

# A Strategy for Cheetah Conservation

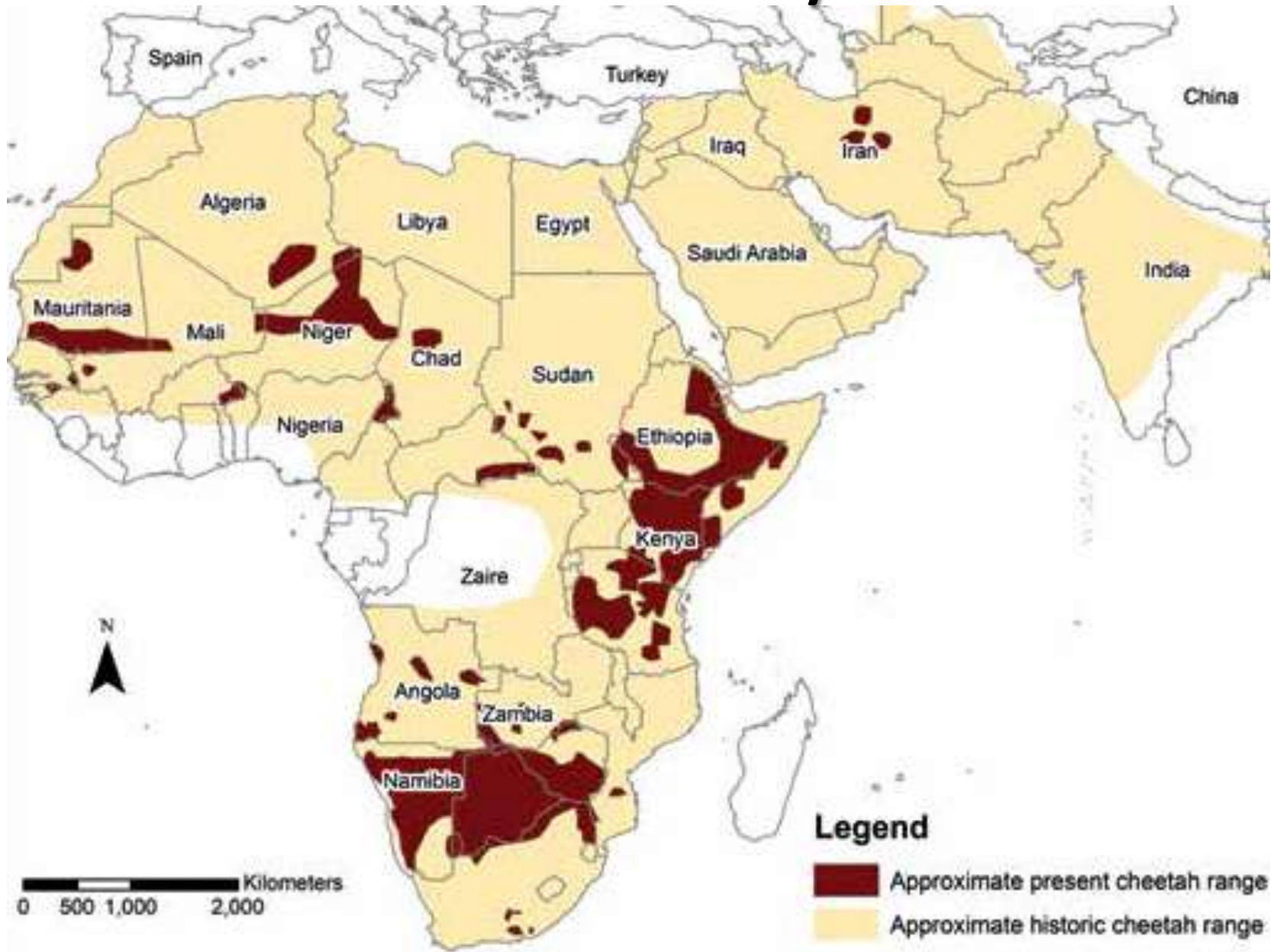
A photograph of a cheetah and two cubs in a savanna environment. The adult cheetah is on the right, sitting and looking towards the camera. Two cubs are on the left, also sitting and looking towards the camera. They are on a reddish-brown dirt mound. The background is a dry, grassy savanna with some trees.

