



**CONSERVATION STRATEGY**

**FOR THE**

**LONG-TERM SURVIVAL OF THE CHEETAH**

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**Reporting Period**

**JANUARY THROUGH DECEMBER 2006**

**CHEETAH CONSERVATION FUND**  
**Annual Report 2006**

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## **I. INTRODUCTION: VISION AND MISSION**

Founded in 1990, The Cheetah Conservation Fund's (CCF) mission is *to be an internationally recognised centre of excellence in research and education on cheetahs and their eco-systems, working with all stakeholders to achieve best practice in the conservation and management of the world's cheetahs.*"

CCF undertakes scientific research regarding cheetah and their habitat, publishing scientific papers and sharing findings internationally via conferences and the press; assists in the management of captive and free-ranging cheetah throughout the world; maintains a major public conservation awareness and education programme for local and international communities and school groups from primary through college education; conducts community conservation and predator conflict resolution programmes.

CCF's base of operations is 44 km outside Otjiwarongo, Namibia, as Namibia is home to the largest number of free-ranging cheetah with +/-20% (+/-3,000) of the world's population. The cheetah's survival depends on a total integrated approach: an ecological system of farmland management, prey species management and habitat stability using practices such as alternative land management, non-lethal predator control and relocation of problem cheetahs. CCF's Namibian focus is to work with livestock farming communities in order to develop ways to reduce conflict. This is achieved by devising a conservation plan that secures habitat for the species, while still accommodating farmers' land use needs.

What makes CCF unique and different among other similar facilities focusing on species survival is its geographical location within the largest population of cheetah and its pioneering of an integrated approach to research, conservation, and education. Subsequently, other facilities have adopted many of their groundbreaking programmes and practices. CCF combines a world-class field research facility with a specialised veterinary clinic, an education and visitor centre, and a model livestock farm.

## **II. ORGANISATIONAL STRUCTURE**

The Cheetah Conservation Fund is an international organisation with registered not-for-profit organisations in Namibia, the United States, Canada, the United Kingdom, Netherlands and Japan. In 1991 CCF became a Namibian Voluntary Trust and in 2002 completed the registration of the Cheetah Conservation Fund as a not-for-profit Namibian Section 21 Company. CCF's Namibian Board of Directors is comprised of leaders in the local community, business and agricultural sectors. Additionally, there is an International Scientific Board of Advisors that assists in planning and advising on research projects. CCF's Executive Director, Dr. Laurie Marker, is assisted in the management and operations of CCF by a core professional staff. Short-term volunteers and students assist with daily operations and data collection.

CCF's International Research and Education Centre is the base for all CCF's activities. The Centre includes: the farms Elandsvreugde, Osonanga, Boskop (Khayam's Kopje), Cheetah View, Bellebeno and Janhelpman, totalling 39,000 hectares. The farm base is in prime cheetah habitat and a wildlife-friendly area, with neighbouring farmers who believe in conservation ethics. This ensures a large prey population, which is important for the cheetah population, and models for the farmers that they can live harmoniously with cheetah.

CCF is an active member of the Waterberg Conservancy, which buttresses up to CCF's property and encompasses over 175,000 hectares of private farmland surrounding the Waterberg Plateau Park - a national game park dedicated to rare and endangered species. The Conservancy's farmers cooperatively manage the Conservancy's wildlife for long-term sustainability, which in turn provides habitat and prey base for the cheetah.

### **III. RESEARCH**

In 2006, CCF continued working towards achieving its research objectives, with significant progress being made on several fronts, including the reproductive issues facing captive female cheetah, cheetah population estimates using camera trapping methodology and analysing historic spoor tracking data. CCF continued to strengthen collaborative efforts with experts in the areas of genetics, reproduction, veterinary medicine, pathology and conservation work. Some important questions were raised and next steps planned during November's annual CCF Scientific Board of Advisors meeting

#### **A. Population Biology**

During 2006, CCF worked on 60 (37M.23F) cheetahs. Of these 12 (10M 2F) were tagged and released back into the wild; 48(27M.21F) were captive animals receiving annual physical examinations. In addition, in July, 11 of CCF's resident females were part of an international collaboration looking at factors affecting female cheetah reproduction, and seven of CCF's resident male cheetahs were part of a sperm assessment study carried out in November.

Most of the wild cheetahs (10) that were tagged and released were males trapped opportunistically at play trees and not in direct response to livestock loss. One female was captured in an open field in response to the loss of a sheep. She had a four-month old cub that was captured first. As the sheep are usually accompanied by a herder but were unattended on the day of the loss, and no prior losses had occurred, this loss was regarded as opportunistic and the cheetahs were tagged and released.

One female cheetah, Amani, was given to CCF by a lodge near Windhoek that could no longer keep her. Amani has since settled in at CCF's Bellebeno 64 hectare female cheetah camp. Another female cheetah, Kanini, reported to be five months old, but weighing only 5kg, was brought to CCF after her last owners had her tied to a tree for two months. She had not been handled well, was psychologically distressed, and very small for her age. Arriving at CCF submissive, Kanini has since settled down well and is putting on weight. Kanini has now become an ambassador for CCF.

CCF's resident female Shiraz and her 4(1M.3F) one-year old cubs were rehabilitated on the CCF farms and relocated to the 60,000ha Erindi ranch near Okahandja, as part of CCF's ongoing research into captive cheetah rehabilitation. Two resident female cheetahs died, one from unknown causes, and the other one died of old age; she was approximately 15 years old. As of the end of December, CCF is housing 33 cheetahs (13M &20F).

#### **B. Health and Reproduction**

All cheetah handled by CCF, both captive and wild are assessed using standard protocols for overall health as well as, in the case of males, reproductive fitness in the form of semen collection, assessment and, where possible, banking in the Genome Resource Bank (GRB). This year's pioneer

research was conducted into aspects affecting the reproductive potential of females and a great deal of valuable data was collected that will be used to aid the success of captive reproduction efforts world-wide.

### **1. Health Issues – Gastritis**

Internationally, cheetahs suffer from gastritis, an inflammation of the stomach that is caused by spiral bacteria and impacts negatively on the animals' health. Stress is implicated as one of the possible causes of this disease. The long-term research into the causes and effects of gastritis in cheetah, undertaken in collaboration with Drs. Linda Munson and Karen Terio (University of California, Davis), continued with the annual collections on CCF's cheetah in February. All the animals in the study were endoscoped in addition to receiving their annual health checks and vaccinations. Drs. Arthur Bagot-Smith and Mark Jago performed the endoscopies on the resident cheetah as well as cheetah on loan to other Namibian facilities. .

### **2. Necropsies**

CCF performed three full necropsies in 2006. Two sets of samples, including vital organs, lymph nodes, bone, muscle, skin and reproductive organs were taken, one for Dr. Linda Munson and the other for CCF. One of the necropsies performed was on a wild cheetah hit by a car near Osire, the other two were on captive cheetah. One was a CCF cheetah on loan to a guest farm that died from cancer; the other was on a resident cheetah that died of old age. In addition, the skeletons were labelled and stored at CCF for possible future studies.

### **3. Genome Resource Bank**

From (2002 – present) 236 semen collections total were added to the CCF Genome Resource Bank (GRB). In 2006 a total of 19 semen collections were banked into the CCF Genome Resource Bank (GRB), which now contains a total of 165 cryo-preserved sperm samples from captive and wild cheetahs in Namibia, representing 62 individual cheetahs. This year's collections came from three wild males, and the rest were from resident captive cheetahs.

### **C. Reproduction**

In the wild, female cheetahs are solitary unless they are raising cubs. A female cheetah typically only seeks male company when in oestrus. Captive facilities often house cheetahs in groups, either in the same compounds or adjacent to same or opposite sex individuals. These social groupings affect both the stress levels and the oestrus cycles of captive females. Research into captive female reproduction includes behavioural observation and faecal collections, often coinciding to enable behavioural and hormonal correlations. CCF's studies aim to answer, amongst others, the following questions:

- Is there a linear dominance hierarchy?
- Are more dominant females suppressing oestrus in less dominant females?
- How do the stress levels of animals compare in high and low densities?
- Are oestrus cycles similar?
- Are amicable social groups found in high- and low-density enclosures?
- Do amicable social groups cycle synchronously?

Research into the behaviour and reproductive cycles of CCF's resident females contributes to the growing knowledge base on female reproduction.

Coinciding with daily behavioural observations, faecal samples are collected and processed in CCF's endocrinology lab and the hormones cortisol, a stress hormone, and estradiol, a hormone indicating the oestrus cycle, are extracted. Once hormonal profiles are created, they will be compared to the behavioural data, allowing us to understand how social dynamics may lead to physiological changes. Much of this research has been used towards a master's degree by Jessica McManus. In addition, behavioural observations were carried out and faecal samples collected on females participating in a female reproductive study in July.

### **1. Reproductive Biology of Captive Female Cheetah**

In July, a team of four researchers from the Smithsonian Institute and the University of California, headed by Dr. Adrienne Crosier (Smithsonian Institute), visited CCF to conduct a joint research project targeted at the reproductive biology of captive female cheetahs, of which little is known.

Cheetahs were classed into age brackets that included younger (2-5 years), middle-aged (6-8 years), and older animals ( $\geq 9$  years of age), to determine differences in ovarian function, oocyte (egg) quality and uterine health among the age groups. Using hormones to artificially induce oestrus, cyclicity and response to gonadotropins was assessed. The team used ultrasound to examine the reproductive organs and then performed egg extraction, a task that required precision timing, immediately before the female ovulates. Oocyte quality, embryo development and uterine health were evaluated.

Semen samples were extracted from a resident male cheetah and used for in-vitro fertilisation (IVF). Joined by Dr. Arthur Bagot-Smith, the team performed cheetah IVF at CCF's reproductive laboratory and tracked the development of the embryos in an incubator. This was the first time that this intricate research has been conducted.

Older females do not reproduce well in captivity and it is known that reproductive efficiency declines in these females at around 8 years of age. Preliminary results are helping to determine if the drop in reproductive capacity is due to a problem with ovarian function, poor quality eggs, or uterine pathologies that prevent pregnancy. The assessment shows no effect of female age on total follicle number observed at laparoscopy. Significantly fewer oocytes were recovered from females  $\geq 9$  years of age and the fewest high quality oocytes were recovered from females  $\geq 9$  years of age. Results show no influence of age on uterine body wall or uterine horn thickness by ultrasonography.

In the world's zoos, there is an abundance of older female cheetahs that carry valuable genes that are underrepresented in the gene pool. This study will help develop methods of impregnating the females and thus conserving their valuable genes. Although saving habitat is the ultimate goal in saving the species, understanding all aspects of the cheetahs' biology and physiology is one of CCF's key objectives.

### **2. Improved Cheetah Sperm Cryo-preservation for Artificial Insemination and Genetic Management**

During November Dr. Adrienne Crosier worked with CCF staff to collect seven resident male

cheetah as part of a study aimed at improving cheetah sperm cryo-preservation for artificial insemination (AI) and genetic management.

Sperm freezing protocols have been improved; however, techniques for handling sperm post-thaw in preparation for AI need to be optimised for increased sperm motility and membrane integrity. During the November study sperm metabolism was assessed, giving an insight into cell physiology and function that is not attainable through motility assessment or staining procedures. The metabolism of fresh sperm was evaluated, as well as compared to frozen-thawed samples processed using traditional and innovative thawing protocols. Accomplishments to date include first documented influence of age, season and captivity on ejaculate quality, improved ‘field-friendly’ cheetah sperm cryo-survival with glycerol & raffinose, and an established Genome Resource Bank (GRB).

### **C. Large Carnivore Research and Ecology**

#### **3. Cheetah Census**

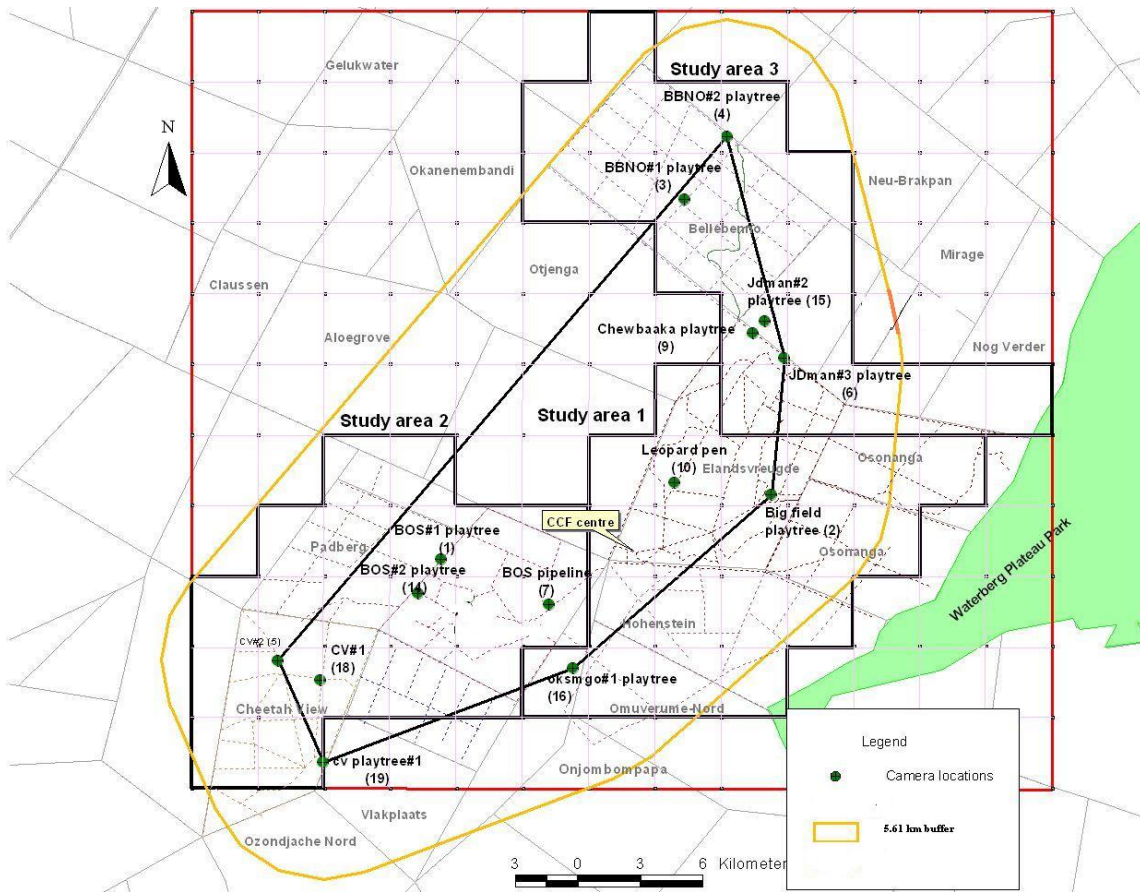
Range-wide population estimates for cheetahs are critical for their conservation, but they are particularly difficult to study since cheetahs are highly secretive with widespread home ranges. Most population estimates are based on presence/absence data from questionnaires and not scientifically driven.

Traditional mark-recapture studies use an artificial tag and the animal must be handled to administer the tag. Through the cheetahs’ natural markings (its spots), individuals can be identified. To better understand the issues facing the cheetah, it is important to develop new techniques. This year, CCF focused on two non-invasive ones: (a) photographic captures via camera traps and (b) spoor tracking where eight surveys were conducted on Elandsvreugde as a part of CCF’s long-term research with the objective of tracking game density.

##### a) Camera Trap Research Details

CCF staff undertook a camera trap census by repeatedly “catching” identified animals and logging capture histories, provides the necessary data to estimate the abundance and density of animals in the surveyed area without catching all the individuals in a population. CCF completed a three-month cheetah population survey on 600ha, using two remote triggered cameras at 14 stations from February through April. Camera stations were monitored at least every second day. Over 350 film rolls from the census have been developed and captured into an extensive database, resulting in 6,826 exposures. Of these exposures, 467 (7%) were cheetah pictures, resulting on ratio of 1 cheetah picture per 14.62 pictures and 1 cheetah per 3 trap nights (total trap night 1209).





**Figure 1.** Study area with a buffered. Inner polygon indicates the minimum convex polygon determined by the outer camera stations.

A total of 14 cheetahs were identified: 10 males –two were part of a collation, one female with two cubs, and one unidentified animal (blurry picture). All except for one animal were captured during the early stage of the study. A total of 142 captures were recorded (including 30 leopard photos). Only adult individuals are being used for analysis as cubs have a different capture probability. A capture history database was developed for mark/recapture analyses.

Overall, trial results support the use of camera trapping to estimate cheetah density/abundance. Nevertheless, further trials are needed in order improve the precision of current estimates before this is replicated into other cheetah regions within the country. The latter would allow the calibration of other indirect methods like spoor tracking on other country sites too.

#### b) Spoor Tracking

Eight spoor tracking surveys were conducted on Elandsvreugde as a part of CCF’s long-term research. The primary purpose of spoor tracking is to look at game density; however, over the years, many predators including cheetah and leopard have been recorded.

Using this predator data, CCF’s Research Assistant, Ezekiel Fabiano, completed his Master’s thesis entitled “Evaluation of spoor tracking to monitor cheetah abundance in the Central Northern

Namibia.” His findings showed that there was a weak correlation between cheetah densities derived by spoor tracking compared to CCF’s radio-telemetry studies. Through radio tracking analysis, a minimum estimate of 2.5 individuals per 1000km<sup>2</sup> was determined. The spoor tracking presented a relatively lower overall density of 0.92 per 100km. Discrepancies were mostly due to the differences at which sampling was performed by the two methods. Thus, spoor density could indeed be a function of true density and further research is recommended. In addition, optimum level of spoor tracking sampling was determined after a distance of 1,655km was travelled, thus recommended as the upper boundary necessary to travel during sampling.

Transects are now being configured to continue this research. These will be approximately 40 km in a straight path and elongated to encompass as many cheetah home ranges as possible, and will be in cheetah preferable habitat. Spoor tracking on the 40km transect will be conducted during 2007.

Despite the poor relationship identified between the estimates derived using spoor tracking and radio telemetry, further research on spoor tracking is necessary before dismissing it as a possible census technique to monitor cheetah relative abundance. However, as a weak correlation was shown, further research is recommend and should include redesigning sampling transects that encompass multiple home ranges (average home range 1642 km<sup>2</sup>), identifying individual animals responsible for spoor possibly through the use of remote-cameras and/or radio-tracking, or GMS collars). Despite the poor relationship identified between the estimates derived using spoor tracking and radio telemetry, further research on spoor tracking is necessary before dismissing it as a possible census technique to monitor cheetah relative abundance.

#### **4. Soft Cheetah Release**

In February, Shiraz, a 6-year-old cheetah, and her 4 cubs, born July 2005, were released into CCF’s 4,000ha Bellebeno game camp as part of on-going research into re-introductions of orphaned cheetahs back into the wild. Shiraz arrived at CCF in August 2001 when she was 8 months old, and had never hunted on her own. Shiraz and her cubs were monitored four times per day through radio-telemetry, and fed daily.

In May, three months after her soft release, Shiraz began exploring more, moving on average of 1.2km per day. After 3,5 months, she made her first known kill, which was an old female hartebeest. After this, she and her cubs began moving greater distances and were seen on kills two to three times a week.

Due to potential farmer conflict issues in the CCF area, it was decided to relocate Shiraz and her cubs to Erindi Ranch, a 65.000ha predator-proof farm where the cats’ habituation to people could be used for eco-tourism. Since their relocation at the end of June, they were being tracked using radio telemetry by staff at Erindi and visited regularly by CCF staff to monitor their well being. The cheetahs were successfully hunting. Unfortunately, in early November CCF received a call from the farm manager at Erindi. Nehale, the male cub, disappeared, and Shiraz was found dead. Due to scavenging, her body was too deteriorated to perform a necropsy and therefore the cause of death is unknown.

