



2014 Annual Progress Report

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I. Executive Summary

The fire that destroyed our Visitor Centre last year was a catalyst for a new beginning, as the re-construction of this important part of CCF's work will not only provide larger and better facilities to welcome an ever-increasing number of visitors and training groups, but will also imbue our spirits with renewed energy to continue the difficult task of saving a species from extinction.

Our cheetah release programme continues its success, with five cheetahs thriving at the Erindi Private Game Reserve and three on CCF land. The knowledge we are acquiring from these releases is an invaluable tool for potential re-introductions into other current and former cheetah range areas. Similarly, our research in other areas such as cheetah genetics, health, reproduction, and ecology, continues its momentum with over numerous scientific papers or posters published or in the making.

In Namibia, as in most of the cheetah range, the future of the species is in the hands of people who must share their land with this apex predator. Thus, our work places great emphasis on economic development initiatives aimed at improving the livelihoods of Namibian livestock farmers and the community in general. The CCF's Dancing Goat Creamery is constantly experimenting with new products and nearly doubled its profits from 2013. The Creamery, along with CCF's Chewbaaka Memorial Garden, Vineyard, and Apiary, encourage businesses not commonly practised in Namibia, such as goat milk products, organic vegetables/greens, wine and honey.

Implementation of programmes aimed at economic development, integrated livestock and wildlife management, and habitat restoration in the Greater Waterberg Landscape (GWL) continued during 2014 with workshops on bush biomass harvesting, craft making, and tourism for conservancy members.

Increased demand for CCF's Livestock Guarding Dogs continues, as this successful programme greatly contributes to mitigating human-wildlife conflict, with over 600 dogs placed since the inception of this programme. As such, the CCF Model Farm, which serves as a real-life example of how an integrated approach to managing livestock and wildlife makes it possible for people and eco-systems to live in harmony, must be kept in exemplary working order. During this period, goat pens were improved while three new dog pens have been built to allow for programme growth.

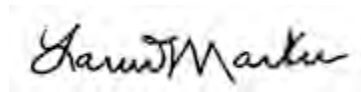
Bushblok, our flagship project, saw important modifications to its facility aimed at improving safety and production. Importantly, the CCF Bush model is beginning to entice other entrepreneurs, and a new Bush-like facility is already being developed in nearby Okahandja.

Internationally, our work to combat the illegal trafficking of cheetahs for the pet trade continued with our active participation in the CITES' 27th Animal Committee meeting in Mexico, which resulted in recommendations adopted at the CITES' 68 Standing Committee Meeting. Cheetah is now considered a species of priority in strategies to counter wildlife trafficking. We also travelled to the United Arab Emirates to train cheetah-holding facilities and veterinarians in the collection of reproductive and genetic samples, as the specimens kept in captivity in the UAE are believed to be of great genetic value as they mostly originate in the Horn of Africa where cheetah populations are very small.

Effective fundraising is essential to keep our programmes alive. My international travels are an important part of CCF's fundraising efforts. My travels this year included Canada, France, the United Kingdom, Germany, and dozens of U.S. cities, and provided me with an opportunity to promote my new book, *A Future for Cheetahs*, which features exclusive and exceptional photographs by Suzi Eszterhas. In addition, I had the honour of lecturing to audiences at prestigious zoos, universities and institutions, including The Royal Institution of Great Britain. This year, I also spent one week lecturing at Cornell University where I am an Andrew Dickson White Professor-at-Large. My tours, PR campaigns and events, cannot be possible without the valuable support of our global network of chapters and partners. This network continues to grow with new chapters formed in Belgium and Australia, and will soon be joined by a CCF entity in China.

We also continue to establish partnerships, expand our programmes, and explore new opportunities that will allow the cheetah to prevail. On Earth Day 2014, CCF joined forces with Polar Bears International (PBI). Although they live in extreme opposite eco-systems, the two keystone species we work to conserve are already suffering the effects of climate change. Together, CCF and PBI hope to unite humanity towards a common action in support of global sustainability.

Our earth houses a delicate network of organisms --humans, animals, plants, and oceans that depend on one another for survival. We, humans, have the intelligence and the resources to ensure that our planet does not suffer irreparable damage. We can do this if we work together. The time is now!

A handwritten signature in black ink that reads "Laurie Marker". The signature is written in a cursive, flowing style.

Laurie Marker, DPhil.
Founder and Executive Director

II. Organisational Structure

The Cheetah Conservation Fund (CCF) is an international organisation with registered not-for-profit organisations in Namibia, the United States, Canada, the United Kingdom, Belgium, and Australia. A new CCF foundation is being incorporated in China. In addition, CCF has Memoranda of Understanding with partner fundraising organisations in the Netherlands, France, and Germany, as well as a European/Italian liaison.

CCF's International Research and Education Centre in Namibia is the primary base for all of CCF's global activities. In 1991 CCF became a Namibian Voluntary Trust and in 2002 was registered as a not-for-profit Namibian Section 21 Company. CCF's Namibian Board of Directors is comprised of leaders in the local community, businesses, 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 aided by short-term volunteers and students who assist with daily operations and data collection.

The CCF Centre includes the farms Elandsvreugde, Osonanga, Boskop (Khayam's Kopje), Cheetah View, Bellebenno, Janhelpman, and Bynadaar, totalling 46,000 hectares. CCF's Centre is located in prime cheetah habitat and a wildlife-friendly area, with many neighbouring farmers who believe in conservation ethics. This ensures a large prey population, which is important for the cheetah population and serves to provide a model for farmers to demonstrate that they can live harmoniously with cheetahs.

CCF is an active member of the Waterberg Conservancy, which 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 land's wildlife for long-term sustainability that in turn provides habitat and prey base for the cheetah. CCF also sits on the Steering Committee of the Greater Waterberg Landscape, an area comprising 16,000 km², or close to 2 million hectares, around the Plateau and in Hereroland.

III. Research

During 2014, CCF continued working towards achieving its research objectives and strengthening collaborative efforts. Research continued in overall health and genetics, surveying, release of cheetah, and ecosystem research.

A. Population Dynamics

As of 31 Dec 2014, the number of CCF’s resident captive cheetahs stood at 34 (15M, 19F), compared to 45 (20M, 25F) at the end of 2013.

Throughout 2014 four cheetahs (0M, 4F) were released in two separate groups. The first release involved two females, AJU 1617 (Kekay) and AJU 1615 (Skiet), on 2 April 2014, and the second involved another two females, AJU 1608 (Debra) and AJU 1619 (Zinzi), on 17 June 2014.

Three of CCF’s older resident cheetahs (1M, 2F) died during this period. Female AJU 1119 (Shadow) died on 17 January 2014 due to old age. AJU 1238 (Josie) passed away on 5 June 2014 due to a stroke-related incident. Female AJU 1204 (Dusty) died on 22 October 2014 due to an oral infection that led to pneumonia.

Four cheetahs (4M, 0F) arrived at CCF during 2014. Two males who were previously at CCF, AJU 1583 (Phil) and AJU 1581 (Mischief), returned from Okutala Lodge in August 2014 whilst they conducted emergency repairs to their cheetah enclosure. One five-month old male cub, AJU 1646 (B2), came in August 2014 from a neighbouring farm that had caught him in a cage trap. One male, AJU 1647 (Romeo), arrived in December 2014 after being kept privately as a pet.

Eight cheetahs (8M, 0F) were re-homed in 2014. Four males, AJU 1516 (Darwin), AJU 1513 (Livingstone), AJU 1515 (Fossie) and AJU 1518 (Mendel), known as ‘The Scientists’, were moved to Kiripotib Guest Farm on 4 September 2014. Four males, AJU 1442 (Saturn), AJU 1461 (D’Artagnan), AJU 1462 (Athos), and AJU 1463 (Porthos), known as ‘The Musketeers’, were sent to Okutala Lodge in replacement of the two males that came back from there once their enclosure repairs were finished in December 2014.

B. Medical Exams

Each cheetah that is evaluated under anaesthesia by CCF, both captive and wild, is assessed for general health and fitness. The examinations follow standard protocols. Male examinations include semen collection; the semen is analysed and stored in the Genome Resource Bank (GRB).

In 2014 CCF performed a total of 39 exams on 32 individuals (11M, 21F). Thirty-three (13M, 20F) of the exams were performed on captive individuals, four (0M, 4F) on released individuals, and two on cats from the wild (1M, 1F) (Table 1).

Table 1: Summary of exams performed on wild and captive cheetahs in 2014. The exam type is indicated; exam types include: ‘predator’ (wild animal on arrival to CCF); entry (arrival of a captive cheetah from another facility); annual (routine health check); EEJ (electro-ejaculation procedure); and medical (examination for the treatment of an illness or injury).

AJU	Sex	Date of Exam	Exam Type					Detail	
			Predator	Entry	Annual	EEJ	Dental		Medical
1238	F	17Apr14						x	Found recumbent
1355	F	09May14						x	Sutured wound on R-front leg

1461	M	16Jan14				x	Re-evaluate wound; R-carpus
1461	M	07Feb14				x	Re-evaluate wound; R-carpus
1510	F	25Feb14				x	In wild- Suture wound on L-back leg
1511	F	09May14					Replace satellite collar
1578	F	03Mar14				x	Suture wound on L-shoulder
1578	F	28Mar14				x	Suture wound on R-front leg
1602	M	01Feb14				x	Suture wound L-back leg, evaluate herpes lesion L-front leg
1608	F	17June14			x		Annual Exam & satellite collar placement pre-release
1615	F	25Mar14			x		Annual Exam & satellite collar placement pre-release
1617	F	25Mar14			x		Annual Exam & satellite collar placement pre-release
1619	F	17June14			x		Annual Exam & satellite collar placement pre-release
1645	F	16June14	x				Wild cub brought in from Erindi
1203	F	05July14				x	Sterilisation
1204	F	05July14				x	Sterilisation
1206	F	05July14				x	Sterilisation
1380	F	07July14				x	Sterilisation
1493	F	07July14				x	Sterilisation
1514	F	07July14				x	Sterilisation
1517	F	07July14				x	Sterilisation
1233	F	08July14				x	Sterilisation
1237	F	08July14				x	Sterilisation
1355	F	08July14				x	Sterilisation
1461	M	18July14				x	Evaluation of R-front leg
1549	M	18July14				x	Removal of bone fragment from above the soft palate
1646	M	12Aug14	x				Wild cub caught in trap
1583	M	22Aug14		x		x	Entry Exam & suture of laceration on back and L-front leg
1581	M	25Aug14		x	x		Entry Exam & EEJ
1204	F	27Aug14				x	Dental Exam
1233	F	27Aug14				x	Dental Exam
1581	M	05Sep14				x	Suture of laceration on R-back leg
1581	M	12Sep14				x	Reclosure of wound on R-back leg
1578	F	26Nov14				x	Suture of laceration on L-front leg
1647	M	10Dec14		x	x		Entry Exam & EEJ
1442	M	17Dec14			x	x	Annual Exam & EEJ pre placement
1462	M	17Dec14			x	x	Annual Exam & EEJ pre placement
1461	M	23Dec14			x	x	Annual Exam & EEJ pre placement
1463	M	23Dec14			x	x	Annual Exam & EEJ pre placement

1. Annual Physical Exams 2014: Captive Cheetahs

In 2014, routine annual physical examinations were conducted on eight (4M, 4F) of CCF's resident cheetahs (Table 1). Annual examinations were performed when a medical procedure was required for other reasons.

The annual examinations follow a standard procedure and include weight, ocular and dental exam, kidney ultrasonography, measurements, and sample collection (blood, urine, faeces, urine, hair, semen and vaginal cytology, ectoparasites). If needed, vaccination boosters were administered with killed feline vaccines (Fel-O-Vax 5 way) and rabies. Frontline was applied for ectoparasite prevention. Minor dental work was also carried out on the individuals that needed treatment.

Medical procedures are conducted under licensed veterinarians from CCF or from the region. Visiting veterinarians are also invited to join the CCF team when procedures are scheduled during their visits.

2. Health-Related Medical Exams: Captive Cheetahs

In 2014, CCF performed a total of 24 medical examinations on 20 individual cheetahs (6M, 14F) (Table 1).

Resident male AJU 1461 (D'Artagnan) was re-anaesthetised twice to clean a wound on the right front leg, palmar surface of carpus. This wound of unknown origin was first noticed in October 2013, under the dewclaw, as the animal was limping. AJU 1461 has been put on several regimens of antibiotics and anti-inflammatories leading to improvement of the wound, but the lesions were recurring. An aerobic/anti-aerobic cytology swab was taken on 1 April 2014. The results showed the wound to be positive for *Staphylococcus aureus* and *Serratia marcescens* so antibiotic treatment was adjusted accordingly. In June 2014 the leg became painful and an increased swelling was noted. In July, a specialist examined the leg with the animal under anaesthesia and assessed that the now previous infection was causing the bones of the joint to fuse. Once the joint is fused, there will no longer be pain. AJU 1461 is monitored daily and is doing well.

Resident male AJU 1602 (Khayjay) was found with a cut on his left hind leg on 1 February 2014. He was sedated to clean and suture the wound. As the cat suffered from FHV-1, which he was diagnosed with in 2013, the team took this opportunity to re-assess his herpes dermatitis lesions on the left front leg. The lesions have improved over the period of treatment and are almost resolved.

Resident female AJU 1578 (Bella) was sedated on 3 March 2014 to treat and suture a wound on her left shoulder. At this time a small mass between her upper incisors was noted and a biopsy was taken. The biopsy came back positive for fibrosarcoma, but as it's not life threatening and does not seem to be worsening it was decided not to treat it further. On 28 March 2014 she was brought in again for another wound that needed suturing on her right front leg. Both the shoulder and the leg healed nicely. AJU 1578 was anaesthetised again on 26 November for another wound suturing on her right front leg. This wound is also healing properly.

Resident male AJU 1238 (Josie) was found recumbent in his enclosure on 17 April 2014. While assessing him in the field, he had a generalised seizure that lasted about 45 seconds. Snake bite poisoning or injury to the spinal cord were suspected. Radiographs showed no injury to the spine. He was closely monitored for several days and given a regimen of dexamethasone injections and subcutaneous fluids for five days. Although his condition improved every day, the improvement was not total and neurological issues were suspected. He was found dead in his enclosure on 5 June 2014. Necropsy did not reveal any macroscopic lesions.

Resident female AJU 1355 (Rosy) was sedated on 9 May 2014 to suture a wound on her right front leg. The wound healed nicely.

In July, 10 resident female cheetahs, AJU 1203 (Blondi), AJU 1204 (Dusty), AJU 1206 (Sandy), AJU 1380 (Samantha), AJU 1493 (Amani), AJU 1514 (Kayla), AJU 1517 (Kiana), AJU 1233 (Solo), AJU 1237 (Nina), AJU 1355 (Rosy) were sterilised according to Namibian law. Specialists from South Africa performed salpingectomy or ovariectomy using state-of-the-art equipment. All cheetahs recovered without complications.

Resident male AJU 1549 (Shunga) had been suffering from nasal discharge and had received various antibiotic treatments before he was anaesthetised on 18 July 2014. An x-ray of the skull revealed a bone fragment lodged above the soft palate. The bone was removed and the infection cleared.

Resident male AJU 1583 (Phil) was found with a large laceration on his back and another on his left front leg, possibly due to a baboon attack on 22 August 2014. He was immediately anaesthetised and the wounds were sutured. The wounds healed without complications.

Resident male AJU 1581 (Mischief) was found with a laceration in the right thigh, possibly from a fight with his enclosure mate. He was anaesthetised on 5 September 2014 and the wound was sutured. On 12 September 2014 he was re-anaesthetised as the wound had reopened. The wound was sutured a second time and healed properly.

3. Wild Cheetah Exams

Between 1 January and 31 December 2014 CCF worked on two wild cheetah cubs (1M, 1F) (Table 1). AJU 1645 was brought in emaciated and weak, and died during treatment. The male cub was caught in a trap and brought to CCF, where he became resident male AJU 1646 (B2).

4. Dental Procedures on CCF's Wild and Captive Cheetahs

In 2014, two dental procedures were performed on resident female cheetahs (0M, 2F): AJU 1204 (Dusty) and AJU 1233 (Solo).

5. Released Cheetah Exams

Four (0M, 4F) exams took place for release purposes during 2014. All animals were fitted with Sirtrack satellite collars so that their habits and habitats could be monitored and recorded (Table 1).

AJU 1615 (Skiet) and AJU 1617 (Kekay) were released on 26 March 2014 onto CCF land. AJU 1619 (Zinzi) and AJU 1608 (Debra) were released on 17 June 2014 onto CCF land.

One reintroduced female (Minja, AJU 1511) was anaesthetised to replace a malfunctioning satellite collar.

Released female AJU 1510 (Jacomina) was sedated on 25 February 2014 to treat and suture a wound on her left hind leg. The wound healed nicely.

6. Deaths, Euthanasia, and Necropsies

Between 1 January and 31 December 2014, CCF conducted ten (2M, 8F) necropsies on captive, released, and wild cheetahs (Table 2). Three of these were on CCF's older captive cheetahs: one male, AJU 1238 (Josie), was found dead in his enclosure after having had neurological symptoms for several months; one female, AJU 1119 (Shadow), was found dead after having had signs of renal insufficiency; and another female, AJU 1204 (Dusty), died following an oral infection leading to pneumonia. Three released females were found dead when signals were received from their satellite collars: two, AJU 1511 (Minja) and AJU 1512 (Emma), were found to have injuries compliant with trauma, possibly due to vehicle accidents, and one, AJU 1608 (Debra), appeared to have been attacked by a leopard. Two reintroduced females died at Erindi Private Game Reserve: one female, AJU 1348 (Hershey), died during an emergency exam after not having eaten for several days and showing signs of age-related health problems for the past few months, and one female, AJU 1444 (Luna), was found dead from a suspected snake bite. One wild female cub, AJU 1645, was brought to CCF from Erindi in an emaciated state and died during treatment. One wild male that had previously been captured and worked on in 2013, AJU 1643 (Aladdin), was found dead on CCF land, possibly as a consequence of intra-species aggression or a hunting accident.

Table 2: Summary of cheetah deaths and necropsies between 1 January 2014 and 31 December 2014

AJU	Sex	Date of Death	Cause of Death
1119	F	17Jan14	Unknown; suspected renal insufficiency
1238	M	05Jun14	Unknown; suspected neurological issues
1348	F	21May14	Died during emergency exam - could no longer eat
1444	F	12Jan14	Unknown
1643	M	16Mar14	Unknown
1645	F	25Jun14	Wild cub from Erindi – emaciated; died after 3 days of treatment
1608	F	02Sep14	Unknown: suspected leopard attack
1512	F	26Sep14	Unknown: suspected trauma
1204	F	22Oct14	Unknown: suspected pneumonia secondary to oral infection
1511	F	02Dec14	Unknown: suspected trauma

7. Non-cheetah Carnivore Exams and Necropsies

Between 1 January and 31 December 2014, two necropsies were performed on leopards. The two leopards (PPA 075 and PPA 076) were killed for hunting purposes on a neighbouring farm.

C. Health and Reproduction

1. Genome Resource Bank

CCF continues to bank sperm, serum, plasma, white and red blood cells, hair, and skin samples on all cheetahs worked up. Additionally, an increasingly extensive scat sample collection from wild cheetahs in Namibia and neighbouring countries is kept at CCF. All samples are part of CCF's Genome Resource Bank (GRB). Since 1991 blood and tissue samples have been obtained from over 900 individual cheetahs. These samples are used for over-all health and genetic purposes, with backups stored at both CCF Namibia and the Smithsonian Institute in the USA. With the creation of CCF's genetics laboratory, most samples are now held at CCF. Currently CCF holds the world's largest wild cheetah database of biological material, which also creates the need to curate all the samples and the development of database management systems.

Since 2002 CCF has been collecting, evaluating, and freezing cheetah sperm. The CCF GRB contains a total of 494 cryo-preserved sperm samples from captive and wild cheetahs in Namibia, representing 104 individual cheetahs. Between January and December 2014, eight collections were added to the CCF GRB, however one male (AJU 1581) did not produce viable semen for freezing due to low quantity and quality.

At the end of January 2014, CCF travelled to the United Arab Emirates (UAE) and helped developed a cheetah sperm bank for several registered captive facilities within the country. CCF travelled to four facilities. Semen collections on 18 cheetahs were taken yielding 49 cryo-preserved sperm samples from UAE captive cheetahs. A back-up of the samples (22 straws) was stored for CCF at the Department of President's Affairs, Management of Nature Conservation (MNC) facility, while another six straws were given to MNC to start their own GRB. Other samples (21 straws) were given and stored to the Central Veterinary Research Laboratory (CVRL) in Dubai. Blood samples were also taken from the 18 males and brought back to Namibia with the relevant permits for banking and analysis. The development of the sperm bank in the UAE is crucial as a large number of captive cheetahs originate from areas with very small cheetah populations; it is thus important to bank the genetic diversity of these animals. The sperm collection will be a continual project with hopes of expanding the sperm bank with additional samples from other facilities throughout the country.

D. Life Technologies Conservation Genetics Laboratory

1. Life Technologies Conservation Genetics Laboratory

The Life Technologies Conservation Genetics Laboratory (formerly known as the Applied Biosystems Genetic Conservation Laboratory) was set up in 2008/2009 by Dr. Anne Schmidt-Küntzel for the Cheetah Conservation Fund thanks to the generous support of Life Technologies Inc. (formerly Applied Biosystems) and the Ohrstrom Foundation. The laboratory's main aim is to contribute to the on-going research and conservation of cheetahs, working together with the ecology and biomedical departments in CCF's cross-disciplinary mode of operation. The Scat Detection Dog programme is part of the cross-disciplinary approach and was put into place in order to provide the necessary samples to the various genetics projects. The main genetics projects are related to cheetah population structure, census, relatedness, and assignment of individual ID to non-invasive samples such as scat. Projects related to other species are performed with outside funding and are so far limited to collaborative projects. In early 2013 while in the United States, Dr. Schmidt-Küntzel worked closely with a database expert on an interactive electronic laboratory notebook; the first version is currently being trialled.

A PCR machine, a gel electrophoresis system, and some additional laboratory equipment were kindly donated by the National Cancer Institute's surplus department. A replacement pump for the 310 genetic analyser was sent to the laboratory in December by Thermo Fisher. The most important addition to the CCF genetics laboratory was the donation and installation of a refurbished 4-capillary genetic analyser in July of 2014 by Thermo Fisher (formerly known as Life Technologies or Applied Biosystems). The new instrument will increase the productivity of the laboratory.

Lucia Mhuulu handed in her thesis for her Master's degree in December, 'Identification of individual cheetahs (*Acinonyx jubatus*) represented in a sample collection, combining non-invasive genetic and camera-trapping techniques', and will remain at the laboratory as Laboratory Technician and Research Assistant. Dr. Ezekiel Fabiano, who graduated from his PhD in genetics in 2013, joined the research team as Quantitative Scientist for the year 2014. While finalising some publications that were part of his degree, he focused a lot of his time on collaborations with Angola. In March 2014, the laboratory welcomed two Namibian interns, Hermina Namupala and Mutaleni Kamanja, who just graduated from the University of Namibia; Hermina stayed for five months, and Mutaleni until the end of the year. Gabriella Mulikita Mbawemi, a new graduate from Zambia, joined the laboratory for three months in September. Mutaleni and Gabriella's internships were supported in part by a Wildlife Conservation Network grant. CCF also hosted four international undergraduates: Manon Dantiacq joined the laboratory for three months as part of her degree from the University Paul Sabatier of Toulouse (France); Alicia Walsh from the University of New Hampshire (USA) joined the laboratory for eight weeks as part of her undergraduate degree; Annika Van Leynseele and Hunter Varnum from Santa Clara University (USA) joined the laboratory for a month in August.

In June, Drs. Schmidt-Küntzel and Marker travelled to the National Zoological Gardens of Pretoria in South Africa to meet with the genetics team there as part of a collaborative grant from the National Research Foundation on oxalate nephrosis. Two scientists from the group visited the CCF genetics laboratory in July. Lucia Mhuulu visited the centre in June, when she attended a conservation genetics course. Drs. Schmidt-Küntzel and Fabiano visited the Pretoria research team again in November. Dr. Fabiano attended a student symposium of the University of Pretoria and National Zoo while in South Africa.

Genetics Projects

- Cheetah genotypes of known individuals (blood/tissue samples): As part of CCF's on-going research at the genetics laboratory, DNA is extracted from all individuals of which blood and tissue samples are available and their genotypes are obtained. Both Namibian interns, Hermina Namupala and Mutaleni Kamanja, have helped with this sample collection by assessing the quality of all extracted DNA samples and adding more markers to the available data, as well as extracting DNA from new samples that were added recently. Once complete, this data will be used to answer various population genetic questions.

- Population study of cheetahs on CCF property using non-invasive techniques: Individual cheetahs are assigned a genetic ID as well as a visual ID through the combination of genotyping of the DNA obtained from the scat samples and the photographs obtained from CCF's camera trap study. The data from 2008-2014 is part of Lucia Mhuulu's MSc research thesis, which was submitted in December 2014. Many of these scat samples were collected with the help of the scat dogs Finn, Isha, and Tiger.
- Namibia-wide population genetic study: samples are processed once they are collected by the CCF ecology and scat detection dog teams. Some samples are also obtained from collaborators from other conservation organisations and taxidermists. Gabriella Mulikita Mbawemi processed a set of 50 samples during her internship.
- Verification of the accuracy of the scat detection dogs: the species of the scat samples found by the dogs is routinely verified using molecular markers.

The scat sample collection from a coalition of two wild cheetah males known as 'the wild boys' (Hifi, AJU 1543 and Sam, AJU 1542), which had been collected daily around the CCF Centre between July 2008 and October 2013, comprises over 950 samples and is an invaluable resource for long-term monitoring of physiological parameters in two wild cheetahs. While the two wild males have died since (AJU 1542 in August 2010, AJU 1543 in October 2013), the work on the samples continues. The parasite levels were assessed and recorded on a regular basis at the time of collection and over 100 samples have been identified genetically. As part of their projects in the laboratory, Manon Dantiacq, Hunter Varnum, and Annika Van Leynseele genetically identified an additional 80 scat samples which span the entire five-year period and conducted hair analysis to determine the wild males' diet over time. Hormone work to determine stress and testosterone levels will be performed when funding is secured.

- Illegal trade: The species content of samples from illegal trade was assessed using molecular markers specifically designed to identify carnivore species in samples of poor quality. The obtained results will be made public when possible.
- Babesia: A trial study was conducted in order to determine the percentage of affected cheetahs that are currently at CCF and compare those to the results obtained from microscopic evaluation of blood smears from other captive cheetahs. We also developed a diagnostic test to be used for further screening of the samples. The initial testing was assigned to Shalette Dingle, a visiting Cornell student in 2013; since then, a more sensitive test was also tested with promising results.
- Release study: Sixty-six release and pre-release scat samples were extracted and assigned to an individual cheetah. Knowing which cheetah the scat samples belong to will allow using the samples for follow-up hormone and diet studies. Hormone samples are currently waiting to be processed at the Smithsonian Institution in the US.
- Carnivore species ID and diet: visiting student intern Alicia Walsh extracted DNA from 50 carnivore scat samples and verified the species they belong to using a mitochondrial marker. She also identified what the animals ate by using a variety of approaches including hair, bone, exoskeleton, and vegetation analysis.

Collaborative Genetics Projects

- In September 2013, a PhD student from the Smithsonian Institution came to CCF to make use of our unique sample collection of captive and wild cheetahs to determine their amyloidosis status. Ashley Franklin did the genetic work at the CCF genetics laboratory and took matching scat samples back to the US to do hormone work and determine amyloid levels. Ashley graduated this year and the study was presented at the North American Congress of Conservation Biology in July.

- A pedigree for white rhinoceros (*Ceratotherium simum*), performed by visiting researcher and Master's student Abigail Guerier from Ongava Wildlife Reserve's Research Centre, was finalised and published in 2012. Abigail graduated with a Master's degree in September 2012. In the beginning of 2013 she started a genetics project on Ongava's resident population of black rhinoceros (*Diceros bicornis*) at the CCF genetics laboratory. The project is on-going and more samples are added as they are collected by the Ongava research team.
- A project in planning involves the identification of hybridisation levels between wild cats (*Felis silvestris*) and domestic cats (*Felis catus*) in Namibia. A genetic toolkit for the identification of hybridisation is currently being developed. The project is on hold until outside funding can be secured.
- Collaboration was started in the beginning of 2011 with Dr. Eroid Naomab, head of the Department of Chemistry and Biochemistry at the University of Namibia, for a study on gene expression in the cheetah. New sets of samples were collected in 2014.
- A new collaboration was started in March 2012 with Dr. Karen Terio from the University of Illinois (USA) and Dr. Emily Lane from the National Zoological Gardens of South Africa for a study on oxalate nephrosis. Primers were designed by Dr. Schmidt-Küntzel and optimised at the CCF genetics laboratory. Diseased individuals are currently tested in the laboratory of the South African collaborators. To date no candidate mutation was found.
- The collaboration with cheetah holding facilities and veterinary clinics in the UAE was initiated during a trip in June of 2013 and renewed in February of 2014. The aim is to begin developing a genetic database of cheetahs held in that area. Sperm and genetic samples were collected on males during the trip in February. The genetic samples are currently being analysed.
- Hair samples obtained from rubbing stations and hair snares in southern Namibia were analysed at the genetics laboratory to identify the species of the carnivore. This work was done in collaboration with the Brown Hyena Project in Lüderitz and will be part of Sarah Edward's PhD. The genetic analysis is almost finalised, after which the samples will be analysed for isotope stability.

2. Detection Dogs

The Scat Detection Dog programme has continued to develop during 2014. Currently, CCF has two operational scat dogs, Finn and Tiger. Handler Stephanie Cunningham, who was with CCF for the previous two years, left the programme in February. CCF Research Technician Eli Walker has thus taken over the responsibility of working with Finn and Tiger. Finn's work is restricted to smaller scale searches such as playtree checks, as he tends to quickly lose interest in working. Tiger is CCF's primary scat detection dog, in particular for intensive fieldwork, thanks to his intense work drive. During the first five months of 2014, a third dog, Isha, was trained in scat matching by intern Megan Miville from Unity College (USA) and made progress. During the last three months of the year, Billy, a Springer spaniel, was working with intern Christoff Van der Walt to determine whether a play-drive could be triggered in Billy; however, despite Christoff's enthusiasm and Billy's fondness of Christoff, this did not succeed.

Rox Brummer of Green Dogs Conservation came to CCF for a week in January 2014 to help with the transition of Tiger and Finn from Stephanie to Eli and provide advice and guidance for the other dogs. She worked every day with Eli, Stephanie, and Megan, providing tips and suggestions in handling the dogs to improve performance of both dog and handler. Rox also reviewed the study design for the programme and provided suggestions on how to most efficiently and effectively move forward with the design. CCF is very grateful to Rox and Green Dogs Conservation for their assistance with the development of CCF's Scat Detection Dog programme. Following the work with Rox, a new transect design was added to the search protocols designed by the CCF team. Each of these protocols addresses the main study questions for the programme and will be assessed on CCF property to determine which is most efficient and effective at collecting the necessary data. The assessment of these protocols will take place as soon as possible.

In July 2014, handler Eli Walker along with scat dog Tiger travelled to the farms of Rolf Ritter (farm no. 254 in the Okahandja district) in order to search playtrees that CCF had surveyed via camera trap in 2008 and that a PhD student of CCF was surveying via camera trap at that time. The search found 24 samples in total, three of which Tiger indicated on as cheetah and 21 of which Tiger rejected, those samples are thus expected to be from other carnivores. In July 2014, Eli accompanied Dr. Laurie Marker to Erindi Game Reserve to take Finn to the temporary *boma* of release cat AJU 1510 (Jacomina). Finn assisted in finding scat samples within the enclosure belonging to Jacomina and her cubs. These samples were the first genetic material available from Jacomina's offspring and were taken to the genetics laboratory.

In 2014 Tiger performed 60 training exercises (36 in the first half of 2014, and 24 in the second half), 67 searches (27 first half, 40 second half), and seven demos (five first half, two second half). During this period, Tiger found 221 (121 first half, 100 second half) of the 233 (123 first half, 110 second half) training aids placed (95%), 18 cheetah samples (seven first half, 11 second half), and rejected 37 carnivore samples (five first half, 32 second half). During searches, Tiger covered over 72.7 kilometres (37.9km in first half, 34.8km in second half; in addition of some sessions when search distance could not be recorded). Finn performed 52 training exercises (29 first half, 23 second half), 29 searches (26 first half, 3 second half), and two demos during 2014. During this period, Finn found 139 (95 first half, 44 second half) of the 149 (100 first half, 49 second half) training aids placed (93%), eight cheetah samples (seven first half, one second half), and rejected seven carnivore samples (four first half, three second half). During searches, Finn covered over 37.9 kilometres. In total, for 2014 CCF's Scat Detection Dog programme collected 58 wild samples (15 first half, 43 second half), 19 (eight first half, 11 second half) of which were indicated on as cheetah, and 39 (seven first half, 32 second half) of which were rejected by the dogs.

E. Large Carnivore Research and Ecology

1. Cheetah Survey

Range-wide population estimates for cheetahs are critical for their conservation, but cheetahs are particularly difficult to study since they are highly secretive with widespread home ranges. Over the years we have collected a wealth of information on the cheetahs on CCF land. At the end of 2013 we planned our sixth three-month camera trap cheetah survey to take place from November 2013 to February 2014 (Table 3). The purpose of the census was to determine any new individuals moving into the area or if the previous individuals from the last census (January 2010 to March 2012) were still utilising CCF land. In addition, the survey aimed to assess trends in abundance after the death of an eight-year-old resident individual (known as Hifi). Thirty digital cameras (Reconyx and Bushnell) were placed at 15 stations and monitored weekly. Over this period 143,406 pictures in total were taken, of which 1,745 were of cheetah. These photos were of 11 unique individuals (i.e. two male coalitions, one consisting of two members and the other three; and six single males). We are now in the process of estimating cheetah abundance and density.

In addition to the survey on CCF's farms, from 12 April 2014 to 12 July 2014 we repeated a cheetah survey on the farm of Rolf Ritter, which was first conducted in 2008. Twenty-two cameras were placed at the same 11 stations and monitored approximately every two weeks. This survey was designed to determine the change that had occurred in the relative numbers of leopards and cheetahs since 2008 and also to gain understanding of cheetah densities in the area. The pictures from this current survey have been sorted and are currently being analysed.

Table 3: Overview of pictures taken during all of CCF's camera trap surveys by December 2014

Survey Name	# Trap Nights	Location of Survey	# Camera Stations	Total # Images Taken	# Cheetah Images	# Leopard Images	# Other Species Images
CCF Nov2005-Mar2006	135	CCF	12	2,028	460	32	1536
CCF Jul-Oct2007	107	CCF	18	1,851	236	22	1593
RR Mar-Jun2008	104	Rolf Ritter	12	1,034	206	10	818

CCF Jul-Nov2008	133	CCF	15	1,900	298	20	1582
CCF Jul-Oct2009	108	CCF	16	1,372	191	54	1127
CCF Jan2010-Mar2012	783	CCF	18	374,684	22,729	6,499	345,456
CCF Oct2013-Feb2014	123	CCF	15	143,406	1,745	293	17,302
RR Apr-Jul 2014	92	Rolf Ritter	11	90,058	651	81	12,093
Totals	1,585	-	-	616,333	26,516	7,011	381,507

2. Cheetah Releases and Monitoring

While CCF has successfully reached $\geq 3,000$ Namibian farmers with its integrated livestock and predator management courses and programmes, much work remains to be done. In many areas of Namibia, farmers still continue to kill cheetahs. However, those who are aware of CCF contact us to seek help with the cheetahs, rather than kill them.