Dr. Laurie Marker  
Founder/Executive  
Cheetah Conserva  
Namibia



# 10,000 Cheetahs Remaining

## 90% decline in 100 years



**~70% of the remaining cheetah populations are fragmented**



- Urbanization
- Cultivation - crops
- Game ranches
- Livestock ranches
- Traditional pastoralists
- Illegal Pet Trade



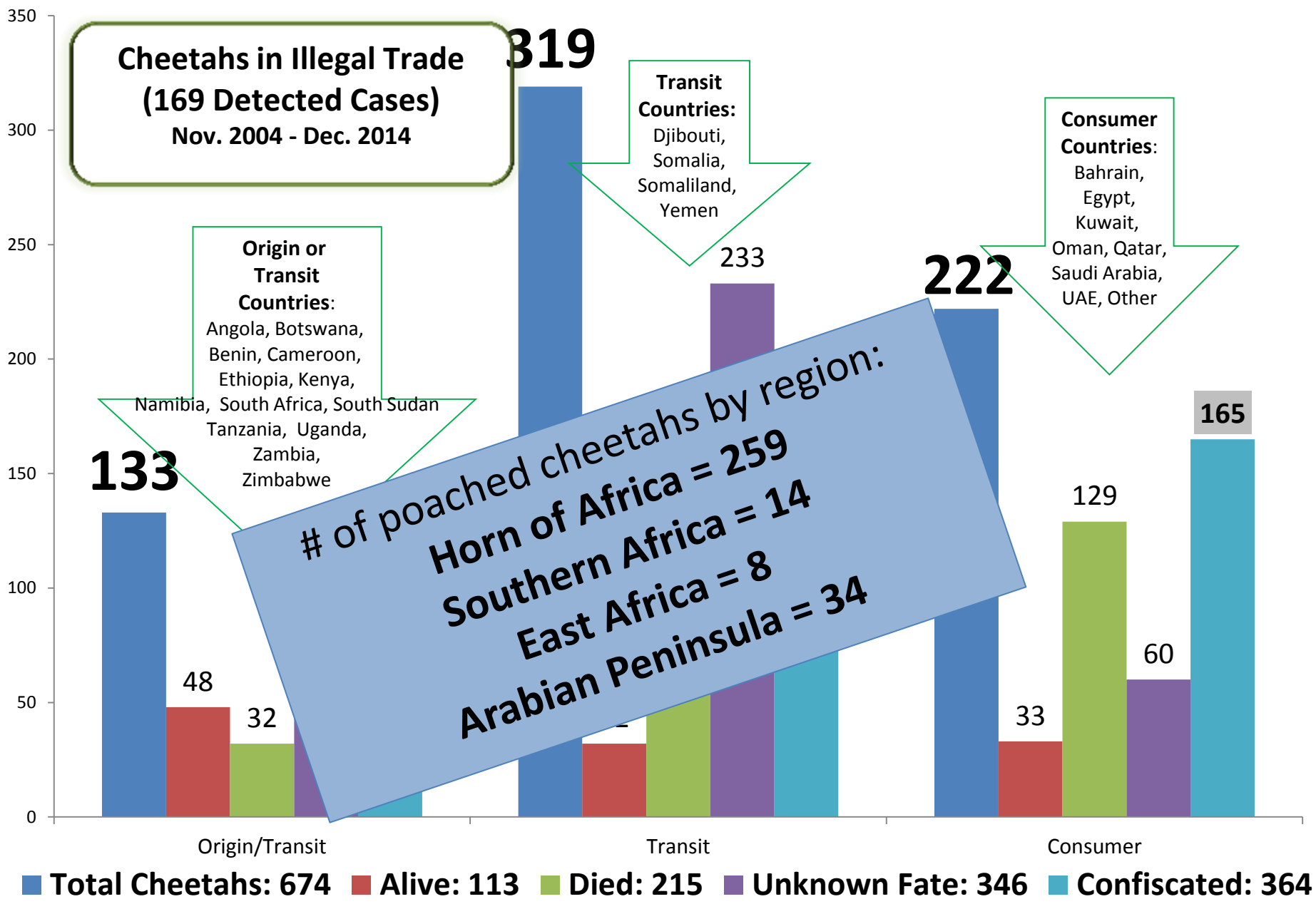


for each cheetah that  
makes it to the pet trade.



it is estimated that five  
cubs die...