At the time of her death, Shiraz's remaining three female cubs were 16-months old. Although cubs are still dependant since Shiraz and her cubs learned to hunt together, CCF believes that the cubs will be able to take care of themselves, as they were found feeding on an impala the same day Shiraz was found dead, and again two weeks later. They were in excellent condition. They have

shown to be successful hunters and will remain at Erindi Ranch. Erindi and CCF staff has been attempting to locate the cubs and radio collar them for regular monitoring.

The results of this research corroborated what was learned with CCF's first soft release in 2004. Captive cheetahs with no prior hunting experience will learn to hunt rapidly, but in this case the risks of mortality associated, presumably with inexperience, were demonstrated. In addition, the level of habituation with humans, although good for tourism, limits the areas where they can be released.

## **5. Waterberg Carnivore Project Namibia (WCPN)**

After 3 years at CCF, researcher Andrew Stein left having completed his research to write up his PhD thesis at University of Massachusetts. The Waterberg Carnivore Project Namibia (WCPN) began in February 2004 in collaboration with CCF. Andrew, a PhD candidate and Fulbright scholar stationed at CCF, did extensive research on leopards and brown hyenas in the Waterberg area. The project was a response to concerns of local researchers and farmers to address issues of large carnivore conflict and interaction between the co-occurring large carnivore species. Through hair snares, radio-tracking, GPS tracking and camera trapping methods, the study allowed to gauge population estimates, range size and movements, diet and prey availability, inter-specific interactions and the impacts on farming specifically doing a cost-benefit analysis.

The results from the motion sensor cameras indicate that there are 18 leopards in his study area with an unknown number of brown hyenas, as it was not possible to identify individual brown hyenas using the trap camera photos. Population estimates put leopard density on the farmlands at 4.5/100 km<sup>2</sup> and in the Waterberg Plateau Park at 3.8 /100 km<sup>2</sup>. Home ranges for male leopards were 115 km<sup>2</sup> on average with females having an average home range size of 47 km<sup>2</sup>. The one collared female brown hyena was found to have a daytime range of 28 km<sup>2</sup>, however it is thought that her nocturnal range would be much higher. In CCF previous research published in 2005 home ranges were substantially larger with males at 229 km<sup>2</sup> and females at 179 km<sup>2</sup>. Leopards and Brown Hyena were feeding primarily on kudu, warthog and oryx. For Brown Hyena however, vegetation was found in faecal material as often as oryx. Hyena's food sources were usually scavenged, for example, 77% of leopard kills observed were scavenged by brown hyena. A farmer survey and cost-benefit analysis was also conducted.

Farmers' perception of their losses is that predators are still the number one reason for livestock loss, with disease and theft being placed second and third, respectively. The leopard had the second highest problem occurring ratio. Overall, these results show that cattle farmers are more tolerant of losses than are small stock farmers. The farmer surveys showed seven leopards having been removed from an area of 1,550km<sup>2</sup>, which represents an off take of 7%. Tourist surveys indicate that tourists want to see leopard, lion and cheetah, closely by elephant, rhino and giraffe. Interestingly, African wild dogs were at the bottom of the list.

### **D. Ecosystem Research**

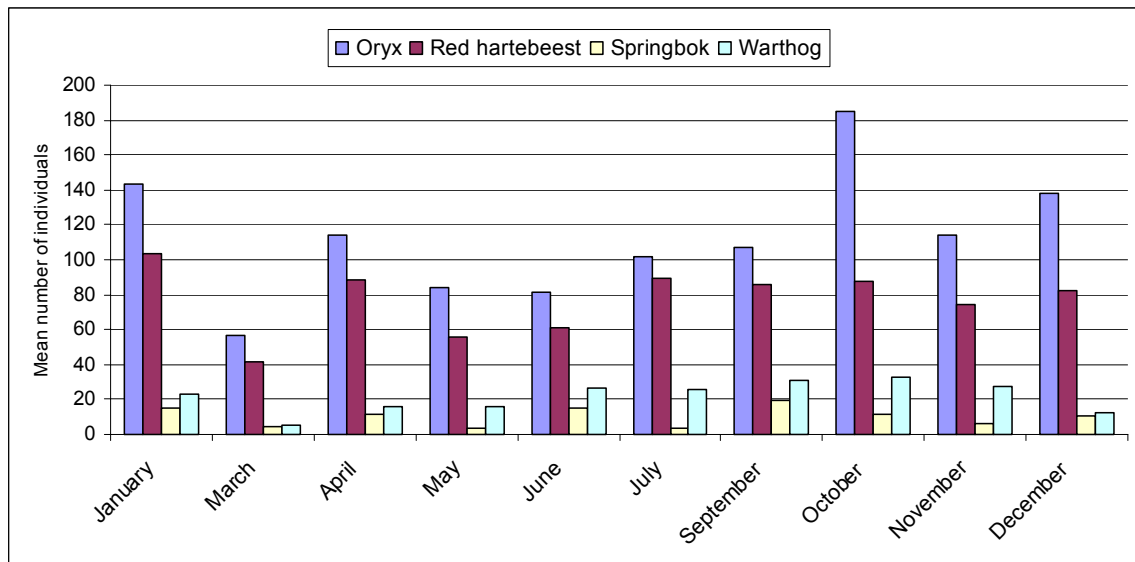
As 70% of the country's game inhabits farmlands, assessment of the Namibian farmland ecosystem for long-term habitat viability for the cheetah and its prey is part of CCF's primary, ongoing research. CCF staff regularly collects rainfall data during the rainy season, as well as daily weather readings. While the rains were of variable intensity across all the CCF farms, overall it was a year of heavy rainfall, with an average record of 692mm.

## 1. Game Monitoring and Prey Habitat Preferences

During the year CCF continued its ongoing wildlife monitoring. The research designed to understand patterns and trends of game density, movements, demographics and habitat utilisation. The monthly monitoring involves visual road counts, tracking and counting spoor, categorising vegetation, densities, distributions and soil analysis. This information is correlated with data collected on rainfall and temperature. A total of 46 game count surveys on circuits A and B, 27 km each, were conducted on CCF's Elandsvreugde farm along with eight spoor counts.

Sixty additional game counts were conducted on the CCF big field, known as the "Little Serengeti," with the assistance of Earthwatch volunteers, students, and CCF staff.

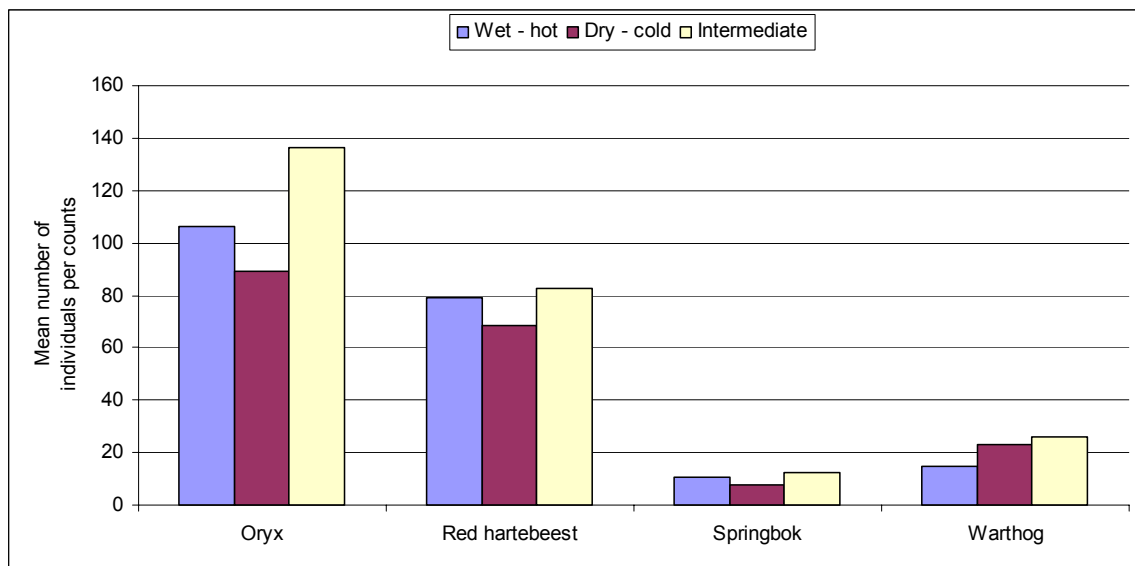
Analyses for the 2006 field counts (Fig. 2) show that oryx was the most common sighting during the game counts with the average densities for the year of the four main species shown in Table 1. Overall, the average animals observed for all species per count increased during September – December. With the exception of warthog, the mean number of individuals counted declined during May – August, the dry & cold season (Fig. 3).



**Figure 2.** Average number of individuals per game counts conducted on the CCF big field during 2006.

**Table 1.** Average number of individuals, standard deviation and average density sighted on CCF’s 1500ha big field in 60 counts over the year.

	Average number of sightings per month (standard deviation)	Average density per 1500ha
Oryx	158.9 (+485.7)	105.9
Red hartebeest	40.9 (+298.8)	27.2
Springbok	21.0 (+55.1)	14.0
Warthog	88.6 (+105.6)	59.1



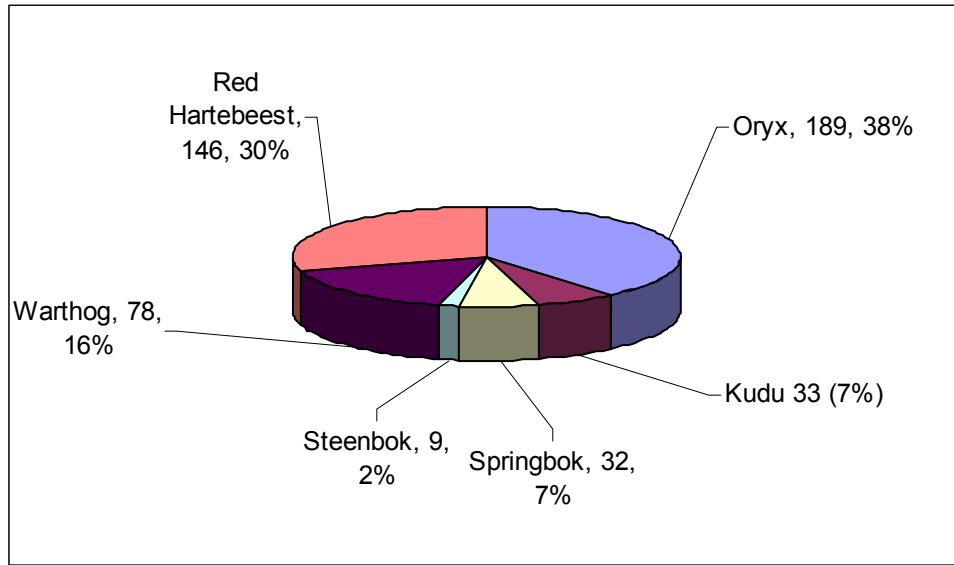
**Figure 3.** Average number of individuals per game counts conducted on the CCF big field during the wet-hot (Jan – Apr), Dry-Cold (May – Aug) and intermediate (Sept – Dec) seasons.

## 2. Full Moon Waterhole Count

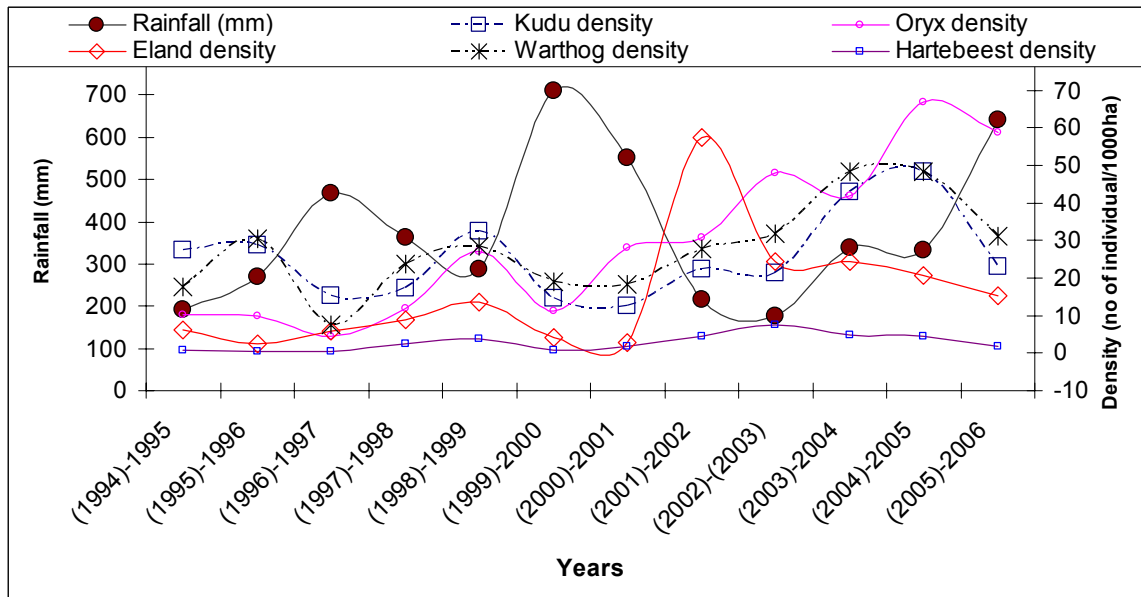
CCF staff worked again with the members of the Waterberg Conservancy on the 10<sup>th</sup> annual Full Moon Waterhole Count held on the 9-10 August. CCF was responsible for conducting volunteer orientation, preparing record sheets and identification guides, and for transporting volunteers. Over 80 counters consisting of CCF volunteers and staff, Otjiwarongo district youth forum, and Khorixas district youth forum. A total of 37 waterholes were observed for 24 hours on 9 farms within the Waterberg Conservancy.

CCF staff conducted six replicate strip counts on Cheetah View, Boskop, Elandsvreugde, Osonanga and Bellebeno before and after the Full Moon Waterhole Count. The strip counts were done three days before and after the waterhole counts. The results of the strip counts and the waterhole count were analysed by CCF staff and the results compared between the two methods. Figure 4 shows the average number of game counted during the strip counts and the percent of game found on five CCF farms before and after the 24 hour waterhole counts.

Although the overall game density for all species appeared to have declined in 2006, no significant variations in density were observed during both 2005 and 2006. Similarly, game density did not differ significantly between seasons (Fig. 5).



**Figure 4.** Average number of animals counted for the six strip counts done in 2006 across CCF's five farms.



**Figure 5.** Historical game density analysis (1994-2006) from the Waterberg Conservancy 24-hour full moon waterhole count.

### 3. Fixed-point Photography

To monitor long-term vegetation changes over time, CCF takes fixed-point photography pictures. During early 2006, fixed-point photography was taken at 11 locations at Elandsvreugde and Osonanga. In addition, fixed-point photography has been expanded to three areas targeted for bush clearing on farms Elandsvreugde and Cheetah View. Pictures were taken using a digital camera instead of film, thus eliminating the need to develop and scan. Fixed-point photography will continue in 2007.

### 4. Bush Encroachment Biodiversity

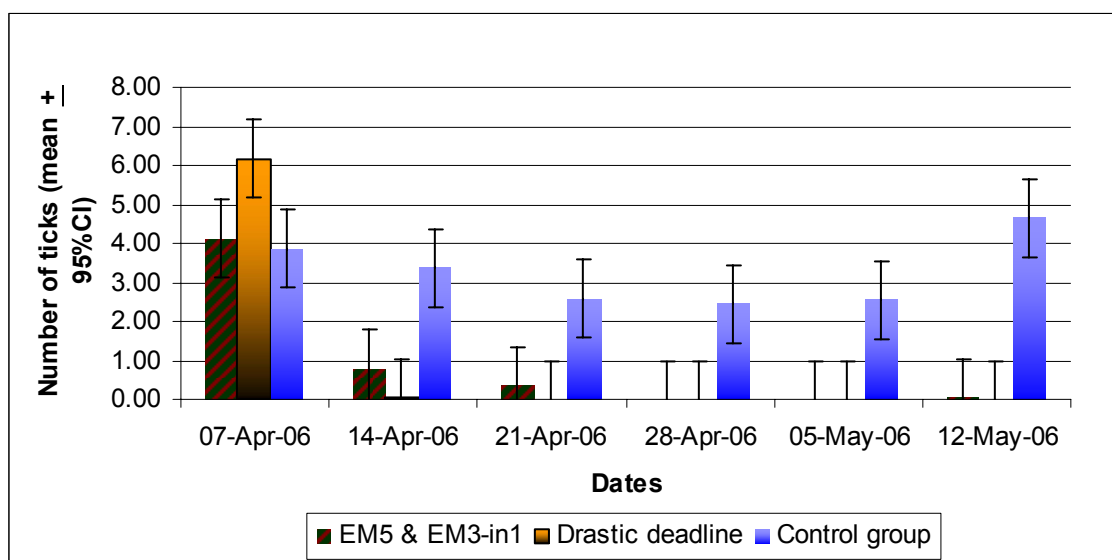
In February and March CCF Senior Research Assistant, Matti Nghikembua, and CCF's Polytechnic interns began implementing the CCF Bush Management Plan after biodiversity surveys were conducted on farm Elandsvreugde. During 2003, similar studies were conducted on CCF's economic plots. The 2006 study was conducted in an 84-hectare area intended for bush clearing. The objectives of the study were to: (a) identify tree/shrub density; (b) determine biomass yield for encroaching species; and (c) identify other biodiversity species such as birds, mammals, and grasses present, therein providing baseline data for further recommendations on bush clearing. The surveys conducted could enhance the sustainable management of the woodlands on the CCF farms and are directly related to CCF's Bushblok initiative. Table 2 shows the volume and biomass yield for the two plots.

**Table 2. Volume and biomass yield for encroaching species with stem diameters > 3cm in plot 1 & 2**

	plot 1	plot 1	plot 2	plot 2
Species	Volume/ ha	Kg biomass/ha	Volume/ ha	Kg biomass/ha
<i>D. cinerea</i>	2.308	1038.732	4.365	1964.453
<i>A. reficiens</i>	1.724	775.577	7.887	3549.265
<i>A. mellifera</i>	0.592	266.495	1.233	555.008
<i>A. tortilis</i>	0.042	18.934	1.508	678.583
<b>Total</b>	<b>4.666</b>	<b>2099.737</b>	<b>14.994</b>	<b>6747.309</b>
Total volume = 25% x mean volume				

### E. Livestock Research

As part of his requirement for the fulfilment of a Bachelor of Technology Degree in Agricultural Management, Paulus Amaambo, a fourth year student from Namibia's Polytechnic conducted research on CCF's goat herd. The aims of the study was to evaluate the effectiveness of a biological product called 'Effective Micro-organisms' (EM) versus a chemical product called 'Drastic Deadline™' on the control of external parasites (i.e. Ticks, etc.) and to identify different types of ticks found on CCF goats. Effective Microorganisms derivatives (EM5 and EM3in1) were found effective towards the control of ticks, lice and fleas on the goats (Fig. 6) as well as CCF's livestock guarding dogs that live with the goats. By using environmental friendly products, farmers could contribute significantly to more environmentally friendly farms.



**Figure 6.** Mean number of ticks on goats during April to May 2006.

#### **F. CCF Scientific Board of Advisors' Meeting**

In November, at the White Oak Conservation Centre in Florida, CCF's Scientific Board of Advisors (SBA) met to discuss CCF's long-term research. Thirteen research collaborators gathered to discuss five key topics: (1) CCF's Bush Initiative, (2) An accredited Conservation Biology Field School in cooperation with North Carolina State University, (3) On-going cheetah biology & ecology research, (4) Cheetah Research in other countries and (5) CCF's captive cheetah initiatives as they related to those in Namibia and internationally. Each member did presentations on collaborative CCF research findings. A full day's discussion ensued defining and prioritising next steps for each participant within the context of the expanded CCF mission.

The CCF SBA agreed that a five-year strategic plan was needed to take the CCF's research programme to a new level of excellence and innovation. Two working groups were set up, and were charged with fleshing out specific goals and targets: Ecology/Training/Monitoring (ETM), and Genetics/Reproduction/Health (GRH).

The ETM working group identified the following four broad goals that aim at ensuring that the CCF remains driven by good science in the service of conservation of cheetahs and their habitats.

