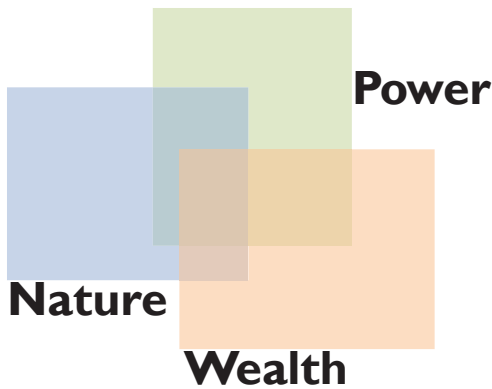




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Ibis Rice

Protecting wildlife in Cambodia...one grain at a time.

Certified Wildlife Friendly™ Products

Ibis Rice™ is a fragrant, organically grown Malis Rice. It is sold directly in bulk to large commercial mills in major towns in Cambodia and most recently, capitalizing on the Certified Wildlife Friendly™ branding, to restaurants and hotels near Cambodia's famed Angkor Wat temple in Siem Reap. Siem Reap is a main tourism center, which attracts more than 2 million international visitors each year to the temples at Angkor. The following hotels and restaurants in Siem Reap currently serve Ibis Rice: **Hotels:** La Maison d'Angkor, Le Meridien Angkor, La Residence d'Angkor, Soria Moria, Victoria Angkor Resort & Spa, Hotel de la Paix, The Villa Siem Reap and Sojourn; Now in Phnom Penh: The Bodhi Tree. **Restaurants:** Kamasutra, Sugar Palm, and V & A. Now in Phnom Penh: Le Wok

Future marketing will include selling various packaged rice mixes, including both brown and white rice, in tourist shops in Siem Reap. Siem Reap has over 100 registered hotels and restaurants and so far, 16 restaurants and hotels buy Ibis Rice. The rice is marketed as Certified Wildlife Friendly™

and organic, contributing to protecting critically endangered bird species whilst also promoting improved incomes for farmers that engage in conservation.

Conservation Challenge

The Northern Plains of Cambodia are home to the greatest aggregation of large mammals and water birds beyond the savannas of Africa. The Giant Ibis is Cambodia's National Bird and one of 50 endangered species in the Northern Plains. The forests and wetlands of the Northern Plains, which these endangered birds depend on for habitat, are used by long-established local communities. These communities are very poor and are heavily dependent upon forest and natural resources for their livelihoods. Agricultural-based livelihood development is limited by low prices offered by the few traders that come to these remote villages. Worse, the same traders are the only source of credit, usually at usuriously high rates. This provides little incentive for communities to improve agricultural efficiency, and means that the majority of households are trapped in debt cycles to the traders. With



**Wildlife Friendly Enterprise Network:
Ibis Rice**

growing human populations the pressure on land resources is increasing, leading to increasing forest clearance in key conservation areas and conflicts between communities and government agencies responsible for environmental protection. As land conversion is one of the few easily available forms of wealth, community members have little incentive to engage in conservation. Successful wildlife and habitat conservation therefore depends on engaging local families in ways that directly link local economic and social development to natural resource conservation.

Context and Business Model

Wildlife Conservation Society Cambodia (WCS) has been supporting and promoting Ibis Rice™ for several years. The current focus of Wildlife Friendly™ product development is in the Northern Plains. The Ibis Rice™ program was started, in part, because of the enormous market opportunity provided by Siem Reap. Market research conducted by WCS indicated that a significant number of buyers (mainly up-market hotels and restaurants) exist in Siem Reap, many of whom would be willing to pay a premium for Wildlife Friendly™ products. The cooperative marketing model is also an important innovation offered by the project. Communities receive a share of the profits and assistance to move up the value chain (e.g. through training in value-added processing, assistance with capital investment, and access to necessary micro loans) so that farmers capture a greater proportion of the revenue and have an incentive to restrict farm expansion.

The Ibis Rice™ program established Wildlife Friendly™ village agricultural cooperatives, which:

- Buy from farmers if they abide by conservation rules and regulations, including wildlife protection and maintenance of land-use boundaries.
- Provide start-up loans at low rates of interest to cooperative members, breaking debt dependency cycles.
- Target the poorer farmers reliant on forest resources.
- Purchase rice at preferential prices from cooperative members. The initial business model is based on direct sales to the national market centers, bypassing the current middlemen.
- Train farmers willing to learn new agricultural techniques.

Farmers sell their rice directly to the Village Marketing Network (VMN) which buys the rice at a premium price. Only the farmers that have agreed to land use agreements that support conservation can participate. Procurement from farmers and distribution of funds is managed by the locally elected Village Cooperative Executive Members in the VMN.

Currently, the VMNs provide funding for infrastructure and inputs; they manage the buying and storage of rice; assure that a premium is paid to farmers; and establish a functional profit sharing scheme. Various activities are underway to increase the farmers' revenues by promoting new, higher yielding varieties of rice. Farmers are being trained in the System of Rice Intensification (SRI), a low-tech cultivation technique that does not use pesticides or non-organic fertilizers and is widely promoted in the region. In addition, farmers are being trained in the Cambodian Organics Association standards, which are adapted from and consistent with international standards.



