.** A small minority of respondents said it would matter little or not at all.

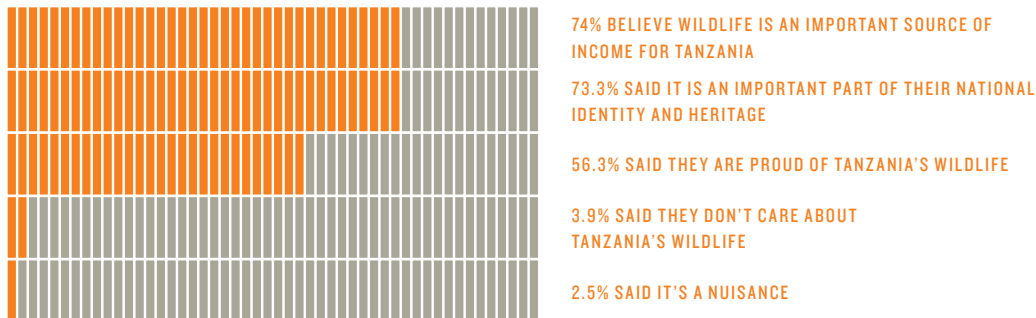


79.1% OF RESPONDENTS SAID IT WOULD "MATTER A GREAT DEAL" TO THEM IF ELEPHANTS DISAPPEARED FROM TANZANIA

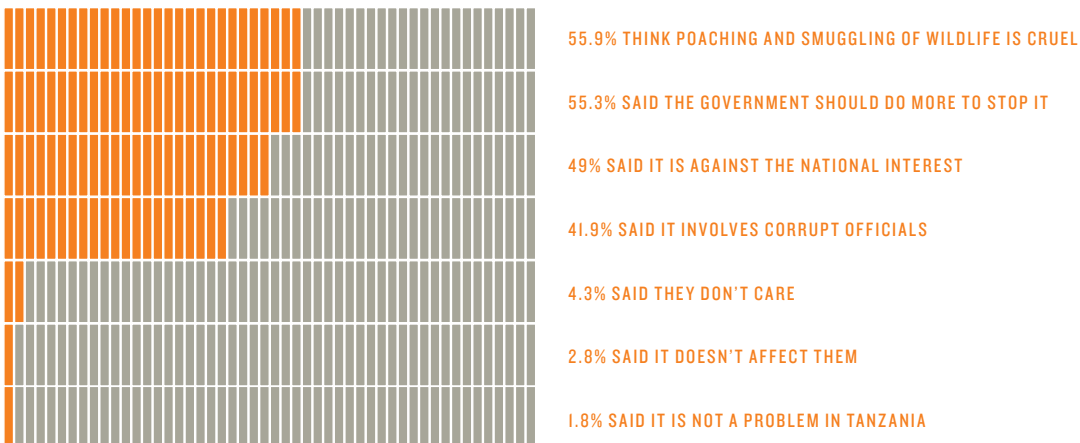
**2. Participants' attitudes toward Tanzania's National Parks and wildlife reserves are positive** (Multiple responses allowed):



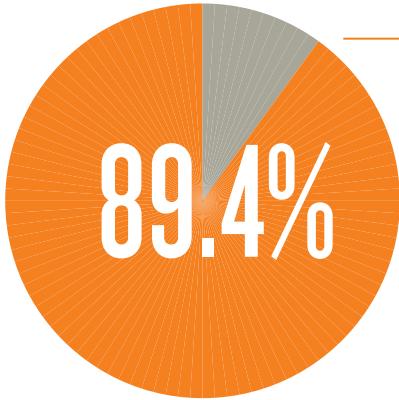
**3. The majority of respondents emphasized the importance of Tanzania's wildlife** (Multiple responses allowed):



**4. More than half of all respondents voiced concerns about wildlife poaching and smuggling** (Multiple responses allowed):

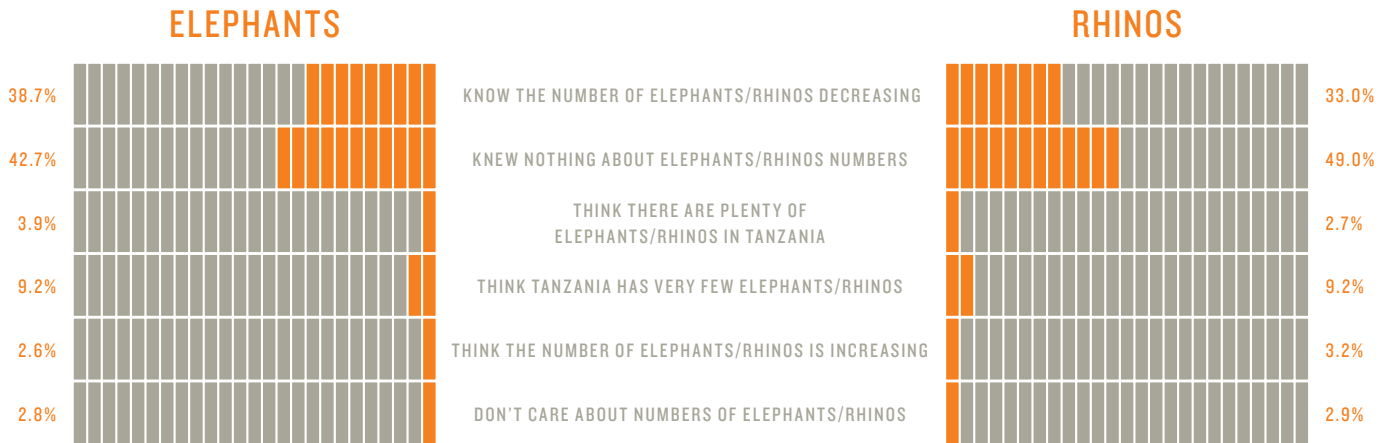


5. **89.4% knew that elephants and rhinos are being killed in Tanzania because people want to buy ivory and rhino horns.** Other responses included “because they eat crops” and “greed.”

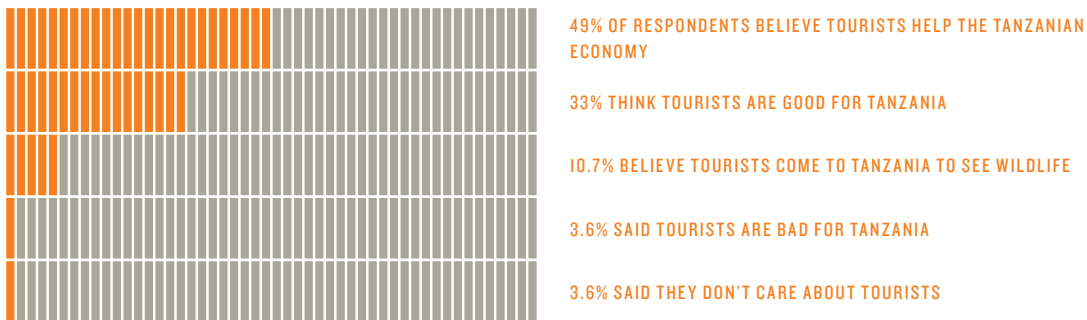


89.4% KNEW THAT ELEPHANTS AND RHINOS ARE BEING KILLED IN TANZANIA BECAUSE PEOPLE WANT TO BUY IVORY AND RHINO HORNS.

6. **The majority of respondents didn't know that Tanzania's elephant and rhino populations are in decline:**



7. **Many participants saw value in tourism:**



# **WILDAID**



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