1. Continue and strengthen research and monitoring of habitat use and populations of cheetah
2. Understand the economics of bush harvesting
3. Understand the ecological impacts of bush harvesting/bush clearing.
4. Expand the CCF's training programme to new fields and to participants from countries outside Namibia.

The GRH working group also identified several broad questions for research activities in this sphere, some a continuation of ongoing research programmes, and some amounting to a significant expansion.



1. *Genetics* - Building upon its existing strengths so that it can begin to answer several basic and practical questions related to cheetah conservation, including: (a) expand genetics samplings to continue building the genetic database; and (b) implementing new techniques to supplement existing genetic sampling activities.
2. *Reproduction* - Assisting *ex situ* populations of the cheetah should continue as the principal goal of reproductive biology research at the CCF. Future research should be directed to continuing to explore basic biology of male and female reproductive behaviour, endocrinology and fertility.
3. *Health* - The group identified several important health issues for cheetah that are important to ongoing cheetah management and conservation, including: (a) gastritis and glomerulonephritis, (b) anthrax; and (c) monitoring disease outbreaks among wild cheetah populations, i.e. start a “cheetah CDC.”

### Strategic goals

Both groups laid out several specific recommendations for implementing these research goals.

1. *Establish a science-planning group* that would be more involved in ongoing management of the CCF science programme. The current Scientific Board of Advisors would continue to be involved in long-term strategic planning of the CCF’s research and training programmes.
2. *Strengthen the professional resident base*, particularly in the veterinary medicine and genetics programmes. This would involve organising funding/endowments to support it.
3. *Establish an education-planning group*. As the CCF research programme expands beyond its traditional focus to include broader issues like land management, land redistribution, economics, bio-fuels, entrepreneurship and other areas that will impact on its mission, its training program will have to grow at a pace to encompass these new areas. The CCF farm also has the potential to become a “go-to” place for international field experiences for students in North America and Europe, both at the level of individual internships and for organised field-based courses. Careful planning and outreach will be required for CCF to realise this potential, which should be in the hands of a dedicated education-planning group. This would be the education counterpart to the science-planning group.

The above goals and targets will serve as a focus for discussion and plans.

### **G. Scientific Publications**

CCF published the following papers in a number of scientific journals during 2006:

1. Crosier, A.E., Pukazhenti, B.S., Henghali, J.N., Howard, J.G., Dickman, A.J., Marker, L.L., Wildt, D.E. Cryo-preservation of spermatozoa from wild-born Namibian cheetahs (*Acinonyx jubatus*) and influence of glycerol on cryo-survival. *Cryobiology* 52, 169-181, 2006.
2. Marker, L.L., Dickman, A.J., Mills, M.G.L., Jeo, R.M., Macdonald, D.W. Factors influencing the spatial distribution of cheetahs (*Acinonyx jubatus*) on north-central Namibian farmlands. *Journal of Zoology* (submitted).
3. Marker, L.L.; Pearks-Wilkerson, A.J.; Martenson, J.; Sarno, R.J.; Breitenmoser-Würsten C., O’Brien, S.J.; Johnson, W.E., Patterns of molecular genetic variation in Namibian cheetahs. *Journal of Heredity* (accepted).

4. Muntifering, J.R., Dickman, A.J., Perlow, L.M., Hruska, T., Ryan, P.G., Marker, L.L & Jeo, R.M. Managing the matrix for large carnivores: a novel approach and perspective from cheetah (*Acinonyx jubatus*) habitat suitability modelling. Animal Conservation 9 (2006) 103-112.
5. Schumann, M., Schumann, B., Dickman, A., Watson, L.H and. Marker, L. Assessing the use of swing gates in game fences as a potential non-lethal predator exclusion technique. South African Journal of Wildlife Research 6 (2): 173-181 (October 2006).

#### **IV. CONSERVATION**

Livestock loss to cheetahs is an economic and emotional issue. Farmers perceive cheetahs as having an excessive economic impact on their livestock and wild game industries. Many Namibian farmers have done little to alleviate their problems in a non-lethal manner through appropriate livestock and predator management. By addressing the farmer-predator conflict through a conservation management strategy that benefits both humans and cheetahs, CCF is ensuring the species' survival on Namibian farms and has raised greater awareness of better farm practices.

##### **A. Livestock Guarding Dog Programme**

This programme is proving as popular as ever with many farmers calling CCF to enquire about the Kangal (Anatolian) Shepherds. During communications with farmers such as at training courses offered by CCF, and at information days and farm visits, various aspects of raising and training livestock guarding dogs are discussed. There is a great need for dissemination of information on the protocols for raising and training dogs, and the reasons for success and failure. Many people are using dogs without fully understanding the principles behind bonding and developmental stages that can prove problematical, such as playing stages, but that can be solved through corrective training.

As of December 2006, there are 140 (74M:65F) dogs alive, of which 19 are pets, 120 are working dogs, and one puppy experiencing health problems remains at CCF. Of the working dogs, 91 are commercial and emerging commercial placements, 25 are communal placements and 4 dogs were recently placed with resettled farmers.

In 2006, the Disney Conservation Fund once again generously supported aspects of CCF's Livestock Guarding Dog Programme, thus enabling CCF to continue supporting Namibia's farmers' efforts to implement non-lethal predator management techniques. At the end of 2006 CCF has 13 Kangal dogs of which 6 males and 7 females, of which 9 (4M,5F) are working and breeding dogs, 1M is a puppy not yet placed, and 3 (1M&2F) are retired/pets.

##### **1. Breeding and Puppy Placements**

During July 2006, CCF was fortunate to have an ultra-sound machine being used for cheetah research at the Centre to confirm that CCF's two breeding female Kangals (SB240 & 269), bred in June, were pregnant. In total 20 puppies were born in August, but only 16 were raised, due to the inexperience of one of the female's that whelped for the first time (SB269), and four puppies were born outside the den box. Nonetheless, both females did an outstanding job at raising their remaining pups.

Two of these puppies were placed as pets, making them available as back-up breeding females in the future. The rest of the puppies (14) were placed with communal and commercial farmers, mostly in the north central farming area. All the puppies, except the pet placements were sterilised, de-wormed and vaccinated prior to placement.

A third female, CCF's Mongretolian (SB287, Kangal-Mongrel cross-breed) gave birth to her first litter in November. She successfully raised all seven puppies.

Her sister (SB286) had been placed with the African Wild Dog Conservancy in 2005 as part of a pilot project to help develop the conservancy's own guarding dog programme. However, no feedback was received on this dog and, following an inspection, it was discovered she had five puppies (born in October). As both the female and her pups were in very poor condition all the dogs were brought back to CCF. One of the puppies does not appear to belong to the litter (tooth eruption suggested a different age, as do her looks) and was placed as a pet. The other four (4) pups were placed as working dogs, and the female (SB286) although still at CCF, will be re-homed as well as a working dog.

Overall, 18 puppies were placed as working dogs and three as pets during this reporting period.

## **2. Follow-Up on Prior Placements**

One four-year-old male (SB214) was brought back to CCF after his owners reported him unwell. As it turned out, he appears to have stepped in a gin-trap. Surgery was required to remove one toe, with a second being badly damaged. He recovered so well from surgery that he was re-homed in the Okahandja area as a working dog. He has adapted to his new home and, following two inspections, his condition remains good.

Two dogs, (SB247 & 250) died of suspected poisoning. Tests for strychnine were negative, nonetheless some sort of poisoning is suspected. This highlights the unselective nature of many predator control attempts, and the hazards of using these methods around valuable guarding animals. Both dogs were working in the eastern communal area, making it difficult to identify the culprit, who may not necessarily be the dog owner, due to the communal nature of farming in these areas.

CCF Education and Community staff member, Gebhardt Nikanor, travelled throughout the farming areas to vaccinate dogs and inspect prior placements and also accompanied a farmer to retrieve his stolen dog. With the transponder providing irrefutable evidence of ownership, the thieves gave the dog up and the owner decided not to press charges. Two dogs (SB271 & 197) changed ownership after the farmers sold their goatherds. Two dogs, (SB272 & 279) were killed after being hit by cars. One dog (SB214) brought in for health reasons and CCF's own working dog Shades (SB142) underwent surgery to partially re-sect areas of the tongue affected by squamous cell carcinoma. One dog previously reported dead (SB139) is in fact alive and living with a new owner. It is unclear why the previous owner reported him dead when in fact he had been given away. He is still a working dog in Namibia.

## **3. New Breeding Dogs**

CCF's young breeding male, Amos, (SB285) imported from South Africa during 2005 successfully bred three times this year. He is working very well and has a fine temperament. CCF periodically

imports new males to supplement the Kangal dog bloodlines in Namibia and maintains a register of all the Kangal dogs in this country.

A farmer who has a Kangal/Australian cattle dog cross, stemming from some of the original imported bloodlines, asked permission to breed this dog back to a Kangal. CCF's imported South African male, Amos, which is unrelated to this US bloodline, was used. The female is pregnant and CCF will work with the owner to place the puppies as working dogs. This female is a very good working dog and the Australian cattle dog cross is worth looking into for future cross-breeding options, as it's size, temperament and coat make it ideal as a working dog.

A breeder in the UK offered CCF a litter of new bloodline puppies that were due in August, but for various reasons it was decided not to import puppies just yet. Hopefully in the near future arrangements can be made to bring in puppies from the same breeder. One of CCF's prior placements, a female (SB205), is un-spayed. Her owner has offered to produce a litter from this female. She has proven herself an excellent working dog and she will be bred on her next heat to CCF's resident breeding male.

## **B. Livestock and Wildlife Management Techniques**

To prevent further population decline, CCF continues to work with farmers to investigate, develop and implement livestock and wildlife management, which are developed, tested, and exhibited at CCF's model farm. Techniques include: establishing calving seasons, calving kraals, guarding dogs, electric fencing and warthog swing gates. In 2006, further research was conducted from the 2005 study on swing gates.

### **1. Swing Gates**

Game fenced farms are on the increase in Namibia. CCF's research has shown that game fences kill more cheetah and other predators than cattle farms. Some game farms do use electric fences to keep predators out. Looking to provide an alternative to the electric fence in 2005 CCF installed swing gates in its 4000-ha game camp, Bellebeno. Swing gates leave no visible openings in the fence for predators such as cheetah and may therefore, if maintained properly, potentially exclude cheetah from game camps.

On 24km of fence line, 133 gates were installed, with an average of 1 gate per 180 meters. On some more active places, like waterholes, gates were put closer together and fewer gates were placed in areas not used as much, like rocky areas. The gates were left open after installation for two weeks in order to allow the warthogs to become accustomed to the gates, after which the gates were closed. A heat sensitive camera trap was set at several of the most used holes for observation.

In February, after monitoring the swing gates for four months, one of CCF's captive cheetahs, Shiraz, and her four cubs were released into Bellebeno. The cheetah and her cubs stayed in Bellebeno for two months, after which they escaped through a warthog hole and moved into the neighbouring farm. Because of the huge population of warthogs and the very soft soil in Bellebeno, it is almost impossible to completely reduce the numbers of holes dug under the fence. Holes were reopened on a daily basis and the cheetahs managed to find these holes.

To make Bellebeno cheetah proof, it will be necessary to fix the rest of the fence line, leaving only the swing gates open, and daily close warthog holes. Thus, cheetahs will stay in the game camp and

smaller game will still have the opportunity to migrate. Bellebeno could then be used as a cheetah release area, or at least an area where cheetahs can practice hunting before they are released to other areas.

## **2. CCF Farm and Livestock Model**

CCF's farm provides the opportunity to practice and experiment with the optimum methods of livestock and non-lethal farm management practices, especially acting as a showcase model of success.

CCF actively manages cattle (315 cattle) and small stock (162 sheep and 254 goats) on their farms. The goatherd has a breeding group of Livestock Guarding Dogs with them for protection. In 2006, 33 lambs, 154 kids and 67 calves were born. Unfortunately, while it was a good production year, with minimum losses, 21 head of cattle, worth N\$100,000, were stolen.

CCF pastures donkeys and horses for feeding resident captive cheetahs. Approximately 430 animals, mostly donkeys and a few horses were slaughtered during 2006 (about 36 animals per month) to feed resident cheetah and those being rehabilitated for eventual release back into the wild.

In 2006 over 3000 hay bales were harvested on CCF's big field.

## **C. Global Management Planning/Policy Involvement**

CCF assists in international programme development and adapts model programmes developed in Namibia for use in other countries, distributing its materials and information throughout Africa and the rest of the world.

### **1. CCF Kenya**

CCFK operations are based in Nairobi with the focused field study in Salama (Machakos Wildlife Forum in the Kajiado District), and works in affiliation with the Kenya Wildlife Services (KWS) under a permit through the Ministry of Education, Science and Technology.

#### **a) Research**

The main focus of CCFK's research in Kenya is the evaluation of farmland ecosystems for the long-term habitat viability for the cheetah. Information from Wildlife Forum interviews, nationwide census data, and research in the focus field study area of Salama can be combined to determine areas in need of further evaluation and areas of model programmes for supporting sustainable cheetah habitat.

During this reporting period, CCFK completed reports based on interviews conducted in 2004 in the Laikipia and Machakos Wildlife Forums. Interviews show conflicts between people and other predators do vary from region to region. Affiliations with KWS include predator conflict data searches and access to data on predator numbers within and around KWS managed National Parks.

In addition, CCFK continues to cooperate with the KWS's Veterinary and Research Departments in protocol development for research and biomedical sampling (blood, hair, and skin), as well as monitoring, trapping, collaring, tranquillising and necropsy procedures. These protocols are

essential for consistency in data collection including measurements and health evaluations of cheetah.

(i) National Cheetah Census

The current status of cheetah in Kenya is believed to be on a continuing decline. Past population estimates are based on calculations from studies mainly focused within Parks and Reserves. While information on behaviour and demographics is interesting and necessary for cheetah survival, we cannot apply conservation actions until we estimate cheetah numbers and determine where our efforts will have the most impact on future cheetah survival. Since 2004, CCF has partnered with KWS and East African Wildlife Society, which have provided two staff to assist in a nationwide census. Goals of the census include: 1) map conflict through analysis of KWS predator conflict reports; 2) evaluate cheetah presence through field data collection; 3) identifying areas of cheetah sustainability or unique situations, and 4) assist KWS in identifying areas for further studies.

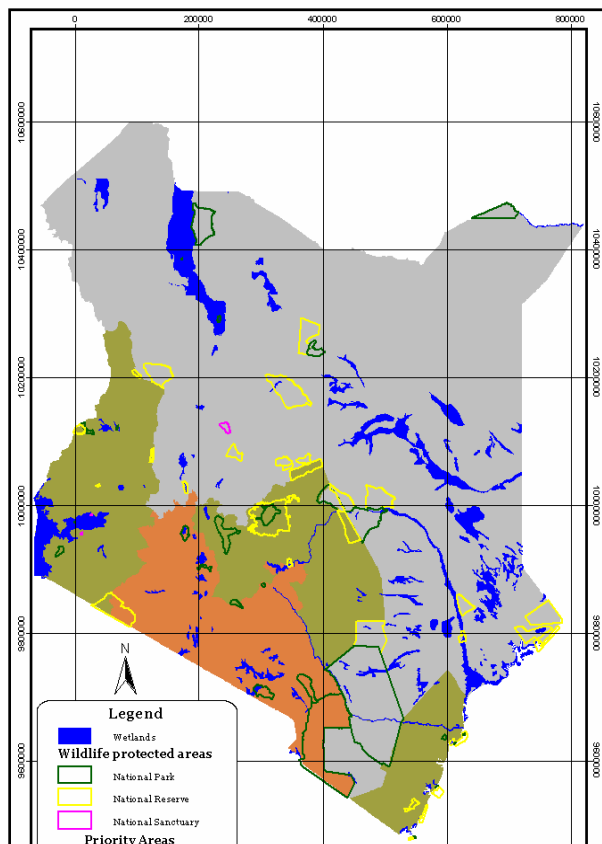
Three areas targeted for the Nation-wide census (Fig. 7) include:

**Priority 1** (completed 2005) – Establish a map of presence, and baseline population estimates to fill in the gaps where focused studies had already been done (KWS or CCFK). This phase evaluated

selected areas in Narok, Kajiado, Nakuru and Transmara districts including: Masai Mara National Reserve, Nairobi National Park, Amboseli National Park, Tsavo West National Park, Lake Magadi and their adjacent wildlife dispersal areas.

**Priority 2** – This area has less infrastructure and fewer past studies, but there is still a high need for data on presence, absence, and baseline estimates. It includes: Laikipia (report completed 2006), Tsavo East (field work completed 2006), Samburu (field work completed 2006), Isiolo (field work completed 2006), Meru Conservation Area (field work completed 2006), Marsabit, Nasolot, South Turkana, Kamnarok, Baringo, Bogoria, Wajir, Mandera, Turkana, Kora, Rahole, Tana river, Ijara, Lamu, Garissa.

**Priority 3** – This area has little past records of cheetah and has high human numbers. It includes: Ruma (from Masai Mara), the area from Nairobi (Thika) to Tsavo East, Shimba Hills (South of Tsavo).



**Figure 7:** Target Priorities for a Kenyan nation wide cheetah census

Weather and tribal clashes prevented field work in some of the northern and eastern regions in 2006. The remainder of the Priority 2 and Priority 3 areas will be completed as soon as possible in 2007.

The census identifies areas for long-term cheetah conservation and can be used in policy decisions on translocation and problem predator control. Areas of cheetah presence were mapped of all areas evaluated up to December 2006 for evaluation at a National Census workshop planned for February 2007, and other information to date will be presented at a regional and national cheetah workshop in February 2007. This will aid in determining CCF activities in Kenya.

(ii) The GREAT CHEETAH CENSUS and SNAP-A-CHEETAH awareness programmes

CCFK's photo database continued to grow with submissions into the Great Cheetah Census and the Snap-A-Cheetah Project, two awareness programmes that assist in determining cheetah distribution. The test cameras distributed in 2005 resulted in less than a 50% recovery rate so far and additional cameras were distributed in May and June 2006 and were collected in August and September.

Although tourist and community individual photos are still accepted, these programmes have been scaled back in 2006 until the census fieldwork is completed. Upon completion of the field work with EAWLS the photograph submissions will be analysed further.

(iii) Human Impact on Cheetah

Land use changes and an increase in human population and activity levels throughout Kenya affect wildlife. While pocketed populations of game are still strong on large commercial farms and on unsettled public land, these populations are changing rapidly over time. Subdivision of land, disease, human-wildlife conflict and poaching has reduced prey base throughout ranch lands. Livestock loss to cheetah is typically viewed as a minimal threat compared to that of lion, leopard, jackal and hyena, however localised cheetah problems are reportedly increasing in settlements where cheetah populations exist in close proximity to people.

CCFK continued its case study and radio tracking of problem cheetah in the Kiu region of Machakos Wildlife Forum (MWF) area. The study, conducted by CCFK at the invitation of the MWF and the community, allows for an opportunity to identify the pattern of cheetah movement and livestock losses due to cheetah that opportunistically kill goats and sheep. This programme also provides CCFK with the opportunity to involve community members in research and awareness towards the plight of the cheetah. Herders and managers assist in reporting cheetah sightings and conflicts to CCF's Community Liaison Officer, and the information is entered into a database in order to map the conflict cases in relation to identified cheetah ranges and human settlements.

The ongoing telemetry studies were initiated in March 2005 to provide information on movements and to map the range for a female cheetah. The female cheetah was initially collared when, with her five cubs, she killed a calf on a commercial ranch. The cheetah family was suspected to have been killing goats and sheep from a neighbouring settlement area. The collared cheetah family was tracked through dense vegetation, steep hills and areas of high human settlement. After separation from their mother, two of the cubs (one of which was collared) were killed in poacher's snares in

May 2005. The remaining three cubs could not be tracked, but community accounts still report three cheetahs to be resident in the area.