Impact and Monitoring

Farmers understand that purchase of their rice is conditional on compliance with conservation agreements. As a result, Certified Wildlife Friendly™ products directly provide incentives to local people to engage in behaviors consistent with long-term conservation. In 2008, this led to the initial 78 farmers each receiving more than \$60 additional income for their produce, a significant amount of money in remote rural villages where average annual incomes are less than \$400 per year. Over the past three years communities have tripled the proportion of revenue that they receive from Wildlife Friendly™ production. Given the success, the Ibis Rice™ Program will expand from two villages in 2008 to ten villages (>10,000 people) over the next three years. In addition to increasing local incomes the project provides other benefits to community members, such as training and access to credit at reduced interest rates. Lastly, the negotiation of land-use boundaries as part of the conservation agreements allows farmers to become eligible for formal land titles for their plots strengthening existing tenure arrangements that support conservation.

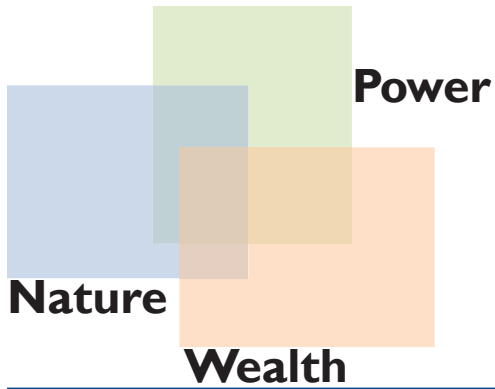
WCS has developed an effective monitoring system that involves field audits and satellite analyses to ensure compliance with land use contracts, annual assessment of key bird populations using counts of breeding pairs, and livelihood monitoring to track levels of family wealth. Community members are integrated into the monitoring system, taking an active role in bird counts and nest protection.

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All Things Alpaca

All Things Alpaca Ecuador produces exclusive garments from select alpaca fibers while protecting endangered Andean (spectacled) bear and other wildlife that share the land.

Certified Wildlife Friendly™ Products

The for-profit company, All Things Alpaca, produces an exclusive collection of alpaca sweaters, scarves, hats and king-sized blankets, plus woolly chaps and saddle blankets. The products come from a herd of 600 wild Alpacas in SE Ecuador, not far from the city of Cuenca. The current market is national, mainly foreign tourists, with some limited sales in the USA.

Conservation Challenge

Three red-listed mammals (Andean bear, dwarf red brocket deer, and margay) are confirmed present on the All things Alpaca (ATA) property. A frog thought extinct was rediscovered on ATA property. The threats to the landscape include deforestation from clearing

for pasture for cattle. Hunting and retaliatory killing of bear and puma when cattle are attacked are key threats to wildlife in the area.

Context and Business Model

All Things Alpaca Ecuador (ATA) produces garments from alpaca fiber, without harming the endangered Andean (spectacled) bear or other wildlife that share the land. ATA was the first business in Ecuador to revive the tradition of alpaca husbandry. It is now the best-known supplier of stud alpacas and also sells alpaca fiber products. Finished apparel and accessories are made in collaboration with a local women’s knitting cooperative.



**Wildlife Friendly Enterprise Network:
All Things Alpaca**

Alpacas are a hardy and handsome species of the Andes adapted to high-altitude pastures and páramo grassland. Herds are, however, subject to losses from predators. ATA owners use non-lethal methods to reduce alpaca losses by pumas, bears and Andean foxes. They actively conserve the extensive cloud forests and páramos on their property, and are engaged in ecological restoration of former pastures and degraded woodlands. The native habitats of their ranch in southeastern Ecuador form part of Sangay National Park.

ATA serves as a demonstration farm and the owners hope that their approach to conservation and wildlife-friendly production will be adopted by other residents in the region. Husbandry practices include free-range pasturing, periodic health checks and parasite controls, and selective breeding for improved fiber fineness. The result is a high-quality yarn produced in an environmentally sustainable way, incorporating traditional Andean textile practices and involving local designers and knitters.

ATA is located in the Nudo del Azuay region in southern Ecuador. This region of 96,000 hectares covers six contiguous watersheds, and is located within the Sangay National Park. Indigenous cooperatives and private landowners hold title to 47% of the territory within the Nudo del Azuay and thus are important participants in the long-term conservation of the region. The three major indigenous communities, Mestizo, Quichua-Canari, Quichua-Puruhua, depend primarily on livestock for milk and meat production for their livelihoods.

Impact and Monitoring

The Andean bear is thriving on the ATA property. ATA's land is managed to the highest standards of environmental protection (low grazing intensity, eradication of non-native species, no extraction of native species). ATA promotes the protection of puma, bear and other key wildlife on their property as well as across the wider landscape. ATA is helping recruit the 30 land owning families of the adjacent community communal lands to apply for Wildlife Friendly™ certification for their Alpaca fiber. This has the potential to ensure wildlife conservation over a large area.

ATA also helps improve agricultural productivity and supports the local communities through micro-enterprises which produce spun fiber. Local communities receive individual Alpacas from the ATA herds and are learning to produce for the market with the help of ATA. ATA works with a women's cooperative to knit the finished products from Alpaca fiber. In addition to the spinning of fiber this provides new and valued income opportunities for local communities. ATA also holds training sessions and discussions about veterinary medicine, habitat and pasture management, protection of forests, and wildlife conservation, with neighboring communities.

A team from the Land Tenure Center of the Nelson Institute for Environmental studies at the University of Wisconsin-Madison, and Fundacion Cordillera Tropical have conducted surveys for Andean bears on the property and surroundings. They are beginning to train community para-biologists as park guards who will be trained in wildlife monitoring with a focus particularly on the Andean bear. ATA also invites a student group onto their land every year to do biodiversity surveys.