CCF is on call 24/7 when farmers call to notify about a real or perceived cheetah problem. CCF staff may assist with setting traps or retrieving cheetahs already trapped, however this practice has greatly reduced over the past few years through education as well as government policies. Direct contact with the farmers does allow CCF staff to provide them with information about CCF's non-lethal predator management methods. Since its founding in 1990, CCF has retrieved over 800 cheetahs from farms across Namibia. Once at CCF, the veterinary team evaluates every cheetah's condition and determines whether it is healthy and old enough to survive in the wild again on its own. Consequently, over 600 cheetahs have been released back into the wild. Depending on the release location and the specific cheetahs, CCF attempts to monitor released cheetahs via radio or satellite collars.

Throughout 2014, CCF continued monitoring three females released in December 2013. Additionally, during the first half of 2014, two pairs of adult cheetahs (4F: Debra - AJU 1608, Skiet - AJU 1615, Kekay - AJU 1617, and Zinzi - AJU 1619) were released back into the wild after conducting annual health check-ups. All four females were fitted with a GPS/VHF combination collar for continuous post-release monitoring.

The Wild Girls (December 2013): Emma, Jacomina, and Minja

These three sisters represent the first of three recent releases from CCF: Emma, Jacomina, and Minja (AJU's 1512, 1510, and 1511 respectively). Each female was fitted with a GPS/VHF collar during their pre-release workup and released from CCF's Leopard Camp on the morning of Monday 23 December 2013, after being fed an oryx carcass. Minja was the first of the three to leave the camp (Monday evening) using the road that runs northeast beyond the camp and out towards CCF's Reserve fence line. The remaining two sisters did not leave until the afternoon of 25 December 2013. They were either still eating from the carcass or were blocked by the severe rain which fell on the evening of 24 December 2013, which resulted in surface water outside the camp gate. In the period prior to the release the collar settings were changed in terms of the number of location points taken per day and the frequency at which the data is uploaded in order to provide insight into their post-release movement and, more importantly, to enable daily monitoring as required. In Minja's case the collar received the new command and subsequently suffered a temporary technical failure, which caused it to stop taking or transmitting GPS locations according to the new schedule. This meant that for the period Monday 23 December 2013 to Saturday 28 December 2013 we were forced to track her using only the VHF radio.

Following their release the three female cheetahs split up and went their separate ways; a brief summary of their respective release stories follows.

Minja

During the first three months of her release Minja spent her time inside the soft release camp at Bellebenno regularly requiring supplement feeding, as she did not appear to be successfully hunting. Eventually she began to learn to sustain herself regularly by hunting steenbok successfully. Around this time she also started to branch out away from the soft release camp and moving into the cattle camp at Bellebenno. In mid-late April, not long after beginning to hunt, her collar suffered another technical failure which ultimately led to the decision to dart her and replace the collar (9 May 2014) with help from a registered veterinarian from Otjiwarongo. When she was darted she was found to be lactating which suggested she had most likely had and, unfortunately, subsequently lost her cubs. A quick ultrasound scan was performed in the field when the collar was being replaced; however, it was deemed inconclusive due to pressures of time constraint and the inability to shave her fur to obtain a better scan. Figure 1 shows Minja's movements through May 2014.



Figure 1: Data points from Minja's GPS collar (December 2013- May 2014).

Minja's new GPS collar functioned without complications. The ground tracking team continued to follow her progress of hunting and finding water with minimal intervention. She was usually found in extremely dense bush when resting and roaming, but preferred to hunt in open, savannah-like habitats. Throughout the entirety of her release, Minja killed steenbok (n=11), duiker (n=8), warthog (n=2), young springbok (n=2), impala (n=1), kudu (n=1), as well as unknown kills (n=1). Taking down this size prey is expected for a solitary female cheetah.

Her movements after May showed Minja remaining within the same general home range, concentrating the majority of her time in CCF's Bellebenno cattle camp or north-eastward on neighbouring farmlands (Figure 2).

Towards the last week of November, Minja's satellite data showed she was immobile for twelve hours. Initially, it was thought that she made a large kill as similar movement patterns can be displayed in such a scenario. Unfortunately, the tracking team arrived to her GPS location and discovered she was dead. After a routine necropsy was performed, it is believed that she died from an intense impact to the side of her body. It is possible that she may have tripped during a hunt and ran into a tree, or was hit by a vehicle. The necropsy also showed that she was pregnant with five cubs. Minja is proof that the difficulties wild cheetahs face on a daily basis are at times insurmountable. Threats from larger predators, farmers, habitat degradation, and even hunting accidents can end fatally.

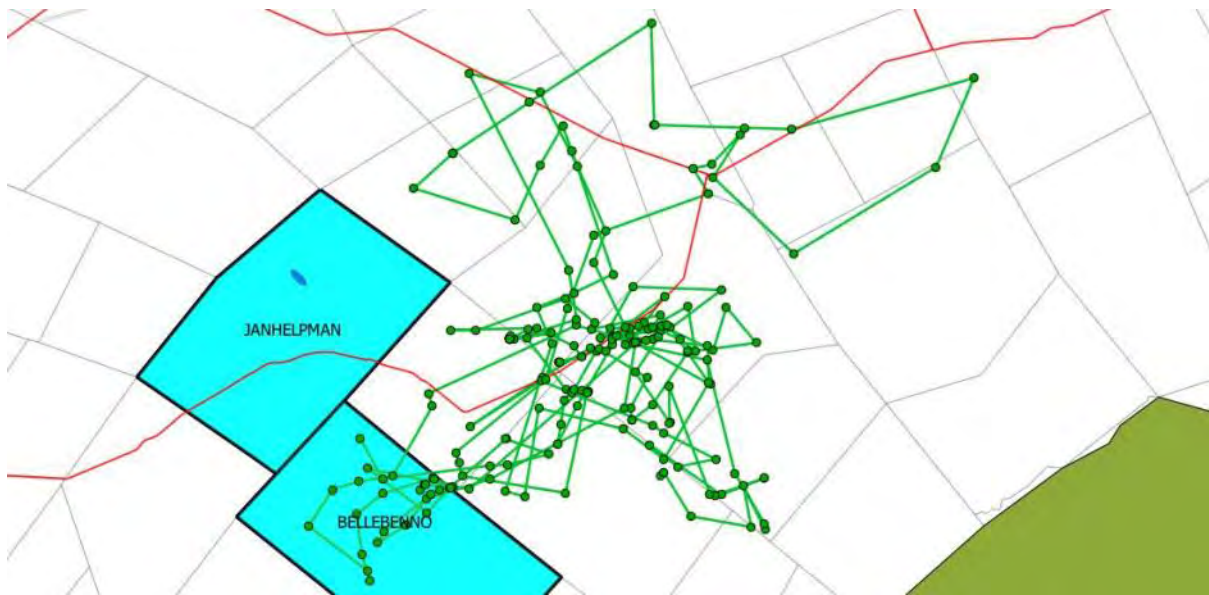


Figure 2: Data points from Minja's GPS collar (May – November 2014). Data has been filtered to one point per day.

Emma

Of the three sisters Emma proved to be the most adventurous, at times making large-scale movements in relatively short periods of time. On three separate occasions she moved over 20km in 24 hours. Emma's 'range' spanned from Janhelpman in the north to Osondjache in the south, frequently connected via an arc running over the western-most part of CCF property (Figure 3). As she spent much of her time on neighbours' land, we were not afforded many opportunities to see her. Of the times we did see her, she regularly demonstrated an apparent preference for areas of dense thorn-bush vegetation and is capable of hunting successfully in such areas. On two occasions we tracked her through very dense bush to find her on juvenile kudu kills. During her release and despite her having spent extended periods of time off CCF land, we were able to confirm at least 18 kills (kudu=3, warthog=2, steenbok=5, duiker=5, bird =1, unknown=2).

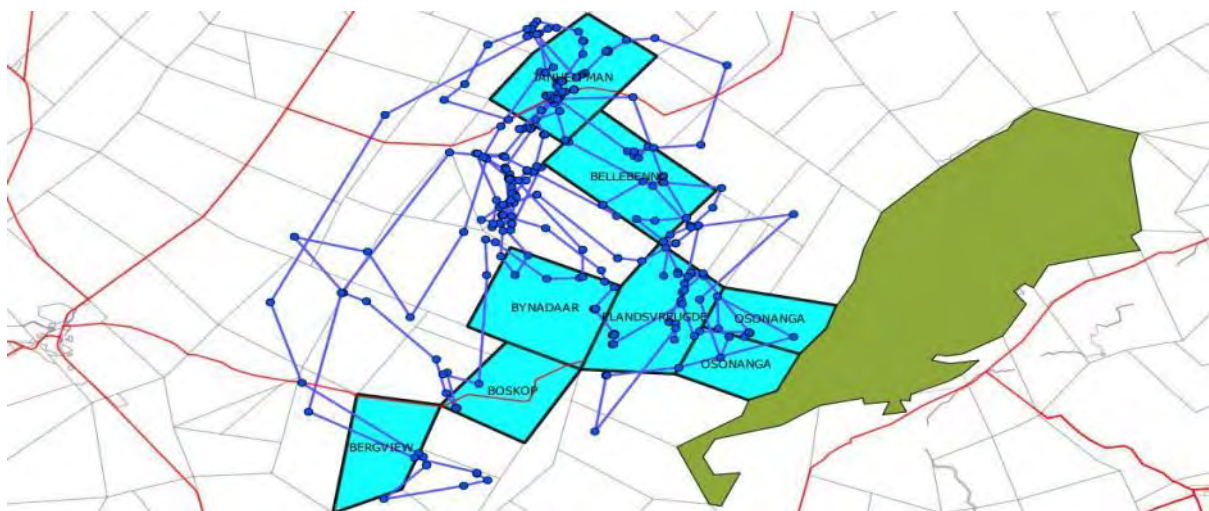


Figure 3: Data points from Emma's GPS collar (December 2013 – September 2014). Data has been filtered to one point per day.

In the first week of July, the ground tracking team found Emma severely limping, nearly immobile. The cause of the injury was unknown and she could hardly bear any weight on her foreleg. She was found on a daily basis and supplemented with food and water to prevent her from moving excessively in search of these necessities. This time of rest allowed her leg to heal properly and after one week of supplementation, she was back to

standing health. The following day she moved nearly three kilometres and was back to her regular hunting routine.

On 23 September, Emma's satellite data showed that she had been immobile for twelve consecutive hours. By the time the tracking team arrived to her GPS location on a neighbouring farm, her body was mostly decomposed and the cause of death was never fully determined, although there were signs of physical trauma consistent with a vehicle accident. Like Minja, Emma (8 years old) is proof of the difficulties facing wild cheetahs, whether it is from other predators, farmers, habitat degradation, or even hunting accidents.

Jacomina

Jacomina was the first of this group to make a confirmed kill (warthog), which she made on CCF property (Elandsvreugde, close to Bellebenno Road) on 2 January 2014; only eight days after having left the release camp and 10 days after the gates were opened. For the first two months of her release, Jacomina spent much of her time on CCF property moving between Bynadaar, Elandsvreugde (including the Big Field), and Osonanga before moving into neighbouring property and spending most time on Droehout and Groenhout (Figure 4). Much like the other two sisters, Jacomina's release to date has not been without incident. On 17 February 2014, her collar data showed a clustering of points (extended period of inactivity) that was uncharacteristic of her. Upon investigation of the situation, we found that she had suffered a laceration close to her stifle joint, possibly whilst hunting. The wound was judged to be significant enough to warrant darting her and bringing her to the clinic for treatment. During recovery she was monitored in a feeding camp at CCF's Elands Pen near the centre for approximately 10 days before being translocated to Erindi Private Game Reserve on 7 March 2014, where she was to complete her rehabilitation prior to release. On 12 April 2014, while she was in the *boma* at Erindi (not long after arriving), she gave birth to two cubs, which came as a surprise to all concerned. This triggered the decision to keep her in the *boma* for a further three months to give her cubs time to develop to a point where they would be better able to follow her and thus give them a greater chance of survival once released into the reserve. During her time in the *boma*, Jacomina was supplement fed, and she proved to be a very caring mother, keeping her cubs well fed and safe. The three were slated for release at the beginning of July 2014. See '3. Cheetah Conservation Translocations' for details about Jacomina's release into Erindi.

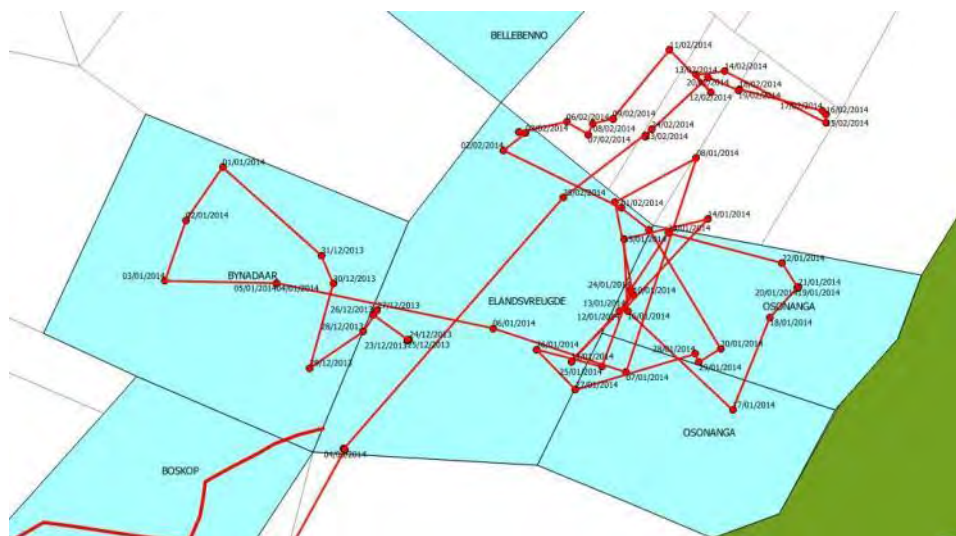


Figure 4: Data points from Jacomina's GPS collar.

Bellebenno Training Camp Releases

During 2014, CCF released four female cheetahs (AJUs 1608, 1615, 1617, 1619) into the 4,000ha Bellebenno Training Camp.

Skiet & Kekay (2014)

Kekay

On 2 April 2014, one week after being fitted with GPS/VHF collars, sisters Skiet (AJU 1615) and Kekay (AJU 1617) were released into the 4,000-ha Bellebenno Training Camp. The three-year old females were taken to one of the permanent waterholes inside the game camp to be released. A minute after the box doors were opened and the two females ran out and started to calm down, several fighter jet planes flew directly above the release site scaring and separating the two cheetahs. The CCF ground tracking team followed them individually and reunited the sisters using warthog meat to lure them. After two days the sisters remained together but evaded the tracking team.

On the third day of the release, the females separated and Kekay was found on the south-western border of the game camp on her first kill. She hunted a female oryx calf into the fence line. Throughout her release, Kekay killed oryx (n=2), kudu (n=1), steenbok (n=5), and duiker (n=2) in addition to many unobserved kills.

Kekay remained on CCF's Bellebenno farm over a month, occasionally visiting neighbouring farms. In mid-May she was seen in the northern corner of the Bellebenno Game Camp with a coalition of three wild male cheetahs following her around. Afterwards, she travelled north and never returned to CCF property again. She went to a farm near the Waterberg Plateau and around the first week of July, gave birth to cubs. Although the cubs were never observed by CCF staff or neighbouring farmers, the satellite data obviously indicated that she had cubs. She had a central anchor (den site) and would branch off in a radial pattern when she hunted, never travelling more than 5km from the den site (Figure 5).

On 1 October 2014, Kekay's satellite collar sent CCF a warning that she had been inactive for 12 consecutive hours. After receiving consent from the farmer and expecting the worst, the ground tracking team went to the last GPS coordinate. An oryx calf kill was found completely eaten and several metres from the carcass the team found Kekay's collar. The collar's timed-release mechanism prematurely activated releasing the collar from Kekay's neck. Although we will not be receiving data from Kekay anymore, it may be assumed that she is living a truly wild life and rearing her cubs.

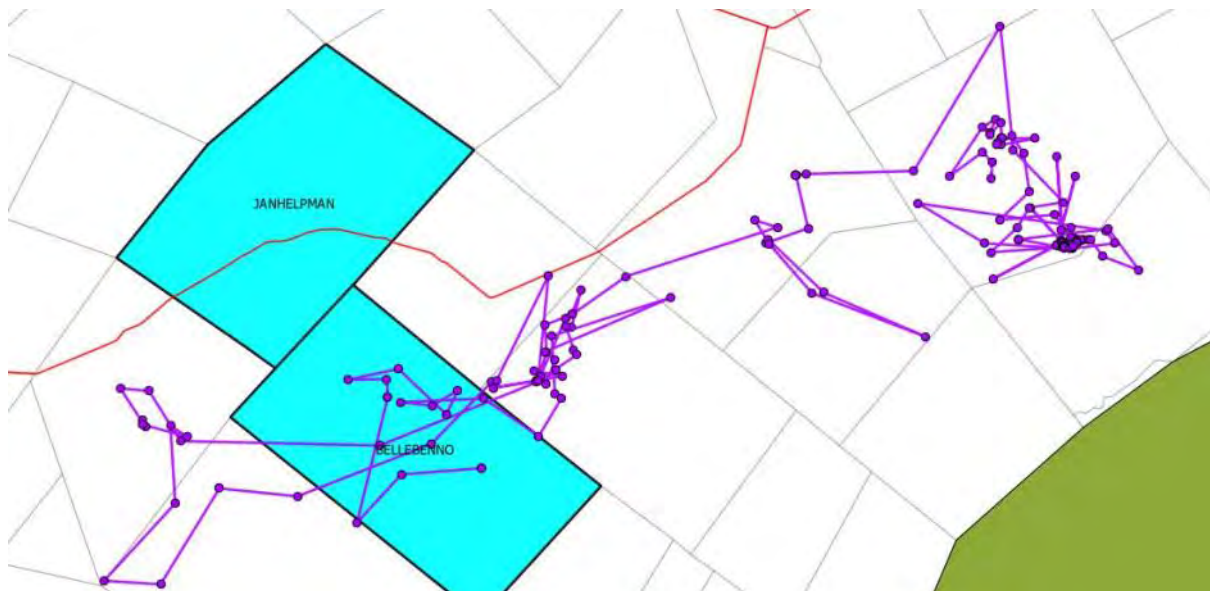


Figure 5: Data points from Kekay's GPS collar (April – October 2014). Data has been filtered to one point per day.

Skiet

Compared to Kekay, it took Skiet longer to become self-sufficient. In the beginning of her release, she was supplement fed several times with warthog (between 2 April and 11 May, n=6) in order to keep her energy

levels up. Eleven days post-release she made her first kill: a steenbok. Throughout her release she killed steenbok (n=6), duiker (n=5), springbok (n=1), sub-adult eland (n=1) and unknown prey (n=1). When she killed the eland, Skiet stayed with the carcass for eight consecutive days, gorging herself. The cold temperatures at the time kept the carcass fresh enough for her to continue feeding on it.

Skiet showed a prey preference for small-sized antelope, which is expected of a solitary cheetah. She also preferred to utilise open, savannah-like habitats to successfully hunt. Towards the end of June, Skiet no longer needed to be supplement fed and demonstrated her ability to be a self-sufficient cheetah.

Her satellite data showed her leaving the Bellebenno camp 10 days after travelling through it. She discovered the Big Field on CCF's Elandsvreugde farm where the bush density is extremely open. Skiet made several kills within this area and afterwards ventured close to the Waterberg Plateau and made a large loop south of the Little Waterberg before returning to CCF property (Figure 6).

Skiet's collar malfunctioned on 18 September and has not worked since. After brief e-mail interaction with the collar manufacturers, the mystery still remains as to why the collar stopped working. CCF staff still checks her daily download in hopes that the collar will function once again.

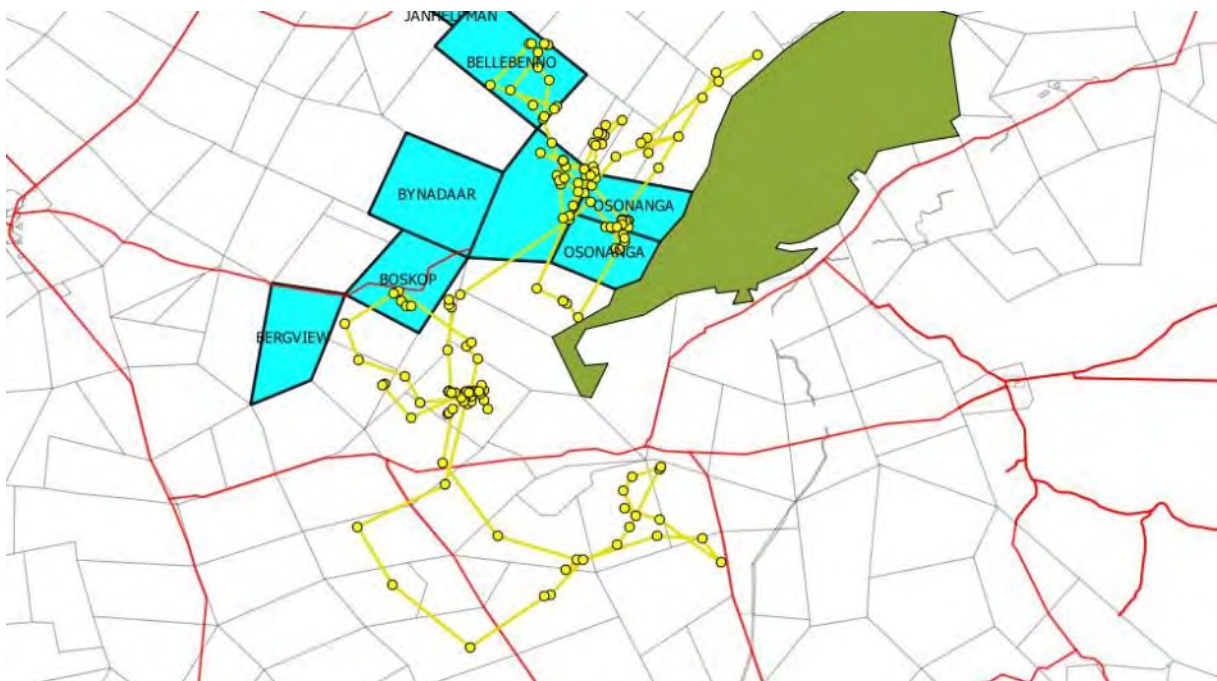


Figure 6: Data points from Skiet's GPS collar (April – September 2014). Data has been filtered to one point per day.

Debra & Zinzi (2014)

Debra (AJU 1608) and Zinzi (AJU 1619) were anaesthetised for VHF/GPS collar placements on 17 June 2014 and released the following day into the Bellebenno Training Camp. The ground tracking team found Debra 1km from the release site waterhole and she was supplement fed a warthog hind leg. Zinzi covered nearly half the 4,000-ha game camp within the first several hours of release, evading the tracking team. She was not supplement fed as the team could not approach her without her running away.

Debra

For the first week of her release, Debra was given water and supplement fed with warthog and kudu meat. Despite her wild and aggressive behaviour in captivity, she proved to be mild and easy to track once in the wild. Twelve days after her release, Debra made her first kill: an adult female steenbok. Since then she has managed to also kill steenbok (n=2), duiker (n=2) near the eastern corner of the game camp and unknown prey (n=1). Debra managed to walk through the entirety of the Bellebenno Training Camp.

Nearly two months after being released into Bellebenno, Debra finally managed to move out of the game camp (Figure 7). She moved to CCF's Big Field in the Elandsvreugde farm and even spent one evening sleeping with Zinzi there. From there, Debra moved southwest to CCF's Boskop farm where she was observed successfully hunting. Debra was occasionally supplemented with water and food in order to retain her trust with the tracking team throughout her release.

On 1 September Debra was found dead on Boskop farm. A routine necropsy was performed and it showed that she was most likely killed by a leopard in the area. There were large punctures through her skull. Her time in the wild was brief and showed CCF staff that predator avoidance is a crucial aspect to releasing cheetahs that are not predator wise.

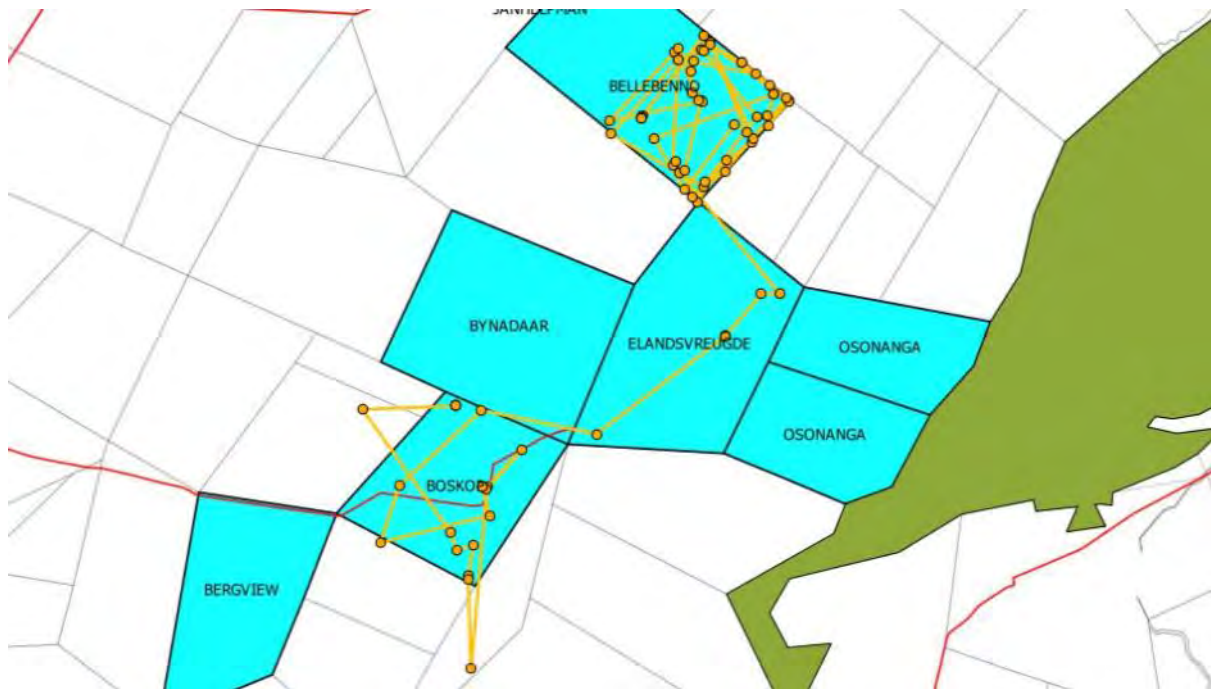


Figure 7: Data points from Debra's GPS collar (June – September 2014). Data has been filtered to one point per day.

Zinzi

Zinzi made her first kill three days after release: a juvenile female steenbok. She has covered vast distances leaving a trail of kills behind her. Since her release, she has managed to kill steenbok ($n=4$), duiker ($n=5$), and unknown prey ($n=1$) as well as other unobserved kills. Despite intensive efforts, the tracking team has only seen her three times since her release, showing evasive behaviours similar to that of wild cheetahs.

Zinzi escaped the Bellebenno Training Camp on her first night of being released and returned only once (Figure 8). She has concentrated the majority of her home range within CCF's Big Field in the eastern corner of the Elandsvreugde farm. She spent the majority of July making a large loop far south of CCF property, only to return to CCF's Big Field.

Although regularly tracked, Zinzi remains to be one of the most elusive, yet successful cheetahs released back into the wild. She has never been supplemented with food or water, despite CCF's efforts. She has found CCF property to be suitable for her home range, as this is where she spends nearly all of her time. Her satellite data frequently shows cluster patterns, which normally represent a kill; although Zinzi leaves very little evidence of her kills. She went nearly one month without CCF discovering a kill site from her.

This cheetah continues to give CCF invaluable data through her functioning GPS collar and the occasional kill remains she leaves behind.



Figure 8: Data points from Zinzi's GPS collar (June – December 2014). Data has been filtered to one point per day.

3. Cheetah Conservation Translocations

Due to the extent of land under livestock production and the habituated cheetahs' need for large uninhabited areas, there is a lack of suitable habitat for release. Since 2004, CCF has been developing techniques for successful rehabilitation and release. It's very important to closely monitor the behaviours of individual cats to ensure their health and adaptation to their new environment. Similarly, selecting the right location for each release is of utmost importance.

CCF's research into releasing selected orphaned cheetahs back into the wild began in 2004 and our success with releases continues.

In addition to the adult female cheetah (Jacomina, AJU 1510, translocated to the Erindi Private Game Reserve) this year, the following are updates on new and previously translocated and released cheetahs.

Erindi Private Game Reserve

Chanel and the Chocolates (2011-2014)

Hershey (AJU 1348) was the last 'Chocolate Sister' surviving in Erindi. Although she was consistently watched by Erindi field guides and staff, a CCF staff member monitored her intensely for two weeks in February. At the time, Hershey was discovered with severe eye and hindquarter injuries (unknown cause). She was prescribed a week-long course of antibiotics as well as regular supplement feeding. Her left eye was closed with discharge and after several days she opened her eye and the pupil was completely grey, resulting in blindness. The punctures in her hindquarters were deep and prevented her from moving long distances. A week after her sustained injuries Hershey was found with a kill: a young ostrich.

With sight in only one eye and very poor teeth, Hershey went on to kill more springbok calves and scrub hares. Unfortunately, she lost her appetite completely in the second week of May. Erindi staff unsuccessfully tried to supplement feed her oryx and warthog meat and Hershey even refused liver, which has always been her favourite. On 21 May 2014, Hershey's health was rapidly declining and the decision was made to humanely euthanize the nearly 12-year-old female. Prior to the event she was seen drinking at a waterhole and immediately vomiting up the water. Although a sad event, Hershey got to live her last three years of life as a wild cheetah.

Her sisters Nestle (AJU 1349) and Toblerone (AJU 1351) were both killed during hunting accidents in 2011 and 2012, respectively. The fourth female, Chanel (AJU 1243), was found dead near a waterhole, presumably of old age, in 2012. Chanel was nearly 13 years old.

The 'Leopard Pen Boys' (2012-2014)

On 28 June 2012, four captive male cheetahs, Omdillo (AJU 1539), Chester (AJU 1540), Anakin (AJU 1545), and Obi-Wan (AJU 1561) were translocated to Erindi and successfully released after VHF collar placement. The four males had undergone release training at Bellebenno in late 2011.

Chester (AJU 1540) and Obi-Wan (AJU 1561) remain an inseparable coalition of two, reportedly bringing down full-grown antelopes such as red hartebeest and oryx. The pair has even been observed killing adult ostriches, black and blue wildebeest as well as giraffe calves. In 2014, Erindi imported a healthy population of blesbok into the reserve. This antelope species became the preferred prey for Chester and Obi-Wan as they were constantly viewed hunting or feeding on the calves and adults on a daily basis.

Chester and Obi-Wan occupy a very large home range that encompasses the majority of Erindi (nearly 70,000ha), but their core home range is mostly concentrated in a large savannah-like habitat where the two males have been observed mating with a wild female cheetah as well as a CCF released female, Athena (AJU 1632). The coalition has shown a preference for hunting in this open area as well. Chester remains as the dominant male in the coalition in terms of mating and hunting, despite a semi-lame hind leg.

Coalition mates Omdillo and Anakin were found dead in 2012; one shot by a farmer and the other from a possible leopard attack, respectively.

Athena and Luna (2014)

On 15 October 2013, two adult female cheetahs, Luna (AJU 1444) and Athena (AJU 1632), were translocated to Erindi. The two females separated on the second day after release and continued as solitary females.

Luna

Luna initially struggled to hunt successfully during the first week of her release and was supplement fed twice with oryx and warthog forelegs. At the end of October 2013, after two weeks of being in the wild, Luna made her first kill: an adult female impala. She was chased off this kill by a pride of lions and quickly learned about predator avoidance. Throughout her release Luna was observed killing scrub hare, steenbok, warthog, duiker, and even bat-eared fox; all appropriate-sized prey for a solitary female. On the second week of January 2014, Erindi reported that they saw Luna kill a bat-eared fox and left her alone for three days. Within that time Luna passed away beside an aardwolf den site. The suspected cause of death is snakebite.

Athena

Athena had no issues adjusting to the wild, making her first kill on the third day of her initial release in Erindi on 15 October 2013 and later going on to kill warthog, oryx, and waterbuck. Near the end of that month, Athena escaped the reserve and within the first week of November she was found on a neighbouring farm eating a freshly killed kudu. She was darted/anaesthetised and transferred to a 1-ha *boma* inside the Erindi reserve where she was kept to undergo a habituation process to make her more comfortable with people that visit Erindi for a unique wildlife-viewing experience.

On 21 February 2014 Athena was boxed and moved about 30km from the *boma* and re-released. Two days after, she killed a blue wildebeest calf and later, a newborn springbok. Her hunting skills were very acute and, after release, she had no issues finding water as the rainy season provided many puddles throughout the reserve. In mid-March, CCF was informed that released males Chester (AJU 1540) and Obi-Wan (AJU 1561) were seen with Athena and trying to mate; however Athena was sprinting away from them. She is slightly

larger than the two males and the Erindi guides who were observing said that she was aggressively slapping at this cheetah coalition.

At the end of May 2014, Athena once again escaped the Erindi reserve, which manages to keep in elephant, rhino, and lion but not this female cheetah. It was decided to allow her to continue her life outside the protection of the game reserve. Within the second week of June, Athena's data from her satellite collar began to show an interesting pattern that could only represent a den site (Figure 9). The time frame in which she was observed mating with the two CCF males strongly suggests that they could have been the sires of the litter.

In the first week of October, Athena's satellite collar showed 12 hours of inactivity in a farm bordering Erindi. CCF staff immediately went to the last transmitted GPS location on her collar and found an intact collar with crusted blood on the inside of it thrown on the side of a main road leading into the reserve. CCF and Erindi staff further investigated the situation and made contact with neighbouring farmers. It was then discovered that Athena was observed with an uncertain amount of cubs and was consistently hunting the farmers' livestock. Athena was killed by the farmer whose livestock she hunted. Her cubs' whereabouts are unknown; however, they were too young to live independently.

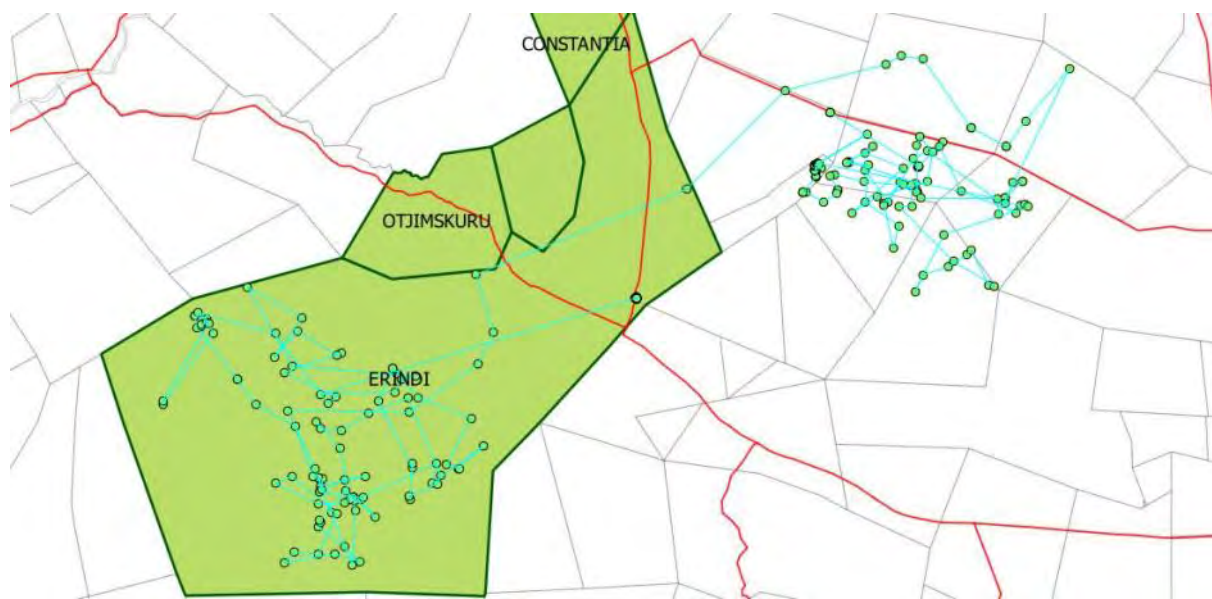


Figure 9: Data points from Athena's GPS collar from January to October 2014. Data has been filtered to one point per day.