The collared female cheetah gave birth to four cubs in August 2005. As she crossed the Mombassa Highway two of the cubs were killed on the highway. The home range of the cheetah family was tracked through December 2006 when the female separated from the cubs. While it is typically recorded that a female will stay with her cubs up to 18-20 months, these cubs became independent at 15 months. Community reports indicate the cubs remain in the area. The mother will continue to be tracked and community reports will continue to be collected in 2007. Their habitat use and proximity to livestock and settlements have been recognised within the community. The people have developed a network of communication whereby the locations of the cheetah give warning of areas to be aware of when grazing. However, this family and an additional family of five cheetah and three male cheetah have opportunistically killed livestock throughout the study area.

Through this monitoring CCFK has become more aware of the impact of this highway on the cheetah population, as there have been five cheetah deaths on a section of about 15km since 2003. Additionally, two cheetahs were killed in poachers' snares and two were reported to have been killed by herders. This high mortality represents approximately 45% of the population of cheetahs in this region is estimated at 15-20 individuals based on sighting reports.

Monitoring of cheetahs in this area has given answers to some of the issues of cheetah movements in recently sub-divided areas. Data from the 2005-6 movements and livestock loss patterns from the collared cheetah and others recorded in the area are under analysis to evaluate the solutions and options for problem cheetah protocols. The visual sightings of the radio-collared cheetah show remarkable adaptations in land use and prey preference in an area of increasing land fragmentation.

#### b) Education

CCFK's Education Programme continues to grow through material development, presentations and event participation. CCFK published a 2006 calendar using art and creative writings from the contest. The calendar, which promotes the cheetah in a simple and educational way, has been well received when distributed at presentations and community events. Due to its success, a 2007 calendar has also been developed.

The development of educational programmes for schools and tourists directly benefits the recipients, but also indirectly benefits those with whom the recipient shares the information.

Tourism is one of the largest revenue generators in Kenya, and cheetah are one of the key species that people come to see. The people of Kenya will only benefit from their relationship with tourists if the key animals, like cheetah, continue to thrive.

#### (i) School Education

Local and international volunteers continue to work on a teaching workbook and activity pamphlet for Kenyan schools. Editing and evaluation of the 2007 material will continue in 2007. A volunteer with a local performing group from the slums of Nakuru town have created a play to use the plight of the cheetah in an educational act which presents the issue facing the conservation of Kenya's wildlife. This performance is available to schools as a part of the group's educational activities and will be used by CCF in 2007.



(ii) Higher Education

Research Assistant, Cosmas Wambua, began a Master's course in the Biology department at Addis Ababa University in Ethiopia. His coursework will focus on ecology and systematic zoology. His fieldwork will begin in June 2007 to evaluate the ecological impact of the subdivision on the habitat and prey base of the Salama area of the Kiu region. His studies will compliment the existing CCFK work in the region and provide a platform on which policy recommendations can be based for the land use in the area.

(iii) Community Development

- Community Livestock Dip

Through evaluation of community needs during CCFK's cheetah research with the Kiu community, CCFK chose the improvements of livestock dips as a target community project. A livestock dip uses a short acting chemical bath to aid in the control of disease by treating livestock to kill and repel ticks and tsetse flies. Some of the dips, which were built in the early 1900's have been closed or mismanaged over the years. Community committees were elected to take over management of the dips.

CCFK's project was initiated with the first Community Livestock Dip Management Workshop held in May 2006. The Workshop was held with the regional veterinary office and committee members from the four dips scheduled for renovation. Other workshops on livestock health and productivity, business management, and wildlife issues will be planned in 2007.

Activities in livestock management were strengthened through renovations of four Community Livestock Dips in the Salama focal study area in October-December 2007. Through sponsorship from Cheetah Friends Europe (Netherlands), NK Brothers (Kenya), Rudy Nelson and Peter Barber (Canada) and Unga Feeds (Kenya), the renovations included resurfacing the concrete entry and exit paths, sealing of water tanks, replacing posts and rails and removal and replacing roofing. Three of the dips have selected a pyrethroid-based chemical, while one continues with the amatrax-based chemical. Community "baraza" (information sharing meetings) were conducted at each of the four dip sites in December 2006 including representatives from the regional veterinary office, chemical manufacturer, KWS and regional administration.

This project aims to develop a sustainable community project through a three-year plan whereby CCFK will collect data on livestock husbandry and predator tolerance issues. Affiliations with Nairobi and Kenyatta Universities will include local students in focused parasite projects in 2007.

- Cheetah Country Kenya Crafts Programme

On another community front, CCFK has developed a relationship with a number of craft persons through interaction in a large number of communities. CCFK has initiated purchase of crafts and assists local artists and community groups to develop styles, colours and patterns for crafts specifically to raise funds for CCFK's conservation efforts. These crafts have been offered to international distributors and retail outlets.

(iv) Eco-tourism

Presentations in 2006 were requested through a number of tourism organizations including US operator Classic Expeditions, and Kenya operators JH Safari and Origin Safaris. The local Young Presidents Organization (YPO) also requested a two-day session with CCFK Staff. Involvement with the tourism sector provides income through requested donations as well as allowing the opportunity to share information on the plight of the cheetah with local and international visitors to the Kenya wildlife refuges. Information in the tourism presentation explains CCF links with local and international partners. Fifteen presentations were given to over 200 tourists and their guides. CCFK staff remains members of the Kenya Professional Safari Guides Association as bronze members.

(v) Volunteer Programme and Fund Raising

Local Kenya residents (Knowledge is Power) continue assisting with education materials, program development and fundraising activities. Interns from East African Wildlife Society assist with the census project. Volunteers from the Netherlands provide ongoing support for facility and community development through funding with the Netherlands based Cheetah Friends Europe, and through physical assistance in the field. Others assisted CCFK in project planning in the Craft Programme, education and material development, fieldwork, and livestock Dip renovation.

## **2. CCF Involvement in Ethiopia**

As a result of the Ethiopian cubs' rescue coordinated by CCF November 2005, Dr. Marker travelled to Ethiopia in mid-June to evaluate the cubs' situation, to begin the process of building a new facility for the cubs, and to investigate the next steps for conservation of the remaining wild cheetahs in Ethiopia. Befekadu Refera, a wildlife biologist who was instrumental in assisting with the cubs' rescue, organised the trip, and was accompanied by Daniel Balzer, the US Regional Environmental Officer, among others interested in cheetah conservation.

a) Cubs at the National Palace Highlight Key Need in Ethiopia

During a visit to the National Palace, where the cheetah cubs were taken after their rescue, Dr. Marker met with the team that assisted with the rescue (US Embassy and Ethiopian officials), as well as with veterinarians, the cubs' keeper, and the Palace General. Unfortunately both cubs have died, one from malnutrition and the second one from complications after surgery. These cub' deaths highlight a key challenge in Ethiopia for trained vets and wildlife managers. A third cub was rescued from Somalia and was brought into Ethiopian care. In December this cub was placed in a captive facility at OMO Game Park under special care.

b) Conservation of Wild Cheetahs

The key conservation issue in Ethiopia is the high incidence of poaching of young animals, particularly carnivores, in areas such as Gode, where the first cheetah cubs were rescued, and in Somalia where illegal trade has been identified. In addition many of these areas are not safe due to tribal and now international warfare.

The other key challenge lies with the political structure in Ethiopia. While biologists indicated interest in assisting CCF with a survey of cheetahs and other large carnivores throughout the

country, there are nine member states in the country, and all are autonomous; therefore, it would be necessary to work individually with each. Furthermore, The Wildlife Conservation Department is under the Ministry of Agriculture and Rural Development in most cases, yet in some regions is within the Department of Tourism and Culture. The Department officials asked CCF to submit a proposal in order to begin a formal process. CCF will then be a registered collaborator in collecting background information on cheetahs and could begin a survey in 2007. A letter is being drafted to the individual states to discuss the issues and asking the regional experts to assist in conducting a survey.

- **Wildlife Stakeholders Meeting and CCF Recommendations**

Dr. Marker returned to Ethiopia in December 2006 to participate in a Wildlife Stakeholders meeting aimed at initiating guidelines for halting the illegal practice of capturing, holding and selling cheetahs (and other wildlife in Ethiopia). The meeting was organised by the Ethiopian Wildlife Association in collaboration with: African Parks (Ethiopia) , the Regional Environmental Office for East Africa (U.S. Department of State, Ethiopia), the U.S. Agency for International Development/Ethiopia, the Wildlife Protection and Development Department of the Ministry of Agriculture and Rural Development, and other concerned individuals and groups. The outcome was the formation of a task force which would be established to define stakeholder roles and responsibilities and propose guidelines and solutions in addressing wild captive animal management, and finally to produce recommendations to the federal and regional governments of Ethiopia.

Recommendations from the workshop include, 1) to bring a group from Ethiopia to visit CCF Namibia via the US Embassy and attend a workshop organized by a local NGO, 2) to conduct a population census of cheetahs and other large carnivores in Ethiopia using ranger-based monitoring and using locals to gather information in each state and assess partnership opportunities with other wildlife ecologists, 3) to develop educational programmes/workshops, to bring awareness to communities where cheetahs are found. One of the suggested areas for a school workshop was Jijiga (800 km from Gode), and would involve teachers from throughout the range, 4) to provide Veterinary and wildlife manager training, 5) to develop capacity building programmes, and 6) to Transition the Lion Park in Addis to be an education centre, supported by the Ethiopian President and with the assistance of the US Embassy.

### **3. North African Regional Cheetah Organization – Algeria**

In November, Dr. Laurie Marker attended the 2nd meeting of the OGRAN (the North African Region Cheetah Organisation) in Tamanrasset, Algeria.

During the three-day meeting, cheetah specialists discussed the status of the North African cheetahs and conservation strategies in Algeria. The workshop highlighted data collection, census techniques and training and education that could be implemented to conserve these highly endangered populations of cheetahs in Northern Africa. Dr. Marker presented a paper on CCF's professional training programme.

### **4. International Cheetah Studbook**

CCF manages the International Cheetah Studbook. The 2003 & 2004 International Cheetah Studbooks were finished and distributed to all participating facilities. The 2003 captive cheetah

population was 1353 (696M.657F) animals, while the 2004 population was 1387 (708M.673F.6UNK). The 2004 captive cheetah population was housed in 238 facilities in 47 countries. The 2004 Studbook is the fourteenth edition of this registry. The processing of data for the 2005/2006 is currently underway. The International Cheetah Studbook continues to be supported by CCF UK as one of their specific projects.

## **5. Association and Conservancy Relationships**

To facilitate a global plan for the management of the cheetah, CCF participates and takes a leadership role in several associations and conservancies, including LCMAN (Large Carnivore Management Association), neighbouring Waterberg Conservancy and CANAM (Conservancy Association of Namibia). Yet, in Namibia today, what is lacking is coordination among these constituencies. Identifying areas of cooperation and synergy among these organisations (working in partnership with The Ministry of Environment and Tourism (MET) and creating a national strategy is critically important. To this effect, under the auspices of the Chairperson, CCF's Dr. Laurie Marker, CANAM hosted in May a workshop entitled "Building Synergy Between National Parks, Communal and Commercial Conservancies Towards Improved Game Management." Naturally, the results from the plans coming out of this "task force" will have strong implications on cheetah conservation and survival.

### **a) Large Carnivore Management Association (LCMAN)**

The LCMAN held its 5<sup>th</sup> AGM and 20<sup>th</sup> General meeting in April. For the fourth consecutive year, Bonnie Schumann, CCF Senior Research Assistant, was elected Secretary. CCF's volunteer, Jen Bell designed a poster for LCMAN, which has been printed and will be distributed to all farmers' associations and agricultural outlets. General meetings were held in July and again in November. Issues including the progress of the Cheetah Status Report for Namibia, the involvement of communal conservancies in the activities of LCMAN, the fate of captive carnivores and the hunting of carnivores with dogs, remain high on the agenda.

The LCMAN's primary objective is to ensure the conservation of Namibia's large carnivores through collaboration with all stakeholders.

Namibia, the Cheetah Capital of the world, is also home to a host of other predators including lion, leopard, wild dog and hyena and the potential for human/predator conflict is great. It is only through collaboration with all stakeholders that practical solutions to this conflict can be found, ensuring that both predators and farmers can survive on Namibia's farmlands.

### **b) Waterberg Conservancy**

CCF presented results compiled from the 2005 Waterhole Count to the members of the Waterberg Conservancy at their Annual General Meeting. CCF's General Manager, Dr. Bruce Brewer, continues as Treasurer. In August, CCF organized the 10<sup>th</sup> Water Hole Count

c) Conservancy Association of Namibia (CANAM)

(i) CANAM AGM and Game Utilization Workshop

In May, CANAM held its 10<sup>th</sup> Annual General Meeting, at which CCF's Executive Director, Dr. Laurie Marker, was elected as the Chairperson for the Conservancy Association of Namibia (CANAM) for the fourth year running. CCF's Cheetah Country Beef (CCB) initiative was discussed as Dave Bell, a former CCF volunteer/staff had just arrived back from the UK where he was on a six-month contract by Meatco conducting a feasibility study on CCB.

Prior to the meeting, CANAM hosted a Consumptive Game Utilization workshop targeted for wildlife stakeholders. The workshop was opened with remarks by Dr. Marker, and featured speakers from MET, Polytechnic, stakeholders of the venison industry, members of the translocation association and LCMAN. Wildlife stakeholders were invited to attend this workshop, which focused on the technical issues of consumptive game utilisation such as: game census; carrying capacities of the various game species in the different habitats of the country; optimum 'species mix' for best utilisation and methods of achieving these ideal utilization numbers; and marketing of venison

At a dinner following the workshop, one of CCF's collaborative veterinarian, Dr. Ulf Tubbesing talked on Game Management with the view of optimising breeding and utilisation, and Dr. Juliane Zeidler who talked about trade-offs between biodiversity and wildlife management.

(ii) CANAM - Building Synergy Between National Parks, Communal and Commercial Conservancies Towards Improved Game Management Workshop

In Namibia today, there are lots of different initiatives dealing with wildlife and conservation in the country, but little with coordination. It is important to determine how we can work towards coordination and identify areas of cooperation and synergy between these organisations working in partnership with The Ministry of Environment and Tourism (MET). It became evident that a good plan would be to bring the organisations together, informally, to begin brainstorming around how the stakeholder groups could work together towards a national strategy in partnership. To this effect, CANAM, under Dr. Markers chair, hosted in May a workshop entitled "Building Synergy Between National Parks, Communal and Commercial Conservancies Towards Improved Game Management." The workshop included over 25 people from 14 organisations and was the beginning of this process. Invited organisations also included the agricultural sector, since agricultural land also supports wildlife and natural recourse management.

Areas identified for collaboration included 1) developing a common and standardised game census that can be useful for regional and national planning; 2) optimising game nationally and use the collective knowledge to understand best practice, carrying capacities, translocations, managing population genetics, and allowing proper gene flow; 3) relocating game on a national level; 4) coordinating a National Utilization Plan for optimum game management - i.e. culling.

Four sectors in the wildlife industry were identified: 1) Communal Conservancies; 2) Commercial Conservancies ; 3) Parks; and the 4) Venison Industry. These sectors could be sub-divided into landowners, service providers, and users – consumptive and non-consumptive. Guidelines were identified for the structured utilisation of game: tourism, trophy hunting, and management of excess

game. In order to address these issues, the group identified the following as areas of collaborations: 1) Improve consumptive use of wildlife (excess game); 2) Conservation and preservation of veldt and habitat; 3) Improve the policy on environment to provide incentive-based consumptive use and the devolution of power; 4) Improve the monitoring processes, biomass, game census, carrying capacities, diversification, population optimisation, and off-take optimisation; 4) Improve the 'green' issues of conservation (e.g. water and energy savings); 5) Develop a removal strategy based on Namibia's inherent variability, i.e. seasonal marketing for meat and live off-take; 6) Improve removal and marketing systems for excess game that is commercially based, i.e. financial benefits, and develop a local market; 6) Develop a national relocation system to optimise gene pools, populations, and species mix; 7) Develop a social responsibility programme for the wildlife industry; 8) Reduce market failures for game translocation in Namibia; 9) Improve co-operation with the veterinarian services to achieve a win-win situation for game and beef; 10) Unlock the economic potential of parks by exploring means of utilizing it, particularly in relation to neighbouring farms and 11) Encourage fence removal by developing incentives for better conservation.

As a result of this workshop, a forum-like institutional body was envisioned, where a stronger partnership with MET could be developed to assist in managing Namibia's natural resources. A follow up workshop is to be planned in 2007.

#### d) Other Conservancies

In August, Dr. Marker gave a talk at the Black Nossob Conservancy's annual community gathering, attended by over 150 conservancy members' farm staff. Discussions included the value of conserving wildlife (including predators) and the important role that conservancies have to play in Namibia's economic and social development.

### **D. Sustainable Economic Programmes Supporting Local Communities & Cheetah Conservation Fund**

Humans must co-exist with cheetah if the world's fastest cat is to survive in the wild. The following progress has been made on CCF's activities that assure the economic well-being of people living within the cheetah's range and provide resources to support CCF's long-term activity.

#### **1. Bushblok**

Last year, CCF and CCF Bush received certification from the Forest Stewardship Council (FSC) for Forest Management and the harvest, packaging and sale of biomass products. Operating within FSC guidelines, CCF has surveyed and begun harvesting their bush on farms Cheetah View, Elandsvregde, and Janhelpman, and where appropriate, has conducted Environmental Impact Assessments before undertaking other projects on the farms. CCF passed an FSC compliance audit during December, and will continue to refine its management plans.

As a result of positive research and marketing studies in 2005 concluding the viability of harvesting and selling Bushblok, 50 hectares of bush ( $\pm 500$  tons = 600,000 fuel logs) were cleared in 2006. Product was shipped to the UK, South Africa, and Germany. CCF marketing consultant Dan Beringer negotiated contracts for over 2000 tons of Bushblok, which represented more than the entire annual production for 2006. Work is underway to increase production capacity for 2007 and

to better train workers on the heating/compression technology, which seemed to slow down the production timetables. Due to these production issues and the initial pricing strategy, Bushblok did not result in financial gains to CCF in 2006.

A team of college students from the Worcester Polytechnic Institute of the USA spent a month working with CCF Bush. They designed a market survey regarding local Bushblok sales that was conducted in local towns of Otjiwarongo, Ongwediva and Oshakati among the formal and informal businesses, as well as urban and village households, on the availability and costs of fuel wood. They also conducted demonstrations on the effectiveness of Bushblok by burning some at the open markets in Oshakati and Ongwediva. Additional Bushblok local marketing efforts were: Displays at the Tourism Fair and the annual Africa's import-export bank conference in Windhoek and at the most populous annual Ongwediva Trade Fair in Northern Namibia, and other agricultural and industrial shows; a scoping study regarding dust abatement in the Bushblok factory was conducted by The Cleaner Production in Namibia Programme, supported by the Danish Ministry of Foreign Affairs. Financial support for the recommended systems is still to be determined; and visits to the plant and harvest sites from the Director of the Department of Forestry with a group of Finnish foresters who were most enthusiastic. In December, an economics student from Colorado College conducted a cost benefit analysis of re-locating the Bushblok factory from the township of Otjiwarongo to the CCF Research and Education Centre for her senior thesis project.

While these activities generated much interest, the cost that Namibians are willing to pay prohibits any true marketing or sales efforts in Namibia at this time. Yet, given the interest and with increased awareness of CCF and Bushblok, there may still be opportunity in 2007 to market the product here. Stronger opportunities still lie with the European markets, including a new potential client in the Netherlands.

## **2. Cheetah Country Beef**

CCF staff and representatives from CANAM attended the MEATCO Procurement Officers meeting on 30 March to discuss the Cheetah Country Beef project, i.e. the marketing and sales of "cheetah-friendly"-farmed beef internationally. While the meeting overall met with positive next steps, this year did not result with a contract. MEATCO still has an issue with the potential for only 30% of their farmers being paid a premium for their beef, while others (because they do not espouse the protocols) will not. A resulting concern is that Meatco's farmers, after learning of the price premium, might make claims of being "cheetah friendly"; which could potentially mar the integrity of the programme.