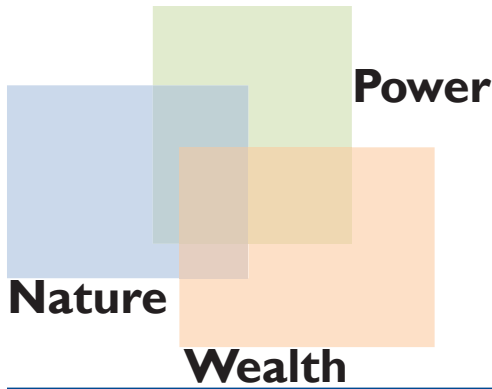


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Elephant Pepper
www.elephantpepper.com

Elephant Pepper aims to promote the livelihood of farmers living in elephant range through training, the deployment of appropriate conflict mitigation methods and development of agricultural techniques which promote elephant conservation.

Certified Wildlife Friendly™ Products

Elephant Pepper PTY Ltd produces two varieties of pepper sauces as well as four spice grinders that mix chili peppers with a variety of spices to create unique flavors. Elephant Pepper sells its products in retail outlets in southern Africa, including the international airport in Johannesburg and through mail order. Recently Elephant Pepper products gained shelf space in Whole Foods Markets and other food specialty retailers in the USA.

Conservation Challenge

Africa's human population is increasing at nearly 4% per year. African elephant populations have generally stabilized in the last decade, and are increasing in southern Africa, yet continent-wide, only 20% of their range is formally

protected. Increasingly, rural farmers and elephants share the same areas as rural agriculture expands and elephant rangeland is compressed. In this situation elephants can cause widespread damage to a farmer's crops, and compete with communities for land and resources. Conversely, the conversion of woodland to farmland threatens the elephant's survival within many landscapes. By reducing conflict and providing income opportunities from commercial farming, Elephant Pepper has reduced the level of conflict in the region significantly.

Context and Business Model

Elephant Pepper products grew out of field research focused on methods to address human wildlife conflict in southern Africa. The problem of elephant-human conflict is severe and rises from the fact that elephants destroy the crops of



**Wildlife Friendly Enterprise Network:
Elephant Pepper**



small-scale farmers. These crops are often the only food available to these rural communities. With their food-security and livelihoods threatened farmers retaliated against the elephants which led to death and injury on both sides of the conflict.

Research discovered the effectiveness of chilies to keep elephants away from crops. Application of simply techniques using chilies is sufficient to keep elephants away from farmers' fields. In addition, chilies are an important cash crop. By motivating farmers to plant chilies, Elephant Pepper ensured production of the raw materials necessary to repel elephants from local farms. Moreover two market opportunities were created. One involved larger scale planting of chilies for chili mash that goes into Tabasco sauce and is purchased by a large international market buyer, the other was the development of sauces and spice grinders carrying the Elephant Pepper brand and Certified Wildlife Friendly™, thus linking the products directly to efforts to reduce conflict and ensure protection of elephant populations.

The business model includes a synergistic relationship between the **Elephant Pepper Development Trust (EPDT)** and the for-profit **Elephant Pepper PTY Ltd**, which works collaboratively with local farmers under a shared vision of wildlife conservation and sustainable economic development. Elephant Pepper PTY Ltd. brings financial, social and environmental benefits to its stakeholders; linking farmers to a global market and by raising awareness around successful approaches to wildlife conflict mitigation.

The Elephant Pepper Trust advises farmers on natural resources conservation and sustainable utilization of such resources in relation to the management of conflict with wildlife. It is widely accepted that rural farmers bear the costs of living with elephants, and receive little of the benefits, since as farmers they rarely participate in the tourist trade. Even where community-based conservation and tourism initiatives exist, and elephants generate large revenues, little of the money is seen at the rural household level. Resolving conflict between humans and elephants is widely recognized as one of the most pressing wildlife management issues in Africa, because the costs must be reduced and the benefits increased if elephants are to co-exist in agricultural areas.

In an effort to explore economic options linked to conservation outcomes, Elephant Pepper PTY Ltd was established as a for-profit company to develop marketing partnerships

with other private sector companies and a line of Elephant Pepper branded products – sauces and spice grinders. As part of this private sector development, a business relationship with the company, African Spices, was developed. African Spices committed to the procurement of all chilies from local farmers at an ethical trade price. This gave a significant boost to farmer participation in chili production and a larger supply of chilies to market. African Spices negotiated a contract with the McIlhenny Company, makers of Tabasco brand hot sauces, to purchase significant amounts of chili mash (a semi-processed chili product needed to make Tabasco) that African Spices could produce at a scale. The market for chili mash provided farmers with much needed income, at the same time that the chili control methods reduced human elephant conflict. In addition Elephant Pepper could count on sufficient chili production to manufacture its line of Elephant Pepper branded sauces and spice grinders. As a result Elephant Pepper has been able to contribute to higher rural incomes while ensuring the conservation of elephant populations.

Impact and Monitoring

The local and regional impact of the program is significant. Currently EPDT works with approximately 600 semi-subsistence out-growers who produce chilies and earn up to \$1,000 annually from sales to African Spices. This compares with maximum incomes of approximately \$180 per year from maize production in the region. Farmers who participate in the out-growing scheme have a guaranteed market for their product. In addition they receive on-going training and capacity building to improve their agricultural production as well as the methods they employ to reduce human wildlife conflict. Detailed monitoring on the impact of the chili interventions on elephants is carried out in partnership with the communities by Dr. Ferrell (“Loki”) Osborn, who has been working in the Zambezi region of Africa for over 15 years. The ongoing monitoring and research indicate a significant reduction in human wildlife conflict incidences as a result of Elephant Pepper interventions.