Jacomina and Cubs (2014)

Jacomina (AJU 1510) and her two female, three-month-old cubs were released from the 1-ha holding *boma* in Erindi on 20 July 2014. Their gates were opened, and the family waited to leave until the group of observers (including a French film crew, CCF, and Erindi staff) departed. Camera traps were set up, showing the time she left the *boma*. That evening they were supplement fed with a wildebeest hind leg for sustenance. Their first morning in the game reserve, Jacomina and the cubs encountered two adult lions for the first time without a fence protecting them. Jacomina responded appropriately, luring the lions far away from her cubs. Throughout the extensively monitored portion of her release (~100 days), the first-time mother was observed protecting her cubs from male lion coalitions, leopards, and spotted hyaenas.

Over a three and a half month period, Jacomina was supplement fed on numerous occasions with varied amounts food (n=13) and water (n= 36) to ensure her and the cubs had enough energy to explore the new environment as well as evade any potential threats. Despite being fed, Jacomina made her first kill only nine days after being released. She had been observed unsuccessfully hunting prior to this and sometimes the hunts were interrupted by the cubs, which would prematurely chase the prey.

The release site was strategically near one of the lodge waterholes; however, Jacomina led the cubs away from it and the human noises. It took the family unit nearly one month to find their own water source, which

was a small waterhole near a main road that eventually dried out. With some help from the ground tracking team, Jacomina and the cubs were eventually led to one of the permanent and largest water sources in the northern portion of the reserve. Since then, she has returned to this waterhole several times and seems to have included it within her developing home range. As the rainy season approaches with the year's end, Jacomina and her cubs will have no issues finding water in Erindi, as the reserve's name directly translates to 'Place of Water'.

After making her initial kill, Jacomina eventually caught onto the hunting routine. Since 20 July (her release date in Erindi), she was observed killing duiker (n=4), steenbok (n=5), Damara dik dik (n=1), common impala (n=2), springbok (n=10), red hartebeest (n=1) and unknown prey (n=5). She has hunted a wide-range of species and is starting to show a clear preference for springbok, especially the lambs. By year's end, as the cubs approach nine months of age, Jacomina began catching and releasing young prey for her cubs. The cubs were observed either playing with the lambs or eating them alive.

The data produced from her GPS collar shows that Jacomina is keeping her cubs near the initial release site/*boma* in the north-eastern border of Erindi (Figure 10). The majority of the data points head further north where the large waterhole is located. Further southwest is a chain of mountains that may have prevented her from travelling further. It will be interesting to see how her movements change as the cubs become independent.

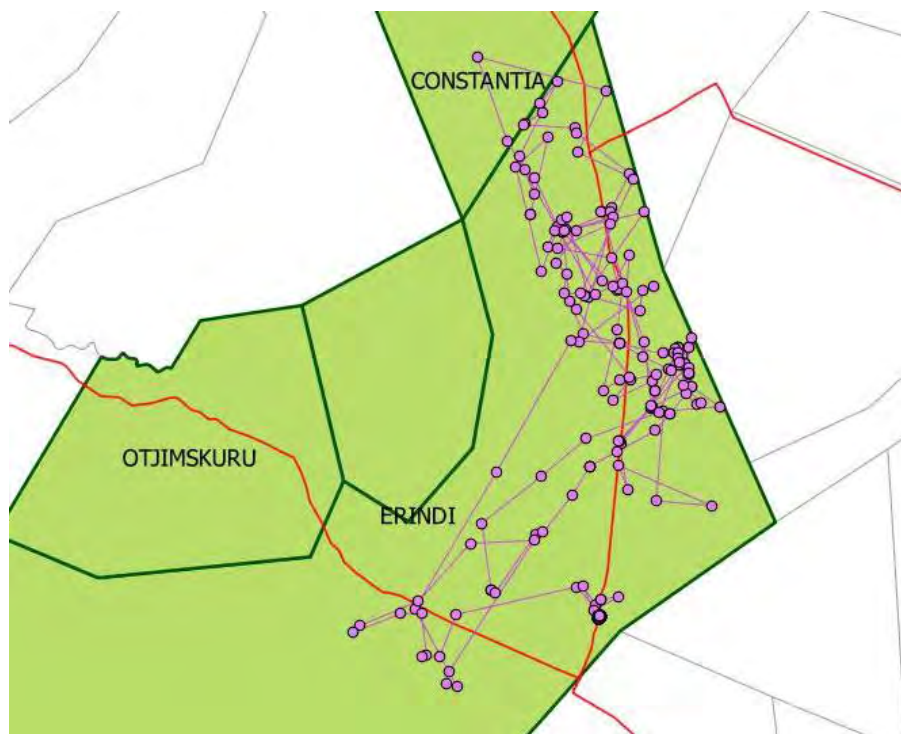


Figure 10: Data points from Jacomina's GPS collar from July – December 2014. Data has been filtered to one point per day.

4. Angola Carnivore Research

As part of CCF's long-term vision and following Dr. Marker's initial trip to Angola in 2010, CCF continues to engage with the Ministry of Environment in that country. This engagement seeks to establish a working relationship/collaboration aimed at improving our knowledge regarding the status of cheetah and other carnivores there, as well as building capacity through training. To this end, the Angolan Ministry has welcomed both projects and is evaluating the relevant proposals, with the first survey conducted in December. CCF and other partners are planning rapid surveys. We are optimistic that we will be able to conduct a pilot study in early 2015.

Smithsonian Conservation Biology Institute: May

From 17 to 31 May 2014, through a generous private donor, Dr. Ezekiel Fabiano, CCF's Quantitative Scientist, was able to attend a two-week intensive course on 'Estimating Animal Abundance and Occupancy Modelling' at the Smithsonian Conservation Biology Institute (SCBI) in Front Royal, Virginia (USA). The course was attended by 16 participants from various countries and focused on providing a solid foundation regarding study design and data analysis using three techniques that share a similar underlying statistical framework. Techniques included distance sampling, mark-capture recapture, and occupancy modelling. The course was taught by leading experts Drs. Evan Cooch and Jim Hines (US Geological Survey - USGS), Jim Nichols (Patuxent Wildlife Research Center), Gary White (Program MARK), and Joe Kolowski (SCBI). Hence, Dr. Fabiano was able to interact and exchange ideas on various on-going cheetah population dynamics/demography projects.

Two projects discussed in length were the analysis of CCF's nine-year camera trapping dataset (2005 to 2014) and a study design for the Angola Carnivore Project (ACP). For CCF's long-term data, the focus is to use a robust design method which allows for the assessment of trends in abundance and density while estimating apparent survival and site fidelity. Preliminary analyses were performed using Program MARK. As for Angola, the focus was on considering what the most appropriate study designs might be for the ACP.

Because of the long-term goal of the project, the robust design was also considered as the most suitable within the context of occupancy modelling. Occupancy modelling has various advantages including that it requires only the collection of presence/absence data (e.g. sign surveys) and accounts for imperfect detection (the likely scenario where carnivores/cheetah may use a sample area but may not be detected in a single survey). Additionally, this technique allows for the incorporation of presence/absence of data obtained through the use of different detection methods (e.g. camera trapping, spoor transects, interviews) while assessing the influence of ecological and social factors on a target species distribution (proportion of area occupied). Long-term probability of changes of status in occupancy of an area, colonisation, and extinction can also be determined.

USA - Denver: June 2014

Dr. Fabiano spent the month of June 2014 working with Dr. Larissa Bailey at Colorado State University (CSU) in Fort Collins, Colorado (USA). Dr. Bailey, a leader in the field of population dynamics and in particular occupancy modelling, along with Dr. Evan Cooch are CCF's scientific advisors for the ACP. The main purpose of Dr. Fabiano's stay was to run simulations aimed at assessing the statistical power of different study designs to detect differences in the carnivore occurrence among different habitats and explore potential estimates for occupancy and detection, given limited funding for the ACP. To this end, the team simulated various scenarios representing possible differences in cheetah/carnivore occurrence assuming disproportional use of habitat types (some areas thought to be suitable carnivore/cheetah habitat and other less suitable habitats). Additionally, the method allows for 'imperfect detection', or the likely scenario where carnivores/cheetah may use a sampled area but are not detected in a single survey. Results show limited power to reject the hypothesis that carnivores/cheetah are distributed homogeneously among habitat types (no difference in occupancy probabilities between habitat types), but the ability to detect habitat differences can be improved by increasing the sampling effort preferably in terms of increasing the number of spatial sampling units. This work is fundamental to ensure proper study design and make recommendations to the Angolan Ministry of Environment on best course of actions regarding assessing cheetah's and other carnivores' status in the long run in Angola. Overall, results from this work are now being incorporated into discussions with various parties on how to proceed in terms of sampling carnivores/cheetah in Angola. Dr. Fabiano solidified his skills during this period regarding the use of occupancy modelling while strengthening the relationship with our collaborators in the USA.

Additionally, Fabiano exchanged ideas on a design for conducting a national cheetah survey for Namibia.

Angola Surveys

During the second half of the year, Dr. Fabiano continued to engage with the Ministry of Environment in Angola in various fronts regarding the conduction of pilot studies in two main areas, the Iona National Park and the Angolan section of the Kavango-Zambesi Transfrontier Park (Ao KAZA). Through Ministerial support, he was able to conduct two surveys between 5 – 11 December in the Iona National Park. Sample designs were developed in collaboration with Dr. Larissa Bailey (CSU) and Dr. Evan Grant (USGS). Sampling included searching for signs of the target species and a questionnaire to be used as an additional detection method as well as a measure to quantify human-wildlife conflict. However, for this phase the focus was on spoor tracking.

Dr. Fabiano and two officials from the Iona National Park traversed ~600km searching primarily for signs (spoor and scat) of cheetah, leopard, and brown hyaena. Park officials, in particular the Fiscal who was born nearby, proved to be well vested in terms of animal recognition.

Sampling was conducted primarily between 0630h to 1200h and again 1600h to 1830h. This resulted in the detection of 73 spoor: 57 of brown hyaena, eight of leopard, and eight of cheetah. They were also able to collect 86 scat samples, of which 51 were of brown hyaena, 31 of cheetah, and four of leopard. Dr. Fabiano is currently applying for the necessary permits to import the samples to Namibia as well as looking for funding for processing these samples. Processing these samples has a dual goal: animal ID and estimation of genetic diversity. Data from this pilot study will be used for improving current large-scale designs and adjust protocols for general monitoring of mammals in the park. The next step for Iona is to conduct a more intensive survey (covering at least 3,000 km) later in April 2015. Ultimately, the intent is to use the information collected during the pilot survey to design a more intensive survey to be conducted during the dry season.

As for Ao KAZA, Dr. Fabiano's efforts continue in order to conduct a similar pilot study in early 2015, before waters from the highlands reach the area.

Overall, CCF is pleased by the Angolan Ministry of Environment taking a leading role, with CCF and other partners serving as supporters of the Ministry's activities towards the conservation and management of carnivores and other biodiversity in Angola, for the benefit of the Angolan people.

F. Ecosystem Research

As over 80% of Namibia's game inhabits farmland, assessment of the Namibian ecosystem for long-term habitat viability for the cheetah and its prey is a part of CCF's primary on-going research.

1. Weather Monitoring

We continued collecting rainfall data on our farms and daily high and low temperature readings throughout 2014. Although the rainfall until June 2014 was slightly lower than the average for the first six months of the year at CCF Centre, it was slightly higher than average at other points on the CCF land, like Boskop (Figure 11). Since January 2014, CCF has had enough rain to fill up the dams and for the grazing to recover. From July to December 2014, CCF has received at total of 208.7 mm across all the rain gauges. Over a ten period (2004 – 2014) CCF has received a total of 5,378 mm, with a yearly average of 489 mm (\pm 244 mm SD). In 2007 CCF received the lowest yearly rainfall at 115 mm; in comparison, the greatest amount of rain fell in 2011 (1022 mm). The rainfall received in 2014 is substantially higher than the median (447 mm) rainfall found across the 10 years.

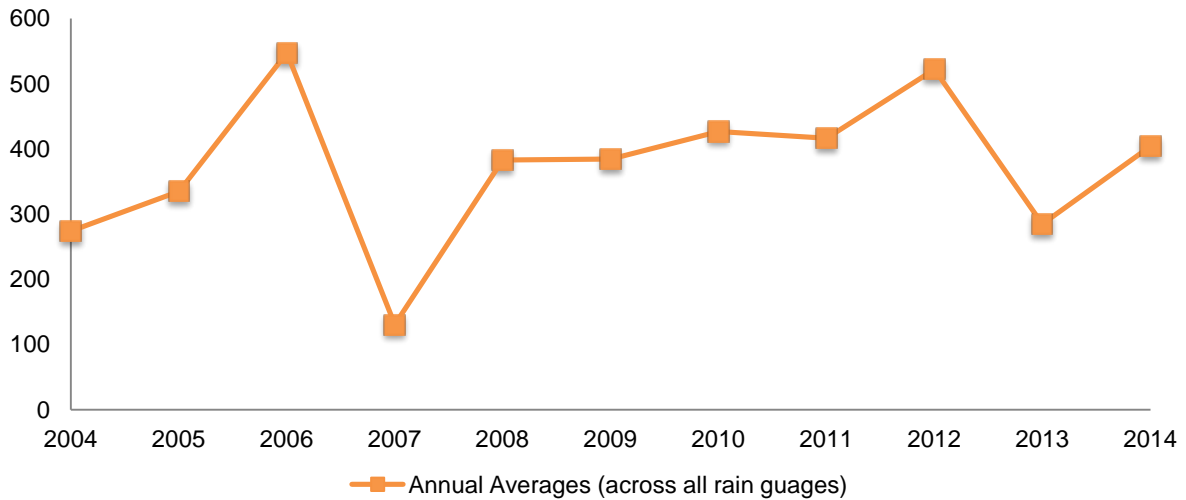


Figure 11: Annual averages of rainfall from 2004 to 2014

The lowest temperature recorded so far for 2014 was on 12 June (-4° C) and the highest temperature was recorded on 14 September (35° C).

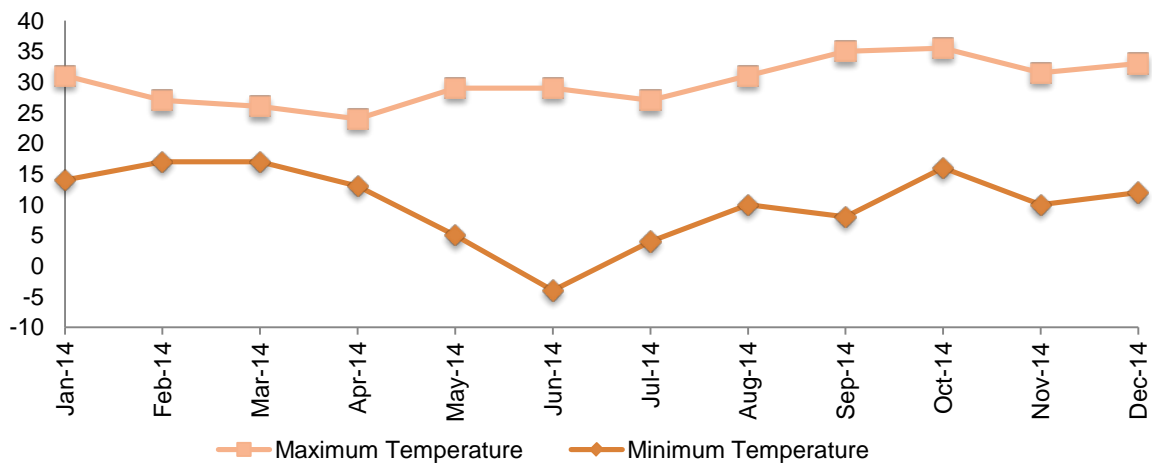


Figure 12: Monthly minimum and maximum temperatures (centigrade) for 2014

2. Game Monitoring and Prey Habitat Preferences

CCF's long-term wildlife monitoring programme continues with the assistance of volunteers and student interns. The research conducted on CCF farms is designed to understand patterns and trends of game density, movements, demographics, and habitat utilisation. The monthly monitoring involves visual road counts, categorising vegetation types, densities, and distributions. This information is correlated with data collected on rainfall and temperature.

Big Field Game Counts

CCF's Big Field, known also as 'The Little Serengeti', is an old uncultivated field of 1,492 hectares. The field, one of the largest open uncultivated areas in the north central farmlands, attracts a high number of free-ranging game. This area provides an ideal case study to monitor ecological successional trends. Apart from containing high prey densities for cheetahs and leopards, this area is where most of the game is, so monitoring trends and understanding the dynamics of how the game utilises the field provides important

information for future management strategies and is very helpful for tourism in the long term. For this reason, CCF has been conducting monthly counts since 2004. The field habitat has changed over the years and currently has a high density of Bitter bush (*Pechuel-loeschea leubuitziae*), which has triggered a change in species density on the field.

During 2014, a total of 35 replicate counts were conducted on the Big Field, resulting in a sampling effort covering 627.84km. There are three routes on the field: Chewbaaka Road (6.34km), Midfield Road (5.38km), and Osonanga Road (4.76km). The total distance travelled per day by three teams is 16.48km and per month is 49.44km. All data from these surveys were entered into the main database and preliminary results on trends were produced. Population estimates (Table 4) for the most common (Figure 13) and least common (Figure 14) animal species during this period were compared to the same period in 2013, showing an overall decrease in density amongst the kudu, oryx, warthog, steenbok, kori bustard and red hartebeest.

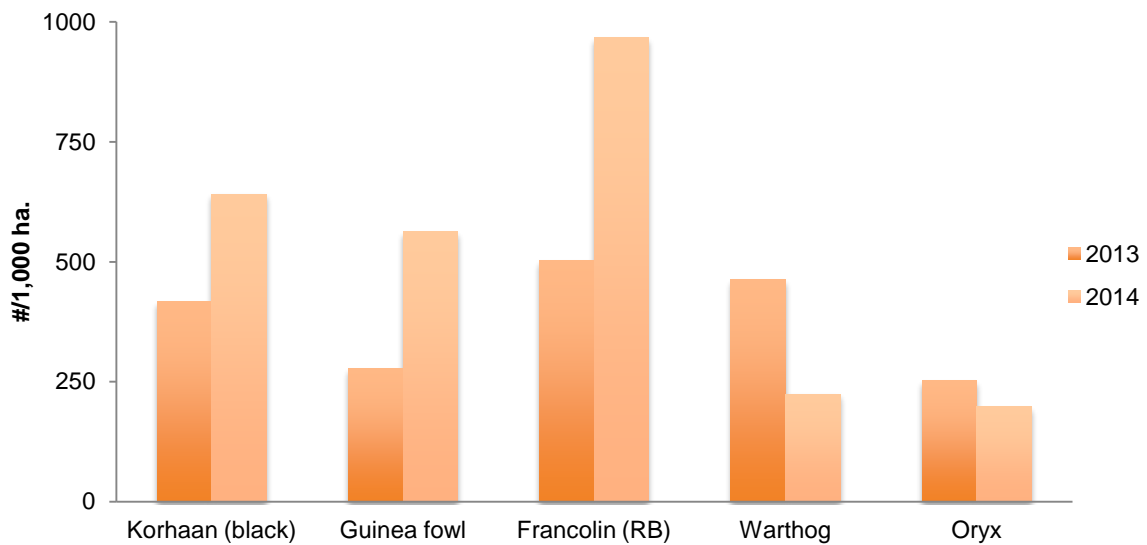


Figure 13: Comparison of distance-density estimates for the most common game species on the CCF Big Field for January to December 2013 to January to December 2014

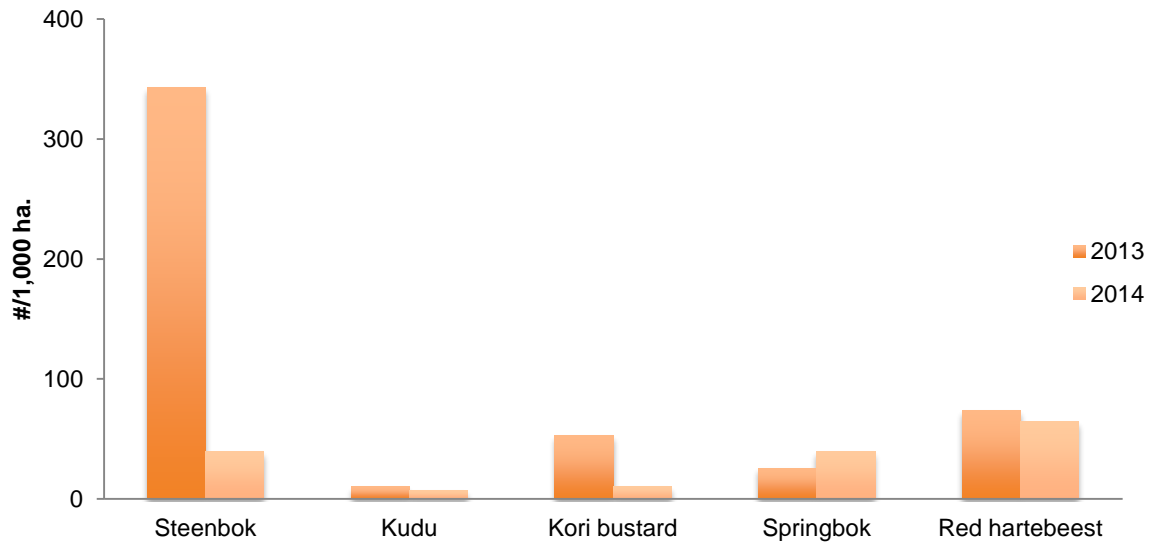


Figure 14: Comparison of distance density estimates for the least common game species on the CCF Big Field for January to December 2013 to January to December 2014.

Table 4: Population Estimates (mean \pm lognormal confidence intervals) of common game species counted on the CCF Big Field for January to December 2014. Estimates are given with 95% lower (N LCL) and upper (N UCL) confidence limits.

Common name	Effective Strip Width (ESW)	Population estimate (abundance)		
		Mean	Lower CI	Upper CI
Steenbok	21.6	39	28	54
Warthog	29.9	224	175	288
Springbok	137.2	39	23	67
Red hartebeest	214.2	64	45	91
Ostrich	239.9	7	4	13
Oryx	203.1	197	163	237
Korhaan (red crested)	9.6	35	18	65
Korhaan (northern black)	1.8	1045	641	1705
Kori Bustard	71.8	10	7	14
Guinea fowl	8.1	563	307	1030
Francolin (red billed)	3.7	967	656	1423
Francolin (Swainson's)	9.3	97	45	210
Francolin (unknown)	7.8	30	9	98

Circuit Counts

Since 1996, CCF has been conducting 55-km road strip count transects on farm Elandsvregude to investigate game distribution in relation to habitat type and trends in density.

Across 2014, a total of 20 game counts were conducted on Circuit B, covering over 520km of farm road. Circuit A has not allowed for monitoring due to poor road conditions. See Table 5 for the most common wildlife species observed on CCF's Circuit B for the period.

Oryx were the most frequently observed, followed by red hartebeest, steenbok, and warthog. Game sightings were mostly common on the CCF Big Field (Figure 15).

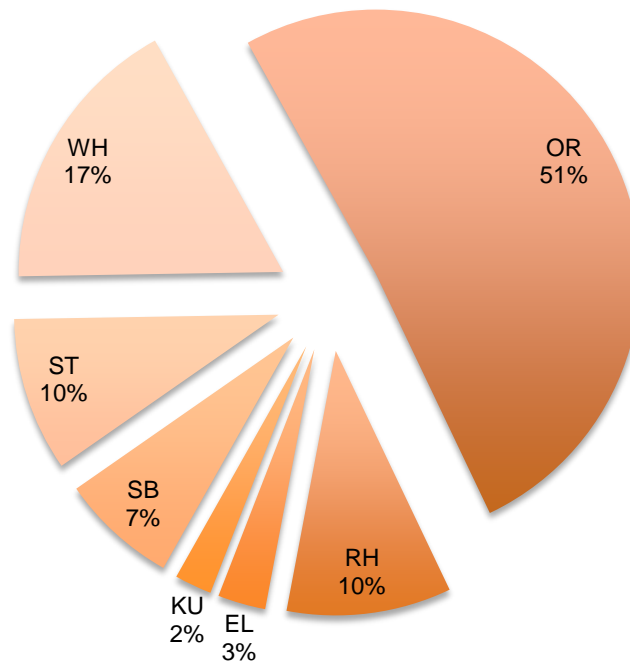


Figure 15: Common game distribution on the CCF circuit counts from January to December 2014 (OR = oryx, WH = warthog, ST = steenbok, SB = springbok, RH = red hartebeest, EL = eland, KU = kudu)

Overall, game density estimates were higher amongst the main species in 2014 than during the same period in 2013. Most animals on the circuit counts were frequently seen on the CCF Big Field (Figure 16).

Table 5: Population estimates (per 1,000 ha.) of the most common wildlife species observed on CCF's Circuit B for the period of January to December 2014. Estimates are given with 95% lower (N LCL) and upper (N UCL) confidence limits.

Common Name	Distance			Strip			Overall	
	N	N LCL	N UCL	N	N LCL	N UCL	N mean	95% ±
Kudu	7	3	15	10.2	3.8	16.6	9	3
Oryx	157	113	217	227.0	146.4	307.7	192	69
Red hartebeest	31	18	53	52.7	24.6	80.9	42	21
Springbok	22	8	57	39.9	17.0	62.8	31	18
Warthog	53	35	82	72.2	43.4	100.9	63	19
Eland	9	4	24	15.7	2.3	29.1	12	7
Ostrich	3	2	6	5.2	2.9	7.6	4	2
Steenbok	29	20	43	41.9	27.1	56.7	35	13
Kori Bustard	4	2	7	6.1	2.7	9.4	5	2
Francolin (red billed)	508	259	994	470.5	158.2	782.8	489	37
Korhaan (northern black)	66	42	102	53.0	32.5	73.4	59	13
Guinea Fowl	1129	484	2634	578.4	148.3	1008.5	854	540
Korhaan (red crested)	95	38	241	84.8	2.1	167.5	90	10

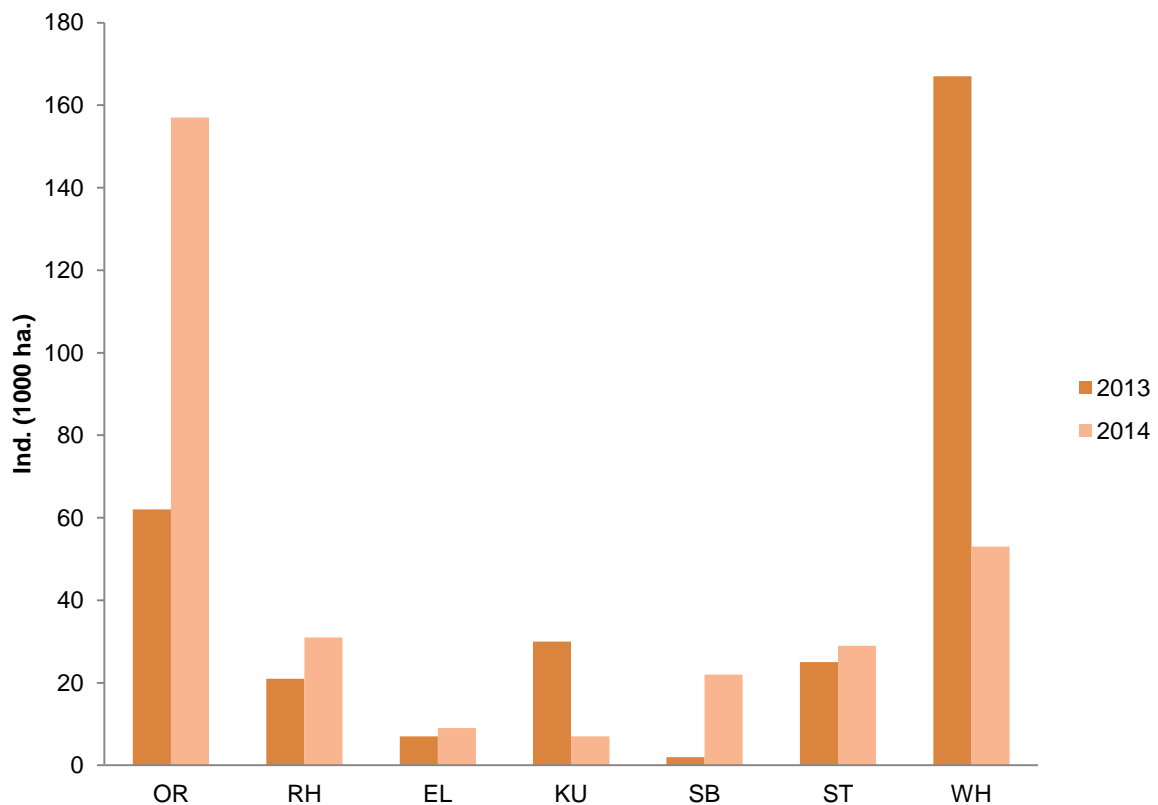
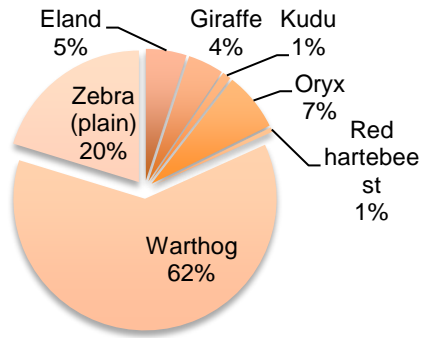


Figure 16: Abundance estimates (animals per 1,000 ha.) of common wildlife species observed on circuit counts for farm Elandsvreugde from January to December 2013 and 2014. Estimates were derived from distance sampling.

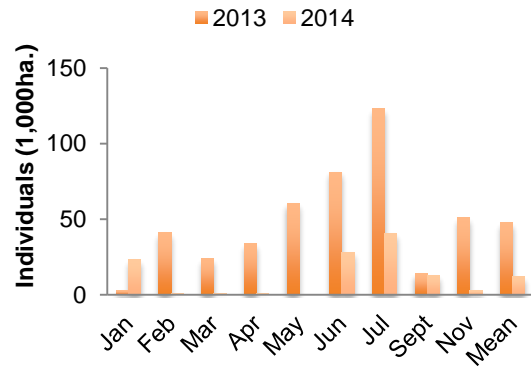
Bellebenno 12-hour Waterhole Counts

To assist in developing a management plan for the 4,000-ha game-fenced Bellebenno camp, CCF started monthly 12-hour waterhole counts in 2008. CCF volunteers and staff members assist with these on-going counts, which involve being positioned in hides at each of Bellebenno's four waterholes and counting animals that come to the waterhole. Information such as species, age, sex, and condition are recorded on standardised sheets, as well as whether the animals utilise the waterhole or the salt lick placed at the site. These counts are designed to help us understand patterns and trends in game numbers, such as survival rates in juveniles and sub-adults and recruitment from one age class to the next. The counts take place from 6 a.m. to 6 p.m. with two observers in each hide.

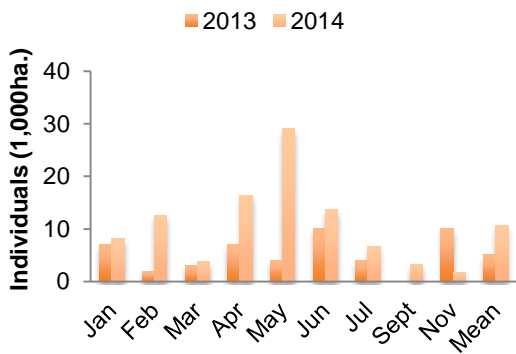
From January to July 2014, waterhole counts were conducted for each month at the four waterholes within the game camp. Post July 2014, waterhole counts were conducted on a bi-monthly basis (September and November). A total of 3,344 animals were counted from 21 different species (Table 6). Population estimates derived from these counts showed that warthogs were highly abundant amongst all animals present in the game camp (Figure 17). Least population estimates were observed amongst the eland, kudu, and red hartebeest.



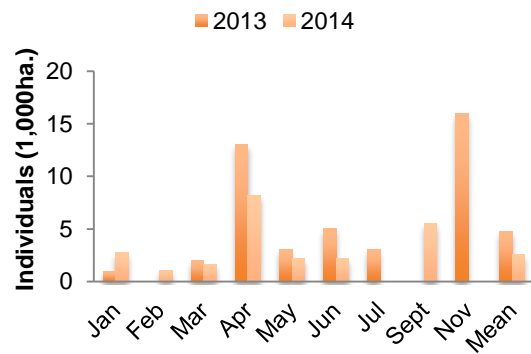
A. Overall game composition.



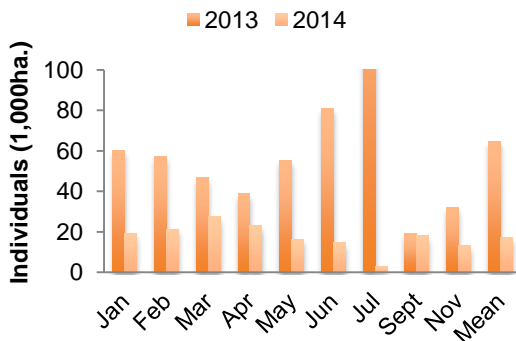
B. Eland (a = 1)



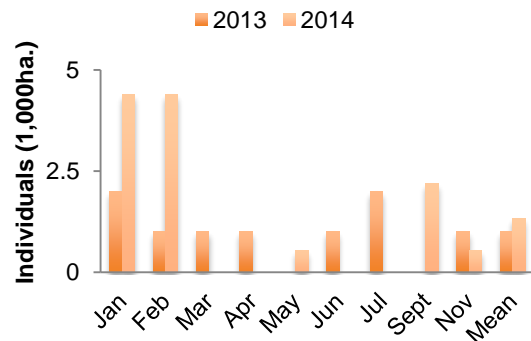
C. Giraffe (a = 1)



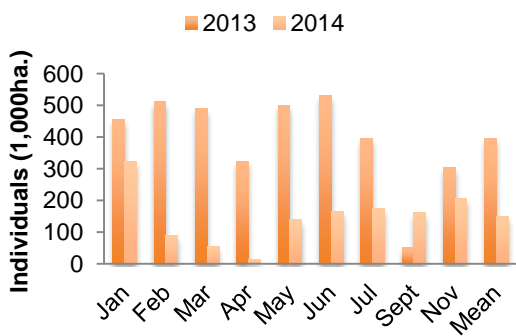
D. Kudu (a = 1)



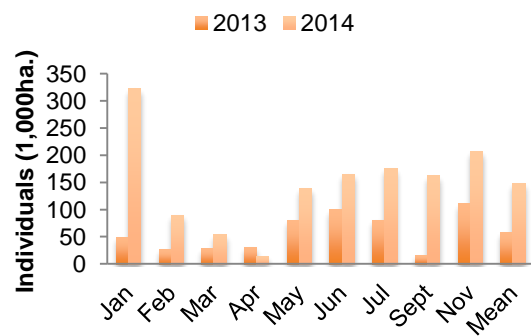
E. Oryx (a = 1)



F. Red hartebeest (a = 1)



G. Warthog (a = 1)



H. Zebra (a = 1)

Figure 17: Density estimates (individuals per 1,000 ha.) for game in the Bellebenno Game Camp from January to November 2013 & 2014.