The good news is that a market does exist for Cheetah Country Beef in the EU (primarily in the UK). A marketing viability study conducted in the UK in the second half of 2006 by David Bell (CCF, CCB representative) showed that: (1) nearly 60% of people interviewed would purchase meat that was raised without harm to either the environment or wildlife and (2) nearly 50% would pay a premium of over 20% for the meat. Yet given discussions with other meat producers in the EU, the acceptable premium may be lower, 12-15% vs. 20%. Judgmentally, while the U.S. could be another very viable market, the USDA is still in the process of approving Namibian Beef. The process could take another couple years. CCF USA has worked with US congressmen to promote this USDA process.

Next year, the primary goal will be to find a solution with MEATCO and solidify that relationship or seek other meat producer partners.

### **3. Eco-Tourism**

CCF continues its eco-tourist activities. Beginning in 2003, Nuevas-Ideas, a Windhoek-based booking company, has been acting as CCF's agent. CCF had a stand at this year's Namibia Tourism Board Expo. The stand at the Expo, combined with advertisements in various Namibian tour publications, has generated a variety of visitors to CCF's Research and Education Centre. In addition to guided tours through its Research and Education Centre, special tours can be booked that give the visitor a special view of CCF's mission and close encounters with the cheetah itself, including: "Cheetah Run", a unique "show" on how CCF keeps its non-releasable cheetahs exercised; "Bellebeno Safari", a guided photographic tour through CCF's 64ha female cheetah enclosure; "Little Serengeti" sundown game viewing drive; and a special opportunity to join Dr. Laurie Marker and CCF's ambassador cheetah Chewbaaka, as he visits his favourite play tree in the Namibian bush.

Overall, CCF had 4,200-day visitors, nearly triple the number versus last year, with the majority from the European Union. Included in this number were 746 visitors via 103 pre-booked eco-tour groups, ranging in size from one to twenty-seven people. February, March, September, October and November were the most visited months. Of the pre-booked eco-tours, 169 visitors from the tour groups capitalised on the cheetah experiential activities which increase dollars to the Centre: 83 people went on a Bellebeno Safari, 72 for the Cheetah Run, 4 for Little Serengeti and 10 for a Dr. Marker/Chewbaaka exclusive.

## **V. EDUCATION**

Public education and the development of an active grassroots constituency are integral components of CCF's overall cheetah conservation programme. CCF educates farmers, teachers and the public about the need and methods to conserve Namibia's rich biodiversity and the role of the cheetah and other predators in healthy ecosystems. Public education and the development of national pride in the cheetah are critical to its survival.

In 2006, over 12,000 people attended a CCF educational programme, either at the Centre or through an outreach programme. This number includes students, teachers, youth group members and day visitors. This number does not include tourism shows or farmer outreach.

### **A. Farmers' Training**

CCF intensified its training initiatives this year, which included the following key workshops and training courses, supported by CCF partners: AGRA, Emerging Commercial Farmer Support Programme, an effort by the Joint Presidency Committee of the Namibia Agricultural Union & Namibia National Farmers Union, Integrated Rural Development and Nature Conservation (IRDNC), The Ministry of Agriculture, Water and Forestry, RISE, The Ministry of Environment and Tourism, Sea World Busch Gardens Conservation Fund and the Smithsonian Institution.

CCF presented 12 one-week training courses this year for 300 participants, including communal, commercial, emerging commercial and resettled farmers from around Namibia. Line ministry staff and staff from the NGOs working with these farmers, including RISE, NDT, IRDNC, MET and the Ministry of Agriculture, Water and Forestry also attended the courses.



- **Communal Conservancy Management Plan Course** was held in March in response to a request from RISE (Rural Institute for Social Empowerment). This workshop was attended by 25 participants, representing seven communal conservancies.
- **Practical Farming Course**, a brand new one-week training course for farm workers, in partnership with Agra, was presented by CCF in July and again in September, for a total of 42 farm workers. Mr. Günther Roeber, developed and ran the course, together with CCF staff has since joined CCF staff to conduct more courses in 2007. The course is aimed at improving the farm worker's understanding of farming production principles and systems, as well as providing hands-on practical training. Participants tackled a variety of practical farming aspects with enthusiasm, from animal health, vaccination programmes and wound treatment, to predator kill identification. Feedback from participants at the end of the courses was very positive, with a need for further training being expressed. In addition to funding, Agra provided product support for the practical training sessions. Farm workers form an integral part of any successful functioning farming operation; as such, it is critical that they become efficient and effective team players in the farming team and community. Exciting plans are underway to launch additional training courses in the new year.
- The **Integrated Livestock & Predator Management** training course was also presented in March for 42 staff members of the Ministry of Agriculture, Water and Forestry, Directorate: Engineering and Training. Eight regions of Namibia were represented by the Ministry staff at this course. This course was made possible after the Director of Engineering and Training (Ministry of Agriculture, Water and Forestry) was approached by CCF for approval.

The Integrated course was also presented in April for 28 members of four eastern communal conservancies. CCF has worked with the communities in this eastern area for many years.

In May, 33 participants from five new emerging communal conservancies in the far eastern communal areas attended the Integrated training course. These farmers were organised by the Ministry of Environment and Tourism (MET) staff in Gobabis. Another Integrated course for 28 participants from the Gam area was held in August. In addition to a chief and the chairman of the conservancy, participants included conservancy members, one representative from the MET, one teacher and one student from the Ondjou region.

During May, June, September and November CCF presented six Integrated courses to 104 farmers mostly emerging commercial farmers, but including some communal and resettled farmers. This was the first time CCF has targeted the emerging commercial farmers. Farmers were also surveyed during the course to assess attitudes and perceptions towards predators; levels of conflict and livestock losses; training needs and livestock management practices as part of Senior Research Assistant Bonnie Schumann's Masters Degree. Ministry of Agriculture, Water and Forestry staff in Grootfontein, Otavi and Tsumeb helped to canvass participants for these courses.

Agribank made their mailing list of 300 farmers who were granted Affirmative Action Loans available to CCF and these farmers were all mailed information on the training available at CCF. Agribank Windhoek and Otjiwarongo staff were also very helpful in helping to canvass farmers for the courses.

## **1. Farmers' Outreach**

Numerous farmers were consulted by telephone and information was posted to them on non-lethal predator control. Through direct contact with individuals, farmer association meetings, and a bi-annual Farmer's Newsletter, CCF informs the community of its progress and encourages it to remain actively involved in all aspects of its programmes. The books, *Cheetah Survival on Namibian Farmlands* and *Integrated Livestock and Predator Management: A Farmer's Guide*, both published by CCF and printed in both English and Afrikaans, are given to all farmers CCF meets. The Namibia Wild Dog project sponsored the printing of another 1000 copies of the Integrated book, as almost all 2000 printed two years ago have been distributed to farmers and educational institutions. Several articles were written for the press, which included Agriforum, Namibia's premier agricultural magazine. CCF and Agriforum took turns sponsoring a one-year subscription to Agriforum for one participant from each of the last six training courses. In addition the NBC TV filmed during the second Integrated course in November for screening on an agricultural programme twice a week during December.

During this reporting period, two newsletters were produced and mailed to over 4250 people in Namibia, while the second was produced and is due to be mailed out in early 2007.

### a) Otjozondjupa regional information meetings

CCF staff, accompanied by agriculture and conservation diploma interns, attended four regional information meetings organised by the Farmers Support Services liaison in Otjiwarongo, to share information on the Integrated training courses offered by CCF. Most of the farmers at these meetings attended subsequent training courses in May and June.

### b) Farmer Information Days

CCF staff attended the Simbra information day held by the Kalkfeld Farmers' Association, and gave a short presentation on CCF and the training courses available to farmers. Several of these farmers attended the subsequent training courses in May and June. A training consultant who lectured for the CCF training courses promoted CCF courses at several Meatco Information days as well as at a Financial Management course in Grootfontein.

## **B. Primary through High School Outreach**

CCF carried out outreach programmes in 27 schools during 2006 in Otjinene, Gobabis, Otjiwarongo, Okakarara, Windhoek, Katatura and Khomadsal. CCF reached nearly 7,000 students.

Organised education programmes at CCF are designed mainly for groups accommodated at CCF's tented Camp Lightfoot. CCF hosts school and community groups, exposing them to different environmental education activities including a Nature Trail, team building activities, games and other environmental awareness activities. Groups usually spend two nights with CCF. All participants are exposed to CCF research and conservation efforts by presentations and to the Namibian farmland ecosystem through the nature trail and a game drive through CCF's Little Serengeti. Team-building activities are designed to highlight the importance of team efforts in conservation. Role-play and drama are also included in the programme and include scenarios of livestock and predator management.

In 2006, 30 groups (six youth groups, 18 Namibian schools, four university groups, and two other volunteer groups), totalling over 1000 individuals, visited CCF. Sixteen of these groups stayed at CCF's campsite, while the other 14 visited CCF for the day. These groups came from places including Tsumeb, Windhoek, Katutura, Okakarara, Oshakati, Grootfontein, Mariental, and from North Carolina in the USA.

Captain Strong Elementary in Battle Ground, Washington, USA worked with CCF in a school Pen Pal exchange with the 4<sup>th</sup> grade class at Donatus Primary School in Otjiwarongo. The American class also sent books they collected to donate to schools. Through this programme, kids have an opportunity to learn about one another's cultures, and perhaps realise that they are not much different from each other. Recently the class at Captain Strong school sent a book with a character called Flat Stanley. CCF took a picture of Stanley with a cheetah and attached to a post card that was sent back to Captain Strong and Donatus. Flat Stanley has also been sent to a school in Ireland and will return to Washington in April 2007.

### **C. Community Outreach**

CCF staff members attended the Gobabis Cattle Country Meat Festival. Although last year's festival was well attended, this year's festival was a disappointment and few people attended. CCF attended the Otjiwarongo, Grootfontein, Windhoek, Okakarara, and eastern communal area Inter-Regional shows. The Otjiwarongo Show celebrated the towns 100th year anniversary and highlighted the city as the "Cheetah Capital of the World." Staff manned CCF exhibits and distributed free books, newsletters and other literature produced by CCF for farmers

CCF featured their Bushblok product at the Industrial show in Ongwediva.

#### **1. Human Wildlife Conflict Management Workshop Attended**

In March this year, two CCF staff members attended a workshop in Windhoek titled: "Human-Wildlife Conflict Management Policy" (HWCM), a follow-up to last year's workshop by the Ministry of Environment and Tourism (MET).

The objectives of the workshop were to evaluate the results of the HWC surveys and to review the draft HWCM Policy and solicit stakeholder inputs for refinement. The pro-active approach taken by MET is very encouraging and much progress has been made since last year's workshop.

#### **2. Art for Conservation**

Carol Barrett, an artist from Scotland whose artwork was used during this year's gala, spent three weeks at CCF as artist in residence. Promoting conservation through her work, she also worked with artists from the local community to develop their skills. In addition she donated many pieces of artwork and cards in CCF's gift shop.

During July, Martin Scott from Otjiwarongo Art Centre conducted weekly arts and crafts training courses for CCF farm staff and their families, while Christian Pilard of Eco-Sys assisted both CCF Kenya and CCF Namibia in project planning for their craft programmes and potential sales of artwork.

#### **D. Other collaboration with Educational Institutions**

- The CCF regularly hosts students for short educational programmes. During this reporting period, a group of 30 students from the University of Namibia (UNAM) visited CCF to participate in a mini field biology course taught by CCF staff members Ezekiel Fabiano and Matti Nghikembua.
- A four-day visit from Namibian National Youth Council Environmental Programme in January comprised of 18 youths, from 3 different countries (Mozambique, Canada and Namibia), varying from school leavers to University students. The main focus of the programme was environmental education; students also participated in the annual cheetah work-ups.
- The Earth Expeditions course through Miami University and Cincinnati Zoo brought educators from first grade teachers to university professors to study community-based conservation. The Earth Expeditions educators participated in the Waterberg Conservancy 24-hour waterhole count during which they were paired with Namibian youths. The group also participated in a youth art day at the Otjiwarongo Arts Centre, both groups working together to express their views of nature through art. By studying CCF's model of community involvement in conservation, the educators have returned to the USA with a greater understanding of the diverse issues facing cheetah conservation, from land-use management to public perceptions and attitudes.
- Wiebke Volkmann, Holistic Management Educator, hosted 6 training courses at CCF during 2006 with over 140 participants.

#### **E. In-Service Training**

CCF provided six months of in-service training to six Namibian students, of from the Polytechnic of Namibia. Their contributions are as follows:

- Eben Tjiteere, a second-year nature conservation student conducted a study on feeding preferences of game species by leopard and brown hyena on farm Osonanga reserve and Osonanga farming. As part of this study, game counts were conducted on these farms in order to determine the density of game species. The study was supervised by Andrew Stein, a PhD student from the University of Massachusetts, USA.
- Oiva Akudhenga, a second-year nature conservation student, conducted a study on feeding preferences of tree/shrub species by giraffe on farm Bellebeno. The project aimed at examining the feeding dynamics that exists within an enclosed environment of the Bellebeno game camp and sought to determine the type of tree and shrub species commonly browsed, to determine the duration of browse by individual tree and shrub species for each individual giraffe being observed.
- Maria Newaya, a third-year agriculture student, conducted a study on common diseases in the CCF small stock herd (goat) at farm Elandsvreugde. Her project aimed at examining the different diseases affecting small stock at CCF.
- Paulus Amaambo, final year BTECH Agricultural Management student, submitted his mini thesis based on using biological substances as an alternative to control tick infestations amongst small stock (goats) at CCF. The thesis examined the effectiveness of using Efficient Micro organisms (EM) in the control of ticks and lice in comparison to commercially available products.

- Monika Shikongo, a third-year nature conservation student, conducted a comparative study on two commonly used game census techniques (road strip counts and waterhole counts) by making use of data collected over a three-year period (2004-2006) for the Cheetah Conservation Fund (CCF) farms in the Otjiwarongo district.
- Gabriel Angala, a second-year Travel and Tourism student at the International Training College Lingua, completed his in-service training at CCF. Gabriel is currently responsible for taking care of visitors at the education centre.

#### **F. CCF Staff Education**

- Former CCF's Senior Research Assistant, Josephine Henghali submitted her Master's thesis, through the University of Namibia and sponsored by the African Wildlife Foundation (AWF). Her thesis is entitled "Conservation Attitudes and Patterns of Biodiversity Loss in Ohangwena and Oshikoto Regions of Namibia." Josephine graduated in April Cum Laude and also received the Chancellor's medal for best student in the Science Faculty.
- Former research Assistant Mandy Schumann submitted her Master's thesis, "Predator Conflict Resolution in Namibian Conservancies," which was completed through the Nelson Mandela Metropolitan University in South Africa. Mandy graduated in March, also Cum Laude.
- Research Assistant Ezekiel Fabiano submitted his Master's thesis, "Evaluation of Spoor Tracking to Monitor Cheetah Abundance in Central Northern Namibia," which is being completed through the University of KwaZulu-Natal in Pietermaritzburg, South Africa. He is analysing CCF's spoor counts and data from the mark-recapture database to produce a comparison in census techniques between the two methodologies. Fabiano will start his literature review for submission of a proposal for his Doctorate degree.
- Senior Research Assistant Matti Nghikembua has registered with the University of the Orange Free State to do a Master's in Development studies.
- Senior Research Assistant Bonnie Schumann is in the process of registering a Master's with the University of Technology, Cape Town, on "A needs assessment of emerging commercial farmers in relation to the activities of the carnivore NGOs."
- CCF Kenya Research Assistant, Cosmas Wamba, has enrolled in a Master's Degree programme at the University of Addis Ababa in Ethiopia.

## **VI. ORGANIZATIONAL ACTIVITIES**

### **A. International Fundraising**

#### **1. CCF USA**

##### **a) CCF USA Board of Directors**

CCF had four Board meetings. Two of them, with a full quorum, on 26 January and then 6 April, and two others on 30 August and 4-5 November.

New officers were elected at the April meeting: Dr. Stephen O'Brien, Chairman; Art Babson, Moses Thompson and Bill Harmon, Directors; Chris Johns, Honorary Trustee; and Beth Wallace, Trustee. Lynda Gearheart was voted in as Director for CCF USA.

The November meeting was held for the CCF Board of Directors and Trustees as well as the CCF International Scientific Board at White Oak Conservation Park, through the generosity of CCF Trustees Vanessa and John Lukas. CCF Chair, Dr. Stephen O'Brien chaired the meetings with assistance from Dr. Laurie Marker, Lynda Gearheart, CCF USA Director and Dan Beringer, CCF volunteer. Additional time was devoted to exploring ways to continue to elevate the profile of CCF and Dr. Laurie Marker, expand and capitalise on the CCF brand and generate more funds for CCF Namibia. Many CCF Board and staff were tasked with assignments that will continue to improve the CCF USA organisation and assist in achieving the goal of getting more involvement and support from an ever-growing group of friends and supporters.

#### b) Partners in Conservation

Orvis Company Ltd., the U.S.'s oldest mail order and sporting tradition company, announced CCF as the recipient of a matching fund programme through which CCF received gifts in excess of \$150,000. CCF is the first international conservation organisation ever to be selected for this honour. CCF is honoured to be featured as one of Orvis' premier conservation grantees, and extremely proud to announce that Orvis has held CCF for a second year. This is the first time that Orvis has awarded a conservation organisation the honour for two years running.

The WCN (Wildlife Conservation Network) in the U.S. has been a pillar to the conservation organisations it supports. CCF is honoured to be one of WCN's four Fellow organisations. WCN's passion, professionalism, and hard work have resulted in donations to CCF annually since 2003. In 2006 over \$100,000 was raised through WCN donors.

#### c) U.S. Tours

Dr. Laurie Marker's 4-week Spring Promotional U.S. tour in April-May included 17 cities and 10 states. In the Fall, Dr. Laurie Marker conducted her annual U.S. Fundraising Tour. During seven and a half weeks, she travelled to 18 cities and 14 states. In addition to the promotional, educational, and fundraising elements of these tours, Dr. Marker met with many research collaborators, U.S. congressional representatives, CCF USA staff, and CCF friends and supporters.

Tours' highlights include:

#### **Government Relations:**

- International Conservation Caucus Foundation (ICCF) Inaugural Gala in DC. The Gala honoured Ambassador Rob Portman, highlighting his pioneering work with the Tropical Forest Conservation Act, an example of innovative leadership in conservation policy. Both Harrison Ford, internationally recognized, Academy Award-nominated actor, and Yvon Chouinard, the founder of Patagonia, received awards for their outstanding leadership roles in conservation. CCF's affiliation with this influential organization offers an enhanced platform from which to educate decision makers who have the ability to help conserve wild places and wild creatures

around the globe. The charter membership in the ICCF was gifted to CCF through the generosity of CCF Board and Trustee members Art and Susan Babson.

- Field Trip, arranged by the International Conservation Caucus and CCF Trustee David Barron, for 20 legislative staffers to travel to the Smithsonian Institution National Zoo's Conservation and Research Centre (CRC) in Fort Royal, VA to showcase the long-standing relationship between CCF and CRC, and to discuss in depth CCF's fields of education and reproductive science as it relates to the wild cheetah
- Meeting in DC with Namibian President, H.E. Hifikepunye Pohamba, and the new Namibian Ambassador to the US, H.E. Patrick Nandago, at a reception at The Willard Intercontinental Hotel. President Pohamba spoke of the importance of U.S. corporations and organisations becoming more engaged in bringing business to Namibia.
- Meeting with Namibian Ambassador to the U.S., to discuss ongoing collaborative initiatives between CCF and the Namibian Government.
- Updates to Washington, DC legislators on the Bush Project, including USAID, a supporter of the programme.
- CCF's benefactor, Mary Virginia Pittman (MVP), along with the San Antonio Zoo, created a media blitz for Marker's visit to San Antonio as she received the key to the City presented by Richard Perez, Mayor Pro Tem, making her Honorary Mayor of the City for two days. Thanks to the support of in-kind media sponsors, Dr. Marker's received ample coverage: front page, colour feature article in *San Antonio Life*; Cox radio broadcast to five stations; broadcasts from WOAI and KTSA radio stations; and morning TV interviews with affiliates from CBS and NBC stations.