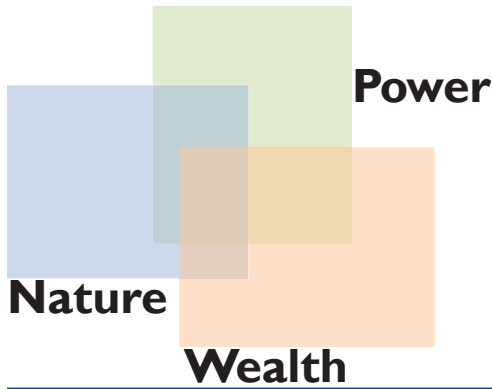


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Anne Kent Taylor Fund

www.aktaylor.com/ak_fund

Assisting individuals, communities and corporations to conserve, protect and restore biodiversity in Kenya through sound economic activities that are ecologically sustainable.

Certified Wildlife Friendly™ Products

The Anne Kent Taylor Fund (AKTF) products are beaded bracelets which are handmade and designed by Maasai women's groups. Other products include "snare art" which utilizes the confiscated animal snares with designs by world class Kenyan artists. The products are sold locally and regionally. There are limited sales in the USA.

Conservation Challenge

No hunting is legal in Kenya, even on a subsistence basis. However, poachers come in from other areas where their wildlife has already been extirpated. Before the AKTF project, many Maasai, not realizing the

long-term effect of this poaching on their future livelihoods and well-being, supported and protected these poachers in exchange for goods. Poachers kill tens of thousands of animals each year in the area, a level of hunting that is entirely unsustainable. Illegal hunting is indiscriminate and impacts all species including hippo, elephant, lion, leopards, giraffe, antelopes, wildebeest, zebra and baboons. Predators are often poisoned by the poachers to keep them from competing with their illegal harvest.

Wildlife predation on Maasai cattle and goats is on the increase. This creates resentment against wildlife and often leads to retaliatory killing of wildlife. Paradoxically, the Maasai's primary income is from tourists who come to view wildlife.



**Wildlife Friendly Enterprise Network:
Anne Kent Taylor Fund**



Context and Business Model

The Masai Mara forms the northern extension of the vast Serengeti - Mara ecosystem and is home to one of the last great wildlife migrations on earth. The Masai Mara reserve is Kenya's most visited protected area and is world famous for its high densities of wildlife. The landscape is covered by open rolling grasslands, riverine forests, acacia woodlands, swamps and non-deciduous thickets and boulder-strewn escarpments. These diverse habitats support over 95 species of mammals and over 480 bird species. Unlike the National Parks in Kenya, which are run by the government, the Masai Mara is a National Reserve, held in trust by the local district councils. Management of the Reserve relies on balancing the needs of semi-nomadic Maasai and wildlife. Revenue from tourism is an important source of income for the Maasai.

AKTF is a nonprofit entity that works in cooperation with the various stakeholders in the Masai Mara region including Government representatives, senior council members, wardens and rangers, tourist companies and operators, community elders and school committees, and other NGOs. The goal of the work of AKTF is to create economic opportunities for the Maasai around Kilgoris and link this to conservation of wildlife. AKTF loans the women's groups start-up funds to buy beads and supplies. The women produce items for the market, which Anne Kent sells in the U.S. and in local tourist markets.



Impact and Monitoring

AKTF supports a range of conservation and development activities aimed at improving the lives of the Maasai while ensuring biodiversity conservation including community-based anti-poaching patrols, community education and support programs serving over 4,000 students, and household level predation avoidance, including improvements in "boma" structures to keep wildlife away from livestock.

The AKTF supported de-snaring/anti-poaching team is comprised of young Maasai men from the nearby communities (who used to be warriors). While they are not armed, they are always accompanied by local armed rangers from the Mara Conservancy or the local authorities of the areas in which AKTF works. These courageous men patrol on foot through thick forests and across the open plains removing wire snares which have been illegally set by poachers. The involvement of both women (as beaders) and the men (in the de-snaring/anti-poaching patrols) provides broad based financial incentives for Maasai communities to conserve wildlife, reinforcing community/government law enforcement efforts.

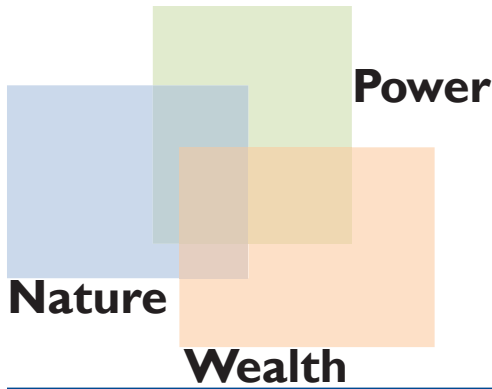
The Maasai beaders, with profits from the bracelets, have installed a grain mill that they run as a business. The fees charged for milling ensure them a steady income and with that income they have built a small shop for the sale of their beaded goods. As these communities gain financial stability and pride they exert influence on others to practice conservation behavior. AKTF has raised the awareness of conservation and attitudes about protecting wildlife are changing in the region.

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Aroma Forest Essential Oils

www.huiles-essentielles-madagascar.com

Supporting the sustainable management of forests and conservation of biodiversity by the local communities in Madagascar.