Table 6: Actual numbers of animals counted and densities (animals per 1000ha) for the common game species in the Bellebenno Game Camp from January to November 2014.

Common Name	Mean of N	± 95% CI	N	N LCL	N UCL
Eland	22	18	32	20	44
Giraffe	19	10	47	36	58
Kudu	5	3	11	8	14
Oryx	32	8	71	54	88
Red hartebeest	2	2	6	5	7
Warthog	270	108	402	254	550
Zebra (plains)	89	37	102	53	151

Annual Waterhole Count

Two 12-hour waterhole counts were conducted in the Waterberg Conservancy: 26 July 2014 and 28 August 2014. The annual Waterberg Conservancy waterhole count provides population and density estimates and trends of game species on the Waterberg Conservancy farms. The count also provides information on group sizes and population demographics and is vital for long-term monitoring. Through continued regular monitoring of wildlife populations utilising the conservancy lands, more effective conservation of game species will be possible. Data from the counts is used to determine which species and sexes should be hunted to sustain a healthy population, as well as to highlight those that need to be conserved. Regular monitoring of key indicator species gives an indication as to the health of the ecosystem in general, and signal problems as they emerge, making them still manageable.

This year 22 waterholes were counted across seven farms within the Waterberg Conservancy. The observers (two persons per waterhole) consisted of CCF staff, interns and volunteers. A total of 5,643 individual animals (compared with 4,934 in 2013, 5,127 in 2012, 3,220 in 2011 and 5,963 in 2010) representing 22 species (17 mammals, 5 birds) were recorded. Warthog, guinea fowl, greater kudu, and the red crested francolin were the most common species. The actual numbers counted, the extrapolated totals (taking into account the proportion of counted waterholes vs. available waterholes on each farm) and the densities for the five main game species (warthog, kudu, oryx, eland, and red hartebeest) across the conservancy are shown in Table 7. For all species, a drinking frequency of once per day was assumed ($a = 1$), additionally a frequency of $a = 5$ was also used for oryx, eland, and red hartebeest as there are limited data available on the drinking frequency of these species.

Table 7: Actual numbers of animals counted, extrapolated totals and densities (animals per 1000ha) for the five main game species in the Waterberg conservancy

Species	Actual # Counted	Extrapolated Total	Density (per 1000ha)
Warthog ($a = 1$)	1887	3774	105.47
Kudu ($a = 1$)	365	730	20.40
Oryx ($a = 1 - a = 5$)	240	2400	13.4 - 67.1
Eland ($a = 1 - a = 5$)	155	310 - 1550	8.7 - 43.3
Red Hartebeest ($a = 1 - a = 5$)	98	196 - 980	5.5 - 27.4

The change in densities of the five main game species, in combination with rainfall, is shown in Figure 18. During the past 19 years we can see some trends appearing in the populations of main game species. A decline was observed on density estimates for all species except for the red hartebeest relative to 2013 estimates (i.e., 17% increase). Nevertheless, red hartebeest estimates still remain at relatively low densities. Kudu numbers have fluctuated since 1995 and have fallen this year. Similarly, warthog and oryx numbers have fallen this year, though not below densities reached in previous years. Game densities often have a delayed correlation with precipitation, but this year's decline in densities may mean that there is a two-year delay since 2011 had a decrease in rainfall, or that the drought experienced in 2013 had very imminent effects on

game densities accentuated by a decline in the average rainfall of approximately 50% in 2014 across the Waterberg Conservancy.

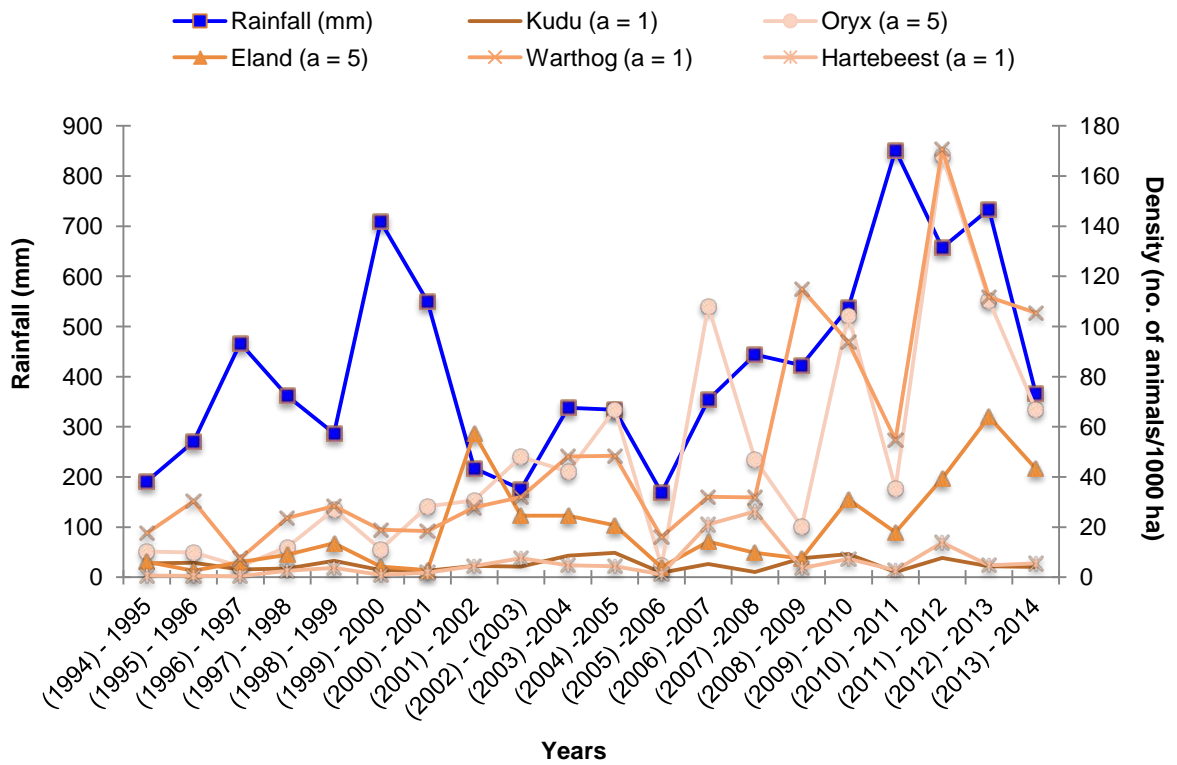


Figure 18: Density estimates (animals per 1000ha) for the five main species vs. rainfall across the Waterberg Conservancy 1995-2014

3. Bush Encroachment and Biodiversity

Bush encroachment is an environmental problem threatening Namibia’s rangeland productivity, food security, and biodiversity conservation nationwide. However, it also has potential as a renewable resource for alternative energy, especially in rural areas, and may alleviate electricity shortages projected to affect Namibia in the near future.

Research continued around CCF’s bush project in 2014. From April to May 2014, a study aimed at identifying the type of native Acacia thornbush causing encroachment, available dry bush biomass density (kg/ha), species diversity and richness required for effective bush thinning operations, and post-harvest monitoring was conducted within the Ozonahi Conservancy within the Greater Waterberg Landscape, in the eastern communal areas (Figure 19).

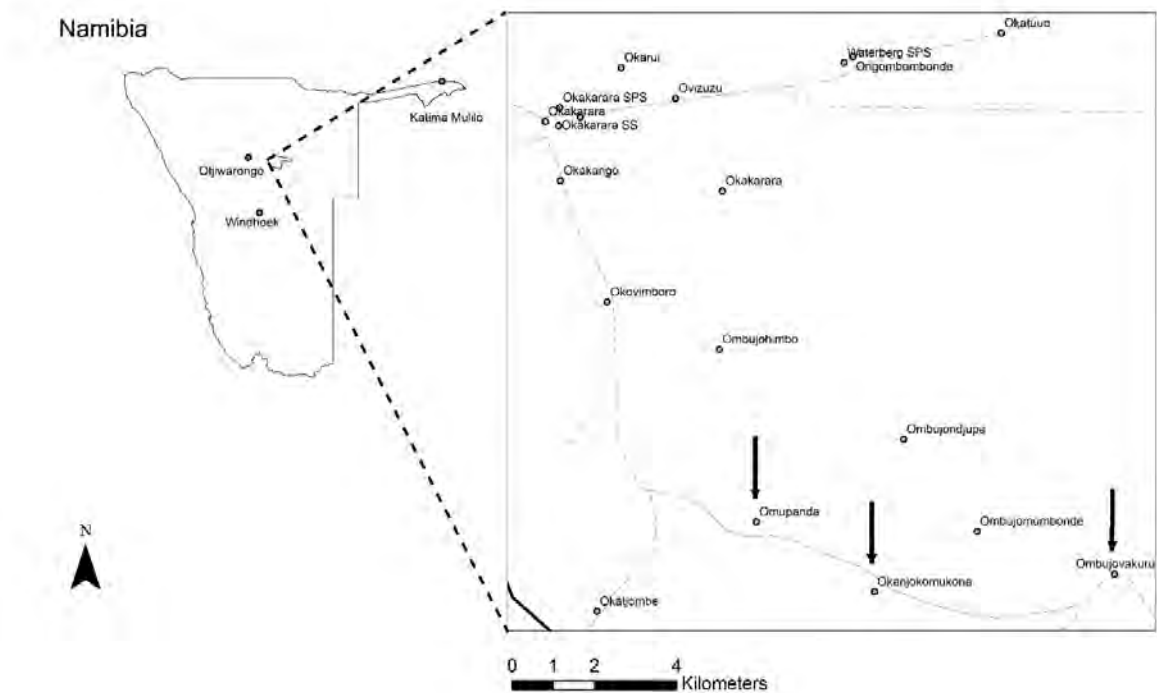


Figure 19: Location of the study area in the Ozonahi conservancy

CCF's ecology staff undertook vegetation surveys at three separate sites: Omupanda, Okanjokomukona, and Ombujovakuru in the Okakarara constituency. The study plots spanned over 400 hectares of communal farmland; a data set comprising 136 circular plots (each 113.14m²) was collected during the field work for analysis. Results revealed that the encroaching woody species composition was dominated by the black thorn (*Acacia mellifera*, 84% overall) at all the study sites. Another encroaching species, the false umbrella thorn (*A. reficiens*, 11%), was the second highest in abundance. Species such as the sickle bush (*Dichrostachys cinerea*, 4%), the common sand Acacia (*A. fleckii*, 1%), and the umbrella thorn (*A. tortilis*, <1%) were not commonly found. Due to the high woody density of the black thorn, species diversity of encroaching bushes was generally low at all three sites: Omupanda ($H' = 0.05$), Okanjokomukona ($H' = 0.46$), and Ombujovakuru ($H' = 0.3$). Available woody biomass was highest at Omupanda with *A. mellifera* contributing the most harvestable material (Table 8).

Table 8: Mean biomass in tons/ha availability for encroaching species in the Ozonahi conservancy

Species	Okanjokomukona			Omupanda			Ombujovakuru		
	Mean	Min	Max	Mean	Min	Max	Mean	Min	Max
<i>A.fleckii</i>	0.24	-0.23	0.72	0.81	-0.77	2.38	0.00	0.00	0.00
<i>A.mellifera</i>	5.79	3.36	8.23	23.45	15.37	31.53	6.31	2.98	9.65
<i>A.reficiens</i>	3.89	1.13	6.65	1.26	-0.65	3.17	3.60	0.37	6.84
<i>A.tortilis</i>	0.02	-0.02	0.05	0.00	0.00	0.00	0.00	0.00	0.00
<i>D.cinerea</i>	0.19	0.00	0.38	0.00	0.00	0.01	0.03	-0.02	0.08
Overall	10.13	7.07	13.20	25.52	17.36	33.67	9.95	5.63	14.27

Findings have shown that harvestable aboveground biomass yields for the most encroaching species, *A. mellifera*, is approximately 12 dry tons/ha and is comparable to available woody biomass on CCF farms.

We are currently drafting contracts with the local farmers targeting the areas surveyed. Harvesting will commence as soon as the contracts are signed and harvest permits are received from the Ministry of Agriculture, Water, and Forestry.

Additionally, CCF and the University of Hamburg in Germany have entered into an agreement to study the impacts of bush encroachment and bush clearing on soil and vegetation characteristics, and on the savannah water budget. This project is part of the Southern African Science Service Centre for Climate Change and Adaptive Land Management (SASSCAL). The project has three sites in Namibia and CCF farms are included. In November 2014, data collection equipment consisting of rain gauges and soil moisture meters, as well as remote digital data transmitters were installed in previously harvested sites and current bush-encroached sites on CCF farms Cheetah View and Boskop.

4. CCF Rhino Reserve

CCF continues to monitor its 14,640ha rhino reserve, where a small population of south-western black rhinos (*Diceros bicornis*) resides. The rhinos are part of the Namibian Ministry of Environment and Tourism's (MET) Black Rhino Custodian Programme.

CCF monitors the rhinos by deploying trail cameras across the reserve at key points that include waterholes, dung middens, game trails, and roads (Figure 20). Although the natural waterholes were all filled after the rains last year; a couple have dried up completely, leaving a handful with a fair amount of water, which ensures that all the animals have access to water. Cameras are regularly repositioned, as the rhinos themselves migrate across the reserve. Individuals can be identified in photographs by a number of features, including ear notches, horns profiles, and hide scars. Waterhole counts and afternoon/night-time monitoring patrols are also conducted, while a number of additional hi-tech monitoring methods are under investigation.



Figure 20: A recent photo of a male rhino taken by a remote camera trap

As part of our on-going commitment to environmental education, all volunteers and working guests have spent time with our rhino patrols and are taught about the rhino's 50 million-year history and the current problems they face from the multi-million dollar illegal horn trade.

5. Playtree Research

Namibian cheetahs are known to frequent what have been termed 'playtrees', which are normally large and visually conspicuous trees used for territorial marking and social interactions.

Olfactory communication, such as scent-marking, plays a vital role in the conspecific interactions of numerous mammalian species because it allows for communication in the absence of the sender. Furthermore, every mark can possess detailed information about the sender. Namibian cheetahs are highly selective when choosing sites for scent-marking.

In 2005, a camera survey was started at a number of playtrees, both on CCF land and neighbouring farms, as part of developing census techniques for free-ranging cheetahs. Identifying potential locations for camera placement is crucial for increasing the probability of cheetah captures. During all years of the camera trapping survey, 526,860 photos were taken and analysed. This data has been used as a part of Ezequiel Fabiano's PhD thesis and a paper is currently in preparation for journal submission.

Playtrees, once present and identified in a habitat, can provide valuable survey data on known individuals occupying a particular home-range. However, there are instances where playtrees are difficult to identify or are absent in a given habitat.

CCF's camera trap data at playtrees was used in the beginning of 2013 for an undergraduate thesis by CCF former intern, Eli Walker, who is now part of CCF's staff. The purpose of this study was to determine the characteristics of the playtrees that make them suitable for use by cheetahs. A nominal logistic regression was used to determine the physical characteristics most influential in separating high-use playtrees from low-use playtrees. Results show that cheetahs select playtrees based on visibility, which suggests that visual conspicuousness is a driving factor in cheetah scent-post selection, because it enables cheetahs to maximise each mark's detectability by conspecifics. These results provide meaningful insight into the spatial structuring and ecology of Namibian cheetahs. This study was submitted for publication in the South African Journal of Wildlife Research in December 2014.

6. Alien Invasive Species Removal

Protecting the habitat in which cheetahs live is an important element of CCF's work. To this end, a team consisting of staff, interns, and volunteers have assisted with the removal of alien invasive species: the Mexican poppy (*Aregmone ochroleuca*), prickly pear (*Opuntia spp.*), and the thorn-apple (*Datura innoxia*) present on CCF farms.

Because it is toxic, our first priority is to remove all of the thorn-apple plants from the areas around our Model Farm where our goat and cattle herds have access. During this period, most removals were conducted on farm Elandsvreugde and Janhelpman near livestock posts and kraals. CCF has also started to harvest prickly pear, another alien invasive. Plants that are non-toxic are cut and sundried before they are fed as fodder for livestock.

G. Scientific Publications and Papers

1. Scientific Papers

Published Papers:

- Kaiser, C., Wernery, U., Kinne, J., Marker, L. and Liesegang, A. The role of Copper and Vitamin A-Deficiencies leading to neurological signs in captive cheetahs (*Acinonyx jubatus*) and lions (*Panthera leo*) in the United Arab Emirates. Food and Nutrition Sciences 10/2014; 5(20).
- Rust, N., Nghikembua, M., Kasser, J., Marker, L. Environmental factors affect swing gates as a barrier to large carnivores entering game farms. (2014) African Journal of Ecology. DOI: 10.1111/aje.12188 (first published online: 23 Dec 2014).

Papers in Preparation:

- Fabiano E.C, Marker L. Assessing carnivores and prey temporal interactions in north-central Namibia.
- Fabiano E.C, Sandro B, Schmidt-Küntzel A, Marker L, Eizirik E. Inferring the historical demography of the Namibian cheetah population using Bayesian analysis of microsatellite data.

- Fabiano, E., Vermeulen, D., Van Dieren, M., Rust, N., Marker, L. Camera trap-based density estimates: suitability for estimating densities of non-individually identifiable species.
- Fabiano E. C., Marker L., Nghikembua M., A comparison of cheetah abundance and activity patterns between hunting and non-hunting commercial conservancies in north-central Namibia.
- Khwaja, H., Schmidt-Küntzel, A. and Marker, L. Analysis of ovarian activity in group-housed captive female cheetahs (*Acinonyx jubatus*) using vaginal cytology.
- Marker, L., Etheridge, M., Walker, E.H., Rodger, Y., Shrivastava, S., Nghikembua, M., Schmidt-Küntzel, A. The release of captive-raised cheetahs in Namibia: management implications and lessons learned.
- Morre, K., Bagniewska, J.M, Nghikembua, M., and Marker, L., Investigating the extent of bush encroachment within Namibia: A long-term case study of bush encroachment in the Waterberg conservancy using fixed point photography.
- Quirke, T., Forsythe, K., Ramsey, R. and Marker, L. Comparative behaviour of a four female cheetah coalition pre and post release into a large game camp in Namibia.
- Reijneker, M., Winterbach, C., Marker, L. The effect of rainfall on herbivore population estimates from water point counts.
- Rust, N., Marker, L. Farmer training courses reduce perceived livestock depredation whilst increasing reported farm profits and tolerance toward carnivores.
- Schmidt-Küntzel, A., Forsythe K., Kreijtj, S., and Marker L. Diet of cheetah on game and livestock farms in central and north-central Namibia.
- Schmidt-Küntzel, A., Stoneburg, S, Mujaj, S.A., Barley, S.J., and Marker, L. Causes of Death of Captive Cheetahs 1970 – 2010.
- Schmidt-Küntzel, A., Williams, J., Marker, L. A formula-based rearing method for cheetah cubs.

Papers in Revision

- Buyer, J. S, Schmidt-Küntzel, A., Nghikembua, M., Maul, J.E., and Marker, L. Soil microbial communities following bush removal in a Namibian savannah. (Land Degradation and Development submitted – in revision)
- Fabiano E.C., Nghikembua M. T., Eizirik E, Marker L.L. Using remote camera traps for surveying and monitoring trends in abundance and density; a case study of a cheetah population in north-central Namibia. (Journal of Mammalogy)
- Fabiano E.C, Marker L, Schmidt-Küntzel A, Eizirik E. Estimating the effective population size of the Namibian cheetah *Acinonyx jubatus*: comparison of analytical approaches and assessment of the impact of vital rate variation. (Population Ecology)
- Flacke, G, L., Schmidt-Küntzel, A., and Marker, L. Chronic multifocal ulcerative dermatitis associated with Feline Herpesvirus-1 in a captive cheetah (*Acinonyx jubatus*) in Namibia (submitted Journal of Zoo and Wildlife Diseases- in revision).
- Marrow, J. C., Woc-Colburn, M., Hayek, L. C., Marker, L., and Murray, S. Comparison of two α 2-adrenergic agonists on urine contamination of semen collected by electroejaculation in captive and semi-free ranging cheetah (*Acinonyx jubatus*) (submitted Journal of Zoo and Wildlife Diseases / in revision).
- Nghikembua M., Harris J., Tregenza T., Marker L. Interactions between bush encroachment and large carnivore habitat selection: a case study on GPS satellite collared cheetahs in northern Namibia. (African Journal of Ecology)
- Potgieter, G. C.; Marker, L.L., and Kerley, G. I. H., More Bark than Bite? The Role of Livestock Guarding Dogs in Predator Control on Namibian Farmlands. (Oryx – in revision)

- Rust N. A & Marker L. L. Conservation in working landscapes: solutions to ensuring coexistence of people and wildlife. *Science Perspectives* (in revision).
- Switzer A.D., Munson L., Wilkins P., Hoffmaster A., Marker L. Free-ranging Namibian farmland cheetahs (*Acinonyx jubatus*) demonstrate immunologic naivety to anthrax (*Bacillus anthracis*). (*Journal of Zoo and Wildlife Diseases*).
- Weise, F.J., Lemeris Jr, J., Stratford, K. J., van Vuuren, R. J., Munro, S. J., Crawford, S. J. Marker, L. L., Stein, A. B. A home away from home: insights from successful leopard translocations. (*Oryx*)

Papers Submitted

- Marker L., Forsythe K., Dickman A. Pilot study of conditioned taste aversion trial on wild caught leopards. (submitted- *Cat News*)
- McGowan, N.E., Marks, N.J., Marker, L., Schmidt-Küntzel, A., Maule, A.G., Scantlebury, M. No temperature limit for hunting carnivores (in revision).
- Ngaturue D. Murova, Matti T. Nghikembua, Laurie L. Marker, and Richard M. Jeo. Ungulate distribution in different habitat on commercial Farmlands in North-Central Namibia. (*African Journal of Ecology*).
- Walker, E.H., Nghikembua, M., Bibles, B., and Marker, L. Scent-post selection in free-ranging Namibian cheetahs. (*South African Journal of Wildlife Research – in revision*)

Papers Accepted

- Marker, L., and Boast, L. Human Wildlife Conflict 10 Years Later - Lessons learnt and their application to Cheetah Conservation. (*Human Dimensions of Wildlife*).

2. Books

- Marker, L., Boost, L., Schmidt-Küntzel, A. *Biology and Conservation of Cheetahs* (in preparation)
- Marker, L. and Eszterhas, S. *A Future for Cheetahs*. Cheetah Conservation Fund. 2014.

3. Posters and Presentations

- Fabiano, E., Marker, L. Understanding carnivore ecology using remote camera trapping: the case study of cheetah in north-central Namibia. Large Carnivore Association of Namibia and Namibia Science Society. November 2014.
- Fabiano, E., Marker, L. The Cheetah Conservation Fund and its research on population dynamics. National Zoological Gardens of Pretoria. November 2014.
- Franklin, A. D., Schmidt-Küntzel, A., Terio, K. A., Marker, L., Crosier, A. E. Investigating genetic and health factors related to AA amyloidosis in captive cheetahs. North American Congress for Conservation Biology (NACCB), July 2014.
- Mitchell, N., Tricorache P., Durant, S., and Marker, L. The illegal trade in cheetahs. International Wildlife Trafficking Symposium. London, UK. February 2014.
- Rust, N. Reaching consensus on the best ways to reduce human-carnivore conflict on livestock farms. Mammal Society, 4-6 April 2014, Aston University, Birmingham.
- Schmidt-Küntzel, A., Marker, L. The Cheetah Conservation Fund: A multifaceted approach to cheetah conservation. 14th Annual Sahelo-Saharan Interest Group Meeting, Porto, 1 May 2014.

IV. Conservation

Whether perceived or real, livestock loss to cheetahs is an economic and emotional issue as farmers' livelihoods depend on the economic success of their livestock and wild game industries. While many Namibian farmers are very respectful of nature and tolerate a certain level of loss, some resort to lethal predator control rather than alleviating their problems in a non-lethal manner through appropriate livestock and predator management. By addressing the livestock-predator conflict through a conservation management strategy that benefits both humans and cheetahs, CCF is ensuring the long-term species' survival on Namibian farms and has raised greater awareness of better farm practices.

A. Livestock Guarding Dog Programme

1. Programme Overview

CCF's Livestock Guarding Dog Programme (LSGD) continues to be one of the most successful conservation projects to assist farmers with predator conflict in Namibia. As of December 2014 there were 180 dogs (89M, 91F) alive in the programme (Table 9), of which 150 (78M, 72F) are working dogs and 30 (11M, 19F) are retired or housed as pets.

Table 9: LSGD – Dogs alive as of 31 December 2014

Location	M	F	Total
Commercial	26	24	50
Commercial (CCF)	7	11	18
Communal	16	14	30
Emerging Commercial	14	15	29
Resettled	9	2	11
South Africa	1	1	2
Kenya	1	0	1
Tanzania	4	5	9
Total Working	78	72	150
Retired/Pet (breeding)	11	19	30
Total dogs alive:	89	91	180

CCF has also collaborated with the Ruaha Carnivore Project (RCP) in Tanzania, which is working to mitigate human-carnivore conflict in the Ruaha area. A large part of this conflict is driven by attacks on livestock, so in 2013 CCF provided four (2M, 2F) puppies for placement at RCP in Tanzania to protect livestock of Maasai and Barabaig farmers. The programme has been quite successful and due to this success, CCF provided six (3M, 3F) more puppies to RCP in December 2014. One female was left intact to help RCP create a breeding programme in the future.

CCF has also donated numerous puppies over the years to Cheetah Outreach, another facility who works to save the wild cheetah in South Africa, to help form their own livestock guarding dog programme. Since the trial programme was so successful in 2005, they also began breeding and providing Anatolian shepherds to farmers after the CCF model. The programme is key in helping farmers protect their livestock and thus save more cheetahs.

Currently, there are 26 (7M, 19F) intact dogs in the programme (Table 10), of which 12 (3M, 9F) reside at CCF as working dogs (3M, 7F) or pets (2F), eight (3M, 5F) work on commercial farms, three (3F) are pets, two (1M,

1F) are in South Africa, and one female is in Tanzania. Feliz (SB# 430), one of our intact females, passed away in February due to snakebite. Nesbit (SB# 485), one of our intact males, has been moved from the pet category to the working category since he now lives with livestock. Penda (SB# 287), an intact female housed as a pet at CCF, has been retired from breeding.

Table 10: LSGD – Intact livestock guarding dogs as of 31 December 2014

SB#	Dog Name	Born	Sex	Working/Pet	Farm Type	Country
205	Cheetah	12/15/2001	F	Pet	Commercial	Namibia
269	Uschi	9/4/2004	F	Working (CCF)	Commercial	Namibia
277	Uhtaya	9/30/2004	M	Pet	N/A	South Africa
285	Amos	3/18/2005	M	Working (CCF)	Commercial	Namibia
287	Penda	7/16/2005	F	Pet (CCF)	Commercial	Namibia
298	Branka	8/14/2006	F	Pet	N/A	Namibia
324	Wagter	9/18/2007	M	Working	Commercial	Namibia
347	Isha	2/6/2008	F	Pet (CCF)	Commercial	Namibia
382	Hediye	3/5/2009	F	Working (CCF)	Commercial	Namibia
392	Tiny	6/29/2009	F	Working	Commercial	Namibia
423	Max	end Jan-10	M	Working	Commercial	Namibia
451	Kiri	2/10/2010	F	Working (CCF)	Commercial	Namibia
424	Aleya	7/5/2010	F	Working (CCF)	Commercial	Namibia
405	Pandora	8/5/2010	F	Pet	N/A	South Africa
431	Firat	8/31/2010	M	Working (CCF)	Commercial	Namibia
456	Kaspaas	2/1/2012	M	Working	Commercial	Namibia
458	Nala	2/1/2012	F	Pet	N/A	Namibia
468	Kandake	8/11/2012	F	Working	Commercial	Namibia
485	Nesbit	2/17/2013	M	Pet (CCF)	Commercial	Namibia
487	Lady	2/17/2013	F	Working	Commercial	Namibia
490	Taya	2/17/2013	F	Working (CCF)	Commercial	Namibia
498	!Us	4/2/2013	F	Working	Commercial	Namibia
507	Repet	4/11/2013	F	Working	Communal	Namibia
524	Karibib	2/10/2010	F	Working (CCF)	Commercial	Namibia
535	Lady	9/10/2012	F	Working (CCF)	Commercial	Namibia
579	Busara	10/03/2014	F	Working	Communal	Tanzania

The LSGD programme is a crucial part in CCF's mission to conserve the wild cheetah and its continuing success is due to the efforts of dedicated CCF staff. Gebhardt Nikanor has worked on the programme since he joined CCF over 10 years ago. Paige Seitz arrived in December 2013 to manage the programme and CCF's Small Stock Supervisor, Tyapa Toivo, began assisting with dog trips in January 2014.

2. Breeding and Puppy Placements

During this 12-month period, a total of 56 puppies (29M, 27F) were born to six of CCF's females. Three puppies (2M, 1F) from an outside source were also given as a donation to CCF in June. These puppies were placed at the end of July (Table 11).

Table 11: Puppies born and type of placement from January 2014 to December 2014 (K = Commercial Farm; C = Communal Farm; EG = Emerging Commercial Farm; R = Re-settled Farm; P/B = Pet/Breeder; D = Dead; NP = Not Placed; IP = Intact Puppies)

Sire/Dam	431/451		536/537		285/287		548/468		431/424		431/524		581/507		Totals	
DOB:	20Apr'14		18May'14		23Jul'14		25Jul'14		30Jul'14		3Oct'14		16Oct'14			
Sex:	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
K	3	2	1	1	0	2	0	3	1	0	1	0	1	1	7	9
C	2	3	0	0	2	1	0	1	3	4	3	4	1	0	11	13
EC	0	0	0	0	2	0	1	0	0	0	2	0	0	0	5	0
R	0	0	0	0	0	0	2	0	1	1	0	0	0	0	3	1
P/B	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
D	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
NP	0	0	1	0	0	0	1	1	0	0	0	1	3	1	5	3
Total	5	5	2	1	4	3	4	7	5	5	6	5	5	2	31	28
IP	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2	0

- Kiri (SB# 451), a Kangal imported from Germany by her owner and brought to CCF for breeding purposes in 2012, was bred to our Kangal male Firat (SB# 431) for the third time. She successfully gave birth to a litter of 10 puppies (5M, 5F) on 20 April 2014. Five (2M, 3F) puppies were placed with communal farmers and the other five (3M, 2F) were placed with commercial farmers.
- Saba (SB# 537), an Anatolian bred with an Anatolian male named Jethro (SB# 536), gave birth to four puppies (3M, 1F). Both these dogs belong to Atousa Fischer-Buder who previously had two of CCF's dogs as pets. As a thank you, she gave CCF three of the puppies (2M, 1F) and will allow us to use Saba for breeding with our males for the next few years. One male and one female were placed on commercial farms. The other male was returned to Mrs. Fischer-Buder because his fur was too thick for a working dog lifestyle.
- Penda (SB# 287) was bred to our Anatolian male Amos (SB# 285) in May 2014 and gave birth on 23 July 2014 to seven (4M, 3F) puppies. Two females were placed on commercial farms, three (2M, 1F) on communal farms, and two males on emerging commercial farms.
- Kandake (SB# 468), a Kangal placed as an intact working dog on a commercial farm to be used for future breeding, was bred with a mongrel (SB# 548) in May 2014. She gave birth on 25 July 2014 to 11 (4M, 7F) puppies. One female was a stillborn, two (1M, 1F) were kept by the farmer as per an agreement and will no longer be part of the LSGD programme, and the other eight (3M, 5F) were brought to CCF at five weeks of age to be raised with livestock. Three females were placed on commercial farms, one male on an emerging commercial farm, two males on a resettled farm, one female on a communal farm, and one female as a pet due to a leg injury.
- Aleya (SB# 424) was bred to our Kangal male Firat (SB# 431) in May 2014 and gave birth on 30 July 2014 to ten (5M, 5F) puppies. Seven (3M, 4F) of the puppies were placed on communal farms, two (1M, 1F) on resettled farms, and one male on a commercial farm.
- Karibib (SB# 524) was bred for the first time to our Kangal male Firat (SB# 431) in August 2014 and gave birth on 3 October 2014 to 11 (6M, 5F) puppies. Of these, six (3M, 3F) were sent to Tanzania to work with our collaborative project, RCP. One of the remaining females was placed on a communal farm and the other was placed on a commercial farm, while the remaining three males were placed on commercial (1M) and emerging commercial (2M) farms.
- Repet (SB# 507), an intact working dog placed on a communal farm to be used for future breeding, was unintentionally bred to a mongrel (SB# 581) in August 2014 and gave birth on 16 October 2014 to 7 (5M,

2F) puppies. Four (3M, 1F) of these puppies will not be placed until January 2015, while two (1M, 1F) were placed on commercial farms and one male on a communal farm. Two males will be given to Repet's previous farmer as per agreement and will remain in the LSGD programme. Repet will stay at CCF for breeding purposes and the farmer received one of Penda's sterilised puppies in return.

- Isha (SB# 347) was bred with our male Kangal, Firat (SB# 431) in November 2014 and is due to give birth in January 2015.

The farmers receiving puppies participated in CCF's mandatory one-day course 'Puppy Information Day', where the farmers are trained on the correct methods of raising a livestock guarding dog. The courses cover care and training of livestock guarding dogs, as well as predator-friendly livestock management.

3. Follow-up on Prior Placements and Health Survey

Before any dog is placed on a farm in Namibia, CCF conducts a pre-approval farm visit to ensure that the farm has the facilities and capabilities to ensure the health and wellbeing of the dog, and that it can provide the right conditions for the dog to succeed as a livestock guarding dog. After a puppy is placed, CCF performs follow-up visits at three, six, nine and twelve months of age, and then yearly, to ensure the health and success of each dog. If an individual dog is being abused or mistreated, CCF will confiscate it from the farm and nurse it back to health. The dog will then be placed on a different farm if deemed able to work.