# Wildlife Conflict?



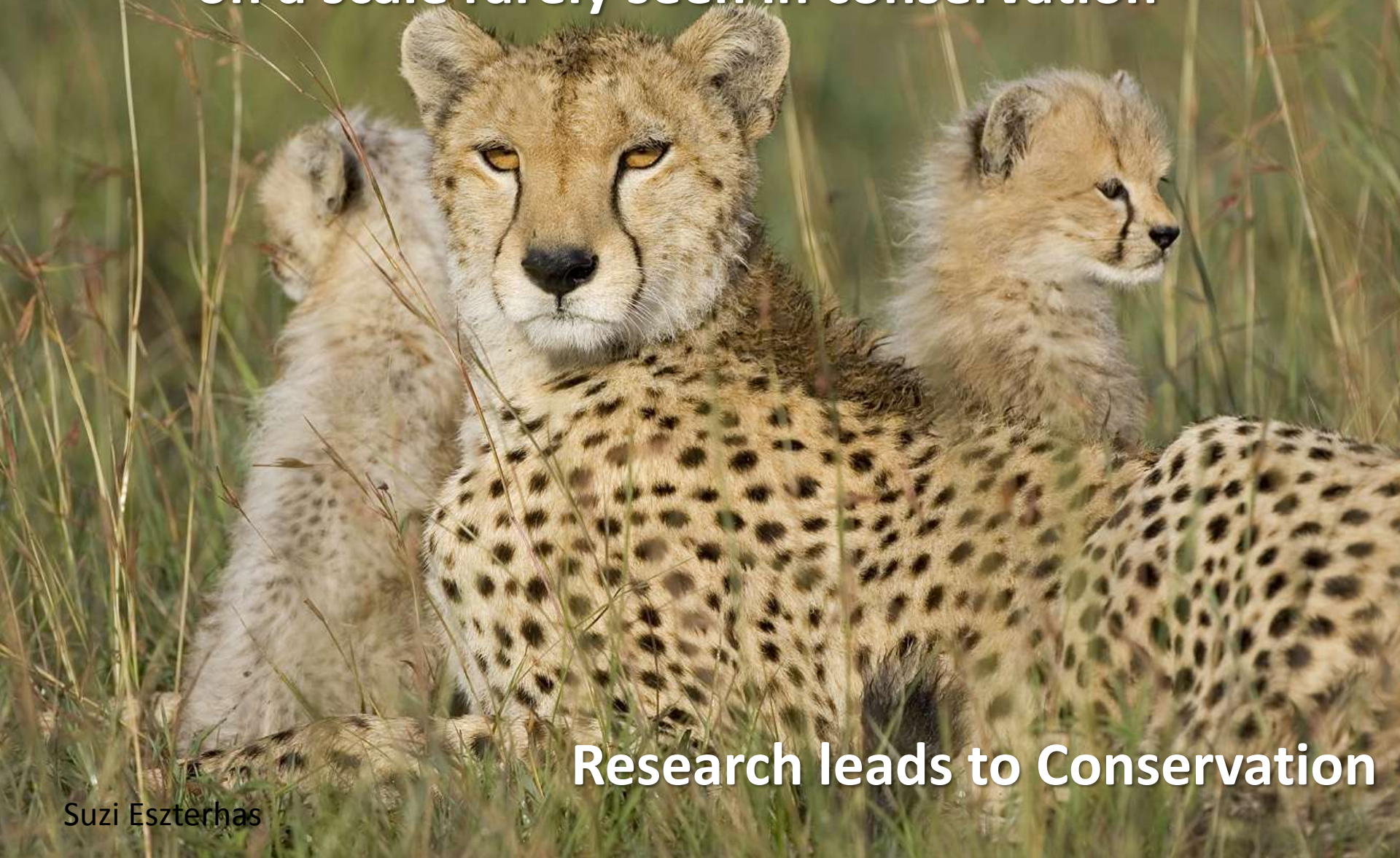
**What is the Economic Value of Conservation?**







**Cheetah conservation requires land use planning  
on a scale rarely seen in conservation**



**Research leads to Conservation**



# Future Farmers of Africa training for subsistence farmers

- Healthier livestock resulting in higher value.
- Developing skills in basic ecological concepts and animal science.
- Managing to reduce predator impact.





# Scale up - Future Farmers of Africa

- Establish villages organized to work with each other and thinking as a unit,
- Facilitate development of co-ops & joint ventures ie. rotational grazing schedules and small scale businesses.