Certified Wildlife Friendly™ Products

Aroma Forest produces a range of essential oils; Niaouli, Saro, Maniguette, Butterfly Ginger, Iary, Blue ginger, Turmeric, Rosemary, Ylang-Ylang, Ravensara, Ravintsara, Issa, Cinnamon bark, Lantana, Calophyllum oil. International cosmetic and aromatherapy companies such as Chanel and Yves Rocher purchase these products from the company. Aroma Forest products are not only Certified Wildlife Friendly™ but are also certified organic and satisfy international fair trade requirements. Aroma Forest markets through the Internet as well as through national and international retail and wholesale sales.

Conservation Challenge

Madagascar is one of the poorest countries in the world with an average annual per capita income of \$300-\$500. Poverty and unsustainable land use practices have led to

Madagascar losing 85% of its native forest cover. It is in the forests that most of the biodiversity is found. Slash and burn agriculture and burning for grazing land are the main drivers of forest loss. At the same time, Madagascar is a priority for conservation with over 90% of all species being endemic. Aroma Forest sources products from three areas in Madagascar. These areas are not protected and each has a suite of endemic endangered species that are threatened by illegal hunting and rapid habitat loss through slash and burn agriculture.

Context and Business Model

Aroma Forest is a for-profit trading company founded in Madagascar to produce and market essential oils. Aroma Forest was created by the NGO, Man And The Environment (MATE) (www.madagascar-environnement.com). MATE's



**Wildlife Friendly Enterprise Network:
Aroma Forest Essential Oils**

goal is to support the sustainable management of forest and conservation of biodiversity by the local communities in Madagascar. MATE and Aroma Forest work with communities in high poverty areas in the eastern and northwestern rainforest regions of Madagascar. The goal of the business is to create jobs and increase revenues for poor rural communities while conserving biodiversity. In each of the sites where essential oils are sourced, MATE has entered into contracts with the Government of Madagascar and local communities to ensure sustainable management.

MATE helps the local producer groups develop contracts for the production and sale of essential oils to the private sector. The for-profit, Aroma Forest, organizes the production of essential oils and extracts with the local producer groups and then sells the products onto a range of buyers.

These contracts link Aroma Forest's conservation, development and economic activities. Two contract types exist: one between MATE, the local communities and the government to give communities the right to manage the lands, with clear environmental management stipulations such as no burning, nor hunting; the second between Aroma Forest and the communities outlining agreements on essential oil production and sustainable practices and wildlife protection.

Impact and Monitoring

The NGO, MATE works with the local producer groups and promotes conservation and rural development activities such as improved health facilities, education, and the strengthening of capacity of the local authorities, reforestation, development of economic activities, and land management. MATE has 4 years experience in the region with development of essential oil production and creating economic incentives for conservation. MATE has received a European Commission grant to develop a multi year sustainable development program, while the business side, Aroma Forest, supports threat abatement to key wildlife by providing an alternative, and stable source of income linked to conservation. Payments and economic benefits



are directly tied to conservation compliance contracts. Previously, with unclear land tenure and the need to expand agriculture there was no motivation from the local communities to manage their land. The framework created by the Aroma Forest business creates a direct link between these incomes and habitat protection.

For example, in Vohimana forest, lemur populations were on the edge of extinction but the management plan, designed with the local communities and the regional and local authorities, coupled with the economic incentives, has ensured protection of the animals. In Vohibola, illegal loggers have agreed to stop logging in return for involvement in the essential oil production. In Tsianinkira, the communities have agreed to prevent bush fires, which are one of the major threats to the forest.

The communities are very much engaged in the conservation effort and benefit from improved incomes and employment, larger profit margins (up to 25%), provision of training and capacity building on sustainable enterprise, and increased access to social benefits, e.g. health and education. Currently, three community enterprises produce 2,000 kg of essential oils per year. Around 300 families benefit and around \$35,000 is generated which stays in the local communities.

A socio-economic analysis was conducted for the Vohimana zone looking at the potential of the different income generating activities that could be developed. This analysis showed that the essential oil production is the only option with a major potential for scaling up sustainably and offering a significant benefit to communities.



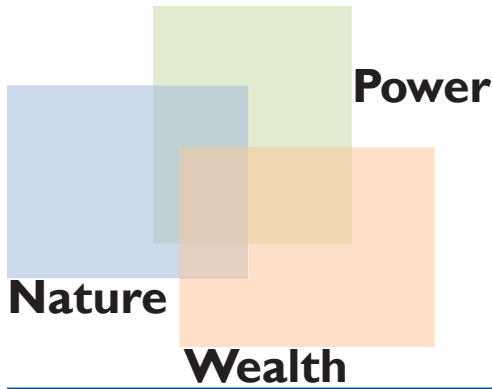
There is a detailed system of monitoring the natural resources in the various production sites, followed up by Biotrade certification. In addition, there is a wildlife monitoring system in place at the Vohimana site, with the tracking of key biodiversity indicator species including lemurs and frogs as key indicators of forest health. At the Vohibola and Tsiankira production sites, forest parcels have been selected for permanent monitoring.

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Himalayan Bio Trade Pvt. Ltd. (www.himalayanbiotrade.com)

HBTL promotes responsible resource management that protects endangered species and maximizes benefits to the communities, while producing the highest quality natural products.

Certified Wildlife Friendly™ Products

HBTL products are sold in domestic and international markets as natural products, sustainably harvested from community managed forests and processed by community-owned enterprises. HBTL products include:

Handmade paper products: Handmade paper products are produced from wild-crafted Lokta bark, a perennial shrub that grows in the understory of the high altitude Himalayan forests. HBTL's handmade paper products include; paper sheets - both natural color and dyed; file/folders; journals/notebooks; wrapping paper; stationery; lampshades; shopping bags; boxes; and visiting cards/business cards.