During 2014, CCF staff visited 93 (49M, 44F) dogs, of which 28 (17M, 11F) received their one-year of age visit. The dogs were vaccinated against rabies and other canine diseases, had an overall health check, and were evaluated on their working success. All were thoroughly checked and reported to be working well. Following are some outcomes and findings from the follow-up visits:

- Swartbek (SB# 480) died on 1 December 2013 from snakebite on his commercial farm.
- Bulla (SB# 395) was killed by snakebite on his emerging commercial farm on 31 December 2013. The farmer only informed CCF in May when he was contacted for his yearly visit.
- Kwassie (SB# 364) was retired in January 2014 from her commercial farm. She still resides in the *kraal* with the livestock but no longer goes out due to poor health. The farmer believes she was poisoned at some point and has just become too weak to work but still eats well.
- Feliz (SB# 430), one of CCF's breeding female Kangals, died on 8 February 2014. She was out with our livestock herd and had disappeared for a few minutes. The herder found her dead under a tree. The necropsy concluded her death was due to snakebite.
- Karibib (SB# 524), an intact female Kangal, was born on 10 February 2010 in Germany and purchased by a farmer in the Karibib region. One year ago, she had apparently run away from the farm and later returned. At the beginning of 2014 the farmer decided he no longer wanted her and asked CCF to take her. She was extremely thin and showed signs of recent birthing. In addition, she had a big tumour on her side. She arrived at CCF on 21 February 2014, and after a week or so of good nutrition, CCF's veterinary team operated to remove the tumour. She healed and is doing very well at CCF, where she will remain as a breeding dog. She also is in training to become CCF's ambassador livestock guarding dog.
- Wagter (SB# 363) was confiscated on 6 March 2014 from a commercial farm due to malnourishment, which caused the dog to start hunting small game. CCF nursed her back to health but could not re-train her against hunting. She was re-homed as a pet on 21 August 2014. Unfortunately, she began fighting with the owner's other dogs and was returned on 8 October 2014 and is now housed as a pet.
- Prince (SB# 312) was killed by snakebite on 6 March 2014 on his commercial farm.
- Joyberg (SB# 467) was killed by snakebite on 16 March 2014 on her emerging commercial farm.

- Lucky (SB# 495), one of Kiri's puppies born in April 2013, was hit that year by a car when crossing a road on the emerging commercial farm's property with his herder and livestock. In December 2013, CCF provided extensive medical care including two major surgeries in Windhoek. Care continued for several months while he recovered at CCF. Lucky was re-homed as a pet on 26 March 2014 in Otjiwarongo.
- Tjevera (SB# 371) was confiscated from an emerging commercial farm on 21 November 2013 during a routine annual health check. She was severely malnourished and was suffering from untreated tick wounds to the left ear. She recovered to full health at CCF and was re-homed on 16 April 2014 as a working dog to another emerging commercial farm and is working well.
- Mekondjo (SB# 500) disappeared with his livestock from his emerging commercial farm in the early days of April and was presumed dead on 16 April 2014. The farmer believes the livestock and dog became stuck on the opposite side of a riverbed after some heavy rains.
- Lady (SB# 535), an Anatolian, was born on 10 September 2012 in South Africa and purchased by a farmer who previously had a guarding dog from CCF. She was given to a friend of the owner, who did not train her properly. She was allowed to run with house dogs and ended up not working well with livestock. She was then returned to the original owner and began interfering with his working dog, so he offered her to CCF. Lady arrived on 23 April 2014 and is an intact female who will only be used for breeding.
- Anna (SB# 441) died on 14 May 2014. Her owner, a commercial farmer, said she became weak and was immediately taken to the vet on 13 May 2014. The vet could not diagnose her illness and she passed away overnight. The owner has applied for a new dog since her livestock losses have reduced greatly due to her LSGD.
- Cheetah (SB# 255), a working dog who belonged to Armas Shanika (CCF's herder), was euthanized on 25 May 2014 after having seizures the previous day.
- Polies (SB# 515) was killed by snakebite on 19 June 2014 on his communal farm.
- SB# 530 (no name was given at the time) was killed by unknown causes on 20 July 2014 on her commercial farm. The *kraal* the puppy stayed at was situated far from the house and it is believed a predator came in to the kraal, killed the puppy, and took the body.
- Bobby (SB# 207), a pet dog, died of old age on 7 July 2014.
- Diamond (SB# 531) was killed by snakebite on 9 September 2014 at her communal farm.
- Nandjila (SB# 533) was killed by snakebite on 8 October 2014 at her commercial farm.
- Duma (SB# 326) was confiscated from his commercial farm on 9 November 2014. The farmer asked CCF to pick up the dog because he believed the dog was no longer working properly. CCF retrieved the dog and his health improved under CCF's care. On 25 November 2014, he was placed as a working dog on another commercial farm where Armas Shanika (CCF's herder) works. He has been showing good progress and is getting situated with his new herd.
- Tjevera (SB# 561) was brought to CCF on 19 November 2014 after Gebhardt had visited his commercial farm and the dog had a problem with his right eye, it had clouded over blue. He was later diagnosed with Erlichiosis and received antibiotics for 4 weeks. He was re-homed as a working dog on a communal farm on 3 December 2014.
- Dolly (SB# 449), a working dog on a communal farm, was confiscated due to poor health. Further examination at CCF's clinic revealed that she had developed tongue cancer. She exhibits no other health issues and the cancer is not very advanced so she will be returned to her farm in January 2015 to continue working.

Other than routine vaccinations, CCF provides de-worming tablets, veterinary supplies for minor injuries, and topical anti-parasitic agents that are available from donations. The medical supplies ensure that the dogs' health is a priority. Dog food is offered for purchase at a discounted rate to the farmers to encourage that a correct diet is followed consistently. The dogs' working success has been correlated with good care from the owner. Many farmers are part-time and thus their attention is divided between their farm and other business activities; however, this is not a problem if they have good herders who assist with livestock and dog care. It is important that the owners are in touch with the developmental phases of their dogs so that problems can be dealt with immediately as they occur, preventing bad habits from developing and the dog failing as a result. When dogs are found to be unhealthy or not doing their job, they are removed from that specific farm, evaluated, and placed on another farm if deemed pertinent or placed as pets if the dogs are no longer able to work as livestock guarding dogs due to health or behavioural problems.

CCF receives regular reports from the RCP in Tanzania. Three (1M, 2F) of the first four puppies sent are healthy and doing well in their jobs. Unfortunately, Askari (SB# 520), one of the male puppies, died on 6 March 2014. RCP reported that he was speared by an unknown person. Further investigation is underway but a family feud or a frustrated hunter is suspected. The six puppies sent in October 2014 arrived safely to Tanzania and have been placed at their farms. Five of these puppies were placed with Maasai and Barabaig farmers, which is a big accomplishment for RCP since the Barabaig tribe is not very accepting of new ways. SB#579, the intact female, will stay at RCP's camp since she is very valuable and will be used for their future breeding programme.

CCF also receives yearly updates in November on the dogs placed at Cheetah Outreach in South Africa. In April, Pandora gave birth to six puppies, which were all placed on farms and are working well.

4. Dog Health

All of CCF's Anatolian shepherd and Kangal dogs, as well as the scat-detection dogs, are enrolled in a preventative medicine programme. Every month, a broad-spectrum anti-parasite product for endoparasites is administered. The product utilised is rotated continually to help prevent development of resistance. Every four weeks an ectoparasite prevention product is applied topically to prevent fleas, ticks, and mites. Each dog receives vaccinations annually against canine distemper virus, canine parvovirus, adenovirus, parainfluenza virus, and rabies virus. Blood work is run annually to evaluate overall health. Each month every dog is weighed to make sure they are at a healthy body weight.

Following are some of the special cases dealt with by the CCF's veterinary team during this period:

- Uschi (SB# 269) had an abscess on her stomach near her vulva on 11 April 2014. The abscess was cleaned daily and she was placed on Amoxicillin for six days. The abscess went away completely by 24 April 2014. On 11 May 2014, there was a hole in the area where the abscess had been so we believe it ruptured, even though it looked and felt as though it had completely disappeared. The area around the hole was swollen as was her vulva. The wound was cleaned thoroughly twice a day and antibiotic spray was applied. She also had to wear an e-collar to prevent her from licking the wound. She was given antibiotics and the hole slowly closed. By 27 May 2014, the hole was completely closed and all swelling had diminished. Her cone was removed and the wound was cleaned twice a day for the next couple days to ensure proper healing.
- When Karibib (SB# 524) arrived at CCF on 21 February 2014, she had a growth on the left side of her abdomen. It was thought to be cancerous and was removed on 2 March 2014. After samples were sent to the lab for further analysis, the growth was determined to be non-cancerous. She was kept in the pen outside the clinic while she recovered. Stitches were left in for a few weeks and her wound healed nicely. When she fully recovered she was moved to the *kraal*.
- Cheetah (SB# 255), CCF's herder's dog, appeared to have a seizure on 13 April 2014 and was brought in to the clinic. He was observed for the rest of the day and overnight. Throughout the observation period, he had no more seizures and was acting normal so he was returned to his farm. On the 24 May 2014, he was brought back in to the clinic because he wasn't eating. He finally ate some wet and dry food and was resting. He then began to whine and was taken outside to urinate when he had a seizure. He had three

more seizures within one hour and seven more throughout the night. It was decided to euthanize him to prevent further suffering.

- One of Kiri's male puppies (SB# 528) was about to leave for his new farm on 28 June 2014 when he began having a seizure. It was a very short seizure, but he was kept to be monitored for three days in order to determine if he could still be a working dog. From Saturday to Monday he did not suffer any more seizures and therefore was placed as a working dog near CCF's facility to allow closer monitoring.
- SB# 555 had been limping in her hind left leg since mid-October and had swelling in her foot. Since not much improvement was seen she was taken to a vet in Otjiwarongo, who informed CCF that she would need surgery to get a ligament re-attached. She was then sent to Windhoek to get a medical evaluation from a bone specialist; x-rays showed that she had a piece of cartilage sticking off of her bone, which confirmed the need for surgery. The surgery took place on 10 November. However, the vet team found nothing wrong, and therefore the x-ray was misleading. She was administered some pain killers and antibiotics, and improved. She was later placed as a pet on 13 December.
- Tjevera (SB# 561) was brought to CCF's clinic on 19 November 2014 when Gebhardt had gone to visit his farm for his 3-month visit. The workers at the farm had said his eyes were watering for a few days and then the right eye had clouded over blue. They also mentioned he was not finishing all of his meals. When he arrived at CCF he seemed very lethargic. A thorough check by the CCF's vet revealed that he had a fever and around 25 ticks in each ear. A few days later he was diagnosed with Ehrlichiosis, which is very common tick-related disease caused by intercellular parasite of the white blood cells. The treatment entails a course of Doxycycline for four weeks, but improvements should be seen in a few days. Within four days his fever reduced, his appetite increased, and the cloudiness began to subside. On 2 December 2014 the cloudiness and fever had disappeared, and he was eating all his meals. The next day he was rehomed to a communal farm as a working dog.
- Dolly (SB# 449) was confiscated from her communal farm on 27 November and brought to CCF due to poor health. After further examination, it was determined she had tongue cancer and poor fur condition. Her tongue is not red or swollen, but does not look like a healthy tongue. Pictures were taken to document her cancer. She is a happy dog and still eats very well so will be returned to her farm to continue working.
- SB# 576 was brought to the clinic to have her microchip replaced on 12 December and before anything was done she began turning in circles and her eyes were moving back and forth extremely fast. After this incident she was wobbly on her feet and had a head tilt. She received eardrops in case there was something in her ear disrupting her equilibrium, even though nothing was found in her canal. She also received steroids. A few days later, after the vet researched her symptoms, she was diagnosed with Idiopathic Vestibular Disease. Scientists are unsure of what causes this, but it is believed to be an autoimmune disease. It comes on quickly and medical evaluation shows nothing wrong with the dog besides the head tilt and seeming off balance. The disease clears with time, although the head tilt could be permanent if it does not disappear within six months. Fortunately, her head tilt cleared and she was back to herself on 26 December.
- Hediye (SB# 382) was brought in to the clinic on 12 December for an ultrasound since she was believed to be pregnant. She wasn't gaining weight although she would be due in a few weeks. Neither the ultrasound or x-ray revealed anything, but a vaginal swab showed yellow discharge coming out of her vulva. Since no discharge was ever seen on her until then, a sample turned out positive for infection. She was put on antibiotics for eight days, which would not affect her puppies if she was pregnant. A few conclusions can be made from this; she may have not been pregnant, she may have aborted the pups as an infection took over, or she was still pregnant. She was due around 25 December and still had not given birth even a week later, and therefore CCF concluded that she was no longer pregnant.

5. Squamous Cell Carcinoma (SCC) Research

In April 2013 the CCF veterinary team started a chemotherapy treatment trial on seven Anatolian shepherd dogs with lingual squamous cell carcinoma (SCC). Dogs in the study included female (SB# 292), male (SB# 352), female (SB# 197), female (SB# 278), female (SB# 306), male (SB# 365), and female (SB# 382). All had previously been diagnosed with lingual SCC (tongue cancer), pre-neoplastic lesions, or inflammation/hyperplasia via tongue biopsy. The chemotherapy protocol involves a depo-medrol treatment and then three sequential depo-medrol and 5-Fluorouracil treatment sessions spaced three weeks apart, with a final session to perform a biopsy to determine if therapy was successful. Male (SB# 365) was not started in the trial as he had concurrent health concerns; he had a tick-borne disease, *Ehrlichia canis*, and a skin condition, chronic pyoderma with alopecia. Female (SB# 197) did not continue with the trial as her appetite dropped following the first treatment and the owner had concerns over her general well being given that she was 12 years old and had concurrent health concerns. A total of five dogs completed their treatment.

The tongue biopsy samples were sent to pathologist Dr. Karen Terio's laboratory at University of Illinois (USA) at the end of 2013. We are awaiting final analysis to determine the efficacy of the chemotherapy in reversing the microscopic progression of the tongue cancer.

B. CCF Model Farm

CCF's farm provides the opportunity to practice and experiment with optimal methods of livestock and non-lethal farm management practices, especially acting as a showcase model of success. CCF's cattle, goat, and sheep herds continue to increase and selected herds have been used during various Farmer Training programmes. Table 12 provides an overview of CCF's livestock.

Table 12: CCF cattle and livestock from January to December 2014

	Stock Start	Born	Purchased	Sold	Died	Slaughtered/C CF use	Stolen	Stock End
Cattle	649	49	2	238	2	0	3	457
Boer Goats	75	36	1	19	10	0	0	83
Damara Sheep	50	39	1	4	1	2	0	83
Dairy Goats	60	53	0	20	7	0	0	86
Donkeys	1	0	186	0	0	171	0	16
Horses	3	0	99	0	0	60	0	42

CCF's Farms Manager, Johan Britz; Small Stock Manager, Tyapa Toivo; Small Stock Herder, Armas Shanika; and the animal health team carry out proper management to maintain the general health and welfare of the animals.

During this period, CCF farm staff continued to work on fence repairs and basic farm maintenance. Work also continues on firebreaks, road maintenance, as well as weed control and eradication of alien species.

1. Cattle

CCF cattle are managed in a 100% predator-friendly environment. A cow-calf system is in place and weaners are sold before one year of age based on market conditions. Factors such as severe bush encroachment continue to be a challenge. An average to above average rain season (398mm) was experienced for the first semester of 2014. The new rainy season at the end of 2014 had a very slow start but hopefully rainfall will be better beginning 2015.

Normal management is done in coordination with nature, therefore mating seasons differ yearly but generally it is from January to the end of April. This period can be extended since CCF only owns four bulls instead of the usual 12 to 15 bulls. However, when necessary, CCF utilises six to eight bulls that are on loan. Pregnancy determination is normally done in July or August. Dehorning and castration are done as needed during the calving season.

By 31 December 2014, CCF had 457 cattle compared to 649 at the end 2013. Total cattle production for 2014 included 49 calves born (21M, 28F), two purchased, and 238 sold (162M/weaners, 76F). CCF also rents grazing land to two farmers for their cattle (approximately 500 head total), thus providing an extra income.

Vaccination Programme

CCF firmly believes in farming with animals adapted to the Namibian climate with a strong natural resistance to most diseases. As such, unnecessary vaccinations are avoided to minimise costs and reduce stress on the animals. Compulsory brucellosis vaccinations are administered and other vaccinations are done purely as needed. Periodical internal and external parasite control is also in place.

Other

Since cattle falls under the Fanmeat scheme of Namibia, CCF must ensure compliance with the European Union (EU) and the Fanmeat scheme. Fanmeat stands for Farm Assured Namibian Meat, which is a standard for meat production, specifically for cattle, that involves the traceability, animal health and welfare, record keeping, and animal movement in Namibia. The CCF cattle recordkeeping and data have passed inspection every year, and our cattle operation is mentioned by the Directorate of Veterinary Services as an excellent standard when it comes to the fulfilment of these requirements.

2. Small Stock

Goats and sheep are an essential part of CCF's LSGD programme as the puppies must be raised amongst the goats and sheep in order for them to form a close bond with the livestock. As part of CCF's Model Farm, dogs and small stock are used during farmer-training programmes as a method to raise livestock around predators without using lethal methods to prevent predation.

In addition to the 12 Anatolian shepherd and Kangal dogs mentioned in the previous section, as of December 2014, the kraal contains 86 (8M, 56F, 22 wethers) dairy goats, 83 (2M, 65F, 16 wethers) Boer goats, and 83 (1M, 66F, 16 wethers) Damara sheep (see Table 12).

CCF staff continued to work on increasing the amount of shade and rain protection for the dairy goats. The buck's pen has been updated and now has better shelter and fixed fencing. A new shelter for the Boer goats and Damara sheep is also under construction, as are new pens for CCF's Livestock Guarding Dogs.

Boer Goats

The Boer goat herd numbers stood at 75 at the beginning of January 2014, including an adult dairy goat Olivia (SB# 41) moved to the Boer goat category because she did not produce enough milk. By the end of December 2014, the herd had grown to 83 (2M, 65F, 16 wethers). During this period, 36 kids (18M, 17F, 1U) were born (Table 13). Two does were bred between August and September 2013 and gave birth to three kids between January and February 2014. Another 21 does were bred in March 2014 and gave birth to 32 kids in March, while one of the does aborted in June 2014. The kid's sex could not be determined as it was premature.

Table 13: Boer goat births from 1 January 2014 to 31 December 2014

SBN	Sex	Date of Birth	Sire	Dam	Alive/Stillborn/Died
312	F	03 Jan 14	266	56	Alive
313	M	12 Feb 14	266	221	Alive
314	F	12 Feb 14	266	221	Alive
315	U	21 Jun 14	266	257	Stillborn
316	M	05 Aug 14	284	260	Alive
317	F	05 Aug 14	284	260	Alive
318	M	05 Aug 14	284	115	Alive
319	F	05 Aug 14	284	115	Alive
320	M	05 Aug 14	284	252	Alive
321	M	05 Aug 14	284	252	Alive
322	F	05 Aug 14	284	247	Alive
323	F	05 Aug 14	284	247	Alive
324	M	05 Aug 14	284	246	Alive
325	F	05 Aug 14	284	246	Alive
326	F	05 Aug 14	284	224	Alive
327	M	08 Aug 14	284	69	Alive
328	F	08 Aug 14	284	69	Alive
329	M	08 Aug 14	284	240	Alive
330	F	08 Aug 14	284	240	Alive
331	M	09 Aug 14	284	64	Alive
332	F	09 Aug 14	284	64	Alive
333	M	14 Aug 14	284	152	Alive
334	M	14 Aug 14	284	152	Died
335	F	14 Aug 14	284	71	Alive
336	F	14 Aug 14	284	71	Alive
337	M	18 Aug 14	284	265	Alive
338	M	20 Aug 14	284	281	Alive
339	M	20 Aug 14	284	281	Alive
340	M	24 Aug 14	284	248	Alive
341	M	24 Aug 14	284	248	Alive
342	M	24 Aug 14	284	238	Alive
343	F	24 Aug 14	284	238	Alive
344	M	24 Aug 14	284	261	Alive
345	F	24 Aug 14	284	261	Died
346	F	25 Aug 14	284	245	Alive
347	F	31 Aug 14	284	237	Alive

During 2014, 10 goats died (6F, 3 wethers, 1 unknown); causes of death are listed in Table 14.

Table 14: Boer goat deaths from 1 January 2014 to 31 December 2014

Studbook #	Sex	Date of death	Cause of Death
SB# 006	Female	04 Jan 14	Ate a poisonous plant
SB# 294	Wether	02 Jan 14	Blunt force trauma to head
SB# 219	Female	04 Mar 14	Snakebite
SB# 307	Wether	18 Jun 14	Large load of coccidia
SB# 315	Unknown	21 Jun 14	Stillborn
SB# 243	Female	16 Jul 14	Ate a poisonous plant
SB# 345	Female	04 Sep 14	Laid on by her mother causing suffocation.
SB# 334	Wether	04 Sep 14	Overlapped small intestines
SB# 248	Female	27 Sep 14	Ate a poisonous plant
SB# 072	Female	29 Nov 14	Ate a poisonous plant

CCF's Boer goats are managed for meat production and castrated males and old or inferior does are sold at the auction. Between January and December 2014, 19 goats were sold (3F, 2 male kids, 14 wethers) and one was purchased. One adult female (SB# 226) had suffered from acute mastitis and was no longer suitable for breeding. Another adult female (SB#149) had a broken collarbone that would not heal. Adult female SB# 249 had chronic difficulties with breathing. Two male kids that were kept intact were sold as breeding bucks after reaching proper weight. The 14 wethers were all sold at an auction.

CCF's strategy is to keep improving on the quality of its Boer herd by bringing in quality bucks and continuing to improve the selection of animals for breeding. This will provide more income from the sales of these goats, as some can be sold as breeding animals versus only meat.

Damara Sheep

The Damara sheep herd stood at 83 (1M, 66F, 16Wethers) at the end of this reporting period, up from 50 at the end of 2013.

From August 2013 to the end of October 2013, 45 sheep were mated and finished lambing by February 2014. A total of 37 ewes gave birth, with a conception rate of 84.4%. In total 39 (16M, 23F) lambs were born, however one female lamb was stillborn (Table 15). No other deaths occurred.

A total of four (4M) animals were sold during this period. Three males that were raised to a proper weight were sold for breeding purposes. In addition, to prevent inbreeding, the old ram that was related to most of the young ewes (SB#217) was sold and replaced with a new ram (SB#264).

Two wethers (SB# 218 and SB# 116) were slaughtered and consumed at CCF.

Table 15: Damara sheep births from January 2014 to December 2014 (cM = castrated male, iM = intact male)

Studbook #	Sex	DOB	Dam	Sire	Dead/Alive
224	cM	10/01/2014	54	217	Alive
225	F	12/01/2014	71	217	Alive
226	iM	13/01/2014	66	217	Alive
227	iM	13/01/2014	66	217	Alive
228	cM	14/01/2014	41	217	Alive
229	F	14/01/2014	81	217	Alive

230	F	14/01/2014	65	217	Alive
231	F	18/01/2014	212	217	Alive
232	iM	18/01/2014	103	217	Alive
233	F	18/01/2014	74	217	Alive
234	cM	20/01/2014	68	217	Alive
235	F	21/01/2014	64	217	Alive
236	F	22/01/2014	181	217	Alive
237	cM	23/01/2014	76	217	Alive
238	F	24/01/2014	67	217	Alive
239	cM	25/01/2014	7	217	Alive
240	cM	25/01/2014	79	217	Alive
241	F	25/01/2014	179	217	Alive
242	cM	25/01/2014	72	217	Alive
243	F	26/01/2014	173	217	Alive
244	F	26/01/2014	185	217	Alive
245	F	26/01/2014	194	217	Alive
246	F	28/01/2014	69	217	Alive
247	cM	29/01/2014	197	217	Alive
248	F	29/01/2014	182	217	Alive
249	F	29/01/2014	184	217	Alive
250	cM	29/01/2014	70	217	Alive
251	cM	29/01/2014	70	217	Alive
252	F	30/01/2014	196	217	Alive
253	cM	30/01/2014	80	217	Alive
254	cM	30/01/2014	190	217	Alive
255	cM	31/01/2014	206	217	Alive
256	F	02/02/2014	195	217	Alive
257	F	03/02/2014	174	217	Alive
258	F	06/02/2014	214	217	Alive
259	F	06/02/2014	49	217	Alive
260	F	08/02/2014	53	217	Alive
261	F	10/02/2014	186	217	Dead
262	F	25/02/2014	77	217	Alive

Dairy Goats

The dairy goat herd increased by 26, from 61 animals (deducting a doe transferred to the Boer section) on 1 January 2014 to 86 (8M, 56F, 22 wethers) on 31 December 2014.

The dairy goat does are managed in such a way that when half of them are being bred, the other half are lactating to keep a continuous production of milk. Between March and May 2014, 11 does were bred and kidded between August and October 2014. Another 18 does were bred between June and July 2014 and kidded between November and December 2014. In December, hormonal sponges were placed into seven goats to try to bring them into heat. Four of these goats came into heat and were bred, while two more bred

naturally. They are expected to kid in May 2015. Table 16 below shows the breeding and kidding times for 30 of CCF's 33 dairy does throughout 2014.

Table 16: Dairy goat breeding and kidding times in 2014

Goat	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Mirabai			Bred					Kid				
Salt			Bred					Kid				
Regina			Bred					Kid				
Arial			Bred					Kid				
Whinnie			Bred					Kid				
Pinotage			Bred					Kid				
Ruby 2			Bred					Kid				
Princess Saba			Bred					Kid				
Anne-Sophie			Bred					Kid				
Himba					Bred					Kid		
Kaoko				Bred				Kid				
Tina						Bred					Kid	
Rosie						Bred						Kid
Kate						Bred					Kid	
Himba Goat	Kid					Bred					Kid	
Lily						Bred					Kid	
Edelweiss						Bred					Kid	
Zinfandel						Bred				Kid		
Garnet						Bred						Kid
Chardonnay						Bred					Kid	
Daffodil						Bred					Abort	
Kimberly	Kid						Bred					Kid
Diana			Kid				Bred					Kid
Opal							Bred					Kid
Noir							Bred					Kid
Safire							Bred					Kid
Gretel							Bred					Kid
Josephine							Bred					Kid
Dolly												Bred
Jasmin												Bred
Hannah												Bred
Tina2												Bred
Yarrow						Bred		Abort				Bred
Margret												Bred

A total of 53 kids (31M, 22F) were born during this period. Of these, four kids (1M, 3F) were born in January 2014 to two does (SB# 56, SB# 116) that were bred in August 2013 and gave birth to twins. Four more kids (4M) were born to two does (SB# 42, SB# 59) bred in October 2013 and also gave birth to twins. Table 17 shows the breakdown of the dairy goat kids that were born in 2014 with the parents, studbook numbers, and sex of the kids.

Table 17: Dairy goat births in 2014 (cM = castrated male)

Dam SB	Sire SB	Birth Date	Sex	SBN	Alive/Stillborn/ Died
56	38	22 Jan 14	cM	141	Alive
56	38	22 Jan 14	F	142	Alive
116	38	30 Jan 14	F	143	Alive
116	38	30 Jan 14	F	144	Alive
59	38	14 Mar 14	cM	145	Alive
59	38	14 Mar 14	cM	146	Alive
42	38	14 Mar 14	cM	147	Alive
42	38	14 Mar 14	cM	148	Alive
107	98	04 Aug 14	M	149	Alive
107	98	04 Aug 14	F	150	Alive
109	66	07 Aug 14	F	151	Alive
109	66	07 Aug 14	F	152	Alive
99	66	10 Aug 14	cM	153	Alive
99	66	10 Aug 14	F	154	Alive
75	98	10 Aug 14	M	155	Alive
75	98	10 Aug 14	F	156	Alive
115	110	12 Aug 14	F	157	Alive
115	110	12 Aug 14	F	158	Alive
105	66	12 Aug 14	cM	159	Alive
103	66	13 Aug 14	M	160	Alive
108	110	13 Aug 14	cM	161	Alive
40	98	28 Aug 14	cM	162	Alive
118	110	31 Aug 14	cM	163	Died
117	110	01 Oct 14	cM	164	Alive
52	98	31 Oct 14	F	165	Alive
52	98	31 Oct 14	F	166	Alive
74	38	01 Nov 14	cM	167	Alive
74	38	01 Nov 14	F	168	Alive
69	38	03 Nov 14	cM	169	Alive
69	38	03 Nov 14	cM	170	Alive
116	35	05 Nov 14	cM	171	Alive
116	35	05 Nov 14	cM	172	Alive
77	38	09 Nov 14	F	173	Alive
77	38	09 Nov 14	F	174	Alive
53	98	16 Nov 14	cM	175	Alive

28	35	16 Nov 14	F	176	Alive
42	38	04 Dec 14	cM	177	Alive
42	38	04 Dec 14	cM	178	Alive
47	38	05 Dec 14	cM	179	Alive
47	38	05 Dec 14	F	180	Died
56	38	05 Dec 14	F	181	Alive
56	38	05 Dec 14	F	182	Alive
59	38	08 Dec 14	F	183	Died
59	38	08 Dec 14	cM	184	Alive
91	98	10 Dec 14	cM	185	Alive
91	98	10 Dec 14	F	186	Alive
67	38	13 Dec 14	F	187	Alive
64	38	14 Dec 14	cM	188	Alive
64	38	14 Dec 14	cM	189	Alive
48	38	16 Dec 14	cM	190	Alive
48	38	16 Dec 14	cM	191	Alive
50	98	20 Dec 14	cM	192	Alive
50	98	20 Dec 14	cM	193	Alive

Seven dairy goats (4F, 1M kid, 2 wethers) died in 2014. Magnolia, an adult dairy goat died due to acidosis in April. Adult dairy goat Kaoko (SB#118) died from anaemia --the cause of the condition is unknown. SB#180 was a hermaphrodite that had difficulty urinating and had to be euthanized. Female dairy kid (SB#183) suffered from what seemed to be neurological problems at birth and died the following day. Male dairy kid (SB# 163) died one day after birth. Necropsy determined heart failure as cause of death. Two dairy wethers (SB# 145 and SB#148) died from bloat after they overfed on corn.

A total of 20 dairy goats were sold throughout 2014. Fifteen wethers were sold at an auction in November, while five kids were sold as breeding stock to individual farmers.

Milk Production

There are several major factors that play a role in the amount of milk given by a specific goat. These factors include: the breed, age of the animal, lactation stage, amount and type of feed, temperature, milking frequency, availability and duration of free ranging, animal health condition, and the type of management practice. Each goat is milked twice a day, although the number of goats milked each month depends on their lactation stage.

During 2014, up to 28 goats were milked every day for a total production of 9,357.7kg of milk. The total production amounted to 8,372.21kg after filtering and processing waste removed (roughly 985.42kg or 10.53%). Of this milk, 2,033.38kg were used to raise goat kids and 6,338.83kg were supplied to the creamery (Table 18).

Table 18: Goats milked, amount produced, and how much allocated to kids and creamery in 2014 (kilograms)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Goats milked	23	22	23	22	22	20	19	26	26	23	18	28
Total Produced	1046.5	908.4	866.4	574.2	528.4	448.6	494.1	654.0	839.1	683.2	830.9	1483.9
Processing Waste	182.7	158.6	151.3	100.3	92.3	78.3	46.5	37.2	28.9	29.5	26.3	53.5
Used to Raise Kids	0.0	154.0	96.1	111.0	59.6	12.0	0.0	209.0	381.0	265.0	223.7	522.0
To Creamery	863.8	595.8	619.0	362.9	376.5	358.3	447.6	407.8	429.1	388.7	580.9	908.4

The amount of milk each individual goat produces is monitored on a daily, weekly, and monthly basis. This allows us to determine when they are producing the most milk and then compare the amounts produced to the feed they are given. Table 19 shows amounts of milk production per goat per month and Figure 21 displays the number of goats milked each month and the total milk production per month.

Table 19: Milk production per goat per month for 2014 (kilograms)

Goat	SB#	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Opal	47	81.3	71.8	74.1	47.5	47.1	47.1	57.5	53.1	56.8	9.6	0.0	96.3
Anne-Sophie	40	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	52.1	1.6	57.3	46.3
Chardonnay	53	51.3	50.8	35.5	25.3	27.7	19.3	25.3	25.6	5.5	3.7	0.0	112.8
Daffodil	46	42.5	36.8	37.3	23.9	28.5	23.7	26.2	24.6	5.3	0.0	0.0	0.0
Diana	59	5.8	0.0	24.8	47.8	40.8	35.6	31.0	25.9	16.3	1.6	0.0	39.7
Garnet	91	28.0	25.0	25.2	15.9	14.3	9.6	14.6	12.4	4.3	0.0	0.0	39.3
Indira	49	59.0	48.0	41.8	29.0	32.1	34.1	36.4	35.9	41.3	16.9	0.0	0.0
Jasmin	44	53.8	46.3	46.9	30.1	23.9	18.7	20.5	22.5	24.9	31.0	39.2	41.4
Josephine	42	30.3	3.5	20.7	43.1	38.1	27.4	19.9	17.4	12.6	26.8	0.0	64.1
Kimberly	56	15.5	71.3	57.0	30.2	33.0	23.3	26.9	22.4	5.2	0.0	0.0	80.5
Noir	50	69.0	59.1	49.5	34.0	29.3	26.7	30.7	28.8	29.5	15.2	0.0	16.0
Safire	48	64.9	56.5	49.8	29.0	31.3	32.3	35.5	33.1	32.4	11.9	0.0	33.7
Tina	28	51.5	45.6	34.9	15.2	13.9	12.7	12.4	9.7	2.1	9.8	43.2	96.2
Yarrow	45	53.8	46.5	48.2	28.9	29.3	23.5	24.5	27.6	29.1	39.3	49.6	59.3
Zinfandel	52	59.0	48.8	43.4	25.1	19.8	18.7	18.1	0.0	0.0	0.0	77.6	92.7
Rosie	64	37.2	34.0	32.3	19.2	21.1	20.9	23.0	23.6	7.8	13.1	0.0	0.0
Margaret	72	30.3	25.8	27.9	27.8	11.1	8.7	15.9	13.9	17.3	18.9	25.7	25.6
Magnolia	70	56.0	40.2	42.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lily	69	46.5	34.3	31.9	13.2	3.2	0.0	0.0	0.0	0.0	0.0	53.8	70.7
Kate Middleton	77	37.5	31.8	25.0	16.7	16.6	16.2	20.0	6.3	0.0	0.0	10.2	6.6
Gretel	67	52.5	42.0	37.6	24.8	27.3	24.6	30.4	32.9	34.0	11.8	0.0	37.7
Edelweiss	74	32.5	28.0	19.2	9.2	6.7	0.0	0.0	0.0	0.0	0.0	40.3	55.1
Dolly Parton	65	47.5	34.0	31.0	22.0	26.9	25.1	25.3	25.2	24.4	27.4	34.0	36.5
Regina	99	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.7	43.7	47.8	46.2	50.9
Arial white	103	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.9	43.8	43.1	41.9	44.0
Mirabai	105	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.6	54.0	58.3	47.3	49.3
Pinotage	75	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29.5	58.6	66.2	58.9	59.1
Ruby2	108	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.5	44.4	49.1	44.8	48.4
Whinnie	109	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.1	66.0	67.8	61.1	62.1
Princess Saba	107	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.6	54.9	55.0	54.7	62.0

Kaoko	118	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.1	10.0	0.0	0.0
Salt	115	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.2	44.7	47.3	45.1	57.6
Chenin Blanc	100	40.8	28.3	29.7	16.2	6.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Total	-	1046.5	908.4	866.4	574.1	528.4	448.7	494.1	654.0	839.1	683.2	830.9	1483.9

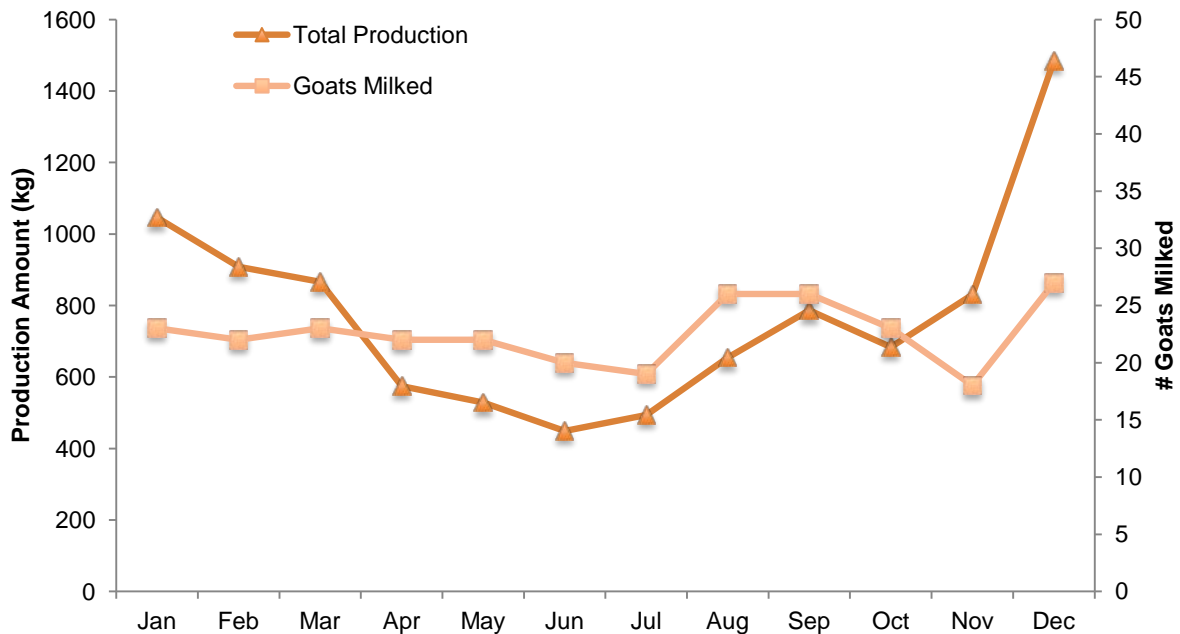


Figure 21: Number of goats milked each month and monthly milk production in 2014

Feed provided to CCF small stock

To ensure the health of all our goats and sheep we constantly monitor their food requirements and intake. We currently use six feed products to provide the correct variety of nutrients for our animals. They include: peanut hay; Suivel 17; ram, lamb, and ewe pellets; milk goat pellets, and grass hay. Figure 22 shows the amount used of each for this reporting period. Due to the drought experienced in 2013, there was a lack of peanut hay on the market. The use of this product was slowly reduced and was eventually replaced by lucerne towards the end of January 2014. The amount of ram, lamb, and ewe pellets decreased from the beginning of 2014 because the rams have started going out to forage five to six days a week and only get pellets on Sundays.