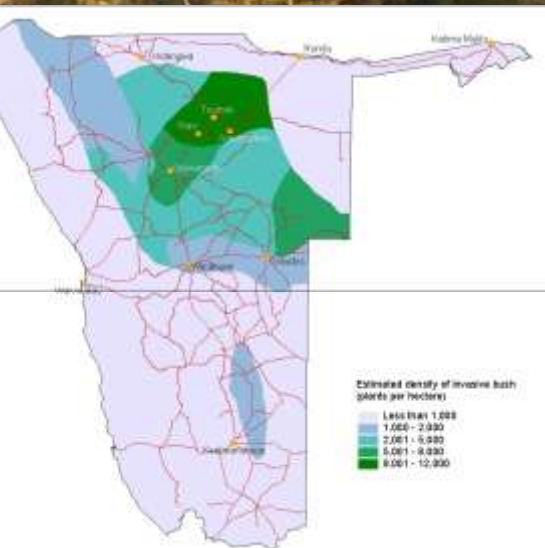
# Dogs Saving Cats



**More than 80% reduction in livestock loss**



# Poor farming practices change habitats





# CCF Bush – Habitat Restoration



**10 tons per ha**



**100%**

From well-managed forests

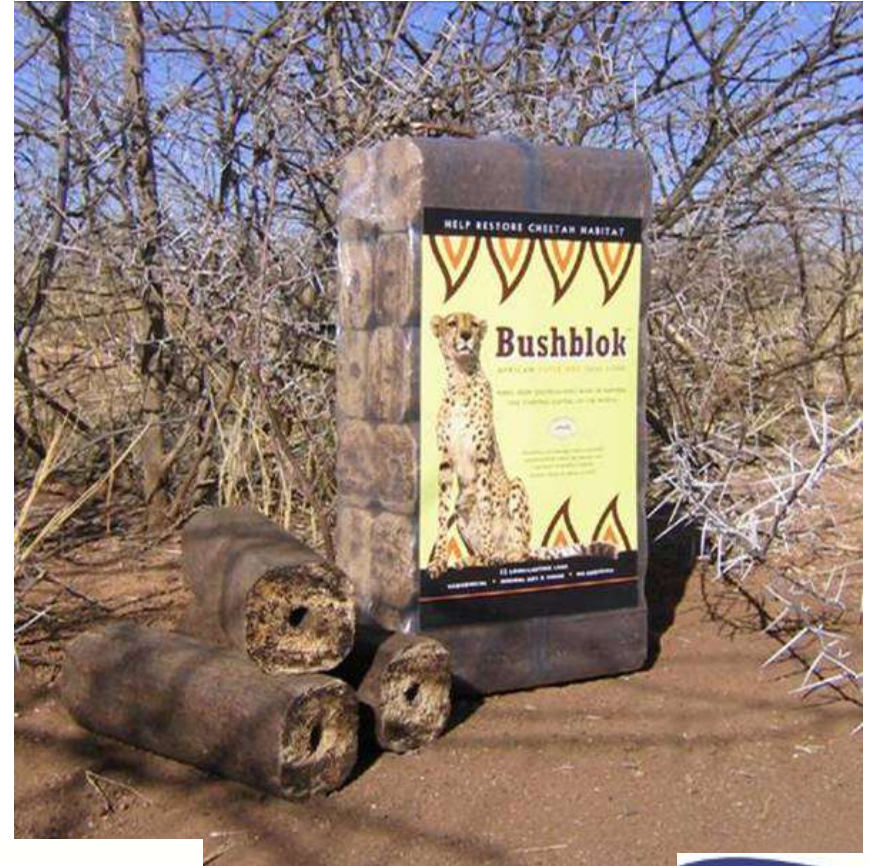
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# Development of a Small Scale Ecolog Scale up to Biomass Power



100%  
From well-managed forests  
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# Biomass Potential

- Woodchip & pellet production an alternative to deforestation & non-renewable fuel.
- Biomass powerplants