#### **Lectures/Speaking Engagements:**

- Wildlife Conservation Network (WCN) Expo and Gala, in Northern California, where several world-class conservationists assembled. The event was also an opportunity to meet with many long-term CCF supporters as well as CCF's Northern California Chapter.
- Universities and school lectures: Partnership Seminar at Syracuse University in New York, Seminar at University of Knoxville in Tennessee, North Carolina State University – Raleigh, Occidental College in Los Angeles, California, Colorado College in Colorado Springs, Colorado, Incarnate Word College in San Antonio, Texas.
- Earth Day Assembly at the Madeira School - Fundraising event by CCF supporter Katherine Kies. Katherine and her schoolmates showcased their own designed T-shirt line intended to raise funds for the cheetah, in McLean, Virginia.
- The Survival of the Cheetah: Africa's Graceful Predator. Event presented by Safari Professionals Unlimited in Gainesville, Virginia.
- Other speaking engagements: REI Pearl District store in Portland, Oregon and Gentle Strength Cooperative in Tempe, Arizona (Run for the Cheetah events); Lions and Kiwanis Clubs in San Antonio, Texas.

#### **Chapter/Supporter Events:**

- CCF's DC chapter annual fundraiser, "An Evening Dedicated to the Cheetah," was a huge success with over 120 guests attending the event held at the City Club in Downtown Washington, DC. The evening included a very successful silent auction and through the courtesy of Jack

Hanna and the Columbus Zoo in Ohio, outreach cheetah Kaigo, made a special command performance for all invited guests with two appearances. Namibian Ambassador, Patrick Nandago attended with his entourage from the Namibian Embassy and Iron Chef participant Vincent Horville served African hors d'oeuvres.

- Wine tasting party and art exhibit with CCF Arizona Chapter in Chandler hosted by Quantum Art, Inc. and artists Jacque Keller and John Gleason, with wine provided by Simon Gers of Good Hope Wine Co. CCF is currently working with Simon Gers to bottle and distribute a series of private label cheetah wines, the sales of which will benefit CCF.
- Second annual fundraiser hosted by CCF's supporter Kathy Tate-Bradish in Evanston, IL with 45+ people in attendance. We are excited to report that, through the efforts of Kathy Tate-Bradish and Jayne Bazos, Chicago will have an active CCF Chapter.
- First annual Cheetah Soiree BBQ hosted by the von Hassells and CCF's new Board member, Moses Thompson, in Boyce, Virginia.
- Private dinner hosted by CCF's DC Chapter and CCF's supporter Sally Davidson at her landmark DC restaurant, 1789, to thank some of CCF's most important cheetah friends.
- Arizona's 2<sup>nd</sup> Annual Run for the Cheetah and related events.
- Portland's 2<sup>nd</sup> Annual Run for the Cheetah and BIG CAT BIG party.

### **Zoos**

- Evening presentation, "Celebration of Speed and Elegance" at Safari West, hosted by Peter and Nancy Lang. Surrounded by African wildlife, Dr. Marker addressed more than 60 new supporters. Santa Rosa, California.
- San Diego Zoo Event and Silent Auction at Joan Embery's ranch. Bob Cisneros, Lead Zookeeper at the San Diego Zoo, helped to make this a great event with 100+ supporters attending. This provided a tremendous opportunity to extend the CCF's message to the Southern California area.
- Race Against Time lecture at the Phoenix Zoo, Arizona (Run for the Cheetah event).
- Attendance and/or meetings at AZA Annual Conference in Tampa, and Disney's Wild Kingdom in Orlando, Florida, and the San Antonio Zoo in Texas, focusing on cheetah keepers and education staffs.
- National Zoo's birthday party for their first litter of cheetah cubs, in DC.

During her Spring tour, Dr. Marker also attended the Earthwatch Institute's 35th Birthday and Earth Day Celebration at the American Museum of Natural History in New York.

#### **d) Run for the Cheetah**

The 2<sup>nd</sup> Run for the Cheetah – Arizona took place in Phoenix on 21 April, under the direction of CCF Chapter Head, Claudia Whitehead and with the help of 50 volunteers. This year's run was a huge success with 400 runners, 60 Kids-cheetah dashers, and nearly double the amount of donations to CCF from last year. The third run is scheduled for April 2007.



Portland in the rain this year proved to be more successful for the 2<sup>nd</sup> Annual Run for the Cheetah and BIG CAT. BIG PARTY. John Van Allen and Teresa Delaney did a great job hosting Dr. Laurie Marker in Portland, Oregon on 13-5 October 2006. Marker was accompanied by Kamau and Kgosi, two beautiful cheetah ambassadors from Leopards, Etc. at all of her events. Friday morning, Dr. Marker and former Governor John A. Kitzhaber were interviewed on KINK FM Radio and then appeared on AM Northwest, an ABC television programme. Later that afternoon, Marker gave a presentation to the staff at Wieden + Kennedy, an award winning advertising agency representing such clients as Nike. That evening, Laurie Marker was joined again by Honorary Chairperson, former Oregon Governor Dr. John A. Kitzhaber for *Conservation at 70 MPH*, a private fundraiser held at Wieden + Kennedy. Laurie and Kgosi and Kamau gave a sold-out presentation at the REI store in downtown Portland. The *Run for the Cheetah* started early Sunday morning, with a kid's dash outside the Oregon Zoo. The 5K and 8K run/walk with over 800 participants followed, and everyone was smiling despite the near-hurricane wind and rain! Laurie talked to over 80 school children that attended the Oregon Zoo's Cheetah Camp on Sunday afternoon. Portland's last event was Sunday evening, the 6th annual *BIG CAT. BIG PARTY.* hosted by Tony Vecchio, Oregon Zoo Director, and John Van Allen, CCF Oregon Chapter Leader. John pioneered CCF Oregon's first live-auction, which was very successful. CCF Oregon surpassed all previous fundraising efforts with these combined events, and generated several newspaper articles in addition to the radio and television interviews mentioned above. Portland is working hard already on the *Run for the Cheetah* and *BIG CAT. BIG PARTY.* 2007 scheduled for 14 October 2007.

National Geographic Kids Magazine continues its co-sponsorship and an exciting new race sponsor has been added, Columbia sportswear. Other sponsors that continue to support these vents include Phoenix Zoo, Harkins Theaters, REI, and GoArizona.com in Arizona, and the Oregon Zoo, Azumano Travel, Comcast, Java Jacket, Wild Oats Natural Markets, REI, Marriott Portland Waterfront Hotel, KINK FM 102, and Lake Oswego Review in Oregon. New sponsors include NW Natural and Montrail Footwear in Oregon.

There are plans to produce several more Runs across the country in 2007. A solicitation effort for national sponsors is currently underway.

#### e) Other CCF Chapter Activities

CCF's Chapter Heads were also very productive with awareness raising and fund-raising benefits running in several states this spring, such as an Orvis store opening in Reno, Nevada, and in Palo Alto, California. At this event, CCF's Run for the Cheetah National Chair Person and Trustee, Teresa Delaney, gave a presentation to a crowd of 125+ customers, and thanked Orvis for their incredible support.

In Utah, the local CCF's Chapter held its 9th Annual Cheetah Cha Cha in collaboration with the Utah Chapter of American Association of Zoo Keepers (AAZK). The event, held at the Hogle Zoo in September, raised over \$1,500 to support CCF's efforts in Kenya. Visitors listened to local bands, enjoyed face painting, played games, listened to story telling, and purchased beautiful CCF merchandise and African handicrafts. Mary Wykstra, CCF Kenya's Senior Research Assistant was a former employee of the zoo and has a following of supporters in Utah.

### **B. CCF UK**

In May, Dr. Laurie Marker conducted her third annual UK Spring Tour lasting one week. Some highlights of this tour include:

- Visit to Scotland's Edinburgh Zoo, which included an illustrated presentation on cheetahs and an update on CCF's conservation work, followed by an auction of wildlife artist, Carol Barrett's artwork raising over 2000 £.
- London Fundraiser organized by Friends of Conservation UK, showcasing a private view of the exhibit "Wild at Art" by Jan Coutts.
- Meetings with the Born Free Foundation, the Tusk Trust, London Zoo and Oxford University.
- Lecture at the all-boys' Summer Fields School in Oxford.
- Cheetah Party of the Year, hosted by long-time CCF friends, Noel and Paula Boyd. Party included a requested donation from the guests and an auction raising over 20,000£.
- Visit to Ireland: Talks given at FOTA Wildlife Park in County Cork, one of the most successful cheetah breeding facilities in the Europe, and long term supporter, and in Waterford for the Irish Wildlife Trust.

In September, the Protection Sky Dive Charity Jump Team of three jumped 14,000 feet for a number of charities including CCF's Livestock Guarding Dog programme.

#### **C. Cheetah Conservation Fund Canada**

CCF Canada raised awareness at the Cobourg Waterfront Festival, the largest open-air fine art and craft sale in Ontario. Artist Elizabeth McBride Thornington, who participated in the Festival, sold three of her cheetah limited edition prints donating \$X from this and all of her summer art show sales to CCF.

#### **D. Cheetah Conservation Fund Japan**

After her visit to CCF Namibia and the signing of an MOU in December 2006, Kumko, founder of the Japanese Cheetah Conservation Society (JCCS) is now CCF Japan, the newest international office of CCF. Its official web site was launched in April. Kumiko was interviewed by the "Yomiuri Shimbun," a nationwide newspaper with 10+ million subscribers.

CCF Japan (CCFJ) has been very active in promoting CCF's work in Japan. To commemorate its establishment, CCFJ participated in Saezuri kan, an event held at the Mitsubishi Estate. Even though this was CCFJ's first event, it met with success, hosting 1,700 people (70 per day on average), mostly young females and children. After only one year of existence, CCFJ remitted over US\$1,000 in donations to CCF Namibia in addition to IT equipment and supplies.

#### **E. SPOTS Foundation - Netherlands**

In June, Simone Eckhardt, head of CCF's fund raising arm in Holland, SPOTS, visited CCF. Simone briefed CCF on the various activities she is carrying out in Holland on behalf of CCF, and obtained some footage for a possible TV spot to be produced with Formula 1 driver Christijan Albers, who has agreed to act as a spokesperson for CCF in Holland. SPOTS also announced in May that singer Madeline Bell agreed to support its efforts on behalf of the cheetah and CCF.

SPOTS supporters have sponsored CCF resident cheetah Blondi and they have been bringing in more visitors from the Netherlands to CCF and Namibia. SPOTS also formed a relationship with the Dutch company VibroGym, which sells exercise equipment and is now one of CCF's corporate sponsors.

On World's Animal Day in October, SPOTS created an awareness event for 330 children in 10 schools who formed a human sign that spelled their Save The Cheetah website address. Members of the local flying school photographed the event, which obtained great local media coverage in their home base of Etten-Leur.

### 1. Cheetah Friends Europe

CCF's Kenya Senior Research Assistant, Mary Wykstra, visited the Netherlands with KWS representatives in August to meet with members of a newly formed NGO, Cheetah Friends Europe, and with the SPOTS Foundation.

## F. Web Site

### 1. Improvements

In an effort to increase web traffic and maintain web visitors engaged, the CCF web site ([www.cheetah.org](http://www.cheetah.org)) has gone through numerous edits, updates and changes during 2006 that include:

- New Run for the Cheetah and Volunteer Program sections, including new Volunteer Stories.
- New Cheetah Shop sub-sections: Shopping for Cheetahs, Artists Helping Cheetahs, and Shop & Help
- New Links & Resources sub-sections including Progress Reports, Papers & Publications, TV & Radio Highlights, Interviews and Articles, Fact Sheets, Photo Gallery, and the new CCF introductory videos.
- Re-vamped/re-organized Kids4Cheetahs, Visiting CCF Namibia, Chapters, Programs & Results, and Cheetah Shop sections.
- New main menu item: What's New at CCF.

The navigation menu has been re-organised based on suggestions from various web users. Finally, thanks to various photographers who support CCF's work, CCF now has rights to a series of cheetah photographs that are rotated on the Home Page since January 2006 in order to increase web site appeal. Feedback from web visitors has been very positive.

### 2. Traffic/Donations

Web site traffic increased significantly between 2005 and 2006 (Table 3). The number of unique visitors and total visits more than doubled in 2006 reaching nearly 1 million total visits, while the total number of pages visited grew 81%. The number of visitors that registered for mailings showed a slight increase, from 1360 in 2005 to 1514 in 2006.

**Table 3.** Number of web site traffic in 2005 and 2006.

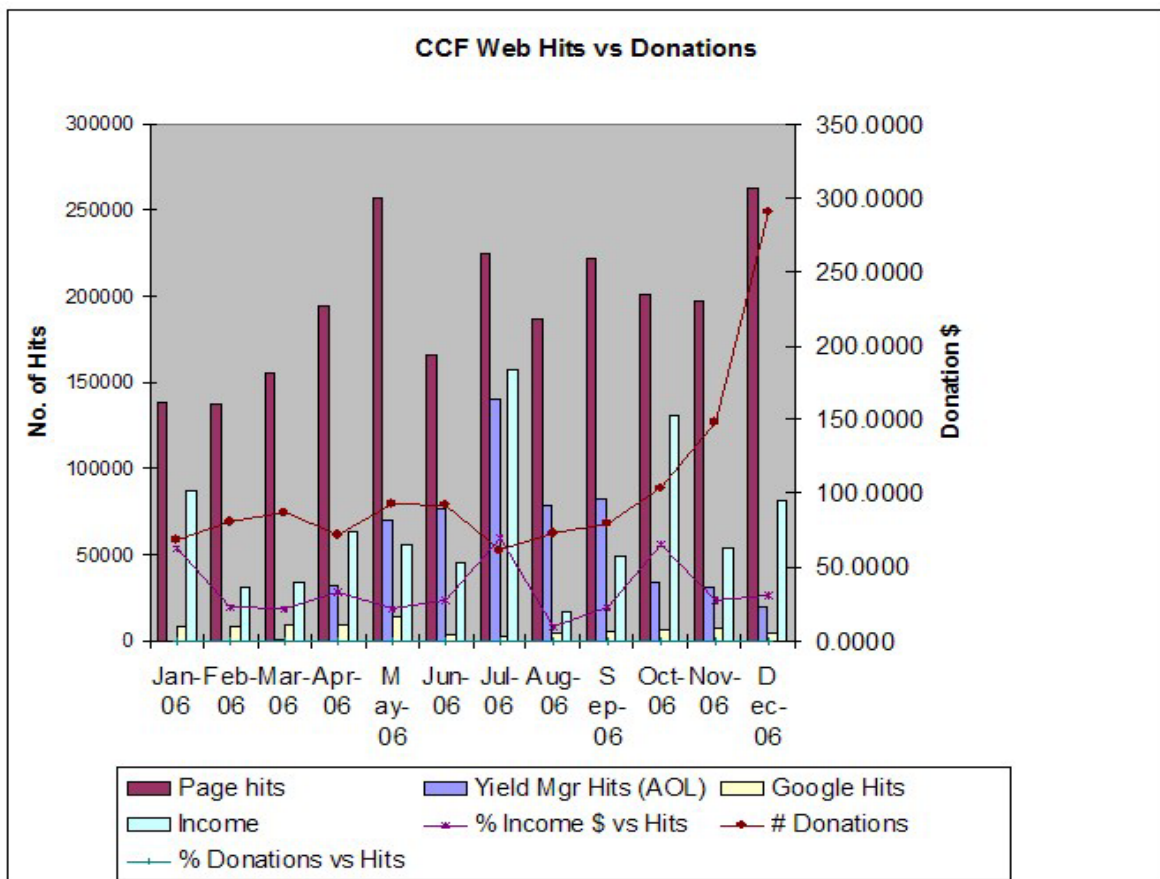
	<b>2005</b>	<b>2006</b>	<b>% Variance</b>
Unique Visitors	212,566	711,732	235%
Total Visits	317,929	964,180	203%
Pages Visited	1.3 million	2.3 million	81%

In late 2004, CCF applied for Google Grants involving free advertising through the popular search engine. During 2006, CCF has benefited from over \$42,000 worth of advertising via 4.1 million ads that generated 84,523 clicks through the CCF web page. Similarly, and through the valuable intervention of

CCF DC chapter head and trustee Beth Wallace in Washington, DC, CCF is featured by AOL/Right Media. Since March 2006, this vehicle has generated 751.9 million ad impressions, of which 567,746 resulted in clicks through the CCF web page.

In March, CCF began offering web visitors the option of automatic monthly donations. Likewise, PayPal, which was previously used only for cheetah sponsorships, was updated in November to accept any other donations. The number of PayPal donations grew from 31 during the period November-December 2005 to 47 during the same period in 2006. The total number of donations via PayPal in 2006 was 310.

In addition to donations through PayPal, 78,491 visits to the CCF’s web donation pages generated 940 transactions (donations/sales) via the CCF secured web site, for a total of 1250 web transactions during the year (see Figure 8).



**Figure 8.** Comparison of number of webs site hits vs. donations to CCF from the web.

### 3. Public Relations

CCF staff handled nearly 550 web-originated inquiries during the year, ranging from addressing Guest Book comments to kids requesting assistance with school projects, and the general public inquiring about CCF’s policies on issues such as hunting or captive cheetahs. A new volunteer who will be visiting Namibia in 2007, Britte Kirsch, began assisting CCF with these inquiries since late November.

Finally, CCF is one of the charities that can benefit from searches through the new Yahoo search engine [www.GoodSearch.com](http://www.GoodSearch.com). One penny of every search is donated to CCF. Likewise, CCF now has a dedicated section under the popular online encyclopaedia: [www.wikipedia.com](http://www.wikipedia.com). CCF's Cheetah Sponsorship Programme is featured on [www.animail.com](http://www.animail.com), an e-mail and information resources for animal lovers.

### **G. Donor Loyalty Programmes**

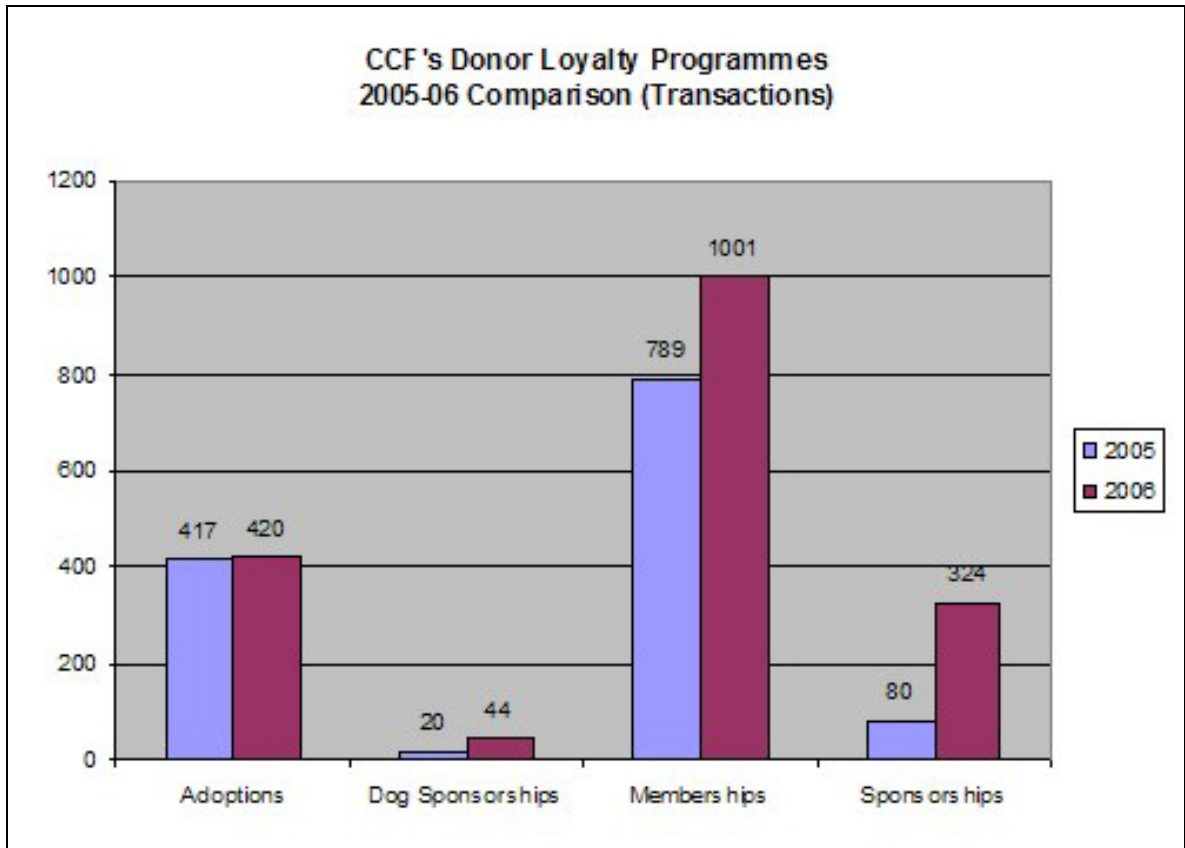
CCF seeks to increase donor loyalty. Since early 2004, CCF has launched programmes that offer supporters the option to become a part of the CCF's "Cheetah Family." These include yearly memberships, dog and wild cheetah adoptions, and CCF's non-releasable cheetahs sponsorships. These programmes are available through the CCF USA and CCF UK web sites.