Essential oils: Oils obtained by steam distillation from various plants including Abies oil, Anthopogon oil, Artemisia oil, Calamus oil, Jatamansi oil, Juniper berry, Juniper needle, Valerian oil, and Zanthoxylum oil.

Other Products: Natural fiber products, Himalayan Nettle and Hemp fiber products; Non-volatile (fixed) oils such as Butternut oil, Dhatelo oil, Seabuckthorn seed oil, and Herbs for a variety of uses including tea blends.

The products are Certified Wildlife Friendly™ and have Forest Stewardship Council (FSC) certification. International buyers include the Aveda Corporation, S&D Aroma UK, S&D Aroma India, CTM Altromercato Italy and others.

Conservation Challenge

Local communities are highly dependent on the forests for subsistence needs (housing timber, fuel wood, fodder), and the collection of non-timber forest products (NTFPs) that are sold to obtain cash income. About 42 thousand tons of over 100 NTFPs are harvested annually. Nearly all are harvested



**Wildlife Friendly Enterprise Network:
Himalayan Bio Trade Pvt. Ltd. (HTBL)**

and crafted by the poorest of the poor in the remotest mountains, where 57% of the population lives below the poverty line (\$59 annually in Nepal). NTFP harvest is often the only source of cash in these highland communities. Lack of forest protection and subsequent clearing of forest has led to massive soil erosion and landslides as well as significant habitat loss for threatened and endangered wildlife. Illegal trade in animal products across the border to Tibet poses a great threat to much of the wildlife of the region.

Context and Business Model

Nepal has a rich community forestry program that is taking responsibility for stopping deforestation and rehabilitating degraded forest lands. The Certified Wildlife Friendly products are sourced from NTFPs that are collected from the wild by community forest user groups (CFUGs) in the districts of Dolakha and Bajhang. These districts are found in the upper temperate forest zone at an altitude between 1800m and 3300m. In the Dolakha District just over half the area is forested and a third is agricultural and pasture land.



Key species in the forests of Bajhang and Dolakha include the Grey Wolf, Himalayan Tahr Leopard, Musk Deer, Pangolin, Red Panda and the Wild Yak. These districts also border on the habitat of the endangered snow leopard.

Himalayan Bio Trade Pvt. Ltd. (HBTL), a natural products trading company based in Katmandu, was formed in 2000 to facilitate consolidation of products from remote CFUG enterprises and market high quality natural products that promote biodiversity conservation and fair trade. HBTL is a producer owned company that works with community groups to facilitate community based enterprise start-up, suitable technology transfer, product design, quality control and buy-back guarantees with fair prices. HBTL has an agreement with the community-based forest enterprises (CBFEs) to source NTFP products. The CBFEs in turn have agreements with the Community Forest User Groups (CFUG) to supply the NTFPs. CFUGs are village groups that obtain legal tenure over forest areas from the Nepal government, and devise forest management plans that allow for sustainable use, while protecting overall forest biodiversity. It is noteworthy that the CFUGs in Bajhang and Dolakha, the community enterprises, and HBTL were the first in the world to be awarded a group FSC certification for NTFPs.



Impact and Monitoring

There are 7,500 households with about 40,000 people in the community forest user groups (CFUGs) who are the managers and users of community forests from which the Certified Wildlife Friendly™ products are sourced. The community forests offer protected habitat and migratory corridors for key wildlife including the endangered species (IUCN listed) such as the Musk Deer and Pheasant. Over the past ten years a significant portion of degraded lands have been reforested and overall the area of forested land has increased. Daily patrols walk the forest areas and over the past 10 to 15 years, with the increased area of habitat, the community members report increased numbers of wildlife which they now actively protect against wildlife trade. Community members also restrict outsiders from going up to the higher elevations to poach other endangered species, including the snow leopard.

Promoting and marketing of the HBTL community produced and certified natural products, derived from the NTFPs, has greatly benefited marginalized community groups, helping them to fight poverty and improve their standard of living. The profits generated by the trading of community produced products are distributed to the community shareholders on an equitable basis. There has been significant job creation at different stages of the supply chain and in 2008 over \$1.5 million in revenue was generated for the forest communities.

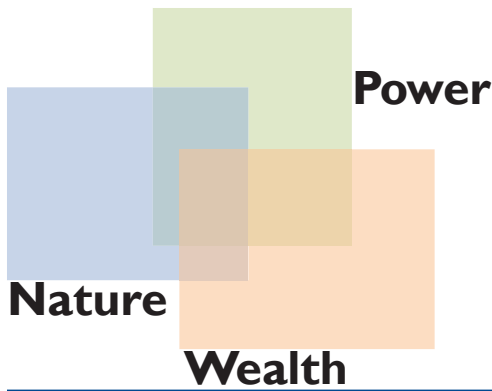
CFUGs conduct monitoring of the impact of their activities and the activities of the community based enterprises. CFUGs, FECOFUN (the Federation of Nepal's CFUGs), local communities and the District Forest Office are all involved in monitoring the forest with a particular focus on wildlife poaching along with overall condition of the habitat in the CFUG areas. The community members report seeing wildlife on a regular basis and consolidate the sightings in bi-annual reporting. FSC certification evaluates the harvesting plans and overall natural resource management of the areas, including impact on wildlife. FSC audits the groups annually to verify that the sustainable harvest protocols are being followed and to assess forest condition, which includes biodiversity/wildlife condition.