All lactating dairy goats receive peanut hay, Suivel 17, and milk goat pellets. The lactating dairy goats also go out each day to graze behind the *kraal*. The dairy and Boer bucks, as well as the Damara ram, receive the ram, lamb, and ewe pellets. Even though the Boer goats and Damara sheep receive most of their nutrients from going out each day into the bush, when pregnant does or ewes give birth they receive other feed products while they stay in and care for their young. All animals that do not go out to graze and the lactating dairy goats receive grass hay twice a day.

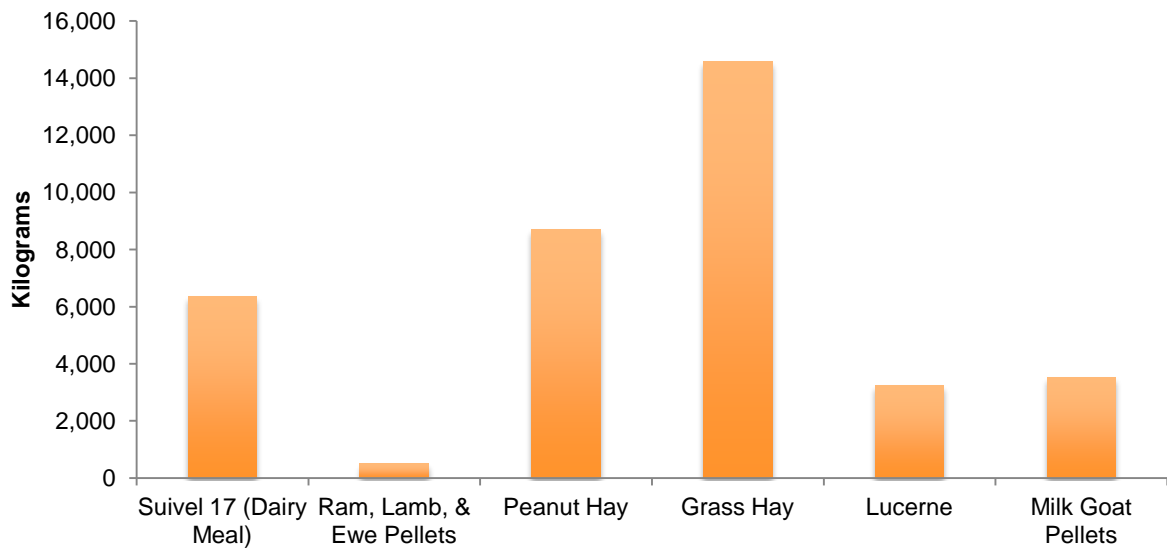


Figure 22: Amount and type of small stock feeds used in 2014

Individual Small Stock Health

CCF's male breeding dairy buck, Omar (SB# 35), had a recurrence of scrotal lesions, a condition called tissue sarcoma. On 30 May 2013 he was anaesthetised and all lesions were excised from his scrotum. However, the lesions recurred in 2014, but it was decided not to remove the lesions since they are not causing him any pain.

On 25 February 2014, Boer goat #33-11 (SB# 219) was brought to the clinic with a swollen face. The swelling kept increasing and she began having trouble breathing. On 2 March 2014, she underwent a tracheotomy. After the procedure, she was breathing better and the swelling went down a bit. Unfortunately, the tissue inside her neck and around the left side of her face became necrotic. She was still moving around and eating well, but ended up dying on 4 March 2014. It was determined she had been bitten by a venomous snake.

On 4 June 2014, Boer goat kid #34-13 (SB# 307) had diarrhoea and was treated with a 5-day deworming treatment for coccidia. However, on 5 June 2014 he was extremely weak and taken to the clinic. He was treated with Peni LA and given warm fluids and Fenbendazole for visible tapeworms in his stool. He was monitored for several days until he was strong enough to go back with the herd and kept indoors overnight due to the cold night temperature. On 17 June 2014 he received another shot of Peni LA and another treatment of Fenbendazole dewormer. He seemed to be doing much better, but ended up passing away on 19 June 2014. Not much was found from the necropsy, but he still had a large load of tapeworms and coccidia so we believe that may have been the cause.

On 23 October 2014, a pregnant Damara sheep ewe 40-12 (SB# 212) was stabbed by a warthog in her abdomen, exposing her intestines. The wound was stitched up. However, a space between the stitches caused the growth of a hernia. On 16 December a second operation was performed to remove the hernia and close up the wound properly. The sheep recovered well and is expected to lamb in January 2015.

After giving birth on 9 November 2014, it was discovered that Damara ewe Kate (SB# 77) had a mastitis infection on the left side of her udder. The udder was treated with intra-mammary antibiotics and constant warm water plus peppermint oil soaks. She was also milked out several times each day until the infection went away. On 3 December she got sick again. Despite being dewormed, she had bad diarrhoea, a low temperature, and refused to eat. She spent the night in the clinic where she received pain medication, antibiotics, and fluids. Warm bottles of water were made and placed beside her along with blankets and hay bales to raise her temperature. By late evening she started eating and drinking and has recovered well since then.

Vaccinations and De-worming

All of CCF's small stock is treated for internal and external parasites on a quarterly basis in January, April, July, and October of each year. The product used for internal parasite treatment rotates between the following four products: Fenbendazole, Ivermectin, Albendazole, and Doramectin. The product used at each treatment is determined by which product was used previously; anthelmvheiclintic products are rotated between drug classes in order to help prevent development of resistance among the parasites, which can happen when the same product is used repeatedly. Both before and after each quarterly parasite treatment, a herd-wide Faecal Egg Count (FEC) is performed to determine the internal parasite burden in the animals. This is done by collecting representative faecal samples from various areas in the *kraal*. The pre- and post-treatment testing helps ensure that the treatments reduce the parasite burden in the animals, which helps to ensure efficacy of the products used. For external parasite (tick, fly, and lice) prevention Paracide (Pfizer Animal Health) and Ultra-Boss Pour-On (Schering-Plough Animal Health) are rotated at each quarterly treatment. Vaccines are applied as follows. In addition, this year CCF vaccinated all small stock against Anthrax.

- Glanvac 3 – for the control of caseouslymphadenitits (*Co rynebacterium pseudotuberculosis*) and prevention of enterotoxemia, pulpy kidney disease (*Clostridium perfringens* Type D), and tetanus (*Clostridium tetani*).
 - Adult female animals are vaccinated one month before giving birth (parturition)
 - Adult male animals are vaccinated once annually.
 - Newborns are vaccinated at three and four months of age and then annually thereafter.
- Pasteurella – for the control of Pasteurellahaemolytica respiratory infection ('shipping fever').
 - All adult animals are vaccinated annually.
 - Newborns are vaccinated at three and four months of age and then annually thereafter.
- Brucellosis – for the control of *Brucellaovis* and *Brucellamelitensis*, a bacterial infection of the reproductive tract.
 - This vaccine is given only once and provides life-long immunity; all young animals are vaccinated at four months of age.
- Orf – for the control of the poxvirus causing contagious ecthyma.
 - All newborns are vaccinated within the first month of life.
- Enzootic Abortion – for the control of *Chlamydophilapsittici*, an organism that causes early and late term abortions.
 - All female animals are vaccinated one month before breeding on an annual basis.
- Rabies – for the prevention of rabies virus which causes fatal encephalitis.
 - All adult animals are vaccinated yearly.
 - All newborns are vaccinated at nine months of age and then annually thereafter.

3. Hay Production

In 2014, CCF produced 1,500 bales of hay: 1,200 during the first six months and 300 during the second six months.

4. Wild Game Hunted on CCF Property

As part of CCF Model Farm’s sustainable wildlife management practices, CCF hunts several wild game species for consumptive purposes, including oryx, kudu, red hartebeest, and warthog. Figure 23 below displays the number of wild game species removed for consumptive use for this reporting period.

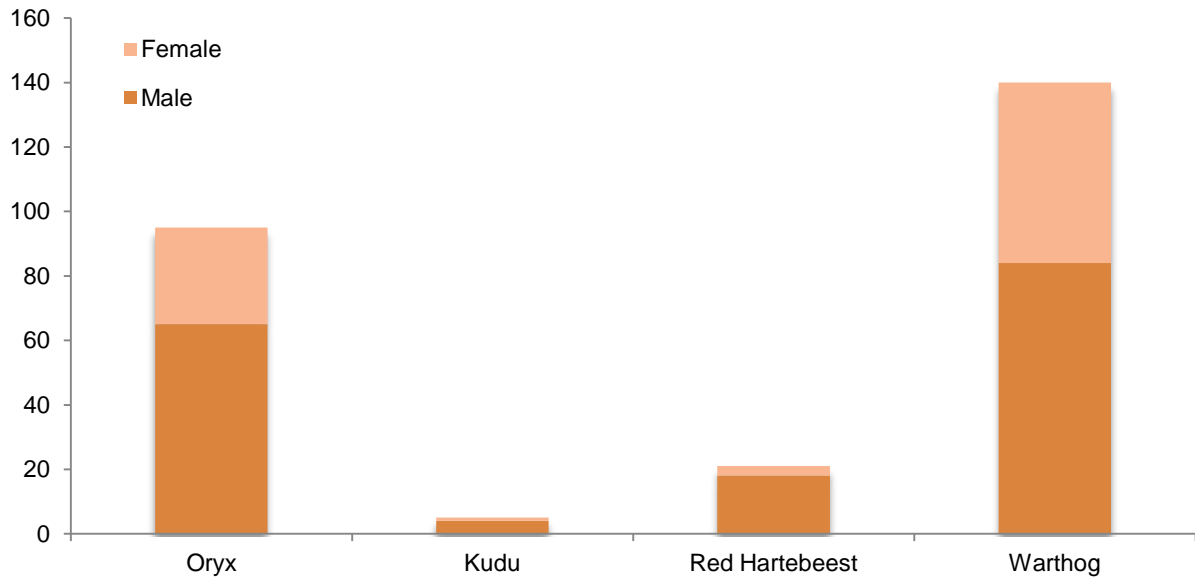


Figure 23: Amount of wild game hunted on CCF property during 2014

C. Sustainable Economic Programmes Supporting Local Communities

If the world’s fastest cat is to survive in the wild, humans must coexist with it. The following progress has been made on CCF’s activities that seek to assure the economic well being of people living within the cheetah’s range and provide resources to support CCF’s long-term activity.

1. Certified Wildlife Friendly

CCF is a cofounder of The Wildlife Friendly Enterprise Network (WFEN), which is a ‘global community dedicated to the development and marketing of products that conserve threatened wildlife while contributing to the economic vitality of rural communities’. The WFEN provides the ‘Certified Wildlife Friendly’ trademark (Figure 24) that distinguishes enterprises that meet the highest standards of being wildlife friendly. CCF’s Bushblok and Dancing Goat Creamery are both Certified Wildlife Friendly.



Figure 24: Certified Wildlife Friendly logo

2. Bushblok

Operations

The CCF Bush Pty Ltd facility and grounds have been cleared of unused equipment and debris and fencing was erected out of courtesy to neighbours of the factory. Protective cladding for concrete walls has been installed in key areas and the perimeter wall has been repaired and repainted, complete with theft-deterrent bars. A drainage system to handle rainy-season surges has been implemented.

The factory foreman, Alfred Hendriks, completed his tenure at the plant after 14 years. The factory engineer, Eric Kyfiuk, finished his year's contract in October 2014 and one employee retired in 2014. A boilermaker student completed several months of work with CCF Bush, being trained in First Aid (along with another employee), as well as design and fabrication techniques. The student attachment was a great success for both employer and student and this has been identified as a mutually beneficial programme for CCF Bush.

The Bushblok processing chain has been significantly modified over the past few months and safety has markedly improved as a result. Two fixtures, an ineffective drying drum and a silo, were removed from the factory. In place of the conveying that took place before, a new system with less power requirement and much less airborne dust generation has been designed, fabricated, and installed. The new system involves primary cyclonic separation, secondary filtration separation, and airlock via rotary valve. This was the first and most important step towards a first-class factory for worker health and safety. The progress made was recognised and applauded during a recent government health and safety inspector's visit.

Production for 2014 was slow due to breakdowns and the implementation of the aforementioned factory improvements that required slower, alternate production methods during work. Sales remain unaffected due to a large inventory buffer and totalled 269 tons for 2014. In late 2013 we acquired a new export client in Scotland, but shipping issues delayed transport until later in 2014. Table 20 shows monthly block production during this reporting period.

Table 20: Monthly block production January to December 2014

Month	Amount (tonnes)
January	22.54
February	10.18
March	8.15
April	22.00
May	10.12
June	8.90
July	0.46
Aug	9.91
Sept	17.35
Oct	28.48
Nov	18.48
Dec	6.32
Total	162.89

General Information

Forest Steward/Senior Ecologist Matti Nghikembua and the General Manager Dr. Bruce Brewer continued site visits to engage appropriate harvesters in the adjoining communal lands. A study of the Ozonahi

conservancy was conducted by Matti and a 3rd year Polytechnic of Namibia student, Allen Sizuka, during April to May 2014 and aimed at identifying the type of native acacia thornbush causing encroachment, available dry bush biomass density (kg/ha), and species diversity and richness required for effective bush thinning operations and post-harvest monitoring. The study found that the available dry bush biomass density, species diversity and richness in the Ozonahi Conservancy are conducive to efficient and effective bush harvesting operations.

The forest harvest machine (VIMEK 404T), funded in part by Tillvaxtverket and SIDA (Sweden) began trials during this period. Two harvest heads are used as we investigate the most efficient approach for our Namibian thornbush.

The Forest Stewardship Council (FSC)™ annual inspection was held and passed in April 2014.

As Bushblok is a demonstration project aimed at developing a non-charcoal biomass industry in Namibia, we are pleased to note that an operation based on the CCF Bush model has started up in Okahandja. While they originally copied all our systems, they are having problems keeping their Shimada extrusion presses maintained and will be moving to a different technology.

Dr. Brewer Brewer remained active in groups involved with bush encroachment in Namibia. These included the National Rangeland and Bush Encroachment Forum, which is convened by the Ministry of Agriculture, Water and Forestry, and the GIZ/MAWF De-bushing project, which is supported by the German Development Authority.

3. Cheetah Country Initiatives

Dancing Goat Creamery

Background

CCF began producing fresh goat cheese in August 2009 using the milk from six CCF dairy goats, which came from the award-winning dairy farm Fairview in South Africa. The herd has grown slowly over the past few years, as it takes approximately one and a half years to get a goat kid into production. At the end of 2014, there are 53 female Saanen and British Alpine dairy goats at CCF with up to 28 being milked daily for a daily average of 25.49 kilograms per day. Milk yield from the goats has steadily increased since the inception of the dairy goat programme.

The programme aims to facilitate training and skill development around the production of dairy goat products, thus enabling livelihood diversification and supplemental income to both CCF and community members.

In early April 2013, CCF opened the Dancing Goat Creamery, where high-quality artisanal fresh goat cheeses, as well as a variety of goat milk ice creams, fudge, and soaps are produced daily by CCF's Creamery Manager Hanlie Visser and head cheese maker Sherien Garoes. Sherien, having worked at CCF for over 10 years, has been making CCF's cheeses for five years. Hanlie has a degree in Hospitality and Catering from Boland College in Stellenbosch. With the opening of the new creamery, CCF also launched a new label for their cheeses.

The Dancing Goat Creamery is an essential part of CCF's Model Farm, which alongside its celebrated Livestock Guarding Dog Programme, allows CCF to demonstrate how cheetahs and livestock can live together and how local farmers can be successful using non-lethal predator management strategies to protect their livestock and thus their livelihoods.

As with the CCF International Research and Education Centre, the CCF Model Farm and Dancing Goat Creamery are open to the public daily and local farmers are encouraged to visit.

Production

CCF's Dancing Goat Creamery was supplied with 6,338.92kg of milk from CCF's Model Farm between January and December 2014. Table 21 shows amounts of milk allocated to each of the Creamery products.

Table 21: Milk allocation per product from January to December 2014

Product	Milk Used (kg)
Feta	3184.34
Chevre	1832.34
Ricotta	384.37
Chevarti	7.94
Fudge	722.77
Icecream	85.07
Schiz	71.57
Yogurt	19.26
Soap	31.14
Total	6338.80

Of this milk, 79.14% was used to produce 894.47kg of the Creamery's original cheeses, feta and chèvre. Table 22 shows the amounts of these varieties produced each month. In addition, the Creamery produced a total of 102.98 kg of fudge, 136.39kg of ice cream, 52.69kg of ricotta and Chevarti cheeses, and 36.74kg of Schiz and yogurt, for a total of 1,223.27 kg of product. The new soap curing room is now complete and the production of soap has resumed.

Table 22: Feta and chèvre monthly production (kilograms) in 2014

Month	Feta	Chèvre	Total
January	54.41	48.07	102.48
February	59.04	32.63	91.67
March	48.68	53.03	101.71
April	32.95	7.81	40.76
May	24.75	18.89	43.64
June	23.64	10.28	33.92
July	42.50	15.78	58.28
Aug	31.42	107.91	139.33
Sep	47.14	6.92	54.06
Oct	49.09	4.48	53.58
Nov	61.50	17.11	78.61
Dec	60.20	36.24	96.43
Total	535.32	359.15	894.47

Expenses

Creamery expenses such as cheese cultures, packaging, labelling, herbs, labour, gas, and electricity are estimated at N\$13,594.51 for this period, averaging N\$11.11 per kilogram of product. Total milk costs amounted to N\$34,438.06 at an average of N\$28.15 per kilogram of product. The average amount of milk to produce a kilogram of cheese is 4.22kg, whereas fudge requires 7.02kg, and ice cream and soap require less

than 1kg. Table 23 shows the breakdown of costs for the various Creamery products and the total cost per kilogram of product.

Table 23: Production costs (N\$) of creamery products. January to December 2014 (excluding soap)

Product	Production (kg)	Milk per kg	Total Milk Used (kg)	Total Milk Cost	Total Other Cost	Total Production Cost	Total cost per kg
Feta	535.32	5.95	3,184.34	\$17,386.50	\$6,145.78	\$23,532.27	\$43.96
Chèvre	359.15	5.1	1,832.34	\$10,004.58	\$3,536.42	\$13,540.99	\$37.70
Ricotta	51.23	7.5	384.37	\$2,098.66	\$741.83	\$2,840.49	\$55.45
Chevarti	1.46	5.44	7.94	\$43.35	\$15.32	\$58.68	\$40.19
Fudge	102.98	7.02	722.77	\$3,946.32	\$1,394.95	\$5,341.27	\$51.87
Ice cream	136.39	0.62	85.07	\$464.48	\$1,420.67	\$1,885.15	\$13.82
Schiz	19.26	3.7	71.25	\$389.01	\$137.51	\$526.52	\$27.34
Yogurt	17.48	1.1	19.26	\$105.16	\$202.04	\$307.20	\$15.95
Total	1,223.27	-	6,307.34	\$34,438.06	\$13,594.51	\$48,032.57	-

Sales

Total revenue from creamery products from January to December 2014 was N\$124,234.81, compared to N\$102,938.95 in 2013, and resulted in a total profit of N\$79,295.08, representing a robust 74% increase against 2013 profits.

Creamery product sales totalled 1,113.15kg, of which 34.08kg were distributed as promotional samples and gifts at events such as agricultural shows, farmer's markets, and tourism fairs and 110.11kg of product were left in inventory (Table 24).

Table 24: Creamery sales (N\$) to all customers and venues for January to December 2014

Product	Kg	Cost/kg	Total Cost	Revenue	Profit
Cheese – Feta	241.84	\$43.96	\$10,631.11	\$29,020.80	\$18,389.69
Cheese – Chèvre	103.69	\$37.70	\$3,909.41	\$12,442.80	\$8,533.39
Cheese – Ricotta	12.25	\$55.45	\$679.21	\$1,470.00	\$790.79
Cheese- Schiz	1.50	\$27.34	\$41.01	\$180.00	\$138.99
Fudge (100 g bags)	39.25	\$51.87	\$2,035.78	\$5,887.50	\$3,851.72
Cheese – Chevarti	44.38	\$40.19	\$1,783.61	\$5,325.24	\$3,541.63
Ice cream (110 g tubs)	3.74	\$13.82	\$51.69	\$822.80	\$771.11
Milk	2.00	\$5.46	\$10.92	\$80.00	\$69.08
Sales to Stores and Lodges	448.65	-	\$19,142.74	\$55,229.14	\$36,086.40
Cheese (Gift Shop)	41.74	\$44.32	\$1,849.92	\$5,307.62	\$3,457.70
Fudge (Gift Shop)	43.68	\$51.87	\$2,265.55	\$4,080.00	\$1,814.45
Ice cream (Gift Shop)	52.55	\$13.82	\$726.33	\$9,058.00	\$8,331.67
Sales to CCF Gift Shop	137.97	-	\$4,841.80	\$18,445.62	\$13,603.82
Ice Cream (CCF Babson)	14.78	\$13.82	\$204.29	\$3,251.60	\$3,047.31
Cheese (CCF Babson)	70.35	\$44.32	\$3,117.91	\$8,442.00	\$5,324.09
Fudge (Babson)	8.16	\$51.87	\$423.24	\$1,224.00	\$800.76
Total CCF Babson	93.29	-	\$3,745.43	\$12,917.60	\$9,172.17

Ice Cream (Café)	30.04	\$13.82	\$415.21	\$6,608.80	\$6,193.59
Cheese (Café)	206.09	\$44.32	\$9,133.91	\$24,731.04	\$15,597.13
Total CCF Café	236.13	-	\$9,549.11	\$31,339.84	\$21,790.73
Yogurt (Hotspot)	17.48	\$15.95	\$278.81	\$278.81	\$0.00
Cheese (Hotspot)	131.55	\$44.32	\$5,830.30	\$5,830.30	\$0.00
Ice Cream (Hotspot)	14.00	\$13.82	\$193.50	\$193.50	\$0.00
Total CCF Hotspot	163.03	-	\$6,302.61	\$6,302.61	\$0.00
Total CCF Kitchens	492.45	-	\$19,597.15	\$50,560.05	\$30,962.89
Cheese Samples	26.90	\$44.32	\$1,192.21	\$0.00	\$1,192.21
Ice Cream Samples	5.43	\$13.82	\$75.05	\$0.00	\$75.05
Fudge Samples	1.75	\$51.87	\$90.77	\$0.00	\$90.77
Total Promotional Samples	34.08	-	\$1,358.03	\$0.00	\$1,358.03
Total All Products Sold	1113.15	-	\$44,939.73	\$124,234.81	\$79,295.08
Inventory (Fudge)	10.14	-	-	-	-
Inventory (Ice Cream)	15.85	-	-	-	-
Inventory (Cheese)	84.12	-	-	-	-
Total Inventory	110.11	-	-	-	-

Cheese deliveries were made to approximately 25 different customers, nine of which order on a regular basis. CCF's main customers include Maerua Super Spar, Desert Hill, Fruit and Veg, Theo Spar, and the Frans Indongo Lodge.

The Dancing Goat Creamery also creates a secondary industry for CCF with increased revenues for its eco-tourism business by offering its products for sale to visitors at the Cheetah Gift Shop at retail price. As shown on the above table, during this period the Creamery supplied the Gift Shop with 137.97kg of product (cheese, fudge, and ice cream).

The Creamery also supplies product to the CCF kitchens at Babson House, Cheetah Café, and the Hot Spot. During this period, the CCF kitchens were supplied with 492.45kg of ice cream, fudge, cheese, and yogurt.

At the end of this period, the remaining inventory in CCF's freezers was only 84.12kg of cheese, 10.14kg fudge, and 15.85kg of ice cream, as every product made at the Creamery is regularly sold.

Client Development

All the cheese recipes have been perfected to ensure consistent high quality and to ensure client satisfaction. Based on customers' suggestions, the Creamery team worked on the development of a variety of flavours for its existing cheeses. Goat yogurt and Mozzarella are being developed, and future plans include Brie and Camembert. The Creamery also resumed soap making in the second half of 2014 after the development of a separate room for production.

CCF will continue to place special emphasis on customer satisfaction and quality assurance in an effort to continue its growing sales trend. In addition, CCF will intensify marketing and sales of its new cheese types while continuing to develop new products. Consequently, this growing demand for Creamery products will require increasing milk production.

During the first few months in 2014, CCF participated in the Otjiwarongo Farmers Market, which strives to create an outlet for fresh and local food, and a place where the community can connect. The first farmers market was held on 2 August 2013, and takes place every first Friday of the month. The CCF booth sold its homemade artisan goat milk cheese, goat milk fudge, soap, fresh bread, pastries (filled with different goat

milk cheese fillings), muffins, Bushblok, and crafts made by local farm workers. However, as the market is still in the development stages and with low attendance, CCF opted not to participate for the last several months. CCF's Heike Stackmann serves on the Market's committee, and on CCF's behalf has recommended moving the market day to Saturday morning as a strategy to increase attendance.

The Chewbaaka Memorial Garden

CCF's Chewbaaka Memorial Garden continues to produce fresh vegetables for consumption by more than 40 CCF staff and volunteers, as well as visitors to the Cheetah Café and Babson House guests. Namibia imports approximately 80% of its fruits and vegetables, mostly from South Africa, transporting it across long distances and increasing use of fossil fuels and carbon emissions that contribute to climate change. By localising food production, CCF is not only reducing the environmental and social impacts of transporting food, but is also providing fresher, tastier, and more nutritious meals while saving money.

To counteract the heavy clay-sand soil, CCF uses aged manure from its farm animals and a by-product from its Bushblok production: wood dust. These materials are mixed into parent soil to improve fertility and organic matter content. CCF is also creating compost from food scraps, which is an essential ingredient for any organic garden. CCF staff, volunteers, and CCF gardener, Petrus Johannes, have been trained in proper composting techniques. CCF is consistently harvesting a variety of salads and vegetables including beans, beetroot, carrots, daikon radishes, peas, squash, lettuces, turnips, parsnips, rutabagas, cilantro, chard, endive, mustard, rocket, spinach, radishes, and okra.

Since its inception, the garden's harvest has continued to grow. By having diverse plantings in a small space, the garden remains chemical-free because it invites beneficial insects to do the work of managing unwanted insects. Sunflowers and other flowers attract pollinators. The vegetables are therefore healthier for the environment, the growers, and the consumers. Seeds were provided courtesy of Baker Creek Heirloom Seeds, an American company based in Missouri that distributes from California. We now have 60 varieties of heirloom vegetable seeds.

The garden is named 'Chewbaaka Memorial Garden' and was dedicated on 3 April 2013, which marked the second year of Chewbaaka's passing. The garden is one more step in CCF's sustainability programme, which includes an extensive recycling programme and composting. CCF includes the Chewbaaka Memorial Garden and Sustainable Practices in farmer training programmes as yet another way to promote alternative livelihoods and economic growth in Namibia.

The Apiary

With the impressive rainy season starting in December 2013, many bee pests emerged and caused difficulty for CCF's bee colony. In particular, the colony struggled with the presence and invasion of large hive beetles. On one inspection, CCF beekeepers found about 20 large hive beetles inside the hive. Fortunately, they were found soon enough and had not yet caused too much damage to the hive. The beekeepers removed the beetles and added an entrance reducer to the hive to prevent any further infestation. The colony struggled repelling the pests throughout the rainy season and unfortunately spent more time fighting pests than foraging. They survived and started to recover and regain their strength.

However, in the beginning of June 2014, a wild swarm moved in and took over the hive from the existing colony. The existing queen was killed and the new swarm's queen established herself and her colony in the hive. The workers that were not killed in the takeover merged with the new colony. Now the hive is thriving, as the wild swarm is much healthier than the previous colony.

The newly established colony grew rapidly in the second half of 2014, and now the hive already has two supers (hive extensions) added on. CCF Beekeepers had to remove one section of comb that was full of honey as it was preventing easy maintenance of the hive, but fortunately they were able to harvest three jars of honey from that piece of comb. Currently the beekeepers plan to use a queen excluder when the next and third super is added. This means that the main box and the first two supers will be allocated for brood, while everything on top of that will be allocated to just honey. CCF hopes to have a good honey harvest in 2015.

Having bees at CCF is beneficial for many different reasons. Honey harvesting and sales will add to CCF's diverse income and food sustainability. In addition, bees will pollinate the crops at CCF's organic garden and increase food production. CCF intends to build up the apiary to teach more aspects of sustainability to visitors and local farmers, and to produce honey for food and added income. Along with CCF's Model Farm, the apiary will help to demonstrate predator-friendly farming techniques, as honeybees are part of an integrated farming system that diversifies income and adds value to the landscape.

The Vineyard

CCF's Vineyard has seen improvements in 2014. An irrigation system was installed throughout the entire vineyard to improve the efficiency and effectiveness of controlled watering. The vineyard has expanded with new space for 150 Shiraz sticks and 170 Columbard sticks for planting in 2015.

Grapes are due for harvest in January 2015 and this year's crop appears more rewarding than the 2014 harvest, which yielded only 35kg of grapes. Approximately 200kg of grapes are anticipated for 2015.

D. Eco-Tourism

Tourism is one of Namibia's fastest growing industries, with a large number of developments emerging in the Otjiwarongo area over the past couple of years. CCF's eco-tourism potential continues to grow, as it has become one of the region's leading travel and tourism destinations, thus boosting the local businesses of Otjiwarongo.

1. Visitors to CCF

At end year 2014, CCF topped 7,353 tourists and 1,243 students/learners/teachers for a total of 8,596 visitors, which represents a 10.26% increase from 6,669 visitors at the end of 2013.

In addition to school groups and film crews mentioned separately, CCF hosted many friends, supporters, and collaborators in 2014; many of them on return visits.

- January

- Peter Penny, CCF UK supporter and professional filmmaker, stayed for one week as a working guest and filmed some of our released cheetahs and other aspects of CCF's programmes.
- A group from the B2 Gold Mine in Namibia came for a day visit to see a cheetah run and to have lunch at CCF.
- Axel Rothage, a rangeland biologist, gave a short seminar to CCF interns and staff about CCF's grasses and CCF's Big Field areas.

- February

- A group of 50 representatives from the Namibia Prime Minister's Office visited on 14 February 2014. They were given a tour of CCF's Centre and learned about CCF's Bushblok programme.

- March

- CCF hosted a group of 15 people from Hereroland for a craft workshop, as part of the Waterberg Community project.
- The owner of the Travel Companion: Namibian Travelling Guide came for a photography shooting session for the 2015 Travel Companion cover.
- A group of Okonjima's tour guides visited CCF.

- April
 - Returning Babson House guest Natalia Safanova from Russia visited for two days.
- May
 - Dr. Scott Turner from State University of New York (SUNY) (USA) visited CCF with colleagues from Ben Gurion University (Israel) to continue with their arid land research.
 - Sherry Atterbury, a long-term CCF donor and friend from Seattle, Washington (USA), and her two daughters came to spend three nights at Babson House.
 - A group of 10 German economic journalists visited CCF while travelling through Namibia.
 - Claudia von Fersen, Senior Project Manager of Infrastructure Southern Africa, LAD4 KfW Bankengruppe of Germany, visited CCF to discuss biomass power.
- June
 - Walt Bodley, CCF USA Trustee, came for his fifth visit and stayed as a working guest for two weeks.
 - Zuzana Beranová, from the Czech Republic and Deputy Chief of the EU Delegation to Namibia, came for a day visit at CCF.
 - Olga Pierce, a CCF supporter from the USA, came for a 4-night stay in Babson House.
- July
 - Mark Stanback, a returning collaborative researcher studying cavity dwelling birds, came for a week to set up nest boxes.
 - Dr. Martinus Hartman and a veterinary team of nine from the University of Pretoria's Faculty of Veterinary Science (Onderstepoort, South Africa), came to spay ten of CCF's female cheetahs and conduct research on ovariectomy and salpingectomy.
 - Mr. John Kowalski, then Acting US Ambassador to Namibia and subsequently appointed Deputy Chief of Mission, paid a short visit to CCF to enjoy a cheetah run.
 - Jonathan and Angela Scott, CCF UK's patrons, led a group of six safari clients for a photographic tour of CCF. The Scotts were the keynote speakers at CCF's 2014 annual fundraising gala dinner.
 - Cheetah Outreach visited CCF after CCF's annual fundraising gala.
 - Two members of the Silent Hero Foundation came to CCF for a day visit.
 - A writer from Flamingo Magazine, Air Namibia's inflight magazine, came for a day visit.
- August
 - Elizabeth Marquart, CCF supporter and new CCF USA Trustee, returned as a working guest for her third visit.
 - Nancy Boynton, CCF supporter and returning working guest, returned to CCF for her 10th visit.
 - A technician of Fisher Scientific from South Africa came for two days to install a newly-donated genetic analyser to the CCF genetics laboratory.

