

The Wolfson*
Foundation

TRAFFIC

THE HIDDEN WORLD OF WILDLIFE TRADE

Explore, Learn, Protect



Z MUSEUM OF
ZOOLOGY
UNIVERSITY OF CAMBRIDGE

DISCOVER THE TRAIL

Nature is part of our everyday lives, but much of what we use travels through a hidden global market. Follow this trail, created by **TRAFFIC**, a leading NGO with 50 years of expertise in wildlife trade, to discover how we can protect nature through safe, legal, and sustainable trade.



Every day, millions of products from the natural world, from the timber in our homes to the seafood on our plates, travel across the globe. When this trade is managed well and follows the law, it provides stable jobs and food security for local communities. This support helps people stay on the front lines of conservation, providing the resources needed to protect their lands and ensure their local environment stays healthy for generations.

However, when wildlife trade is illegal and unsustainable, it becomes a crime worth up to £17.3 billion every year and it damages the delicate balance of ecosystems that keep our planet stable. This trade pushes species towards extinction, fuels organised crime, and can even spread diseases.

This exhibition follows the stories of these animals and the people working to keep them safe. As you explore the museum, **look for special information panels** next to the specimens listed on the map. These labels highlight the threats facing each animal and show how people working together have helped bring some amazing species back from the brink, including 'gentle giant' tortoises in the Galápagos and 'terrific' tarantulas in the forest.

WHO IS TRAFFIC?

This trail was created by TRAFFIC, a global team of experts that uses evidence and research to solve the complex challenges of the wildlife trade. We provide the 'wildlife detective' tools that help police and customs catch traffickers and work with governments to update trade rules, while also working with businesses to build trade systems that are fair, legal, and sustainable.

While we work across Africa, Asia, Europe, and the Americas, our international headquarters is located right here in the **David Attenborough Building** alongside the Museum of Zoology as part of the Cambridge Conservation Initiative (CCI).

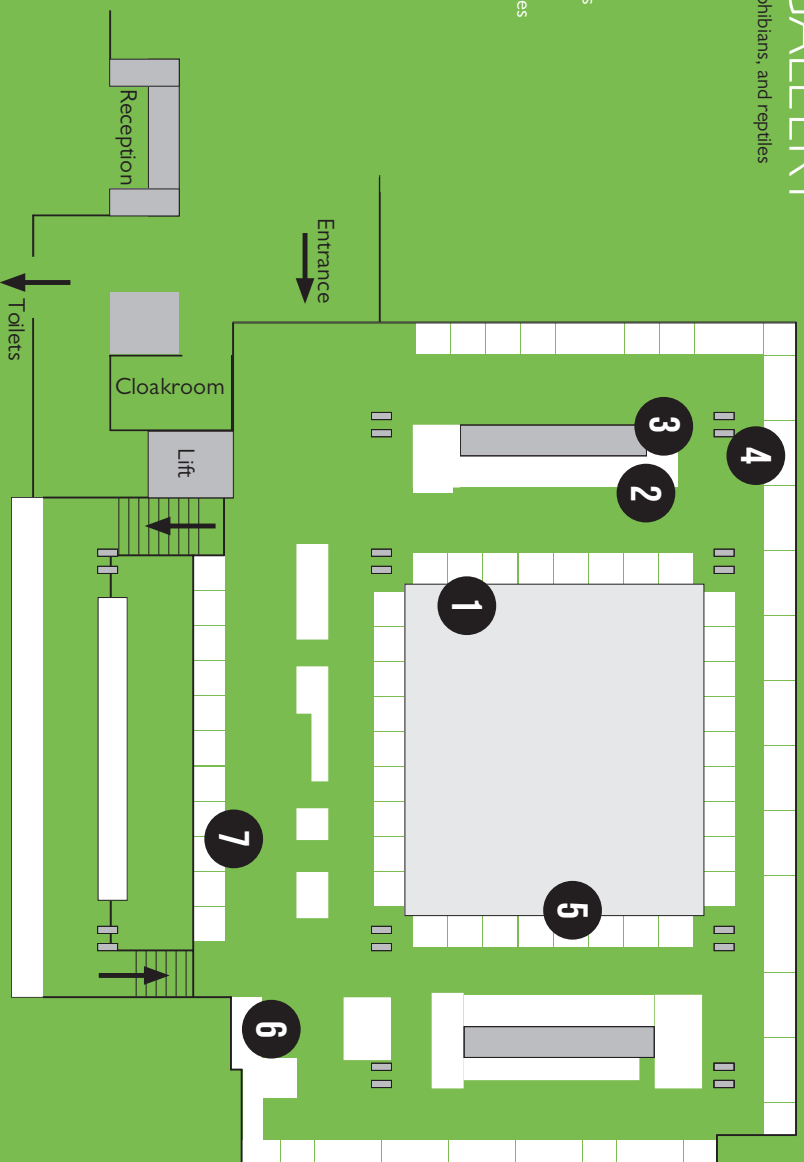
From protecting unique lemurs in Madagascar to ensuring aquarium fish are caught responsibly, we work behind the scenes to make sure that trade benefits both people and the planet. We focus on these challenges because illegal and unsustainable trade is a direct threat to species and the essential services nature provides. Our mission is to make wildlife trade sustainable and legal, transforming it from a conservation threat into a conservation solution.