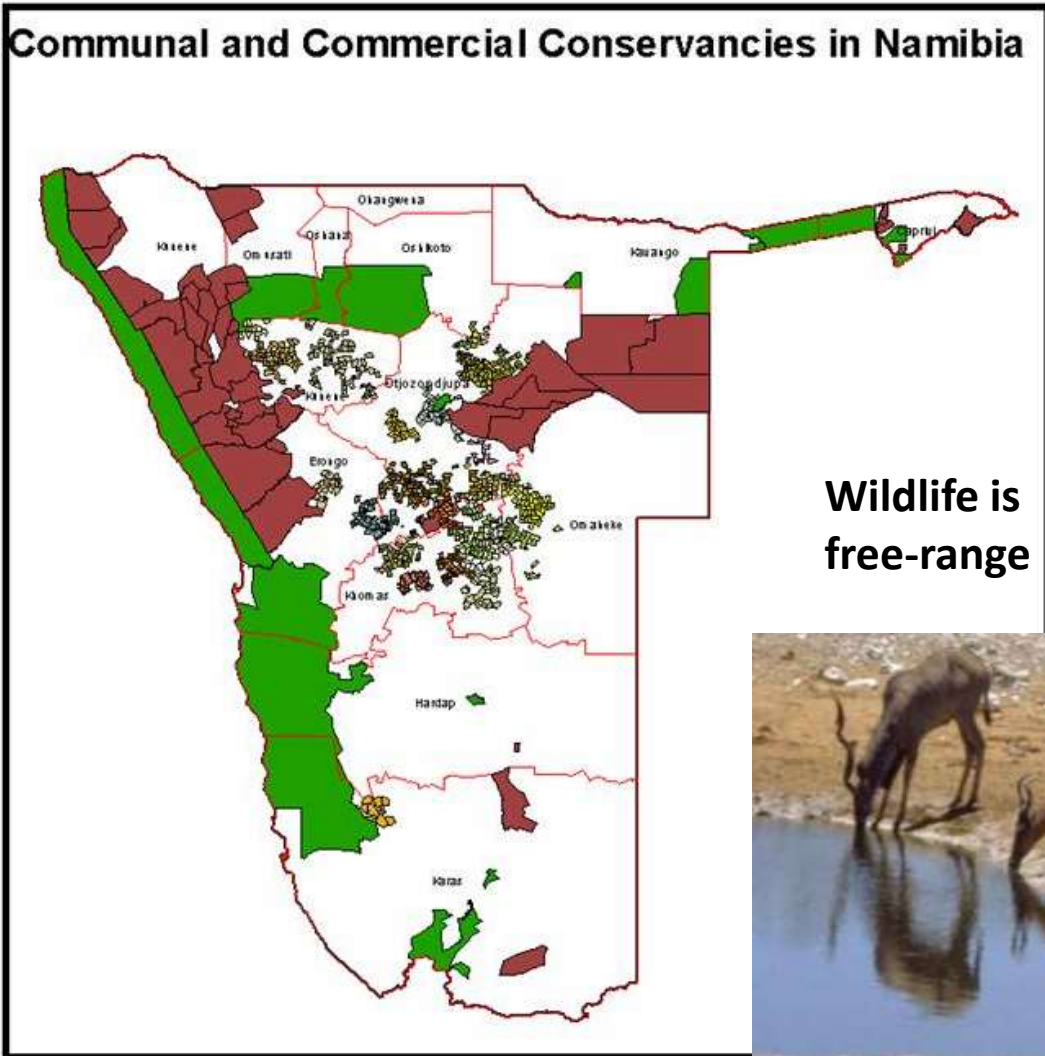
# Conservancies.....

Large connected lands supporting integrated wildlife and livestock meeting the needs of the people



## 40+% of Namibia is in Conservancy lands

## Not game fences





# Benefits of Conservancies

- Promotes smart partnerships for land use
- Promotes managed resources
- Teaches the value of wildlife
- Allows predators to be a part of the system