- September
 - John Playle, CCF UK's Treasurer, visited CCF for several days with his daughter and son-in-law.
 - Thomas Herzog, Chairman of Build an Ark, visited CCF and donated the helmet worn by Anna Fenninger during the 2014 Winter Olympics. Fenninger, an alpine ski gold medallist, is CCF's European Ambassador.
 - Elfi Stark, an artist and CCF supporter from Austria, returned to CCF for her second time. She completed paintings on some of CCF's new buildings and touched-up the older paintings on the LightFoot Camp buildings.
- October
 - CCF UK Patron Jonathan Scott and Lebanese photographer, Michel Zoghoghi, visited for a couple of days and stayed in the Babson House.
 - Peter and Susanne Scheufler, who support CCF personally and via the Konrad Mayer & Peter Scheufler Foundation (Germany) since 2007, visited CCF.
- November
 - Zuzana Beranova returned to CCF for a day visit with Massimo Pronio (Italy), European External Action Service (EEAS) Desk Officer for Namibia and Botswana in Brussels.
 - Finland's Ambassador to Namibia, Mrs. Anne Saloranta, and other representatives from the Embassy in Windhoek visited CCF.
 - Joris Van Roost and Vicky Morey van Roost, Treasurer and Advocacy Officer from the newly created CCF Belgium, visited CCF for the first time for two weeks to get a 'hands-on' insight into all of CCF's projects.
 - Jo-Anne Reynolds, CCF Canadian supporter and donor who fully sponsors cheetah Aurora, came to CCF for her first stay as a working guest.
- December
 - Paola Bari, CCF supporter and trustee from New York, along with her husband and sister, came to CCF to help install fibre optic cables for the new Visitor Centre building and to advise on CCF's craft training programme.
 - Brigitte and Alain Petraz, members of CCF's French partner AMIFELINS, came to visit CCF for a couple of days and stayed in the Babson House.
 - Birgit Braun, Executive Director and member of the Board of Directors of CCF's German partner Aktionsgemeinschaft Artenschutz (AGA) e.V., visited CCF with her husband, Matthias, for a couple of days to talk about further developments.
 - Marcia Riedmiller, Mammal Curator from the Birmingham Zoo, came as a working guest for one month.

2. Visitor Analysis

As tourists are increasingly becoming seasoned international travellers, they become more discerning and choose those destinations that can provide a more memorable experience and good value for their money. Therefore, CCF strives to ensure that the product offered to the tourism sector is sufficiently attractive.

As mentioned above, in 2014 CCF saw a 10.26% increase in visitors numbers compared to 2013, for a total of 8,596 people, including 7,353 visitors and 1,243 students/learners/teachers, in 2014. The highest months for visitors were August, followed by October and May, while August, October, and November were the busiest months for school visits (Figure 25). Compared to 2013, the highest increase in visitors was in May, followed by June and September, while the number of visitors in July and August 2014 remained similar to 2013 levels.

The predominant language spoken by visitors during this period was English (39%), followed by German (30%), and French (22%) (Figure 26). In terms of nationalities, the majority of visitors were from Germany, followed by France and Namibia (Figure 27).

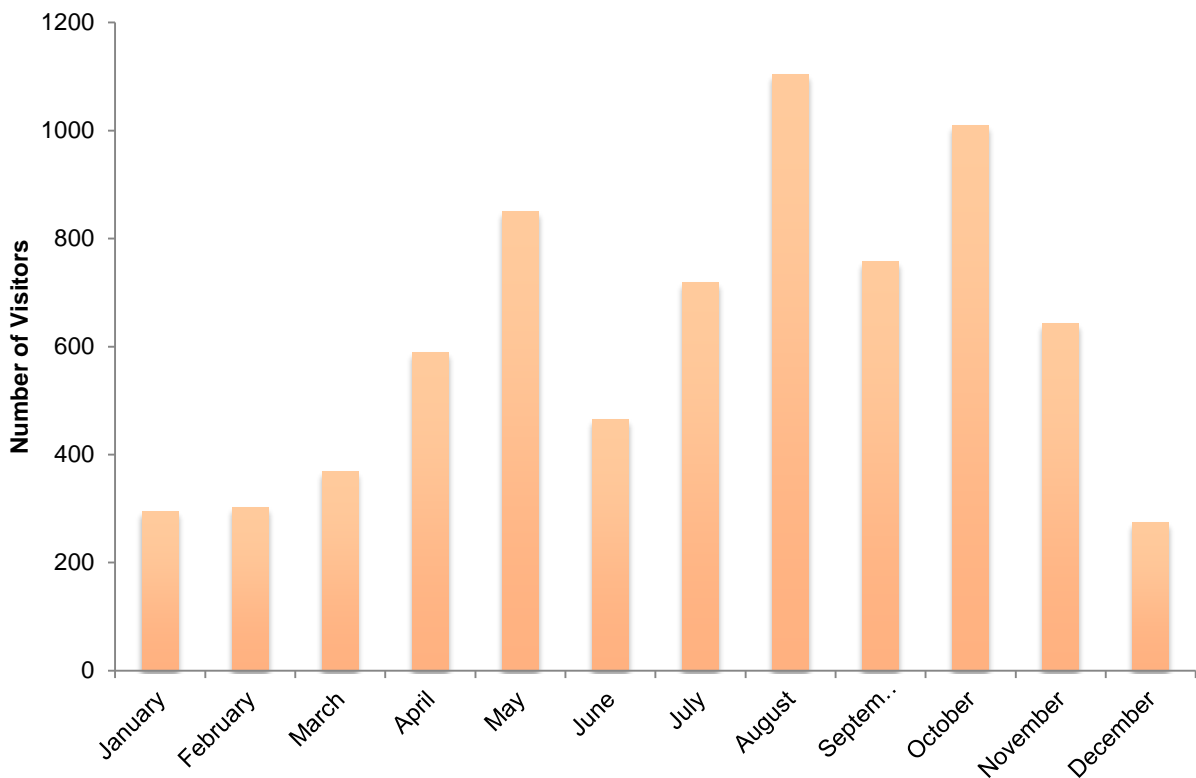


Figure 25: Number of visitors to CCF per month January to December 2014

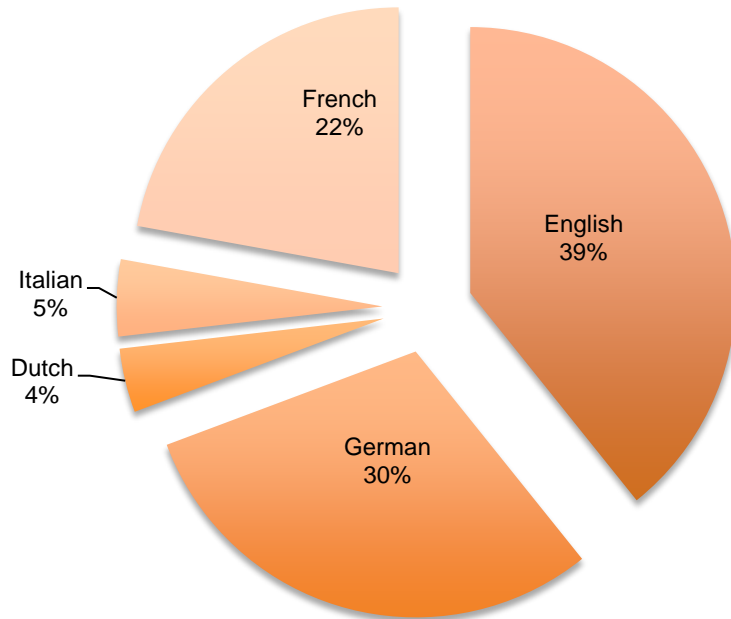


Figure 26: Languages spoken by visitors January to December 2014

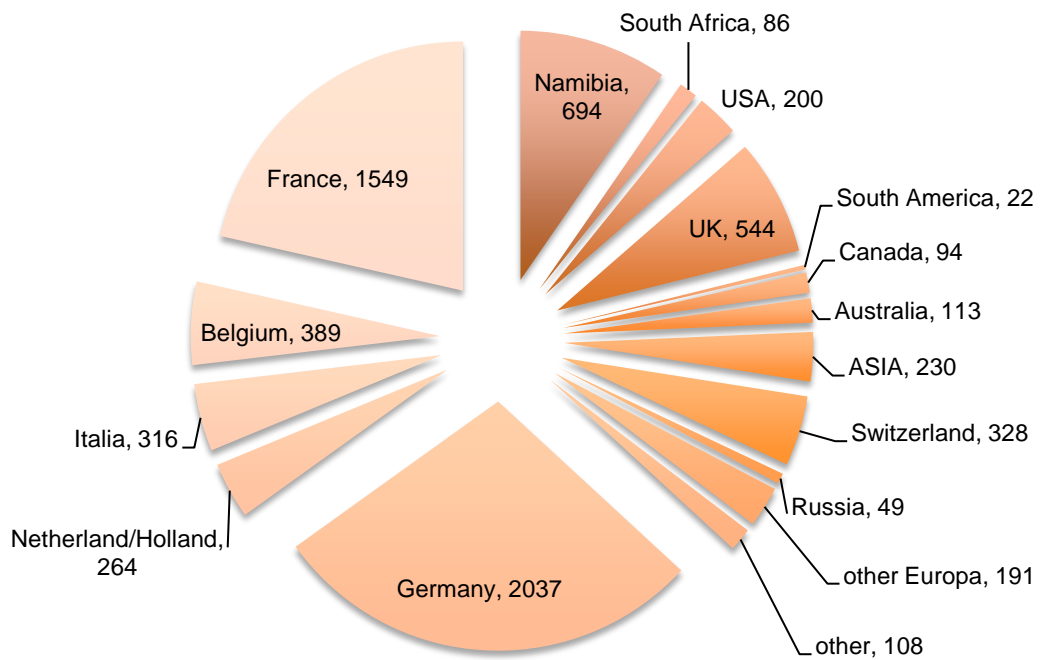


Figure 27: Percentage of visitors per country from January to December 2014

The number of school groups during this period stood at 1,243 participants including students and teachers. Of these, 849 represent day programmes while 394 represent overnight programmes at Camp Lightfoot (Figure 4). There was a slight decrease from the 1,687 participants during the same period in 2013.

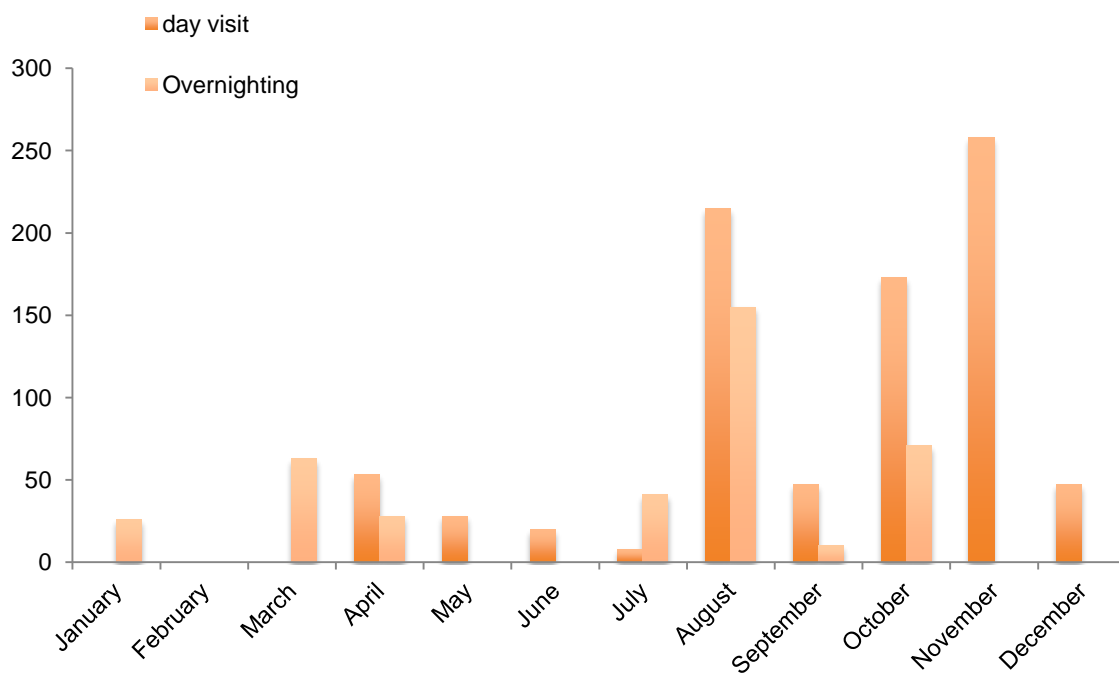


Figure 28: Number of students on school trips per month from January to December 2014

The majority of visitors continue to be walk-ins, representing 44% of all sources (Figure 29) with 3,765 in 2014. This number remained nearly unchanged when compared to 3,702 walk-in visitors in 2013. However, the number of visitors booked by CCF's reservation agent, Exclusive Reservations, increased from 1,885 in 2013 to 2,310 in 2014, representing a 22.55 % growth.

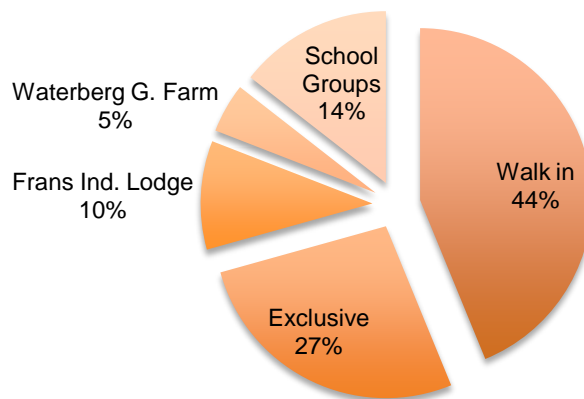


Figure 29: Sources of visitors to CCF from January to December 2014

In terms of income, there has been a 23.40% increase during 2014, at N\$3,054,035, compared with N\$2,474,802 during the same period in 2013 (Figure 30).

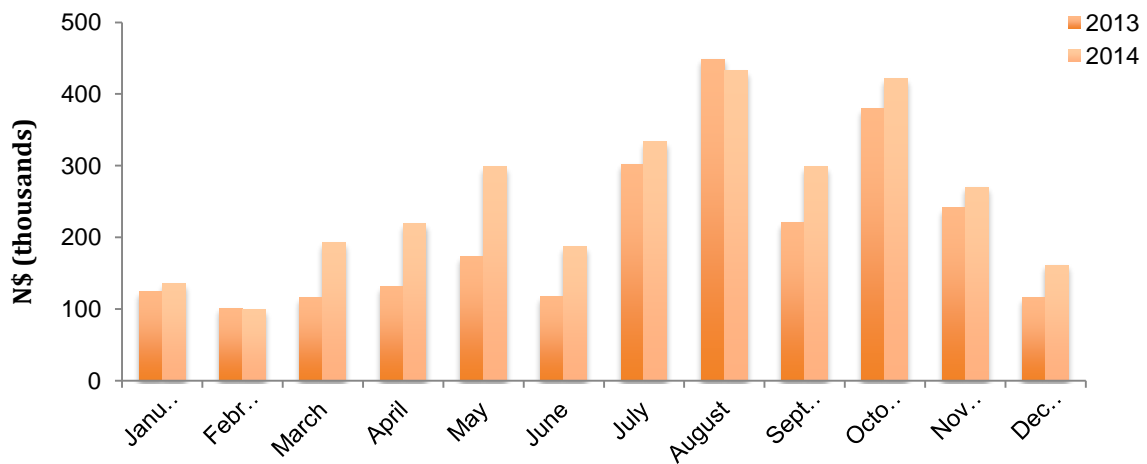


Figure 30: Comparison in tourism income (in N\$) in 2013 versus 2014

Table 25 provides the monthly breakdown of income per activity and number of visitors, showing that the month with the highest average of expenditure per visitor was December at N\$589.07 and the lowest month was February with N\$330.30 per visitor. The average amount spent by visitor at CCF shows an 11.93% increase in 2014 with N\$415.35 compared to N\$371.09 in 2013. Cheetah Drives (Elands) and Education Centre tours represented the highest income sources during this period, at 54.43 % of the total income of N\$3,053,035.00. Gift Shop revenues show a 22.19% increase with N\$614,095.00 in 2014 compared to N\$502,586.00 in 2013. A comparison of income per activity is shown on Figure 31.

Table 25: Monthly income per eco-tourism activity from January to December 2014 (Namibian dollars)

Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	%
Elands	\$51,886.00	\$17,407.00	\$52,037.00	\$74,450.00	\$95,158.00	\$67,707.00	\$121,736.00	\$164,305.00	\$86,188.00	\$141,043.00	\$91,839.00	\$56,864.00	\$1,020,619.00	33.42%
Gift shop	\$33,141.00	\$17,924.00	\$45,267.00	\$40,122.00	\$61,841.00	\$41,394.00	\$101,170.00	\$66,090.00	\$54,416.00	\$65,049.00	\$52,110.00	\$35,571.00	\$614,095.00	20.11%
Ed. Centre	\$28,065.00	\$19,551.00	\$38,365.00	\$52,736.00	\$85,989.00	\$33,749.00	\$50,625.00	\$90,896.00	\$68,814.00	\$88,545.00	\$52,902.00	\$31,400.00	\$641,637.00	21.01%
Run	\$10,349.00	\$36,248.00	\$13,378.00	\$12,066.00	\$20,640.00	\$20,888.00	\$13,888.00	\$43,376.00	\$37,770.00	\$29,179.00	\$14,884.00	\$5,104.00	\$257,770.00	8.44%
Accommodation	\$5,180.00	\$300.00	\$31,080.00	\$100.00	\$0.00	\$1,400.00	\$7,264.00	\$5,750.00	\$525.00	\$32,155.00	\$2,200.00	\$0.00	\$85,954.00	2.81%
Café	\$3,960.00	\$2,891.00	\$6,250.00	\$14,330.00	\$20,920.00	\$8,152.00	\$16,915.00	\$20,080.00	\$16,236.00	\$25,649.00	\$23,649.00	\$15,874.00	\$174,906.00	5.73%
Serengeti	\$250.00	\$2,375.00	\$1,000.00	\$5,828.00	\$8,210.00	\$9,303.00	\$4,813.00	\$21,181.00	\$6,060.00	\$14,096.00	\$10,533.00	\$500.00	\$84,148.00	2.76%
Bellebenno	\$0.00	\$0.00	\$0.00	\$12,963.00	\$0.00	\$0.00	\$0.00	\$4,080.00	\$14,760.00	\$3,000.00	\$1,500.00	\$0.00	\$36,303.00	1.19%
Donations	-	\$0.00	\$1,500.00	\$1,462.00	\$500.00	\$0.00	\$2,000.00	\$1,015.00	\$0.00	\$7,000.00	\$5,400.00	\$2,400.00	\$21,277.00	0.70%
Services	\$2,848.00	\$3,036.00	\$3,976.00	\$4,505.00	\$5,246.00	\$4,141.00	\$5,607.00	\$4,663.00	\$5,431.00	\$9,596.00	\$6,557.00	\$5,103.00	\$60,709.00	1.99%
Cheese	\$220.00	\$20.00	\$317.00	\$898.00	\$228.00	\$748.00	\$248.00	\$828.00	\$509.00	\$665.00	\$981.00	\$509.00	\$6,171.00	0.20%
Exclusive	-	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$9,795.00	\$10,100.00	\$8,080.00	\$6,464.00	\$7,720.00	\$8,080.00	\$50,239.00	1.65%
Events sales	\$0.00	\$0.00	\$0.00	\$208.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$208.00	0.01%
Total	\$135,899.00	\$99,752.00	\$193,170.00	\$219,667.00	\$298,732.00	\$187,482.00	\$334,050.00	\$432,363.00	\$298,789.00	\$422,441.00	\$270,275.00	\$161,405.00	\$3,054,035.00	100.00%
Visitors	295	302	368	589	849	465	700	1,103	757	1,009	642	274	7,353	-
Avg. Exp./Visitor	\$460.67	\$330.30	\$524.92	\$372.95	\$351.86	\$403.19	\$477.23	\$391.99	\$394.70	\$418.67	\$420.99	\$589.07	\$415.35 (Avg.)	-

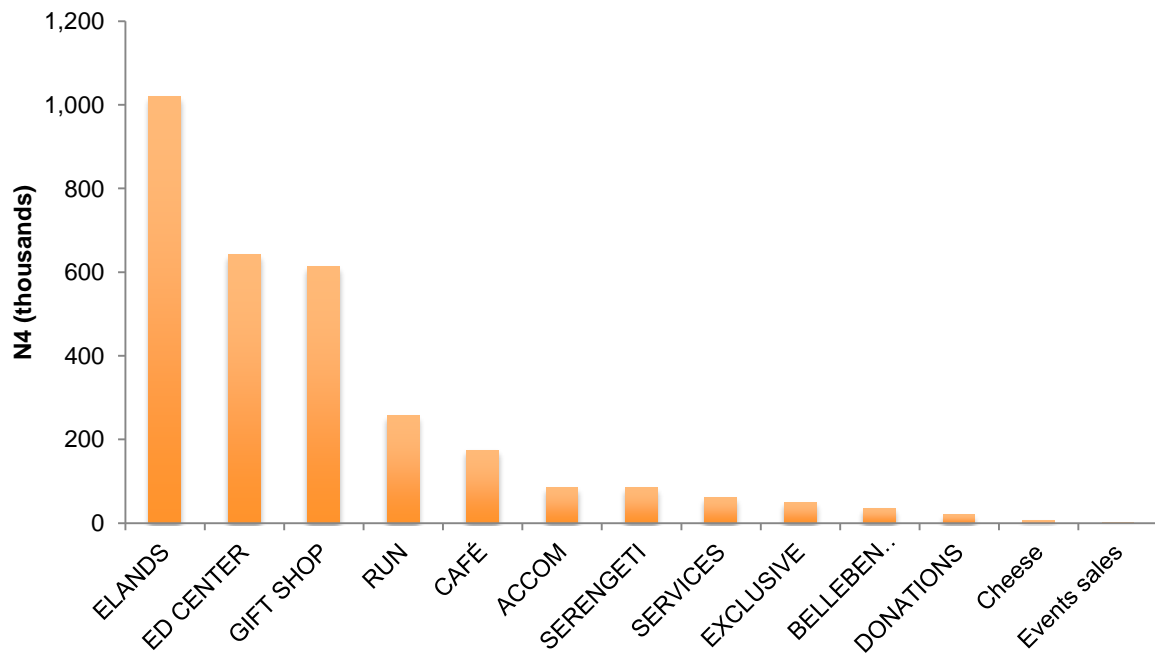


Figure 31: Tourism income sources from January to December 2014

The total number of guests staying at CCF’s luxury accommodation, the Babson Guest House, totalled 72, representing a 33.94 % decrease, compared to 109 guests during the same period last year. August and December were the highest occupancy months.

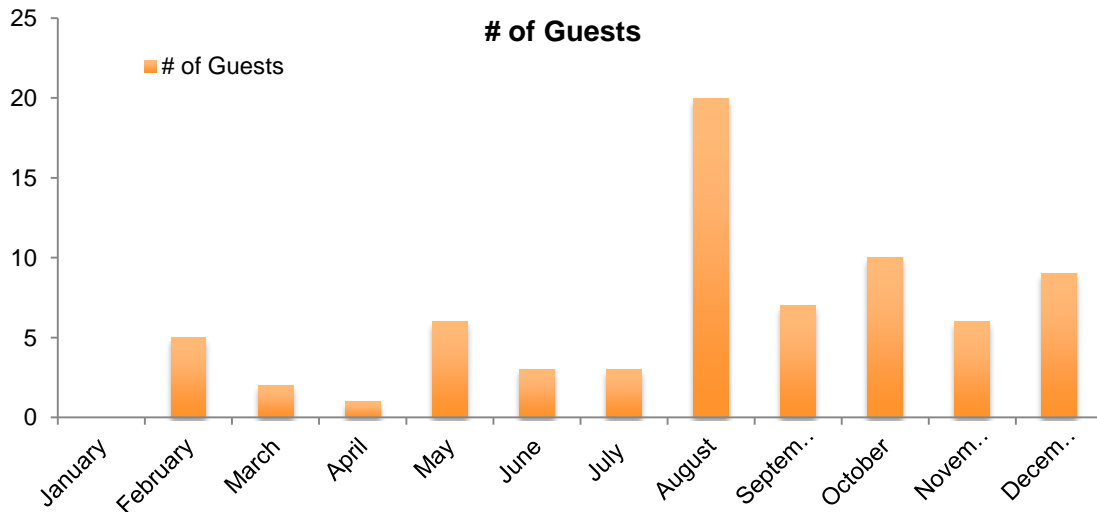


Figure 32: Babson House number of guests from January to June 2014

3. Food

The number of people eating at CCF differs every day in accordance with the numbers of guests, working guests, volunteers, and interns arriving and leaving.

Table 26 presents the number of lunches and dinners that were cooked each month at CCF's community dining room, the Hot Spot, totalling 29,746 meals for 2014, at an average of 81 meals per day.

Table 26: Number of meals served at CCF's Hot Spot from January to December 2014

Meal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lunch	1215	948	1121	1087	1433	1446	1705	1103	1203	1061	1218	1342
Dinner	1220	950	1119	1087	1437	1428	1703	1102	1202	1059	1215	1342
Total	2435	1898	2240	2174	2870	2874	3408	2205	2405	2120	2433	2684
Average/day	79	63	72	72	93	96	110	71	80	68	81	87

Over half of the meals (57.04%) served at the Hot Spot were for CCF staff members. Volunteers and interns represented 34.45%, while Working Guests (WG), Babson Guests (BG), and other guests represented 9.82% (Figure 33).

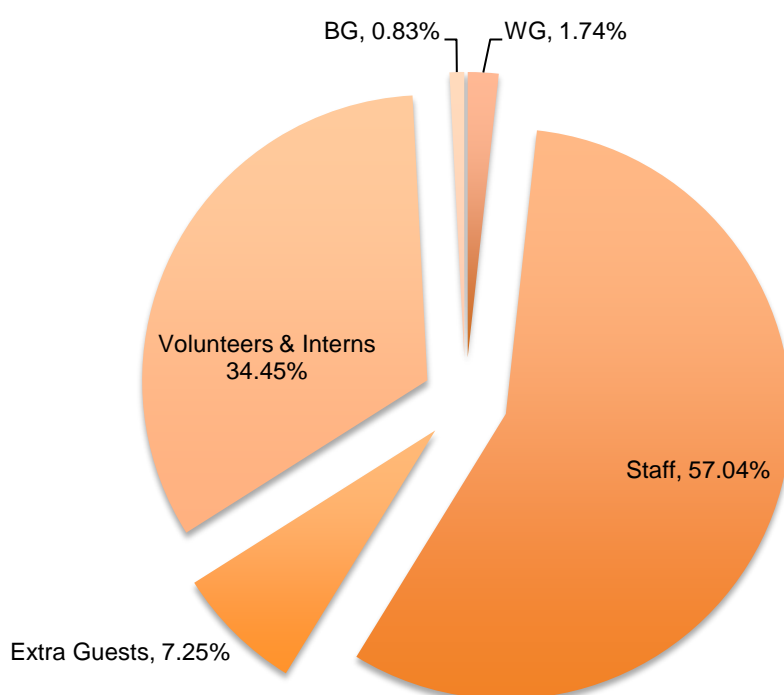


Figure 33: Overall categories of people served at the Hot Spot from January to December 2014

4. Marketing

For the second consecutive year, CCF received a Certificate of Excellence from TripAdvisor in June. This award is given to tourism businesses that consistently receive high ratings from TripAdvisor travellers. Only the top 10% of businesses worldwide on TripAdvisor receive this award.

CCF's marketing agent, Exclusive Reservations, continues to support our eco-tourism efforts both with bookings and its objective of transforming the CCF brand to make it distinctive and different.

Exclusive participated in the 16th Annual Namibia Tourism Expo. At the expo, held from 4 to 6 June 2014, the Exclusive stand displayed CCF images and promotional materials. CCF staff was present on the first night (devoted to tour operators) to promote CCF activities, the Babson House, the Dancing Goat Creamery, as well as the 16th Annual CCF Fundraising Gala. Exclusive participated also in other expos based in South Africa, including Africa's largest travel show, INDABA.

CCF's marketing agent also organised an educational visit with some of the Namibian tour operators on 8 April 2014 to promote CCF and to familiarise the tour operators with CCF's work as an education and research centre. Exclusive Reservations also promotes CCF by regularly visiting other tour operators in Windhoek and organising meetings for the companies based in Swakopmund.

CCF hosted an educational visit organised by Finesse, a booking agent that is considering adding CCF to their list of possible destinations, on 22 February 2014.

In November, CCF staff attended the HAN Congress 2014 in Windhoek (Hospitality Association of Namibia), which provided insight into the opportunities and challenges facing tourism in the near future. A series of lectures addressed the need for an integrated digital presence, particularly the need for mobile-phone friendly websites, as well as the importance of niche markets and sales training. The final day was dedicated to a trade fair, which provided a platform to explain the work CCF does to both existing tourism partners and potential new ones. During the day, CCF staff were able to connect with new tour operators, receive constructive criticism regarding our current tourism offerings, and make the trade aware of the various predator-friendly products that are produced at CCF's Model Farm.

Attractions that encourage tourism operators to market CCF as a destination continue to be evaluated, as is the information and materials supplied to visitors on departure in order to encourage them to become engaged and share their experience with their closer and wider networks once they have returned to their homes. We are actively promoting our social media websites (Facebook, Twitter, Blogger, YouTube, TripAdvisor, and LinkedIn) to all guests visiting CCF.

5. Visitor Attractions

With the opening of CCF's Dancing Goat Creamery early in 2013, menu items at the Cheetah Café include the CCF Goat Cheese Platter, baked Feta, fresh muffins, scones, quiches, a cake of the day, and goat milk ice cream. Fudge produced at the Creamery is also offered for sale at the Gift Shop. In total, the Creamery supplied the Café and Gift Shop with 374kg of product, including cheese, fudges, and ice cream in 2014.

Since a lightning fire on 16 October 2013 destroyed the CCF Visitor Centre, which housed the Cheetah Café, the café continues to operate at the tourism office in the Cheetah Museum building. CCF's famous cheese platters and baked feta are still favourites among customers, as is our ice cream on hot days. To facilitate the effectiveness of the kitchen and the swift movement of customers through the lunch period, CCF continued to offer set menus and buffets to larger groups and now also offers booked lighter meals and cake and coffee. Increasingly, large groups are booking lunches at the Café, including many repeat customers such as the Mambaruri tour groups.

Sales at the Cheetah Café for 2014 totalled N\$183,890.00 (Table 27), with the lowest sales during January and February, which correlates to the months with lowest visitor numbers, as well as a result of the café relocation and limited menu. Efforts continue in order to increase the number of booked luncheons and expand the menu.

Table 27: Cheetah Café sales from January to December 2014 (N\$)

Month	Pre-Booked	A la Carte	Total
January	\$0.00	\$4,276.00	\$4,276.00
February	\$495.00	\$2,971.00	\$3,466.00
March	\$5,460.00	\$4,812.00	\$10,272.00
April	\$6,040.00	\$10,410.00	\$16,450.00
May	\$7,800.00	\$9,321.00	\$17,121.00
June	\$8,840.00	\$4,841.00	\$13,681.00
July	\$5,005.00	\$12,131.00	\$17,136.00
August	\$3,640.00	\$16,440.00	\$20,080.00

September	\$7,540.00	\$8,696.00	\$16,236.00
October	\$13,000.00	\$12,649.00	\$25,649.00
November	\$12,190.00	\$11,459.00	\$23,649.00
December	\$4,764.00	\$11,110.00	\$15,874.00
Total Sales	\$74,774.00	\$109,116.00	\$183,890.00

E. Association and Conservancy Relationships

1. Large Carnivore Management Association (LCMAN)

CCF is a founding member of LCMAN and continues its work as a stakeholder of this group of NGOs, researchers, farmers, and governmental departments. LCMAN helps guide the conservation and management of large carnivores in the country and facilitates communication among the stakeholders to ensure a coordinated approach. This association further functions as a resource for the Namibian Ministry of Environment and Tourism (MET) to provide expert advice and guidance during policy making procedures.

There was a meeting held in Windhoek on 6 March 2014, with no major outcomes. The Annual General Meeting (AGM) was held on 6 November. At this meeting, Dr. Laurie Marker was elected Chairperson, replacing Dr. Rudie van Vuuren.

The main topic discussed at the AGM was whether LCMAN should put a conference on in 2016 and at what scale (regional, national, international). It was determined that a conference would be a positive activity to focus the international scientific and NGO community on the issues facing large predators across Namibia and southern Africa, as well as the conservation strategies used by the LCMAN partners.

During the meeting, Dr. Ezequiel Fabiano presented his work on understanding population dynamics of carnivores using remote camera traps: a case study of cheetahs. The talk was well received by the members.

Additionally, a poster titled 'Have you seen any of these Predators' was discussed and distributed to LCMAN members.

The poster was also presented by Dr. Marker to the Minister of Environment and Tourism (MET), Hon. Uahekua Herunga (Figure 34) and Namibia Professional Hunting Association (NAPHA) members during NAPHA's AGM (see Section 5 below). The poster is a callout to citizens for information on predators (i.e. sightings) throughout Namibia, which will be collated by LCMAN in order to produce a national distribution dataset of all Namibian predators, in cooperation with (MET).



Figure 34: Dr. Laurie Marker and Hon. U. Herunga with his LCMAN poster presented at the NAPHA AGM

2. Conservancy Association of Namibia (CANAM)

Dr. Laurie Marker served as Chairperson of CANAM for six years, and continues to support CANAM's efforts throughout Namibia; however, CANAM has not been very active since 2011. This year CANAM held their AGM in April. CCF's Senior Ecologist, Matti Nghikembua, attended and presented information about the Waterberg Conservancy and the Greater Waterberg Landscape.

3. Waterberg Conservancy

The Waterberg Conservancy, of which CCF is a founding member, held its AGM in April, with the attendance of Dr. Bruce Brewer, Dr. Laurie Marker and Matti Nghikembua. Members unanimously re-elected Mr. Harry Schneider-Waterberg as chairman and Mrs. Sonja Schneider-Waterberg as secretariat/treasurer.

4. Greater Waterberg Landscape

CCF's International Field Research and Education Centre neighbours the Waterberg National Park and is within the Greater Waterberg Landscape (GWL), an area encompassing 1.77 million hectares, including the Eastern Communal lands in the Okakarara constituency. CCF is a founding member of the GWL and serves on the steering committee. In 2012, the GWL received support from NAMPLACE, a 5-year project under the Ministry of Environment and Tourism (MET) funded by the Global Environmental Facility (GEF) and through the United Nations Development Program (UNDP). The GWL is one of five landscapes in Namibia being developed through the 5-year development grant. NAMPLACE is responsible for selecting and implementing developmental projects that will benefit the community, satisfy the needs of the people, and assist in the progression of the region.

CCF was selected by the NAMPLACE steering committee to implement a needs assessment survey for the project encompassing several conservancies and commercial farms within the GWL. The survey was conducted in November 2012, after which CCF analysed the data and presented the results to the GWL leadership in January 2013. As a member of the GWL with ecological and research expertise, CCF is playing a key role in the implementation of the various recommendations and action plans resulting from the survey, including habitat restoration, reintroduction of wildlife into the target area, training of integrated wildlife and livestock management, and alternative livelihoods training in tourism and crafts development skills. When fully operational, these communities will be empowered to manage and develop their livestock and wildlife resources, restore their land to productive use, and promote tourism. During this reporting period, CCF attended seven GWL meetings.

The GWL held their AGM in Okamatapati on the 5 August 2014. The meeting was open to all members of the landscape and included a discussion about the progress made within the Landscape, election of the new Landscape Management Committee, and the amendment of the Landscape constitution. Mr. A. Kandinda (African Wild Dog Conservancy) and Mr. K. Katjiveri (Otjituuo Conservancy) were elected as chairperson and vice chairperson, respectively.

A stakeholder's consultative meeting was held on 1 December 2014 in Okakarara to discuss the different activities being implemented by CCF and the Namibia Nature Foundation in the GWL. Both CCF and NNF received funding from the European Union (EU) to develop capacity and improve livelihoods and conservation in the rural communities. Following this meeting, visits were made to the four conservancies for broader consultation with their management committees from 2 to 4 December 2014. As a result of these meetings, multiple priority training workshops were directly requested by the communities, which we endeavour to undertake in 2015. CCF hired four local facilitators from each conservancy and one local mentor to assist with the organisation and communication of the CCF activities across the conservancies. For details on the training events taking place in or with the GWL, please see C. Community Outreach under Education.