CCF's Membership programme, launched in late 2004, offers CCF supporters the opportunity to become a part of CCF's "Cheetah Family" by signing up for 7 levels of annual memberships ranging from \$50 to \$5,000 or more. Between January and December 2006, CCF USA registered 1,001 memberships (746 new/255 renewals), which compared to 789 in 2005 (697 new/92 renewals) reflects a healthy 26.9% increase.

The Wild Cheetah Adoptions programme, launched in January 2004, involves eight options to adopt wild cheetahs or a Livestock Guarding Dog. Adoptions range from \$45 for a single wild cheetah, to \$270 for a group of six cheetahs. During 2006, CCF USA registered a slight increase in wild cheetah adoptions: from 417 (411 new/6 renewals) to 420 wild cheetah adoptions (393 new/63 renewals) in 2006.

The LSGD Adoptions programme suggests a \$500 donation for a year's sponsorship, although donation levels vary greatly. The programme's inclusion in CCF's PayPal options resulted in more than double the number of donations, from 20 in 2005 (19 US/1 UK) to 44 sponsorships (37 US/7 UK) in 2006.

The Resident Cheetah Sponsorship programme, launched in the UK in June 2005 and in the US in August 2005, has enjoyed great popularity as sponsors can select a specific cheetah from the non-releasable cheetah residing at CCF, and receive bi-annual updates about their cheetah. During 2006, this programme attracted 324 new sponsorships or renewals: 106 through CCF UK website (20 in 2005) and 218 through CCF USA (60 in 2005), and one through Cheetah Conservation Fund Canada (Figure 9).

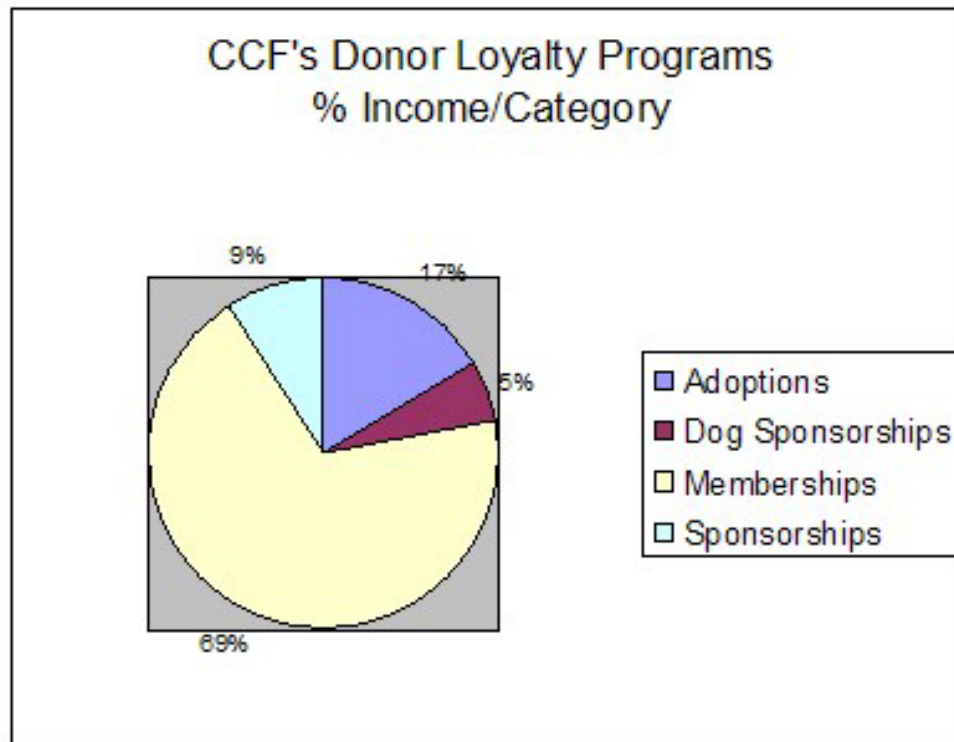


**Figure 9.** Number of US donors by membership, adoption and cheetah sponsorship programme for 2005 and 2006.

The increase in transactions for these programmes from 1,297 in 2005 to 1,787 in 2006, also resulted in a very robust 168.5% growth in terms of donation numbers, with Memberships representing the lion's share at 71% (see Figure 10). However, an overall renewal rate of 30% in adoptions and memberships indicates a growth opportunity by increasing donors' loyalty with a more pro-active donor outreach (see Table 4).

Category	2005 New	2006 Renewals	\$ Variance (%)
Adoptions	417	63	15.1%
Memberships	697	255	36.6%
Grand Total	1114	318	28.5%

**Table 4.** Overall renewal rate in 2006.



**Figure 10.** Percentage of total 2006 donations by programme.

A new donor database management programme acquired in 2006, Exceed Premier, will enable CCF USA to grow renewal rates as it will allow to automatically issue renewal reminders for memberships, adoptions and sponsorships. New systems are also being implemented in order to streamline communications with donors, via e-mail and through the new CheetahNews Blog, which is now fully functional on both the CCF USA and CCF UK web sites as a special perk for donors. During 2006, CCF sent out two cheetah updates to 234 sponsors, and sent four eLetters (Jan-May-Sept-Nov) to over 12,000 e-mail recipients.

## **H. PR and Marketing**

### **1. Advertising**

CCF supporters and EW volunteers, Richard and Margaret Schmidt from Washington DC, have continued a very successful placement of free, public service ads for CCF in National Geographic overseas edition: Africa, Australia, Latin America and the Pacific. This year CCF's donated Public Service Ad was doubled in coverage to six issues and increased the ad size. A new ad is slated for the January 2007 issue of National Geographic for Africa and Middle East.

Orvis ran three full-page ads promoting CCF as part of their Matching Gift Campaign on their direct-mail summer catalogues. Matching grants to CCF totalled over \$100,000.

CCF Oregon supporter and producer Paul Garrett created two promotional videos for CCF: an introductory 1:30-min video and an 8-min overview. Both videos were published on YouTube.com and Google Video in August and have been viewed over 10,000 times and 3,000 times, respectively, since then. The videos can also be seen on the CCF and CCF UK web sites.

Paul also created a 30 second video to promote the U.S.' Run for the Cheetah. The video is available on YouTube.com and Google Video, and has been viewed over 4,000 times since September 2006.

a) Collaboration with writer and publishers

CCF is featured in five books, two of them already published in South Africa in 2006, and was approached by one publisher in the UK regarding a project that will include a chapter on Laurie Marker's work in wildlife conservation. In addition, two publishers requested permission to publish poems from CCF's book, *The Orphan Calf and the Magical Cheetah*.

During this period, CCF hosted four photographers/authors, handled four requests for images and/or footage and assisted two writers by providing guidance, information, or proofing their manuscripts. (See Appendix 1).

b) Local PR, Marketing and Fundraising

1. Fundraising: Annual Gala Dinner

CCF's 7<sup>th</sup> annual gala dinner and silent auction – A Celebration of Speed and Elegance was held at the Windhoek Country Club on Saturday, July 29<sup>th</sup> 2006. Over 320 guests, including government ministers, representatives from international and national businesses, as well as the Namibian farming community, attended the event. Meatco donated the Namibian beef for the dinner to promote Cheetah Country Beef. The auction raised approximately N\$55,000.

Namibia's Founding President and Cheetah Conservation Fund's International Patron, Dr. Sam Nujoma presented the Opening Address, which spoke about Namibia being the Cheetah Capital of the world and reminded all Namibians of their responsibility to care for the earth. The guest speaker, Mr. Dave Pepler, a well-known conservation journalist from South Africa's popular DSTV programme Groen, entertained the audience with his speech "Celebration of Speed and Elegance: A journalist's viewpoint." Outstanding conservationists recognised this year were:

- 2006 Cheetah Conservationist of the Year Award - Volker Grellmann, the Founding President of NAPHA and the Chairman of the Nagoragombe Conservancy. Volker provided CCF its first Namibian book.
- 2006 Cheetah Conservation Farmer of the Year Award - Mr. Johannes Damaseb, a re-settled farmer on farm Cleveland, in the Otjiwarongo district.
- 2006 Award for Outstanding Achievements in the Field of Cheetah Conservation - Josephine Henghali, former CCF Senior staff member for graduating, Com Laude for her Masters Degree, the 1<sup>st</sup> Masters in Biology at the University of Namibia
- Special recognition was given to Senior Research Assistant Matti Nghikembua, for recently receiving the Disney Conservation Hero Award from the United States (bios attached).

**I. Media**

**Press Releases** - Overall, 15 press releases were submitted to Namibian media, and 10 of these were also submitted internationally. CCF staff has implemented a new protocol for press release distribution.

**Visiting Media** - CCF hosted eight international film crews and/or production houses.



**Media Inquiries and Interviews** - CCF staff handled 26 media inquiries including, five interviews with Dr. Laurie Marker, ten e-mail interviews, three requests to proof cheetah-related articles, four image or footage requests, and four requests for information regarding future media projects.

**Other CCF and/or Cheetah-related Coverage** - 11 articles were published, most relating to key cheetah conservation efforts, Bushblok, Cheetah Country Beef, and the Livestock Guarding Dogs. A 2005 CNN Interview with Dr. Laurie Marker, and the Animal Planet's Wild Kingdom – Race Against Time, shot at CCF in 2004, continued to air repeatedly throughout the year. Two books including a chapter on CCF were also published during this period.

For full listing and details see Appendix 2.

## **VII. STRUCTURAL ACTIVITIES**

### **A. Staffing**

Dr. Laurie Marker-Founder/CEO

Patricia Tricorache – Assistant Director, International Relations, Database, Web page

#### CCF Namibia:

Dr. Bruce Brewer – General Manager

Engelhardt /Awaseb, Assistant Farm Manager

Lorraine Bowden – Operations Manager

Johan Britz – Farm Manager

Tanya Britz – Accountant and Administrative Assistant

Marianne De Jonge – Research Assistant and Assistant Animal Curator

Matti Nghikembua – Senior Research Assistant & Education Officer

Gebhardt Nikanor – Education Officer

Philip Randle – Research Assistant and Cheetah Keeper

Bonnie Schumann – Senior Research Assistant & Animal Curator

Bessie Simon – Janhelpman Supervisor

Max Simon – Maintenance Supervisor

Heike Stackman – Public Relations Officer and CCF Gala dinner organizer

CCF Namibia also employs 19 Namibian farmers and domestic workers

#### CCF Kenya:

Mary Wykstra – Senior Research Assistant

Cosmas Wambua – Research Assistant

Lumumba Mutiso – Community Development Officer

#### CCF USA:

Lynda Gearheart – Director

Paula Cullum – Fulfilment

Angie Larimer – Controller

Paula Martin - Administrative Assistant

Bobbie Pearson – Book Keeper

## **B. Volunteers**

Volunteers are the backbone of CCF. CCF has been working with Earthwatch since 1996 with up to six volunteers participating monthly for a two-week period. During 2006, 51 Earthwatch volunteers assisted CCF, which is representative of the annual number.

Also in 2006, 59 volunteers outside of Earthwatch participated, among them, 26 international students and six Namibian students. CCF capitalises on professional specialities and interests of all volunteers, which adds to the volunteer's experience.

There was a marked increase in short-term (<1 month) and medium-term volunteers (1-2 months). This is viewed as a positive trend, since the change has not affected income, and allows CCF to fit in more student internships.

### **1. Volunteer Website Development**

Given the result of a huge increase in volunteer correspondence in the last three years, CCF overhauled its volunteer website, which now contains much more detailed information on volunteering with CCF. The new site which went live March 5, 2006, streamlines the process, providing all relevant information upfront: application forms, volunteer/internship/zoo keeper programme information, volunteer guide, liability waivers and codes of conduct and fees. It also links to third-party programmes like Earthwatch and Oregon's Global Graduates. Importantly, given the increased usability, there is less correspondence required (1463 emails in 2006, compared to 1581 in 2005), saving time and money, yet no reduction in the number of volunteers. Anecdotal feedback by those volunteers who re-applied this year has been very positive.

## **C. Namibian Facility Developments**

### **1. Existing Structural Projects and New Projects**

Over the last twelve months, CCF Namibia has primarily conducted maintenance work on existing structures and took proactive measures for the extensive rainy season. In addition to continued overall maintenance and improvements on roads, waterworks, fencing, and cheetah pens (mowing and firebreaks), the following facility improvements were undertaken:

(1) Lightfoot Camp: maintenance work to the shower and toilet facilities; (2) Boskop: ceiling replacement, animal management facilities upgraded, removal of old fences out of game camp area; (3) Elandsvreugde: Dog, goat pen and horse corral upgrades; (4) Janhelpman and Cheetah View: new fencing for cattle management and calf pens and new pipeline.

All of CCF's major roads were graded and the airstrip was cleaned and graded. Roadwork repairs included replacing markers along the game count circuit roads and removing encroaching bush and filling holes. CCF is currently discussing how the Roads Authority might assist with improvements to the public road.

Other new preparations and construction included: a new dog pen, a cheetah pen for orphaned ambassador cheetah Kanini, electric cable to the Education Centre and Senior Staff house installed.

## **2. The Rhino Reserve**

Preparations for the 12,000-hectare “Rhino Reserve” commenced and included grading the rhino fence line, and setting of fence poles. By year-end, the first section of the rhino fence was well underway.

## **3. The Vineyard**

On livestock farmlands usually only one member of a family is working. Through diversifying farming operations, more opportunities for jobs will become available. The Namibian government policy document calls for activities that create employment opportunities in rural and urban areas. Economic stability then becomes a catalyst and a prime motivator for encouraging ongoing efforts to protect habitat and cheetahs and other predators in Namibia. Over the past two years, CCF began developing a small (1 ha) experimental vineyard on its farmstead that could provide additional part time jobs. This year cuttings from last year were planted and a trellis system installed. This project was supported by WWF Sweden under its poverty reduction grant programme.

## **4. Automotives**

All of CCF vehicles (seven cars) are approximately 7-8 years and maintenance and repair has been frequent given the sheer amount of distances driven.

## **5. IT & Computers**

To improve Internet access in Namibia, a VSAT link from Telecom was acquired.

In the U.S., CCF has recently purchased new web-based database software, Exceed Premier, which organizes its contacts and donations more efficiently. The new software also interfaces with QuickBooks to eliminate the need for double entries on money-related transactions. A total of 21,299 database entries (17,379 US and 3,920 international) were organised and migrated into the programme. CCF US staff database training occurred in November. The database currently includes 30,098 entries and is nearly fully functional. The software company is currently working with CCF staff to improve donations interface with QuickBooks.

## **VIII. PLANNED ACTIVITIES: JANUARY – JUNE 2007**

### **A. Namibia**

#### **1. Research**

- Continue with tag-and-release programme and biomedical sampling and census research.
- Collaborate with University of Davis, Smithsonian, White Oak Conservation Center, and Namibian veterinarians on stress related disease research and collection of gastric biopsies.
- Collaborate with the Smithsonian Institution on reproductive physiology studies on male and female cheetahs.
- Develop a small genetics lab in cooperation with National Cancer Institute and Applied Biosystems– DNA (hair and scat) and begin data collection with scent sniffing dog
- Continue on cheetah relocation research - SPOTS Netherlands donated money specifically for collars
- GPS collar cheetahs in CCF’s research area to overlap with spoor count census.

- Carry out discussions with CCF collaborators in the USA regarding further research at CCF, particularly regarding the use of genetics to monitor cheetah abundance
- Publish peer-reviewed scientific papers on CCF's research.

## **2. Conservation**

- Continue work with farmers on cheetah-related issues and reducing conflict towards cheetahs.
- Continue work with the Large Carnivore Management Association (LCMAN).
- Continue work with the Global Cheetah Forum. Attend regional planning workshops in Kenya in February and Botswana in September.
- Continue work with the Conservation Association of Namibia (CANAM), the Waterberg Conservancy, and communal conservancies in wildlife and habitat monitoring, eco-tourism activities, and promoting the concept of conservancies.
- Continue to expand the Livestock Guarding Dog Programme through breeding, placement and monitoring of dogs.
- Import a litter of puppies from the UK to bring in new bloodlines to Namibia.
- Work with USAID, and the Ministries of Agriculture, Environment and Tourism, and Trade and Industry on bush encroachment-related research and bush industry development. Continue to develop a market and sales for logs, both nationally and internationally.
- Attend Agricultural & Industrial Shows
- Continue CCF Habitat restoration project:
  - Bush project - Sampling protocol of vegetation and bird/animal ecology
  - Bush clearing 500ha
  - Re-write FSC plans
  - Bushblok – Seek out opportunities to increase local sales
- Assist Algeria, Ethiopia, Iran and Kenya with developing cheetah programmes in those countries, as well as Botswana, Zimbabwe and South Africa.
- Continue ecology projects: Game/strip counts, Waterberg Conservancy annual waterhole count, 40km spoor tracking route, Research/Education plots of grasses and bush, and Census – camera traps and other location.
- Design and manage a conservation and game reintroduction programme in the Eastern Communal lands if grant funds become available.

## **3. Education**

- Continue to expand CCF's community development programme.
- Begin drafting a curriculum for submission to the University of Namibia and the Ministry of Education for a Conservation Biology course to be run at CCF but which can be accredited.
- Continue to conduct educational assembly programmes in schools throughout Namibia, and distribute and evaluate student activity books.
- Work with the Ministry of Basic Education, Culture and Sports in the developing and adoption of predator conservation in the national school curriculum.
- Host the Miami University in their two-week long Learned Centered Education course in cooperation with the Cincinnati Zoo in August.
- Host university groups at Cheetah View in cooperation with University of Namibia.
- Continue with student internships in co-operation with Namibia's Polytechnic, teacher training colleges, the University of Namibia, and Oregon's Global Graduate Programme.
- Continue as a field station for Earthwatch and work with Earthwatch volunteers.

- Research assistant E. Fabiano to attend a genetics course in the USA during January and lecture at various Universities while in the US.
- Conduct farmer training - 20 courses and 500 farmers
- Attend 2 conferences: Society for Conservation Biology (SCB) & World Environmental Education in South Africa – Matti, Fabiano Gebhardt, and Laurie
- Conduct more training for harvesters
- Education plans: Printing, Outreach i.e. UNAM, Polytechnic of Namibia, Teacher Training Colleges, Holiday camp
- Conduct CCF Staff training – for workers, and workers children

#### **4. Fundraising**

- CCF executive director to travel to the US and UK in the spring and fall for fundraising and lectures.
- Continue developing CCF USA, CCF UK as well as other foundations for fundraising.
- Continue assisting with the development of international fund raising arms in Japan and Holland.
- Organise CCF Namibia's annual fundraising dinner for July 2007.
- Continue to host national and international journalists.
- Develop/improve Promo/PR tools, such as a CCF and How You Can Help brochures.
- Translate Education Centre panels into German and French) and develop a video for French, German, Italian, and Afrikaans visitors.
- Explore local sponsorship opportunities.
- Analyse income opportunities: Gift Shop, Visitor/Ed Centre, livestock, volunteers, film crews, national/international sponsorships.
- Develop Eco-Tourism at CCF through marketing: Bellebeno Safaris, Little Serengeti, Cheetah Runs.