UPPER GALLERY

Invertebrates, fishes, amphibians, and reptiles
including birds

- 1 Abalone
- 2 Ornamental fishes
- 3 Galapagos tortoises
- 4 Eels
- 5 Tarantulas
- 6 Songbirds
- 7 Snakes



LOWER GALLERY

Mammals, exploration stations, and British birds

8

Lemurs

9

Red pandas

10

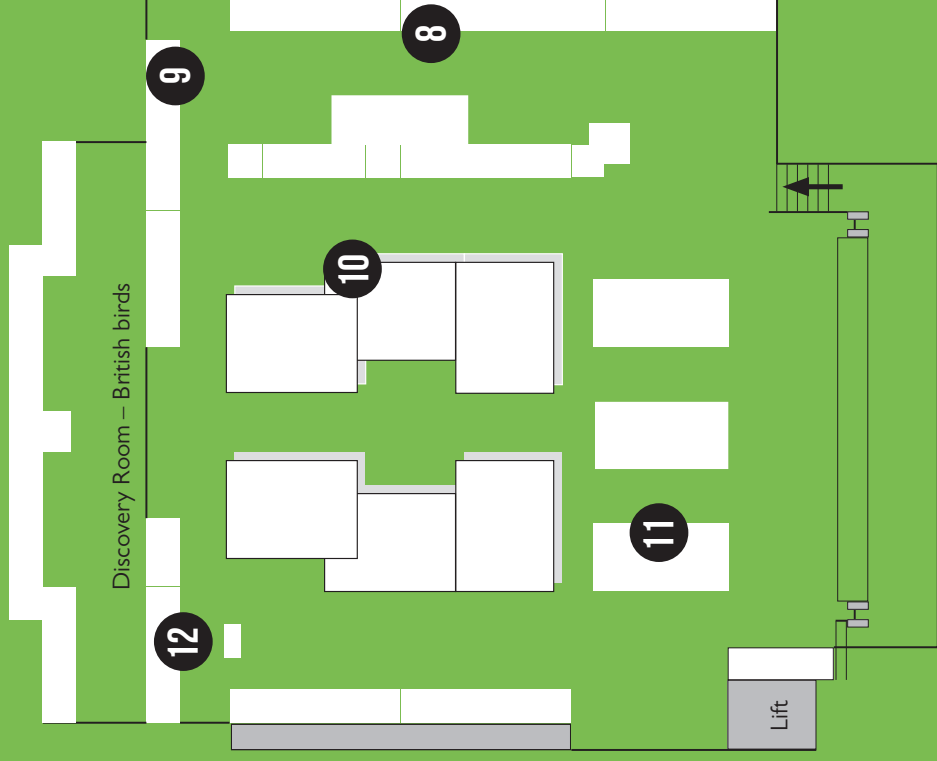
Rhinos

11

Saiga antelopes

12

Pangolins



WILDLIFE TRADE GLOSSARY



- **Breeding rates:** The speed at which a species reproduces and raises young. For animals like tarantulas, a slow reproduction rate makes it harder for wild populations to bounce back from poaching.
- **Bred in captivity:** Animals that are born and raised in controlled environments, such as farms or specialised facilities, rather than being taken from the wild.
- **Conservation:** The planned protection and management of natural resources and wildlife to prevent them from disappearing. This includes working together to save habitats and helping animal numbers grow.
- **Community-based conservation:** A way of protecting nature that is led by the local people who live alongside the wildlife.
- **Consumer behaviours:** The habits and choices people make when buying products. Changing these habits is a key way to stop illegal wildlife trade.
- **Endemic:** A species that is naturally found in only one specific place in the world and nowhere else, such as lemurs in Madagascar.
- **Illegal harvesting:** Taking animals or plants from the wild in a way that breaks local or international laws.
- **Misidentification:** When one species is mistaken for another. This can happen in complex supply chains, such as those for reptile leather or shark products, where it is often difficult for officials to distinguish between legal and illegal goods.
- **Pet trade:** The global business of buying and selling wild animals to be kept as pets. High demand for exotic animals puts a lot of pressure on their numbers in the wild, making it harder for species like rare parrots, lemurs, and red pandas to survive.
- **Poaching:** The illegal hunting, capturing, or collecting of wildlife. This often happens to meet high demand for products like shells, horns, or feathers, as well as the live animal trade involving species such as parrots, cheetahs, and tortoises.
- **Traceability:** A system used to track a product's journey from its origin to the shop, ensuring it was traded legally.