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Wildlife Works
www.wildlifeworks.com

Conservation Challenge

Wildlife Works' mission is to harness the power of the global consumer to create innovative and sustainable solutions for wildlife conservation – Consumer Powered Conservation

Certified Wildlife Friendly™ Products

Wildlife Works products include premium quality contemporary sportswear designs and fashions that are inspired by endangered species and their habitats. Made from organic cotton, hemp and other environmentally friendly fabrics, products can be found in over 200 top boutiques, high-end retailers, and on the Wildlife Works website. Production takes place at an eco-factory in rural Kenya where jobs are created and where community members commit to wildlife conservation.

Wildlife Works was founded in San Francisco in 1997 and is the world's first business designed around a consumer brand that stands for wildlife conservation. Proceeds from product sales go to saving endangered and threatened wildlife around the globe. The company focuses on protecting wilderness habitats and providing social and economic benefits for those people who share their land and resources with wildlife.

The greater Tsavo ecosystem, a semi-arid area of dryland forest interspersed with savannah grasslands spreads north to the Tana River and south into Tanzania. This ecosystem includes Tsavo East and Tsavo West National Parks – the largest protected lands in Kenya, and a corridor of land between the two parks known as the Tsavo Kasigau Corridor. The Tsavo ecosystem has incredible diversity of large mammals and birds. Prior to the project rampant poaching in the corridor was threatening wildlife in both sections of Tsavo National Park. Wildlife Works purchased and created the Rukinga Wildlife Sanctuary within the corridor to address wildlife poaching. Rukinga provides an area of relative safety to all wildlife that move between the two National Parks. The sanctuary is particularly important to a large, resident population of African elephants (*Loxodonta africana*) estimated around 300. As many as 1,500



**Wildlife Friendly Enterprise Network:
Wildlife Works**

elephants use the corridor either as a dispersal and feeding area or to move seasonally between the two National Parks.



Since the project began over ten years ago, Wildlife Works has focused on how to stop the illegal killing of wildlife in the Tsavo Kasigau Corridor by bushmeat poachers, and to protect wildlife habitat. At first there were very few large mammals left and rangers used to say that there was nothing larger than a dik dik present on the land. After a year of protecting the habitat, the wildlife began to return, beginning with the elephants as they cleared out the thick shrubs that had grown in their absence. Other species followed, first the ungulates and then the predators. After just a few seasons there is now a very balanced eco-system, with 47 large mammal species, including four endangered species, African elephant, Grevy's zebra (the southernmost range of the species), cheetah and African hunting dog.

Context and Business Model

Wildlife Works started in Kenya where it created the 80,000-acre Rukinga Wildlife Sanctuary and built an "Eco-factory" next to the sanctuary, where members of the local community are employed to create the products sold by Wildlife Works. The factory jobs create an incentive for the community to protect wildlife. The eco-factory jobs have radically altered the way local communities view wildlife. Before Wildlife Works, they saw wildlife as either food or money, and were poaching, clear-cutting their habitat. With Wildlife Works, people earn enough to feed their families and send their children to school without killing wild animals and understand that the eco-factory jobs depend on community efforts to protect wildlife. The wildlife has become an asset to them, worth much more alive than dead. The poaching has stopped and the animals are returning.

The Wildlife Works business model is unique. Consumer Powered Conservation gives buyers the power to protect wildlife and their dwindling habitats by purchasing high-quality fashion products. Through its sales, Wildlife Works can: a) fund, own and operate wilderness sanctuaries in wildlife-rich areas of the developing world; b) put large tracts of

private land under conservation protection in partnership with local landowners and communities; and c) develop a sustainable economic base for wildlife survival by creating jobs and building schools in the communities that share their resources with wildlife. The model is dependent on convincing the communities that live with wildlife that it is in their best interest to protect them. Towards that end Wildlife Works monitors the status of wildlife in the habitat adjacent to program activities, to make sure that the work with the community leads to a decrease in poaching, clear cutting and other unsustainable activities. Although a for-profit business, the conservation goals run through the organization and all employees are dedicated to finding solutions to wildlife problems. Basically, it is a business with a philanthropic mission – a hybrid between for profit and non-profit.

Impact and Monitoring

Wildlife Works has worked to ensure that the local communities benefit from the conservation of natural resources. The measures of success within the community are both socio-economic, e.g., number of jobs created and income generated, dollars invested in the community, and socio-economic improvement within the communities; and conservation minded, e.g., presence or absence of poaching, presence or absence of land pressure on the boundaries of Rukinga, populations of key species, etc. Numerous independent groups over the years have evaluated the model, and regular surveys track wildlife status and community socio-economic conditions. By all measures, Wildlife Works has had a significant net positive impact on the community and wildlife in the Tsavo Kasigau Corridor. In total, Wildlife Works today provides 56 jobs to the local community, with 100% health insurance coverage for its employees and their families, and wages many times the average annual income in Kenya.

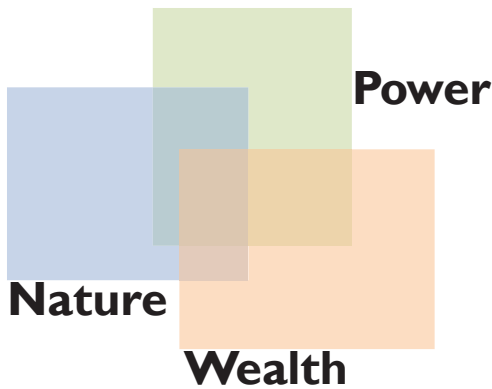


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Community Markets for Conservation (COMACO)

www.itswild.org

COMACO is a model for rural development that supports natural resource management.