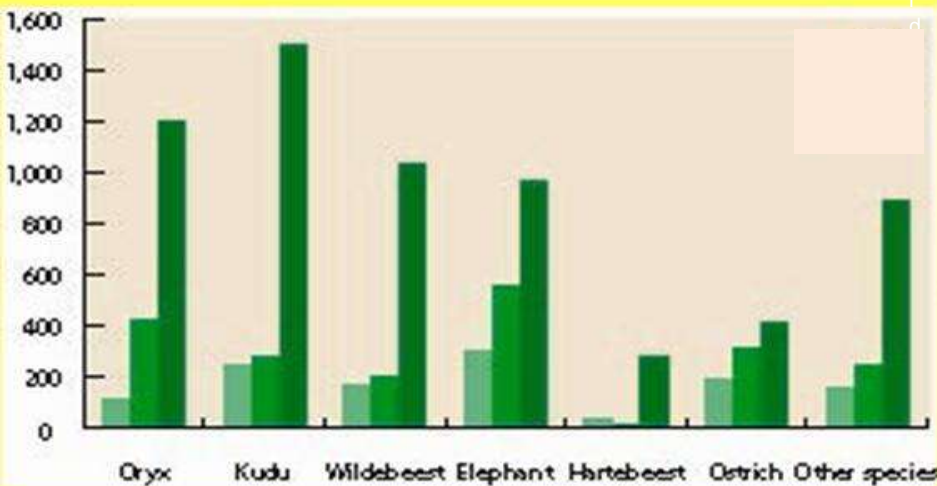


# Conservancy Benefits to Communities



© M G O I D

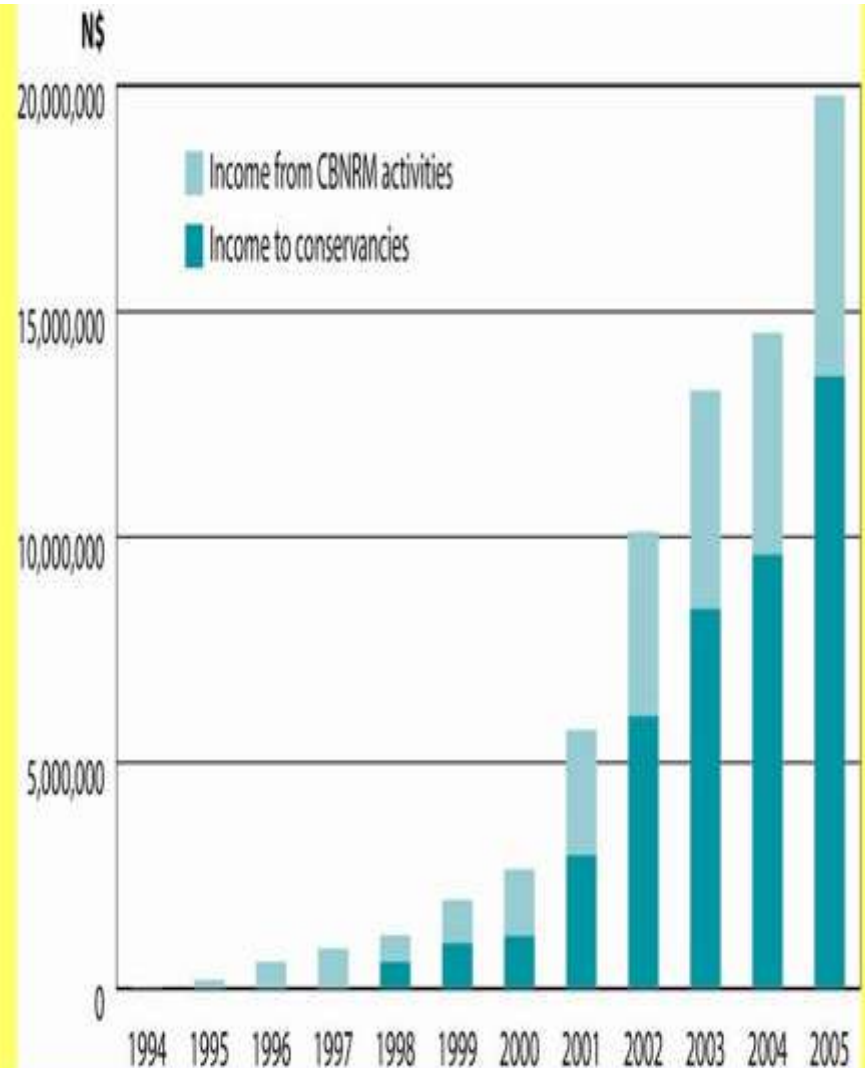
## The Communities Profit



## The Wildlife Profits



## The Government Profits





# The Greater Waterberg Landscape



*~ 2 million  
hectares*



# Vision

- *A balanced ecosystem in which humans and their livestock benefit both directly and indirectly from the integration of wildlife.*

## Goals

- ◉ 5 years: Manage and create improved agriculture and tourism, increase jobs and income, reduce poverty by diversifying livelihoods
- ◉ 10 years: Develop Hereoland by community participation as a tourist destination for safaris, with lodges, craft sales





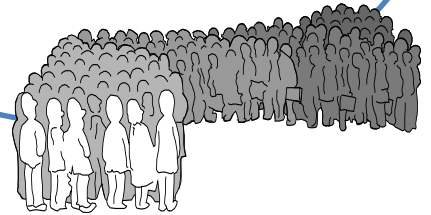
# A sustainable farming system is defined as one that is:

making money

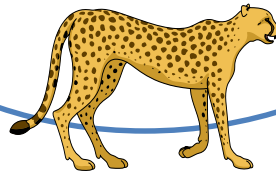
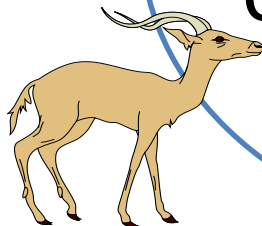
(ethics come into play)