- **Traditional medicine:** A range of health practices based on cultural knowledge and heritage. While deeply valued, the high demand for specific ingredients can lead to population declines that conservationists monitor closely.

ACRONYMS

- **CITES:** The Convention on International Trade in Endangered Species of Wild Fauna and Flora. It is an international agreement between governments to ensure that global trade does not threaten the survival of wild animals and plants.
- **IUCN:** The International Union for Conservation of Nature. This is the global authority that tracks the status of the natural world and the measures needed to safeguard it.
- **NGO:** Non-governmental organisation. These are non-profit groups, such as conservation charities, that work independently of governments to help people or the environment.
- **SSC:** Species Survival Commission. This is a science-based network of experts within the IUCN that works to protect individual species and their habitats

KEEP EXPLORING

For an online version of the trail and for more information, including our research sources, follow the QR code.



Help protect wildlife

Your donation helps stop wildlife trafficking and create a brighter future for communities dependent on biodiversity. Together, we can transform wildlife trade into a force for good for both people and the planet.

TRAFFIC

TRAFFIC is a leading non-governmental organisation working globally to ensure that trade in wild species is legal and sustainable, for the benefit of the planet and people.

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The Wolfson* Foundation

The Wolfson Foundation is an independent grant-making charity with a focus on research and education. Its aim is to contribute to civil society by supporting high-quality projects in science, health, heritage, humanities and the arts.

Since it was established in 1955, the Wolfson Foundation has awarded over £1 billion (£2 billion in real terms) to around 14,000 projects throughout the UK, all on the basis of expert review.

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TRAFFIC also thanks Arcadia and players of Postcode Lottery for supporting this wildlife trade trail.



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 ZoologyMuseum **f** ZoologyMuseumCambridge  museumofzoology

Tuesday to Saturday: **10am – 4:30pm**

Sunday: **12 noon – 4:30pm**

Monday: **Closed**

Open Bank Holiday Mondays: **12 noon–4.30pm**

Shop and Café also open: see website

FREE ENTRY

Access to the Museum is step free.

There is no parking at the Museum.