Certified Wildlife Friendly™ Products

COMACO operates through a community-owned trading centre, registered as a non-profit company, called the Conservation Farmer Wildlife Producer Trading Centre. COMACO's Certified Wildlife Friendly™ product line includes:

Smooth and Crunchy Peanut Butter packaged in 400g bottles - Chalimbana Peanuts are nutritious and protein-rich grown by farmers throughout much of Luangwa Valley. Products include: Crunchy and Creamy Peanut Butter; Roasted and Plain Peanuts.

Pure natural organic honey packaged in 500g bottles - "Its Wild!" Honey is produced entirely from wild, native tree species by registered COMACO producer groups who manage their apiaries with firebreaks to prevent destructive fires and who use modern bee hives to reduce tree destruction.

Full grain aromatic polished rice named "CHAMA RICE" - Chama Rice is an aromatic rice produced in rain-fed paddies during the wet season in Luangwa Valley, it is cultivated without fertilizer or pesticides. COMACO offers a variety of rice products including: polished white rice and brown rice, packaged in various sizes such as: 1kg, 2kg, 5kg and 25kg.

Yummy Soy Fortified Breakfast Food- Breakfast meal of soy, maize and sugar, fortified with essential minerals and vitamins, packed in 1kg polythene bags and 1.5kg boxes.

Snarewear Jewelry - Jewelry made from wires from collected wildlife snares and from seeds collected from local trees. The necklaces, bracelets, earrings and decorative pieces not only make a fashion statement, but a statement for conservation as well.



**Wildlife Friendly Enterprise Network:
Community Markets for Conservation (COMACO)**

Conservation Challenge

Zambia's Luangwa Valley is one of Africa's great but severely threatened wild ecosystems. The black rhinoceros was extirpated in less than a decade during the 1970's and early 1980's. The elephant population was reduced by almost half in the same period. Both were the victims of illegal hunting by people living around the valley. The poor farmers living in Luangwa Valley discovered that using snares to kill wild animals was an effective and easy source of income. Snaring became widespread in the Luangwa Valley and conventional efforts to police against it failed.



With only a nascent tourism industry and no other alternative able to provide residents of the Luangwa Valley a reliable source of income, large-scale agricultural out-grower schemes owned by multi-national companies found a ready workforce to grow cotton and tobacco. This new form of land use dramatically increased land clearing in the valley and saw a huge increase in pesticide use – both of which had adverse impacts on wildlife.

Context and Business Model

Community Markets for Conservation (COMACO) is a model for rural development that offers sustainable livelihoods to people of the Luangwa Valley region. It operates through a community-owned, for profit trading centre, called the Conservation Farmer Wildlife Producer Trading Centre. Structurally, COMACO consists of a network of rural trading depots linked to regional trading centers, called Community Trading Centres or CTCs, where commodities are consolidated, processed, packaged and marketed.

Members benefit from the trading centers by receiving high market value for goods they produce and by having access to affordable inputs and improved agricultural skills training and support. These benefits are provided on the condition that farmers adopt land use practices that help conserve natural resources and wildlife. These required land-use practices include conservation farming to maintain soil fertility, production of crops that reduce demand for new land and limit conflict with wildlife, and commitment to stop wildlife snaring or illegal hunting. COMACO now influences the land use practices of thousands of households across a large landscape containing important wildlife and watershed resources.

New farmers joining COMACO
9,807, 49% Female
Total 30,740 registered COMACO producers
Farmers trained
19,374, 56% Female
Total 40,000 farmers trained
Commodities purchased from farmers
ZMK: 1.2 Billion USD: 350K
88% growth in payments over 2007
Farmer average income
ZMK: 520,922 USD: 149
3.25x increase in income since 2001
3.26x increase in female income since 2001
Poachers converted
62 poachers
Total 661 poachers converted
98.4% success rate

To capture the added value of niche products, COMACO promotes its own distinct brand, Its Wild! These products are marketed throughout Zambia, including large supermarkets, such as Shoprite, in Lusaka. The COMACO business model uses effective marketing to increase consumers' awareness of the conservation story behind the Its Wild! Brand, and to increase demand for quality products with a wildlife conservation co-benefit. Credibility of COMACO's role in supporting a range of social and environmental co-benefits is critical to maintaining consumer loyalty and interest in the "It's Wild!" brand. Its Wild! conveys a clear message: buying these products contributes to long-term solutions to rural livelihood security and the conservation of Zambia's wildlife.

Impact and Monitoring

Since 2003 COMACO has helped over 30,000 farmers increase their income by receiving premium prices for their products in exchange for their compliance with conservation land-uses. The approach not only improves food security and household incomes, but helps people to remain in the same place, farming the same fields over the long term, thus reducing incentives to clear forest for new farmland. COMACO has expanded from a single trading center in Lundazi to three, that will soon grow to six, covering nearly all of Luangwa Valley. Today COMACO manufactures 12 different value-added food products sold all over Zambia.



In 2008, sales rose by over 300%. In 2009-2010 COMACO expects to process over 2,500 tons of commodities, a three-fold increase from the previous year. The economic incentives to engage with COMACO has encouraged thousands of farmers to give up their snares and firearms, saving at least 5,000 wild animals each year in the Luangwa Valley – an important conservation outcome of the COMACO approach.

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