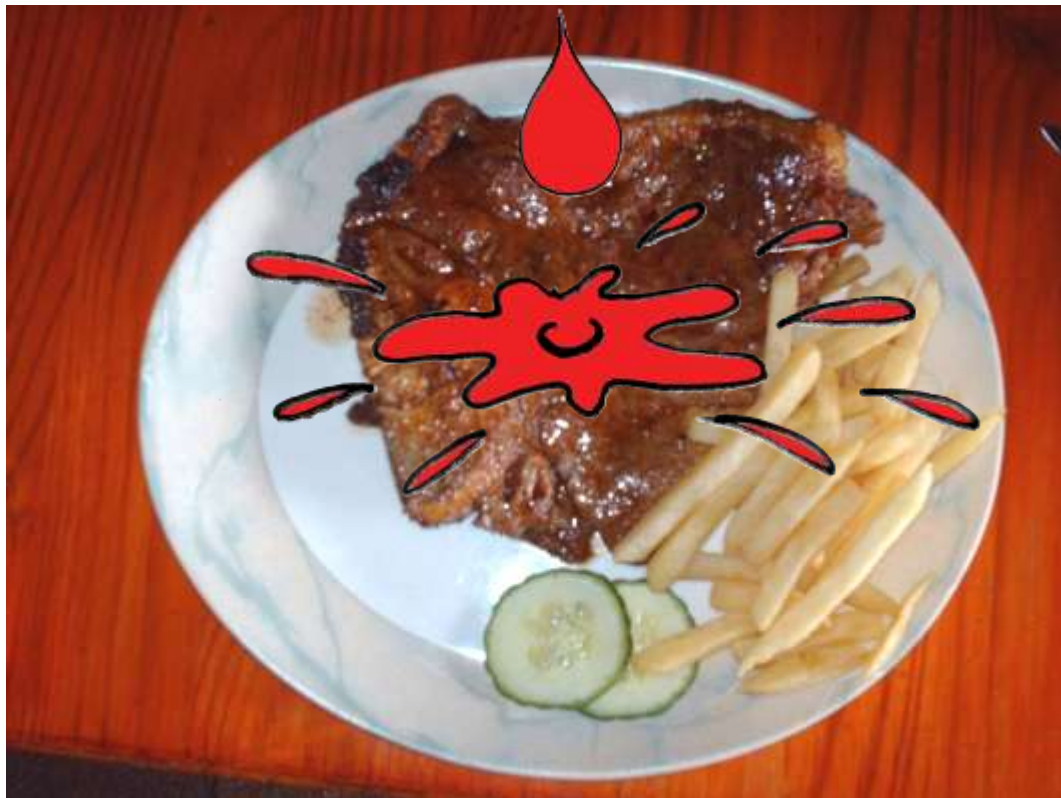
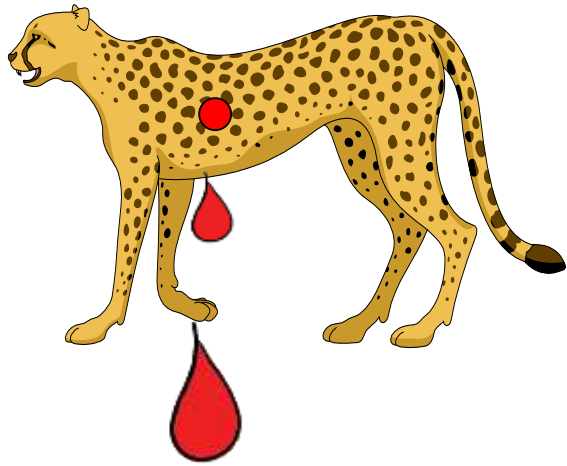


Accepted by  
people &  
government



practicing  
conservation





.... a good T-bone,  
tasty and tender,

but contaminated  
with Cheetah blood



# How to Make Change?

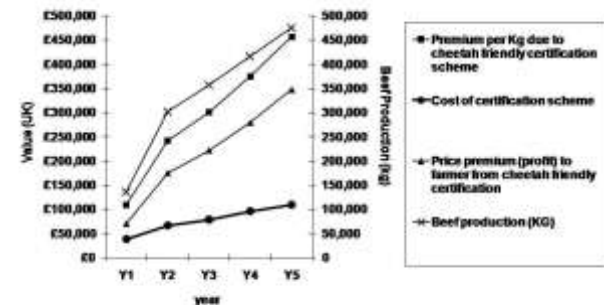
**Eco-labeling: Partnering with consumers**



