



# CONSERVATION

## Founded in 1990,

CCF is a Namibian non-profit incorporated association dedicated to the long-term survival of the cheetah and its ecosystems.

## CCF Vision

To see a world in which cheetah live and flourish in co-existence with people and the environment.

## CCF Mission

To be an internationally recognised centre of excellence in research and education on cheetahs and their eco-system, working with all stakeholders to achieve best practice in the conservation and management of the world's cheetahs.

CCF's activities include conducting international research, conservation and education programmes to ensure the survival of the cheetah for future generations.

## CONSERVATION GOAL

**To assure the survival of cheetah**

## CONSERVATION OBJECTIVE

To maintain viable populations of cheetahs in the wild

Namibia is home to the largest number of free-ranging cheetah, with 20 percent (3,000 cheetah) of the world's wild population. Due to conflict inside protected areas with other large predators, 90 percent of the world's remaining cheetahs live on farmlands where they come into conflict with humans and agriculture interests. Farmlands also support 70 percent of the game species that provide the cheetah's prey base. It is critical to develop strategies that encourage the sustainability of habitat and prey species in order to maintain a viable wild cheetah population.

The Cheetah Conservation Fund (CCF) uses the results of its scientific research as the foundation for a variety of conservation projects that integrate human needs with cheetah management. Many of the CCF conservation programs developed in Namibia are now being used as models for cheetah conservation in other range countries.

## PROTECTING CHEETAH HABITAT AND WILDLIFE PREY SPECIES

Wildlife naturally moves between individual farms, and so it is important to bring together the management of wildlife within a community. Conservancies, on both communal and commercial lands, are collaborative partnerships of neighboring farmers who work together to develop and implement sustainable livestock and wildlife management systems. CCF is an active member of the Waterberg Conservancy that surrounds the Waterberg Plateau Park. Nationally, CCF sits on the board of the Conservancy Association of Namibia (CANAM).

## LIVESTOCK & WILDLIFE MANAGEMENT TECHNIQUES

During the 1980's, livestock and game farmers halved the Namibian cheetah population, indiscriminately removing nearly 10,000 cheetahs. To prevent further population decline, CCF works with farmers to investigate, develop and implement livestock and wildlife management techniques that are then exhibited at CCF's model farm. Predator-friendly livestock management techniques include establishing calving seasons, using calving kraals, herders, dogs and donkeys as livestock guardians, electric fencing and warthog swing gates. CCF promotes these livestock management solutions in farmer publications and media, and at agricultural shows, meetings, and colleges and universities and also through our farmer training courses. CCF is encouraged that there is now far greater awareness of the cheetah's role in the ecosystem, and an increasing number of farmers adopt predator-friendly livestock management practices and fewer cheetahs are being killed.

## LIVESTOCK GUARDING DOG PROGRAM

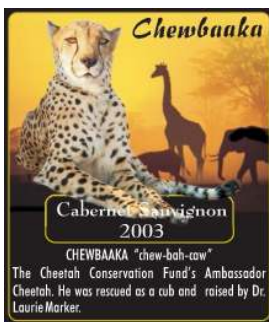
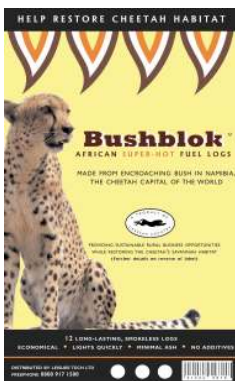
Kangal Anatolian Shepherd livestock guarding dogs originate from Turkey where they have protected livestock from predators for over 6,000 years. In 1994, CCF initiated a program to bring Anatolians to Namibia. The first Anatolians proved so successful that CCF established a breeding program; teaching local farmers Anatolian husbandry and training techniques, and monitoring and evaluating the dogs' performance. As of the end of 2008, more than 300 dogs have been born and placed on commercial and communal farmers throughout Namibia with over 85 percent of farmers reporting a significant reduction in livestock losses. The program has become a model for Livestock Guarding Dog use around the world.



“Conservation is our future. It is up to us to become a voice for our natural world and to ensure that species survive for future generations. ”

DR. LAURIE MARKER, CCF EXECUTIVE DIRECTOR





#### GLOBAL MANAGEMENT PLANNING AND POLICY INVOLVEMENT

CCF participates in government forums and organizations in Namibia and around the world to help influence public policy through interaction and involvement. To encourage and facilitate a global plan for the management of the cheetah, CCF takes a leadership role in the Large Carnivore Management Association of Namibia (LCMAN), and the Conservancy Association of Namibia (CANAM). Internationally, CCF is a founding member of the Global Cheetah Forum and CCF's executive director is one of six core members in the Cat Specialist Group of the World Conservation Union (IUCN). CCF also develops and implements reintroduction programs in range countries and works to ensure that the rate of removal by hunting, culling, or displacement does not negatively impact the sustainability of the species. The Fund coordinates and communicates with the members of the global captive cheetah community by maintaining the International Cheetah Studbook and assisting with the development of regional and international management plans.

#### SUSTAINABLE ECONOMIC SUPPORT FOR LOCAL COMMUNITIES AND CCF

Humans must co-exist with cheetah if the world's fastest cat is to survive in the wild. CCF supports sustainable, environmentally appropriate activities that assure the economic well-being of people living within the cheetah's range and provide resources to support long-term CCF programs.

#### BUSHBLOK

Much of Namibia's farmland is now thickly infested by thorn trees, and it is estimated that over N\$700 million is lost annually from this 'bush encroachment.' Bush encroachment effects cheetah habitat and prey. In 2001, the CCF Bush Project was established with a grant from United States Agency for International Development (USAID) to study the ecological impact of bush encroachment and assess the economic viability of transforming harvested thorn trees into a household fuel product. 'Bushblok' fuel logs will help restore cheetah habitat, supply Namibian and international markets with compacted fuel log products, employ, train and empower historically disadvantaged Namibians, provide business opportunities, and develop economic, environmental and social standards for bush harvesting, chipping, processing and packaging. Bushblok also carries the Forrest Stewardship Council (FSC) certification stamp of approval.

#### CHEETAH COUNTRY BEEF

Farmers and cheetahs can live together, and farmers are vital partners in cheetah conservation. In order to motivate farmers to live with the cheetah that are so vital to the ecosystem, CCF initiated the Cheetah Country Beef program in partnership with the Conservancy Association of Namibia (CANAM) and the Namibian meat industry. Cheetah Country Beef is an eco-label that will provide a financial incentive for farmers who practice cheetah-friendly livestock management techniques. Certified farmers will be paid a premium for the beef they sell. This new business initiative provides a viable economic opportunity while helping safeguard the survival of the cheetah and other predators.

#### ECO-TOURISM

The CCF Field Research, Conservation and Education Centre is open to the public seven days a week from 9am to 5pm, offering guided tours that include the interactive cheetah museum, research facilities and veterinary clinic, and a chance to see the non-releasable cheetah in enclosures close to the Centre, including regular demonstrations of cheetahs running. In addition, visitors have a chance to watch the regular exercising (running) of the Centre cats, and to take a safari drive into CCF's large non-releasable cheetah areas. CCF also continues to welcome paying volunteers from around the world. Paying volunteers assist with the Fund's Research, Conservation, and Education programs and return to their own countries as new ambassadors for Namibia, CCF, and cheetah conservation.

#### ECO-FRIENDLY PARTNERSHIPS

CCF partners with businesses and artists around the globe to support its conservation efforts. Visit [www.cheetah.org](http://www.cheetah.org) for more information and to support these endeavours.



#### CHEETAH CONSERVATION FUND

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