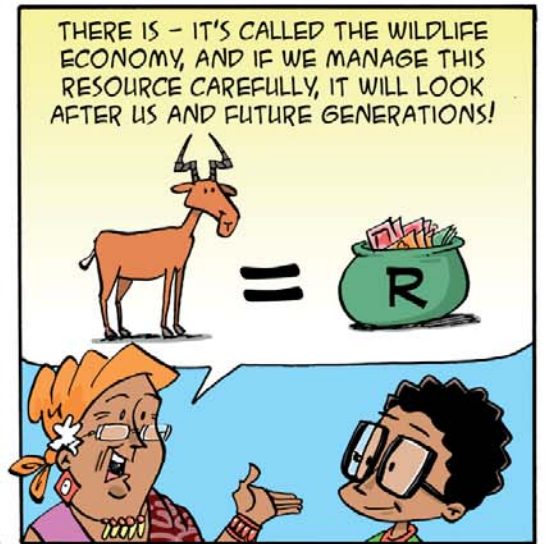
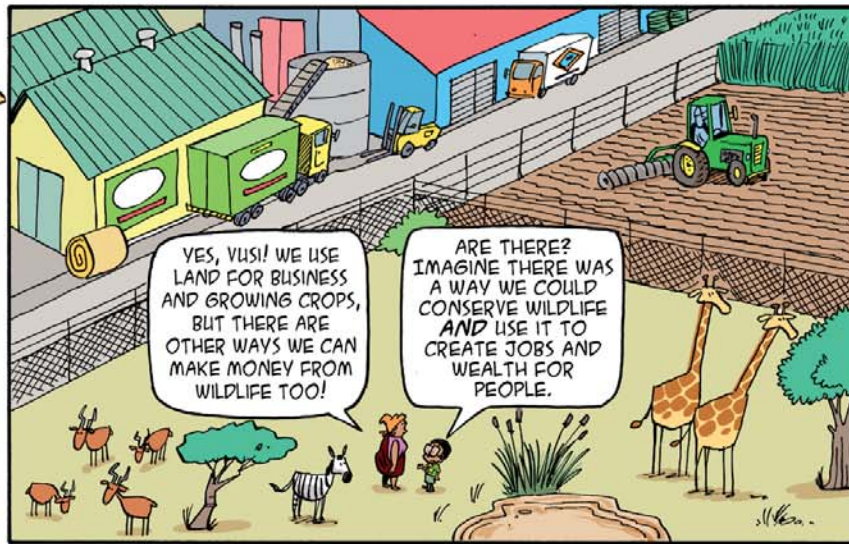


# THE WILDLIFE ECONOMY

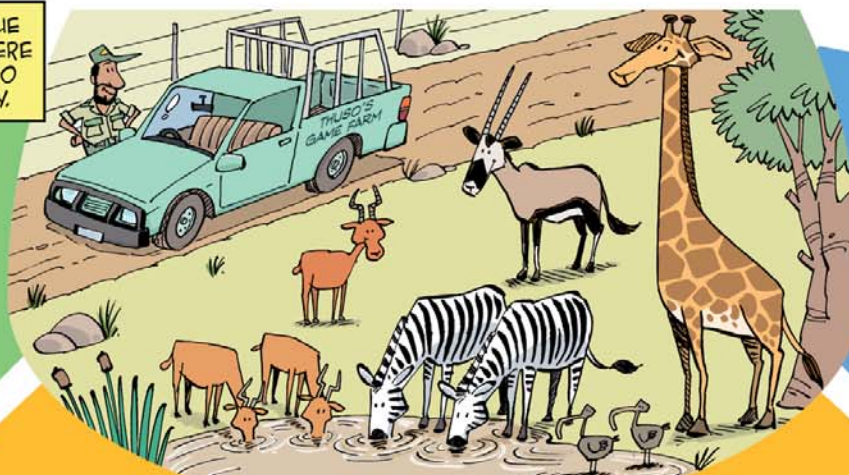
THERE'S WEALTH IN WILDLIFE!



**SOUTH AFRICA HAS AMAZING AND UNIQUE WILDLIFE. THE WILDLIFE ECONOMY IS WHERE THESE WILDLIFE RESOURCES ARE USED TO BENEFIT THE PEOPLE OF OUR COUNTRY.**

### BREEDING AND SELLING ANIMALS

- BREEDING**: Illustration of a farmer with animals in a pen.
- SALES**: Illustration of a truck labeled 'SOLD' with animals on it.
- GAME CAPTURE & TRANSLOCATION**: Illustration of a truck with giraffes on it.
- ANIMAL FEED SUPPLEMENTS**: Illustration of a person feeding animals.
- FENCING & MAINTENANCE**: Illustration of a person working on a fence.
- VETERINARY SERVICES**: Illustration of a person with a cow.



### WILDLIFE ACTIVITIES

- ECOTOURISM**: Illustration of a safari vehicle with people.
- HUNTING FOR MEAT & BILTONG**: Illustration of a person hanging meat to dry.
- TROPHY HUNTING**: Illustration of a person with a trophy.
- WILDLIFE EDUCATION**: Illustration of a person teaching a group of children.
- EQUIPMENT & SUPPLIES**: Illustration of a person at a counter with 'AMMUNITION'.
- ANTI-POACHING ACTIVITIES**: Illustration of a person with a rifle.
- PROTECTED AREAS**: Illustration of a 'NO ENTRY' sign.
- TAXIDERMY**: Illustration of a person with a taxidermy setup.
- TRANSPORT**: Illustration of a 'SHUTTLE SERVICE' van.
- ACCOMMODATION**: Illustration of a person sitting at a table in a 'GAME PARK'.

### WILDLIFE PRODUCTS

- GAME MEAT PROCESSING**: Illustration of a person at a counter with 'BILTONG'.
- SKIN & HIDE PRODUCTION**: Illustration of a person with animal skins.
- CURIO & JEWELLERY PRODUCTION**: Illustration of a person with a curio shop.
- PACKAGING**: Illustration of a person with a 'FRAGILE INTERNATIONAL' box.
- TRANSPORT**: Illustration of a 'WILDLIFE MEAT' truck.
- RETAIL**: Illustration of a person at a 'CURIO SHOP'.

**THE DEPARTMENT OF ENVIRONMENTAL AFFAIRS IS COMMITTED TO GROWING THE WILDLIFE ECONOMY!**

DO YOU HAVE A BUSINESS, OR HAVE A BUSINESS IDEA, THAT FITS INTO THE WILDLIFE ECONOMY? DO YOU HAVE ACCESS TO LAND THAT COULD BE USED FOR WILDLIFE GAME RANCHING?

DOES THE IDEA OF THE WILDLIFE ECONOMY JUST EXCITE YOU? THEN THE DEPARTMENT OF ENVIRONMENTAL AFFAIRS WOULD LIKE TO TALK TO YOU.

For more information contact the Department of Environmental Affairs  
086 111 2468  
[www.environment.gov.za](http://www.environment.gov.za)



environmental affairs

Department:  
Environmental Affairs  
REPUBLIC OF SOUTH AFRICA

Developing the Biodiversity Economy is a key focus of the Department of Environmental Affairs. For more information contact 086 111 2468 or visit [www.environment.gov.za](http://www.environment.gov.za). Environmental Crime Hotline - 0800 205 005. The Biodiversity Economy posters series is licensed under the Creative Commons Attribution-NonCommercial-NoDerivs 3.0 Unported License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-nd3.0/>. Characters © Jive Media Africa [www.jivemediaco.za](http://www.jivemediaco.za)