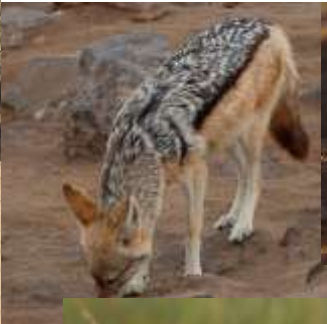
# Consumers become Advocates



CHEETAH COUNTRY BEEF  
free - range predator friendly farming



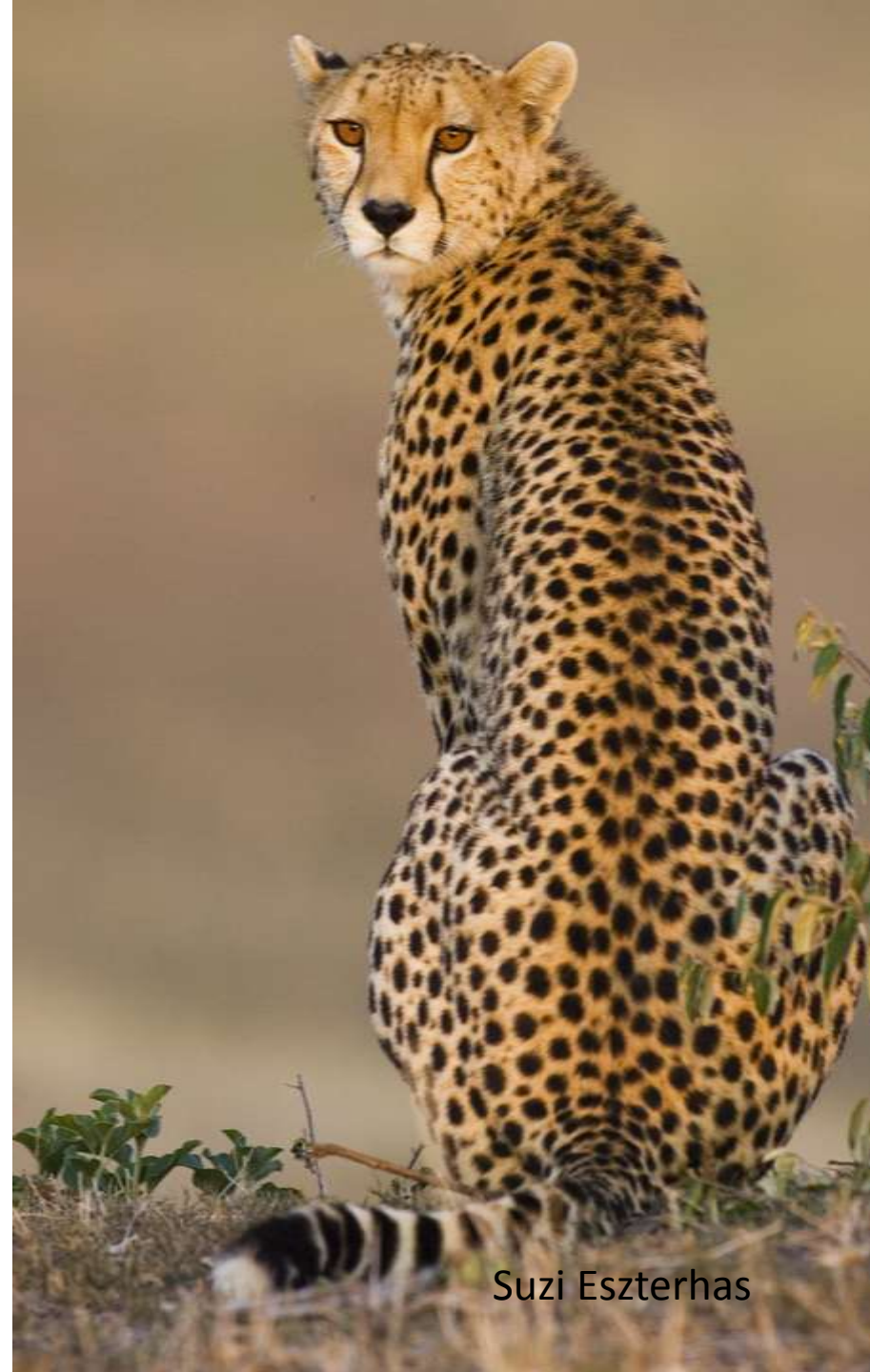






# Changing the World to Save the Cheetah

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



Suzi Eszterhas