#### **5. Structural Activities**

- Analyse student/volunteer housing
- Continue to look for development partners to build a luxury-tented camp on CCF's big field.
- Facility Development:
  - Continue to improve the computer network
  - Upgrade the water pipelines at Janhelpman, Boskop & Cheetah View.
  - Develop water supply at the vineyard
  - Continue maintenance on houses and infrastructure to Elandsvregde, Boskop, Cheetah View and Janhelpman; fix Boskop house and roof; build Art Babson's guest house; replace hot water Geysers at worker's houses
  - Continue with Lightfoot tent camp development
  - Reduce transport expenses and obtain more public licenses to transport people
  - Build new 15 hectare cheetah pen at CCF centre, rhino fence
  - Continue building the CCF nature trail

#### **B. Kenya**

- Participate in the regional and national priority planning workshop in February
- Complete Priority 2 regions for the Nation-wide cheetah population trend analysis with KWS and EAWLS.
- Utilise trend information to recommend focused projects for the benefit of the survival of the cheetah.
- Develop the Kiu Livestock Dip Project as a sustainable business supporting increased livestock productivity within the community.

- Initiate data collection at the Kiu Livestock Dip sights in affiliation with local and international universities.
- Continue the development of education and awareness programmes and materials for primary, secondary, adult and tourism sectors.
- Continue development of local and international student intern programmes through identifying study sites and focus projects with KWS and other stakeholders.
- Evaluate information on cheetah sightings throughout Kenya using submissions from the “Great Cheetah Census” and “Snap-A-Cheetah” campaigns.
- Utilise biomedical sampling and measurement protocols in focusing efforts for cooperation with KWS for nation-wide use.
- Participate in The Large Carnivore Working Group to promote links with other predator projects in Kenya for the benefit of ecosystem preservation.
- Continue linking Kenya research with the goals of CCF and the Global Cheetah Master Plan.
- Monitor the case study cheetahs in the Machakos Wildlife Forum and link the monitoring program with Global Satellite to Mobile network technology.

## IX. APPENDIX 1: BOOKS/PUBLICATIONS

### A. Collaboration with writer and publishers

- “**A Drink of Dry Land,**” and “**Namibia Space**” - Books including chapters on CCF. By Chris Marais and Julienne du Toit. Published by Struik (South Africa). 2006.
- Going, Going, Gone- **Think Publishing House in London** is printing a book about 100 conservation charities around the world. CCF is represented in this new publication, hardback, 224 pages with a retail of \$20.00 US, and an initial worldwide print of 22,000.
- Rosanna Hansen, **Writer, USA** – Children’s book author and past CCF volunteer. “Caring for Cheetahs – My African Adventure.” Edits and images for educational book on cheetahs. Scheduled for publishing in early 2007.
- Bob Wallace, **Author and Wildlife Photographer** visited CCF from 3-11 March 2006 to photograph cheetahs for his latest book ‘The Cry of the Cheetah’. The author plans to do a prominent tribute to CCF in his book that would translate into financial benefits to CCF from the sale of the book.
- Ameet Gheewala, Producer. **Manimal Book Project, UK**. Initial approach. Pre-production stages for an illustrated (photographic) book looking at different people around the world who are and have dedicated themselves to understanding a given species of animal, their behaviour, their habitats and been involved in transmitting that information to the world at large such that new appreciations and understandings are reached. Producers intend to distribute a portion of the proceeds back to the featured organizations. October 2006.
- Martin Harvey, **Photographer** visited CCF from 20-21 June 2006 to photographs running cheetahs. He very generous donated several prints to CCF’s 7th annual gala dinner and silent auction - A Celebration of Speed and Elegance. He is also providing photos for CCF’s cheetah sponsorship programme.
- Jay Dickman, photographer, **Traveler Overseas Magazine, USA**. Visited CCF from 14-20 February 2006. Published in November 2006.
- Suzi Eszterhas, nature photographer, USA. Visited CCF in September 2006 to take photographs for a story titled “Under Watchful Eye of Mom” for **Ranger Rick Magazine** - Children’s wildlife magazine published by the National Wildlife Federation. November 2006.
- Antonio Vizcaino, author and photographer for the **Foundation for Deep Ecology** visited CCF from 7-16 July 2006 to take photographs for a book called Wildlands Philanthropy.
- **BookWorks, UK**. Request to use a cheetah poem for book intended for students of the UK National Curriculum at Key stage 3 or 11-14.
- Elisabeth Holmberg, Editorial secretary for author **Gyldendal Undervisning, Norway**. Requesting permission to use the poem *A Cheetah Named Dot*, by Cuan-Jan Geysler, from the book *The Orphan Calf and the Magical Cheetah* for English textbook series (grades 1-7). Permission granted. Author agreed to credit CCF. October 2006.
- Maggie Urton, **writer and CCF supporter, USA**. E-mail requesting guidance for children’s book *Chelsey & Chester Cheetah's Motivational ABC's*. Wishes to donate 35% of profits to CCF. December 2006.
- Teresa S. Smith, **writer**. E-mail request for review of manuscript for children’s book Miss Abigail Spotty’s Rainbow Spots. Author agreed to mention CCF’s Cheetah Sponsorship Programme. October 2006.
- Muriel Manert, **Convention on Migratory Species**. Image request for a Case Study; Watching Cheetahs in the Serengeti National Park, Tanzania. Published by CMS/UNEP as part of “Wildlife Watching and Tourism – A study on the benefits and risks of a fast growing tourism activity and its impact on species.” March 2006

- Shelley Noronha, **INTERPRET, UK** – Image request for book on Anatolian Shepherds helping save cheetahs in Namibia. Scheduled for publication in October 2006.
- Kathy Kitts, **Author and CCF supporter, USA**. Image request for book on cats saving dogs.
- David Anderson, **BBDO West (ad agency), San Francisco, USA**. Request for cheetah footage. Referred to French film crew. October 2006.



## X. APPENDIX 2: MEDIA

### A. Press Releases

- **Japanese Cheetah Conservation Society representative visits CCF Namibia.** Distributed to Namibian media. January 2006.
- **CCF Hosts Training Workshops for Conservancies and Ministry of Agriculture Staff.** Distributed to African media. 14 April 2006
- **International Youth inspired by Namibia - CCF was visited by a multi-national youth group under the Namibian National Youth Council Environmental Programme.** Distributed to African and Canadian media. January 2005.
- **CCF Welcomes All to their Annual Cheetah Physical Examinations - CCF invites interested parties to come and observe the procedures undertaken as CCF cheetahs undergo their annual physical examinations.** Distributed to African media (In addition to Namibian media, coverage included the So. African newspaper The Citizen). February January 2006.
- **CANAM Hosts Game Utilization Workshop and Holds its Annual General Meeting -** Distributed to Namibian media. May 2006
- **Emerging Commercial Farmers Support Programme & CCF Join Forces in Training Effort – Integrating Farmers, Livestock and Predators –** Distributed to African media. May 2006
- **Cheetah Conservation Fund announcing our 7<sup>th</sup> Annual Gala Dinner to be held on the 29<sup>th</sup> of July in Windhoek.** – Distributed to Namibian media. June 2006.
- **Innovative Training Course for Farm Workers - CCF, in partnership with Agra, presented its first one-week Practical Farming training course for farm workers last week.** – Distributed to southern African media. July 2006.
- **Cheetah Conservation Fund’s Educator Selected as Disney Conservation Wildlife Fund Conservation Hero** – Distributed to southern African media. July 2006.
- **CCF Cheetahs Help Global Captive Population Reproduce – Collaborative research with the Smithsonian Institution and University of California, Davis -** Distributed internationally. July 2006.
- **British Filmmakers Document “Pioneering” Research on Cheetah Reproduction** – Distributed in the UK and African media. July 2006.
- **Cheetah Conservation Fund’s 7<sup>th</sup> Annual Gala Dinner – Windhoek Country Club, Saturday, 29<sup>th</sup> of July** – Distributed to Namibian media. July 2006.
- **Cheetah Conservation Fund Announces „Downloads for Dollars,“ *An Innovative Partnership to Benefit Music and Conservation*** – Distributed internationally (PR/Web <http://www.prweb.com/releases/2006/9/prweb436911.htm>). September 2006.
- **Agra and CCF Partner to Train Farm Workers.** – Distributed in southern Africa. October 2006.
- **Cheetah Conservation Fund Invites Emerging Commercial Farmers to Join Fully Sponsored Training Courses in November** – Distributed to Namibian media. October 2006.

### B. Visiting Media

- A French crew, Natacha Calestreme (director), Gerard Sergent and Jean-Laurent Bodinier working for **Héros de la Nature** visited CCF from 1-20 February 2006 to film a documentary about CCF and the cheetahs of Namibia for European countries. The documentary will air later this year.
- Ingrid Formanek, Senior International Producer, and her two colleagues from CNN were at CCF from 1-2 June 2006.
- **Homebrew Films**, a South African production house that does a weekly wildlife programme, Groen, for television broadcast visited CCF from 23-24 May 2006. The aim was to produce a 24-min programme on cheetahs including CCF’s Livestock Guarding Dog Programme. The programme,

which is in Afrikaans, is done for kykNET, a local channel owned by M-Net, which also broadcasts on M-Net open time and into Africa via M-Net Africa and DSTV. The programme will be aired on 16 July on DSTV channel 35 at 19:30 hours.

- **Mani Mirsadeghi & Saeideh Akhkan** from Iran visited CCF from 23-27 March 2006 to produce a film highlighting the plight of the Iranian cheetah intending to raise awareness and motivate people to act to save this valuable population. There are about 50 cheetahs remaining in Iran, which represent the last population of Asian cheetahs and is also the only cheetah population found outside Africa today.
- **BBC film crew, Charles Colville** (producer), Nathan Budd (assistant producer) and their cameraman visited CCF from 10-13 July 2006. They were working for the BBC Horizon programme, on a documentary about assisted reproduction in endangered species. Horizon is the BBC's flagship 50-minute science series, running on BBC2 for over 40 years. The idea of the programme was to look at how advances in artificial insemination are giving us hope of saving some of the world's most threatened animal species.
- **Endemol UK's, Andy Robbins** (producer), Matt Green (assistant producer) and Rhys Summers (cameraman) visited CCF from 10-12 September 2006 to produce a programme that will show the work that CCF is doing with the cheetah.
- **Al Jazeera TV Network** - Gary Strieker visited CCF from 10-16 December 2006 to produce a 30-min documentary to be broadcast internationally. English TV shot in HD. CCF will be provided b-roll footage for our own use.
- **NBC TV Namibia** filmed during the second Integrated course in November for screening on an agricultural programme. The programme was screened twice a week during December.

### C. Inquiries and Interviews

- Ginny Adams, editor- **North San Antonio Times, USA**. Interviewed Dr. Marker during her spring tour to San Antonio and her visit to see the new cheetahs, Olivia and Sam, at the San Antonio Zoo, where a return visit is being planned in the fall.
- Thomas Janak, producer/presenter of NEAR FM radio show "**In-Depth**" ([www.nearfm.ie](http://www.nearfm.ie)), **Dublin, Ireland**. Telephone interview with Laurie Marker for Animal Welfare show. July 2006.
- Jess Kiddle - **The Scotsman, Scotland**. Telephone interview with Dr. Marker in preparation for UK Tour. Article "Cheating the odds" appeared on 6 May 2006.
- Raquel Hadida - Journalist for **Ushuaia, France** (travel guide). Article titled "*Un TGV dans le bush*" (A Rapid Train in the Bush) in a series about animals to watch in the world. Phone interview with Dr. Marker on 25 April 2006. Scheduled to appear in October 2006.
- Felix Njini, **Namibian Women's Magazine 2006 Edition, Namibia**. Interview with Laurie Marker requested in November 2006.
- Dale Morris, writing for the **Asahi Weekly in English, Japan** – Email interview. – "*Global Snapshot Series*" featuring CCF. Published in December 2005.
- Urszula Charytonik, writer for **Mój Pies (My Dog), Poland** ([www.psy.pl](http://www.psy.pl)). "*How shepherds defend cheetahs.*" Email interview. Published in January 2006.
- Oriol Lladó - Freelance journalist for **NAT, Spain** (leading nature magazine in Barcelona, written in Catalan). Article about the cheetah with focus on its habitat, range and population, etc, with focus on its survival threats, and the status of its legal protection. Email interview. Not yet published.
- Scott Elder - writing for **National Geographic Kids, USA** regarding the recent rescue of the Ethiopian cubs. Referred to us by Stewart Williams at the Ethiopian Wolf programme. Email interview. Article was not published due to the cubs' death.

- **Herald-Sun – Weekend Magazine Insert (Melbourne, Australia).** Article titled ‘*Cub Scouts.*’ with input and edits from CCFK’s Mary Wykstra, regarding tourism at Kenya’s Masai Mara. 29 April 2006
- Jasmina Trifoni - editorial staff of **Meridiani, Italy** (travel and culture magazine). Monographic issue about Namibia, dedicating a profile to Dr. Laurie Marker and the Cheetah Conservation Fund. (200 pages, on sale in Italy in May 2006)
- Yuri Vasconcelos, journalist, **Mundo Estranho Magazine (Strange World), Brazil** ([www.mundoestranho.com.br](http://www.mundoestranho.com.br)) – “*What is the difference between cheetah and leopards,*” E-mail interview with Patricia Tricorache. Issue No. 055. September 2006
- Öykü Yagci, **IZ TV, Turkey** – Request for a visit to CCF for documentary film project on Kangal dogs. Visit had to be cancelled and instead footage was provided. September 2006.
- Olivia Stern - **National Geographic Traveler, Toronto, Canada.** “*Ellis, Cats and More.*” Featuring CCF’s work. Published on Vol. 23, No. 8. Nov/Dec 2006.
- Deborah Dunn, **Conde Nast Traveler Magazine, USA.** CCF was featured in a larger article about Namibia. Published in May 2006.
- Claire Miller, writing for Scholastic’s children’s magazine, **Super/Science, USA** - Requested review of articles on “How Animals Move” and images, November/December 2006, Vol. 18 No. 3 issue. August 2006.
- Kate Hofmann, Associate Editor, **Ranger Rick Magazine, USA.** Request to review article on cheetahs titled “Under Watchful Eye of Mom.” Children’s wildlife magazine published by the National Wildlife Federation. November 2006.
- **Cheetah Conservation Fund Canada.** Request for quote regarding birth of cheetah cubs at Toronto Zoo. November 2006.
- Sarah Gartman, Episode 21, **Animal Planet Report, USA** – Image request for news update on the Ethiopian cheetah cubs whose rescue was coordinated by CCF in November 2005. Aired in May 2006.
- Troy Hartpence, **WEALTH TV, USA** - Request for images for TV show in HD, “Out of This World Adventures,” featuring 2-min Segment on Earthwatch’s CCF Expedition. September 2006. Show aired in late October 2006.
- Ruth Duncan, Picture Editor – Travel Section, **Sun Herald, Sydney, Australia.** Request for CCF images of volunteers, facilities and cheetahs for story on volunteering (500 000 circulation). Article titled “[Fulfilment is to work in the park](#)” by former CCF volunteer Adrian Nisbett was published on 21 October 2006.
- Richard Townsend, Associate Producer. **ITV – Meridian, Italy.** Request for archive footage to visually illustrate the dangers cheetahs face from poaching and loss of habitat. Unable to provide footage due to short notice. Show scheduled to air on 16 November 2006.
- Michelle Thompson, Documentary Producer & Director, **Touch Productions, UK.** Initial e-mail approach for TV series under development that would feature extraordinary individuals and their close connections with wild animals. In touch with Dr. Marker. September 2006.
- Jordi Llompart, film producer and director, **ORBITAMAX, Barcelona, Spain** – Interested in visiting CCF to obtain cheetah footage for 3D Large Format Film project, “*The Magic Tale.*” Email to Laurie Marker. September 2006.
- Katy Pearcey **Assistant Producer, Granada Media, UK.** Researching a documentary about dogs and their purposes, requested interview with Dr. to discuss CCF’s Livestock Guarding Dog Programme. October 2006.
- Celine Ritchie, Development Researcher, **Off the Fence Productions, Bristol, UK.** Researching a variety of wildlife tagging/survey projects, around the world, for possible inclusion in a potential television series for National Geographic Channel. E-mail interview with Dr. Marker. November 2006.

#### **D. Other CCF and/or Cheetah-related Coverage:**

- **DNA Offers New Insight Concerning Cat Evolution.** *Highlights DNA analyses of the 37 living cat species performed by Warren E. Johnson and Stephen J. O'Brien's of the National Cancer Institute and colleagues elsewhere.* Nicholas Wade. NY Times. January 6, 2006.
- **Bushblok for UK.** *Highlighting CCF's Bushblok shipments to the United Kingdom markets.* Wezi Tjaronda. New Era (Windhoek), 16 January 2006.
- **Namibia: New Beef Label to Support Cheetah.** *The article was also picked up by African News Dimension (AND) - a Multimedia News Content provider that acts as a licensing bridge to news buyers who are looking for original African content.* Wezi Tjaronda, New Era (Windhoek). 1 February 2006
- **CCF works on turning invader bush into electric power.** *Highlighting CCF's investigating the possibility of using invader bush to drive small generators that can feed electricity into the national power grid.* Namibia Economist (Windhoek). 12 May 2006.
- **Cheetahs Suffer More Fatal Crashes During Chases, Experts Say.** *The article included an interview with CCF's Research Assistant, Bonnie Schumann, discussing the cheetah's high accident rate on bushy terrain.* Leon Marshall for National Geographic News (South Africa). June 20, 2006
- **Build Electricity-Generating Plants, Nujoma Urges.** *Namibia's Founding President and CCF's International Patron, Dr. Sam Nujoma commends CCF's work during his Opening Address at CCF's Annual Gala.* NBC Windhoek (Namibia). 31 July 2006.
- **Cheetah Benefit from Bushblok Sales.** *Article highlighting export-sales of Bushblok.* By Wezi Tjaronda. New Era (Windhoek). 12 December 2006.
- **Orvis Marks 150 Years.** *Highlighting Orvis' support of CCF.* Rutland Herald (Rutland, VT, USA). 20 August 2006.
- **UU Researcher Visits Cheetah Conservation Fund.** *Dr. Anne Bridgen, a bio-imaging lecturer at the University of Ulster, spent her summer holidays as a volunteer worker at the CCF learning about different approaches being taken to conserve this endangered species.* University of Ulster Online (<http://news.ulster.ac.uk/releases/2006/2559.html>), (Coleraine, UK). 21 August 2006.
- Editorial highlighting **CCF's Livestock Guarding Dog Programme.** Africa Geographic Magazine (South Africa). September 2006.
- **Auckland zoo's launch of its ZOOM Cheetah Experience,** *featuring cheetahs reared especially under the Cheetah Outreach Ambassador Training Programme to be advocates and ambassadors for their species.* The article highlights CCF's Livestock Guarding Dog Programme: "... the use of the Anatolian Shepherd dog is proving to be a successful way of reducing this animal-human conflict. ... led by the international organisation Cheetah Conservation Fund, is supported by Cheetah Outreach... Funds already raised by Auckland Zoo have helped with the rearing of guard dog Kiwi, and his placement with a farmer, and ongoing training and support." SABC News (South African Broadcasting Corp.) and numerous New Zealand media. 1 June 2006.
- **Cheetah Losing Out On Survival Race.** Interview with Laurie Marker during Dr. Marker's spring tour in 2005 continued to air both on TV and CNN's web distribution during 2006. Gary Striecker. CNN Atlanta (USA)
- **The Race Against Time.** Featuring CCF. Shot originally in 2003, continued airing repeatedly throughout the year. Animal Planet. (USA).