Between April and May 2014, in cooperation with a student from the Polytechnic of Namibia, CCF conducted a tree/shrub identification in-field survey at Omupanda, Okanjokomukona, and Ombujovakuru villages.

CCF held two Waterberg Naturalist Training Camps for members of the GWL who were interested in becoming eco-guides (see Centre-based Programmes: Primary to High School under Education).

CCF PhD student Chavoux Luyt and Senior Ecologist Matti Nghikembua represented CCF at the Okakarara annual Trade fair held in Okakarara on 2 to 7 September 2014 (see C. Community Outreach under Education).

5. Namibia Professional Hunting Association (NAPHA)

CCF once again was invited by Kai-Uwe Denker, the President of NAPHA, to their 2014 AGM (25 and 26 November). CCF continues to be a supportive member of NAPHA's goals and stance on ethical hunting across Namibia. We were encouraged by NAPHA's stance on sustainable utilisation of wildlife in conjunction with the conservation of large landscapes across Namibia. In addition, we were impressed that NAPHA had the foresight to address a key issue which was encompassed by the guest speaker's lecture on global population growth, particularly highlighting the human issues being faced across Africa and how important it is to embrace education and training, especially of the women.

CCF continues to ask for support from NAPHA by way of a questionnaire requesting information about presence and absence of cheetah and leopard throughout the farmlands. We also ask for location of sightings, and whether the animals are killed as problem animals or trophies, as we wish to substantially increase the amount of information we receive on where the problems occur and the numbers being removed.

CCF asked NAPHA to assist with distribution of the LCMAN poster, 'Have you seen any of these Predators' (via a pdf) and the questionnaire as part of their regular emails. CCF also requested that NAPHA's CEO, Dietlinde Mueller, communicate with hunters across Namibia to help us collect genetic samples from hunted cheetahs, in particular, and other predators.

F. 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. International Cheetah Studbook

Dr. Laurie Marker is the International Cheetah Studbook Keeper. The International Cheetah Studbook has the purpose of registering all cheetahs in the world held in both zoological and private facilities, and providing information about existing animals by publishing the studbook contents, thus creating the preconditions for selecting breeding animals. The Studbook records captive animals from around the world. It includes wild-caught and captive-born individuals alive in 1980 and after, as well as founders with live offspring since 1980. Each registered animal has a studbook number. Bi-annual questionnaires are sent to all facilities holding cheetah and information is checked through support of the International Species Inventory System (ISIS) and personal communications. Each registered animal has a studbook card.

The 2013 International Cheetah Studbook was published with the assistance of Kate Vannelli, CCF's Assistant Studbook Keeper, and work is beginning on the 2014 International Cheetah Studbook. The first Studbook was published in 1988 and annual studbooks have been published since. The 2013 Studbook is the 23rd edition of the world registry for captive cheetah.

The captive cheetah population for 2013 was 1,689 (892.795.2) in 45 countries in eight geographical regions (Figure 35).

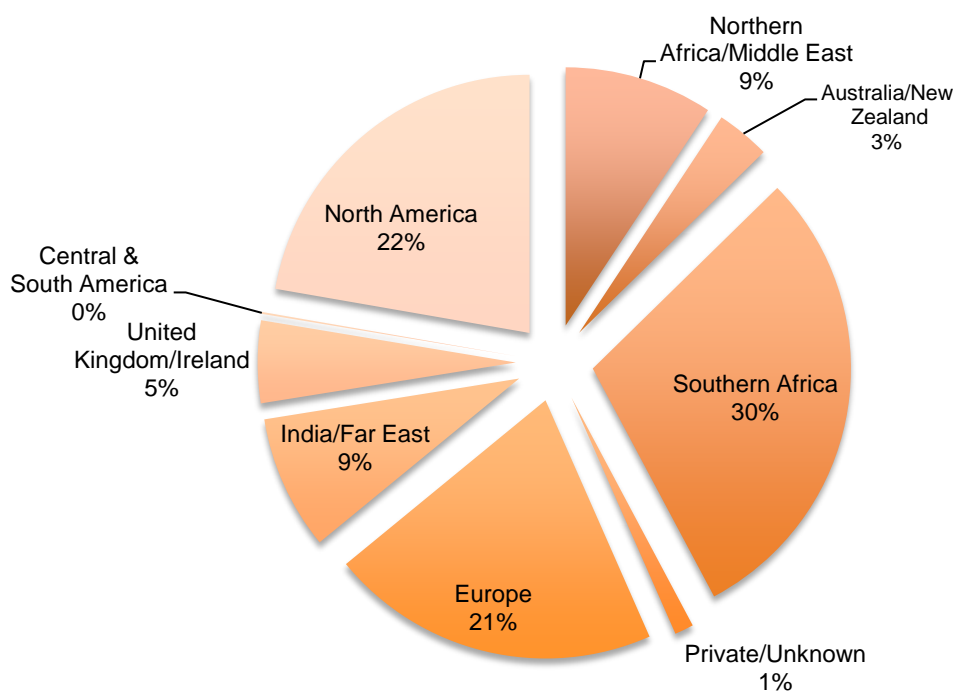


Figure 35: 2013 captive cheetah population by region

From January to December 2013, 201 (107.77.17) new animals were registered, representing births and newly imported wild-caught animals during this period, as well as animals that had been brought into the captive population prior to January 2013 but had not been reported to the Studbook Keeper prior to publication of the 2012 Studbook. Of the new additions, 174 (89.68.17) were births and four (1.3.0) were wild caught animals

that were transferred to two known facilities in Namibia. There were 26 (15.11.0) late registries. Of these, three (2.1.0) were captive born, six were wild-caught (4.2.0), and 17 (9.8.0) were of unknown origin. Of the 201 newly registered cheetahs, 47 (18.12.17) represented deaths during 2013, while 154 (89.65.0) were live cheetahs.

The 174 births represent a decrease in productivity from 2012, when 223 (102.104.17) cubs were born. Total cub deaths less than six months of age were 47 (18.12.17), which represents 27.01% cub mortality. This is an increase from the 2012 cub mortality, which was 21.52% (48 cubs). At the end of 2013 there were 268 (123.145) alive, proven breeders, or animals that had bred at least once, in the captive population (this number includes two sires that were listed as multiple sires, but does not include two males that bred during 2013 but died before the end of the year). Only 84-85 (40-41.44) animals, or 4.9% of the 2013 captive population, successfully bred. Of these, two (2.0) animals, or 2.4%, were wild-caught, and three (1.2) were of unknown birth type. There were a total of 151 (65.69.17) deaths reported in 2013, including cub deaths.

2. International Meetings and Collaborations

CCF in the United Arab Emirates: January/February 2014

In 2013, a team from CCF visited the UAE for lectures and to network with cheetah breeding facilities and veterinarians. It was decided from that trip that a workshop on cheetah health issues, husbandry, necropsies, and banking genetic and reproductive samples would be very useful.

In late January 2014, Dr. Anne Schmidt-Küntzel, CCF's Assistant Director for Animal Health and Research; Ryan Sucaet, CCF's Research Assistant and Cheetah Keeper; and Dr. Marker returned to the UAE. During the 10-day visit, several workshops and conferences were attended and conducted.

The first conference was held in Al Ain. The half-day conference on 29 January 2014 was hosted by The President's Affairs' Management of Nature Conservation (MNC) Facility. The conference covered topics such as captive cheetah care and management, health and disease, genetics, and genome resource banking (GRB), including semen collection and techniques.

The workshop was followed by collections and training with veterinary and research teams at Al Ain Zoo, the Emirates Park Zoo, Sheik Butti bin Juma Al Maktoum Wildlife Centre, and Al Bustan Zoological Centre. In total, CCF collected blood and measurements from 18 cheetahs, and successfully banked sperm samples from males for a total of 49 samples. In addition, a hands-on workshop was hosted by Al Bustan Zoological Centre on 2 February 2014, where CCF was able to train more veterinarians and staff of several institutions within the UAE. Overall, 35 veterinarians and research staff from over 10 facilities in the country participated in CCF's training workshops.

Prior to departure, the CCF team was invited to attend the first day of the 15th Annual Conservation Workshop for the Biodiversity of Arabia held at the Breeding Centre for Endangered Arabian Wildlife in Sharjah on 4 February 2014. The workshop brought together international conservationists from the Arabian Peninsula working towards strategies of IUCN wildlife re-introductions, translocations, and how to apply these to various species of this region. In addition, the conference included a captive care workshop and small mammal survey techniques.

Following the conference, the team met with personnel of the Breeding Centre for Endangered Arabian Wildlife.

14th Annual Sahelo-Saharan Interest Group Meeting: May 2014

On 1 May 2014, Dr. Anne Schmidt-Küntzel attended the 14th Annual Sahelo-Saharan Interest Group Meeting in Porto, Portugal, where she gave a talk titled 'Cheetah Genetics: An Overview of the Past, Present, and Future' and presented a poster titled 'The Cheetah Conservation Fund: A Multifaceted Approach to Cheetah

Conservation'. Conservationists from all over the world with an interest in the Sahelo-Sahara region attended this meeting.

World Bioenergy Conference: June 2014

In June, Dr. Bruce Brewer attended the World Bioenergy 2014 Conference in Elmia, Sweden. This included a meeting of the World Bioenergy Association, of which Dr. Brewer is a member.

Earth Day 2014: Polar Bears International

On Earth Day, 22 April 2014, two organisations, CCF and Polar Bears International (PBI), initiated a new dialogue on the global impact of climate change and uniting humanity towards common action.

Over the past century, Earth's average temperature has risen by 1.4 degrees Fahrenheit and is projected to rise another 2 to 11.5 degrees Fahrenheit over the next 100 years. This increase in temperature is already impacting the entire globe by increasing extreme weather patterns, making us more vulnerable to natural disasters. Higher temperatures strain the productivity of our food system, escalate the risk of tropical-borne diseases like malaria, and threaten the health of every community.

These changes threaten all species on the planet at an unprecedented rate, as extinction for some of the world's most iconic animals becomes an increased possibility. These species serve as an example of the fragility of our planet and forecast the threat to our own species.

In combating these immense challenges, two leaders in animal conservation have united to begin a new worldwide movement. CCF and PBI work in polar opposite regions: African Savannah and Arctic Sea Ice, heating and melting. Each has created innovative programmes in their specific communities bringing together stakeholders working to protect these iconic species. Protecting the cheetah and the polar bear, however, is only one part of the equation. Climate change threatens all species as habitat and biodiversity loss leads to larger systemic problems.

By joining CCF and PBI's vision of partnering for change in 2014, we can identify a new agenda where the health of all communities' ecosystems is core to the global sustainability necessary to assure future success of humanity.

Made in Namibia Expo: July 2014

Dr. Bruce Brewer attended the 'Made in Namibia Expo', hosted by the Ministry of Trade and Industry between the 29 and 31 July 2014 in Windhoek, Namibia. CCF was represented with a booth to inform about the Bushblok project, as the main objective of the expo was to contribute to the development and growth of the local manufacturing sector.

IMATA / AZA Conference: September 2014

Dr. Laurie Marker attended the Annual Conference of the Association of Zoos and Aquariums (AZA) and International Marine Animal Trainers' Association (IMATA), which was held in Orlando, Florida in September 2014.

De-Bushing Program: September & November 2014

Dr. Bruce Brewer attended a meeting of professionals on the 11 September 2014 and on 18 November 2014. This is an ongoing discussion group, to help NamPower with a site selection and fuel provision standard for a biomass power plant. This initiative is financed by the 'Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH'.

Cornell University: October 2014

Dr. Laurie Marker and Dr. Bruce Brewer gave lectures and attended meetings at the Cornell University Ithaca campus between the 19 and 26 October 2014. This was part of Dr. Marker's appointment as an Andrew Dickinson White Professor-at-Large. During the week Dr. Marker and Dr. Brewer discussed how CCF and Cornell could work together more closely in supporting CCF's cheetah programmes in research, biomass, and education.

Eurogroup for Animals Conference: October 2014

CCF Belgium was invited as a guest presenter at the Eurogroup for Animals' conference, 'Putting Animal Welfare at the Heart of the EU', held at the EU Parliament on 7-9 October 2014. Together with CCF's German partner organisation AGA, CCF Belgium presented on cheetah trafficking in the Middle East during the conference segment: 'The increase in the illegal trade in wildlife and developing a comprehensive framework to curb it'. The audience (consisting of delegates, other NGOs, and interested visitors) was very interested in the topic and the Eurogroup for Animals has requested more information about CCF's projects.

Soil research by the University of Hamburg, Germany: November 2014

A researcher, Marleen de Blecourt, from the University of Hamburg, Department of Geoscience at the Faculty of Mathematics, Informatics and Natural Sciences, conducted research on soil consistency between the 4 and 18 November 2014. As this is an ongoing study, Marleen will return to CCF next year to continue her study.

3. Illegal Wildlife Trafficking

CCF first became actively involved with issues involving the illegal taking of live animals in November 2005, when it arranged for the confiscation of two extremely unhealthy cheetah cubs being held in chains outside a restaurant in Ethiopia. Since then, CCF's Strategic Communications Consultant, Patricia Tricorache, has been monitoring illegal cheetah trafficking and assisting with confiscations through the proper authorities whenever possible. Even though the intrinsic nature of illegal wildlife trafficking makes it difficult to collect full or reliable information, CCF has knowledge of at least 700 cheetahs that were victims of the illegal wildlife trade gathered between direct reports and various media articles.

Although geographically widespread, most of the cases compiled by CCF involve the Horn of Africa (HoA) and the Middle East. During 2014, CCF compiled 28 cases of illegal cheetah trafficking involving 77 cheetahs, with potentially 20 more cheetahs reported as being held by a trader (Figure 36). Twenty-eight of the 73 cheetahs were confirmed dead, while the fate of 37 is unknown. Out of 50 animals confiscated during this period, 12 are known to be alive: four are housed in zoos in the United Arab Emirates after confiscation; one is being held at an army camp in the Somali region of Ethiopia, four were confiscated in Somaliland and transferred to a facility in Djibouti, while three more cubs, confiscated in November, are still in Somaliland until permission is granted by authorities for transfer to a facility. Various cases reported to the Ethiopian Wildlife Conservation Authority in 2013 and 2014 remain unresolved. As CCF's network covers mostly Ethiopia and Somaliland, most of the reports come from this region. Thus, 15 of the 28 cases involving 54 cheetahs originated there during this period.

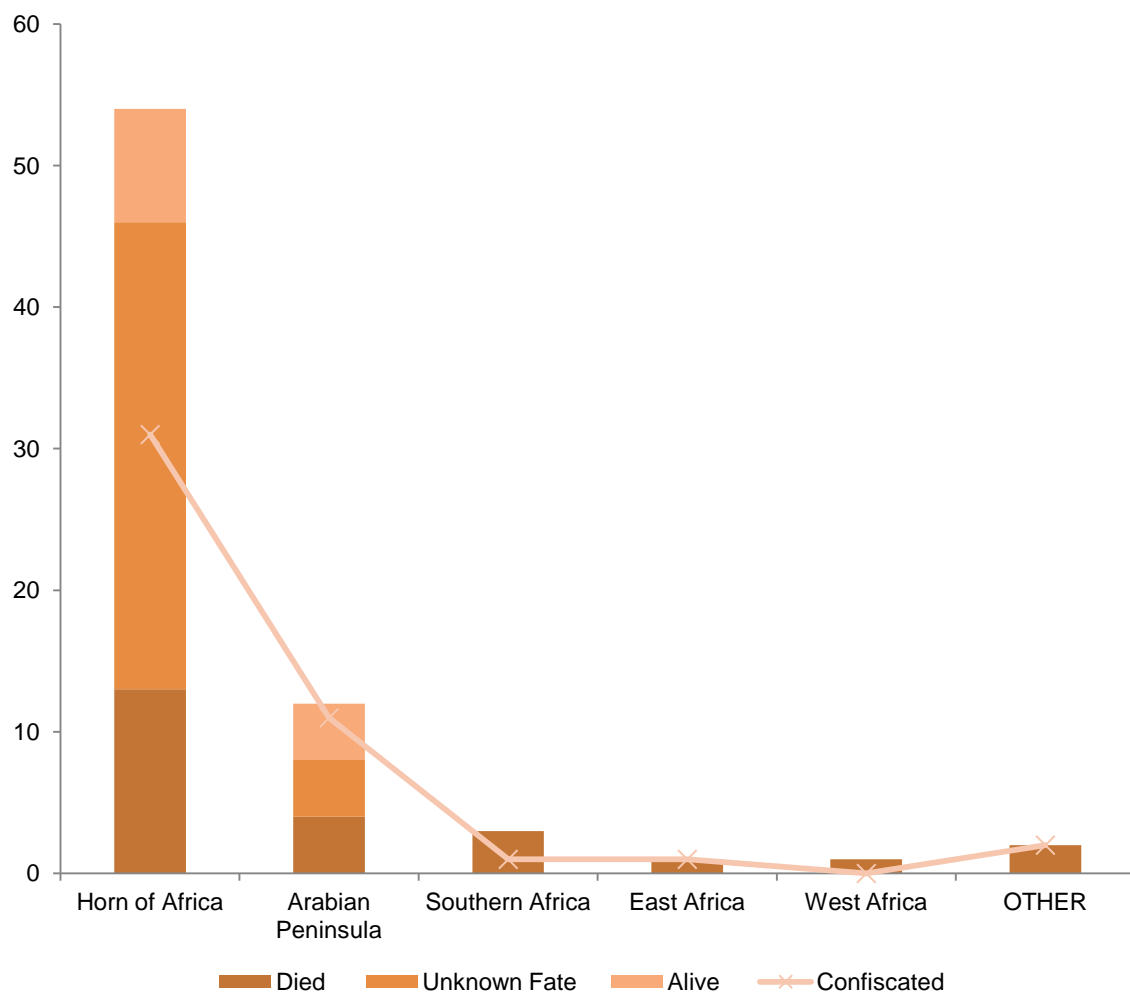


Figure 36: Summary of illegal cheetah trafficking by geographic region from January to December 2014

The HoA continues to be an area of particular concern due to political and economic factors that make enforcement more difficult, as well as its proximity to the Arabian Peninsula, an area where demand for exotic pets is high. With few exceptions, attempts by CCF and its network to confiscate cheetahs continue to be unsuccessful as more and more officials are requesting some compensation for confiscating illegal wildlife or are returning/selling the animals back to the smugglers. The Somaliland Minister of Environment and Rural Development, the Hon. Shukri Haji Ismail, has expressed to CCF and Born Free Foundation the need for law enforcement personnel training, and the establishment of a long-term facility for confiscated animals in her country. Discussions between the Minister and CCF and its network regarding these issues are underway.

The CCF team continues to make every effort to collect genetic samples from cheetahs in the UAE and Horn of Africa for a database that might allow us to identify their geographic origin. The samples are brought and stored in Namibia under the proper CITES permits.

Public Policy

Following a resolution at the CITES 16th Conference of the Parties held in Bangkok in March 2013, the CITES Secretariat commissioned an independent consultant, Kristin Nowell, to undertake a study of 'both the legal and illegal trade in wild cheetahs, and to assess the impact of this trade on the species' conservation in the wild'. The study, which included data provided by CCF, was completed in early 2014 and presented at the CITES 27th Animal Committee Meeting (AC27) held in Veracruz, Mexico on 28 April to 1 May 2014. To lend a

voice for the cheetah during these proceedings, Patricia Tricorache of CCF and Dr. Nicholas Mitchell, the East Africa Coordinator for Range Wide Conservation Program for Cheetah and African Wild Dogs (RWCP), attended the AC27. CCF and RWCP collaborate in promoting awareness and best practices in the fight against the illegal trafficking of live cheetahs and cheetah products.

The report's findings were reviewed by a working group, with some attempts to reject it by some of the involved parties. Notwithstanding, the report was highly praised and resulted in five recommendations for the 67th Standing Committee (SC) Meeting held in Switzerland in July 2014, with the most important being that the SC consider cheetahs as a species of priority in their strategies to counter wildlife trafficking' and should include capacity building and enforcement in the region (Northeast Africa).

The SC67 endorsed the AC27 recommendations, which call for a workshop of range states before March 2015 subject to funding, and identification of existing and new facilities for disposal of live confiscated animals. The SC also called for additional information to be sought from implicated Parties and tasked the Intersessional Working Group on Illegal Trade in Cheetahs with the design of a questionnaire requesting information on national legislation and enforcement. On 10 December, the CITES Secretariat issued notification 2014/060 requesting parties to return the questionnaire titled "Questionnaire for all cheetah range, transit and consumer States on the status of the implementation and enforcement of CITES provisions regarding the trade in cheetahs, and the challenges experienced" with a 15 March 2015 deadline, and postponing the workshop deadline to 15 July 2015.

Elsewhere, Dr. Laurie Marker and staff have been active during this period in monitoring several important issues and government policies that affect the cheetah. In February 2014, Dr. Marker attended a symposium on International Wildlife Trafficking in the UK. At the conference, hosted by the Zoological Society of London, a poster by CCF and the RWCP was presented.

On 6 May 2014, Patricia Tricorache participated in a teleconference with the Coalition Against Wildlife Trafficking (CAWT), of which CCF is a founding member. During the conference, she reported on the CITES AC27 outcomes and encouraged members to increase their efforts to combat the illegal trafficking of live species.

Also as part of CAWT activities, CCF was invited to participate in 'Poaching from Parks', a CAWT-sponsored event as part of the IUCN's World Parks Congress (WPC), held in Sydney, Australia, in November 2014. Through a market-style set-up of display booths, the event showcased international tools and efforts to combat wildlife trafficking from the world's parks. Given that CCF representatives were unable to travel to Australia, CCF partnered once again with RWCP's South Africa Coordinator, Dr. Rosemary Groom, who was present at the WPC. Dr. Groom, with the help of a CCF Australia volunteer, organised a booth displaying a poster and a PowerPoint presentation, and distributed leaflets to participants. It is interesting to note that most of the people who approached the booth were unaware of the major impact that the illegal pet trade is having on wild cheetah populations.

In the U.S., the Multinational Species Conservation Fund (MSCF) Coalition, which includes CCF, sent letters in May to the Interior Appropriators in both the House and Senate in support of additional funding for the MSCF for FY 2015. Other coalition members include the Rare Species Fund, Born Free USA, Association of Zoos and Aquariums, Flora and Fauna International, International Elephant Foundation, and the Wildlife Conservation Society.

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, students, educators, public-policy makers, and the public in general on the value of sustainable practices in conservation, as well as on the importance and value of predators for a healthy ecosystem. Public education and the development of national pride in the cheetah are both critical to its survival.

CCF continues to host school groups of all ages at Camp Lightfoot and visit schools as part of its outreach program. CCF also continues to provide in-house training to Namibian students and to host national and international students and interns.

In late March 2014, CCF welcomed Stephanie Bradley to the education team. Stephanie comes from the USA with a Master's Degree in environmental education and is taking the lead in the education department, both with in-house programming at the centre and outreach education around Namibia. This was part of a reorganisation of the CCF education staff, which also included re-assigning current staff to different responsibilities.

Staff development is an important element of CCF's Education goals. As such, CCF educators Matti Nghikembua and Stephanie Bradley attended the annual Namibian Environmental Educators Network (NEEN) Annual General Meeting (AGM) in April 2014, where Stephanie presented a paper on 'Adapting Curriculum for Climate Change'. Stephanie and fellow educator Ignatius Davids attended the annual Environmental Educators Association of Southern Africa (EEASA) AGM in August where Stephanie presented a paper on 'Okakarara-Waterberg Tourism Project and the Waterberg Naturalist Training Camp program'.

CCF is a member of the Museum Association of Namibia (MAN), an umbrella organisation that represents all the museums in Namibia. It provides training workshops for individual museums and regional museum development workshops for regions that currently do not have any museums. In May, Stephanie attended the MAN's AGM held in Keetmanshoop. The meeting provided an opportunity to discuss MAN's 3-year plan and grant projections. CCF was awarded two grants from MAN this year. The first was a N\$10,000 grant to support National Heritage Week programming in September. The grant was used to make and print a Heritage Week informational workbook as well as educational predator trading cards. The second was MAN's annual Regional Museums Development Grant, which takes effect in January 2015 and will be used to replace burned educational materials lost in the 2013 Visitor Centre fire, and to develop and buy new education supplies for our new building.

A. Future Conservationists of Africa

In 2014 the CCF Education team reached over 9,000 Namibian children and youth through school outreach, centre-based programmes, and trade fairs, compared with 10,738 in 2013.

1. School Outreach

As a result of the reorganisation of CCF's education department, school outreach had a later start this year, and the number of outreach programmes, 59, remained at the same level as the previous year. However, with the addition of CCF's new Education Manager, outreach visits are planned to happen twice a month during the schools' first and second terms.

In total, over 8,000 children learned about cheetah behaviour, ecology, and how people can help conserve the cheetah during 45-minute presentations by the CCF staff.

- In February and March 2014, the CCF team conducted outreach at eight schools in the Otjizondjupa and Oshikoto Regions (Otjiwarongo, Otavi, Tsumeb, and Tsintabis), reaching 1,136 learners in grades 4 to 8.

- In May and June 2014, the education team travelled to the Khomas region (Windhoek) to impart conservation education programs at 14 schools, involving 1,844 learners in grades 4 to 8. During the month of June, the team travelled to Oshikoto and Oshana regions in the north to visit 11 schools, reaching 1,528 learners in grades 5 to 11.
- In July, the CCF education team conducted outreach at five schools in Grootfontein, reaching nearly 1,000 learners grades 4 to 10. Also in July, CCF staff visited nine schools in the Gobabis and Epikiro area, reaching 1,041 learners grades 5 to 10.
- In September CCF's educators visited six schools in Otjiwarongo, reaching nearly 1,000 learners grades 5 to 11. CCF was also asked to visit a school in Windhoek while in town for the Windhoek Trade Show. The secondary school had 100 grade-11 learners.

There was no school outreach done during most of the second half of the year (October to December) as the Namibian schools' third term is primarily dedicated to exams and assessment.

2. Trade Shows

Through participation in five trade shows, CCF staff interacted with about 600 school children this year. At the shows, children can play predator identification games that include identifying pictures of the animals, their tracks, and what they eat. Children received predator information trading cards after they participated in the games. The predator information trading cards were designed by CCF for National Heritage Week as part of Wildlife Heritage programming, and for our own use as prizes at trade shows. The cards depict 10 different predator information cards for the children to collect.

3. Centre-based Programmes: Primary to High School

Organised education programmes at CCF involved 26 Namibian groups (864 children and youth, accompanied by 140 teachers, parents, or volunteers) (Table 28). Of these, eight groups (209 children and youth with 23 teachers, parents, or volunteers), participated in overnight programmes at CCF's Camp Lightfoot or Cheetah View. Depending on the length of stay and the group focus, activities included cheetah runs, museum tour, guarding dog and goat kraal talks, predator kill identification exercises, 'preyground' activities, ecological talks, and game drives.

Occasionally, day groups cannot be hosted overnight due to group sizes (sometimes over 50 or 60 children), kids' age, or overlapping dates. In 2014, day programmes involved 18 groups (655 children and youths with 117 teachers, parents, or volunteers).

Table 28: Namibian schools hosted by CCF from January to December 2014

Namibian Overnight School Groups					
Date In	Date Out	School	Learners	Adults	Total
28 Mar 2014	30 Mar 2014	Karibib Private School	17	2	19
01 Aug 2014	03 Aug 14	Emma Hoogenhout	60	5	65
16 Aug 14	18 Aug 14	Swakopmund PS	27	3	30
19 Aug 14	21 Aug 14	Amazing Kids	27	3	30
24 Aug 14	26 Aug 14	Amazing Kids	27	3	30
19 Sep 14	21 Sep 14	Negumbo SSS - SCAMX winners	4	1	5
10 Oct 14	10 Dec 14	Ubaisen PS	31	4	35
24 Oct 14	26 Oct 14	TH.F. !gaeb PS	16	2	18
Total Namibian Overnight School Groups:			209	23	232

Namibian Day Visit School Groups				
Date	School	Learners	Adults	Total
8-Jan-14	Otjiwarongo Christian school	17	2	19
4-Mar-14	Woelwaters Pre-Primary School	15	6	21
9-Mar-14	Lano private School	41	6	47
10-May-14	Amwiimby Combined School	22	6	28
10-May-14	Pendukeni Kindergarden	22	10	32
12-Jun-14	J. Afrikaaner	23	7	30
14-Aug-14	Integrity School	54	8	62
16-Aug-14	Erongosing PS	40	7	47
18-Aug-14	Neen School Luderitz	48	2	50
22-Aug-14	Grootberg PS	32	5	37
24-Oct-14	Kerengedju School	47	5	52
30-Oct-14	Queen Sofia PS	16	14	30
31-Oct-14	Liberty Heritage School-Ongwediva	54	5	59
7-Nov-14	Liberty Heritage School-Ongwediva	52	6	58
15-Nov-14	Orwetoveni Primary	79	11	90
15-Nov-14	Highlands Christian School	27	7	34
21-Nov-14	Shinning Stars Kindergarden	31	5	36
22-Nov-14	Vivo Energy Namibia	35	5	40
Total Day Visit:		655	117	772
Total Namibian School Groups:		864	140	1,004

One of the overnight groups consisted of the SCAMX (School Clubs & Museum Exhibition Competition)'s 2nd place winners for a free weekend at CCF in September. The winners were one female teacher and four female students from Negumbo Senior Secondary School in the Omusati region. The team's winning project entailed an excellent exhibition about the Olufuko festival that takes place at Outapi annually. The group participated in a tour of our Centre, cheetah museum, and nature trails, as well as a game drive. Winners also got to get their hands dirty helping prepare meat for our daily cheetah centre feeding, and enjoyed family style dining at our communal dining hall while listening to campfire stories with CCF staff.

Additionally, CCF educators created a new programme for local Namibians called the Waterberg Naturalist Training Camp and hosted two of these camps this year. The first was held in April 2014 and the second in June 2014. The aim of these camps is to train locals in eco-guiding, sustainable land management, integrated livestock management, and entrepreneurial skills in an effort to bring eco-tourism to the Okakarara and Otjiwarongo areas of Namibia, for poverty reduction and increased ecological protection. The first camp comprised 17 teens and out-of-school youth from Otjiwarongo, and one teacher from Okakarara Secondary School. Participants stayed at CCF for five days learning about the Waterberg Plateau's local flora, fauna, history, and geology. They also shared in lessons and activities about tourism, guiding, as well as other environmental topics. The second training camp comprised 11 adults from the Greater Waterberg Landscape conservancies interested in tourism training. This second camp covered the same topics as the first but culminated with a visit and tour of the National Waterberg Plateau Park on the final day of training. Both camps were well received and educators plan to hold more in the near future.

4. Higher Education and In-Service Training

In November Stephanie, the education manager, went to consult with and partner-teach an Intro to Guiding course run by Wilderness Safaris. The course was set up much like CCF's Naturalist Training Camps, taking

place over five days. The course was held at the Waterberg Plateau Environmental Centre and involved classroom lessons as well as hikes and drives up the plateau. CCF was able to form a relationship with Wilderness Safaris and their well-established, nationally recognised training courses. CCF's education department hopes to partner with Wilderness Safaris for future courses as well as get guidance on the national training certification process for CCF to host more training at our centre.

CCF is committed to empowering Namibians to take over the conservation and protection of their wildlife. Toward this goal, for many years CCF has fostered Namibian college students' interest in wildlife conservation. CCF offers in-service training programmes for students from the Polytechnic of Namibia and the University of Namibia (UNAM). The students conduct research projects, with the goal of completing a research paper at the conclusion of their internships. Several former interns have gone on to work at conservation organisations or with the Ministry of the Environment.

During this period, CCF fostered 26 Namibian student interns, five of whom started in 2013 and carried over to 2014, while five others returned later in 2014 to carry out more studies in their chosen fields:

- Eleven students from UNAM: Hermina Namupala and Mutaleni Kamanja (BSc Molecular Biology); Rosalia N.T. Ndiweda (BSc Animal Science); Lukas Gabriel Shetu, Kapiye Simon and Kunandjambi Mupuru (Integrated Environmental Science); Nicolene Hepute, Josephine N. Iita, Pathimani Shilongo, Christofina Malakia and Isher Iiyambo (BSc Agriculture – Food Science).
- Two kitchen interns, Elli N. Mupetami and Katrina B Malapi, who worked closely with our food services department and the Dancing Goat Creamery, along with the five Agriculture-Food Science students from UNAM.
- Eight interns from the University of Management, the Lingua College, the Agricultural Training Centre Krumhuk and the Marco Mpollo Vocational Training Centre studying Tourism, Hospitality and Tourism, Travel and Tourism, and Hospitality Management. The students: Josephina Gabriel, Meriam Shuudi, Rehabeam Imbili (R.T.), Fransina Simson, Wendy Rooinasie, Shivolo Tyrves (Travis), Kennedy Pendukeii, and Terttu Kashupi, spent between four and six months with CCF's Tourism and Education staff.
- One intern from the Polytechnic of Namibia, Allen Sizuka (Nature Conservation), spent six months studying Ecology.
- A general intern, Heather U. Npenda, who returned twice in 2014 in connection with CCF's partnership with corporate supporter B2 Gold.
- One genetics intern, Selma Shilunga, spent one week in our genetics lab.
- One Animal Care student from Ekulo Senior Secondary School, Lydia Nepela, spent three months with us.
- One Namibian intern, Jaco Badenhorst, who studies Nature Management at Centurion Academy in South Africa, spent 10 months with us.

Lucia Mhuulu (MSc Biochemistry, UNAM) finished her Master's in the CCF's genetics laboratory during this period (see *D. Life Technologies Conservation Genetics Laboratory*).

Chavoux Luyt (PhD Conservation Ecology, Stellenbosch University in South Africa) continued his PhD work with CCF's Ecology Department during this period.

Below are a few of the projects that our Namibian students were involved with:

- Kapiye Simon and Lukas Gabriel Shetu (UNAM) worked mainly with our ecology department on a variety of small projects including data entry and camera trapping studies, as well as learning how to track and monitor some of our released cheetahs.

- Jaco Badenhorst (Centurion Academy in South Africa) is covering a variety of projects over his 10-month stay at CCF, including *veld* management as he is looking into soil erosion, how to eradicate problem plants, and completing a *veld* condition assessment. He is also looking at game-ranch management, tourism, and animal studies.
- Allen Sizuka (Polytechnic of Namibia) carried out an assessment of bush biomass in the Ozonahi Conservancy to promote bush harvesting and in turn improve cheetah habitat.
- Hermina Namupala and Mutaleni Kamanja (UNAM) worked in our genetics lab. See *D. Life Technologies Conservation Genetics Laboratory* for more details on their projects.
- Chavoux Luyt (Stellenbosch University in South Africa) is working with CCF on human-wildlife conflict on Namibian farmlands. He sent out 2,500 questionnaires with the AgriForum magazine to all members of the Namibia Agricultural Union in May 2014. Questions on predator occurrence on farms, livestock losses, and anti-predation methods used by farmers were included. A number of responses have been received so far and the answers are currently being entered into a spreadsheet for analysis and follow-up as they are received.

In addition to in-service training students, CCF welcomes groups from Namibia's higher-education institutions to participate in programmes aimed at enriching their skills in various study areas. In 2014, CCF hosted three groups from UNAM and one group from the Polytechnic of Namibia. A total of 77 Namibian university students and seven teachers participated in various aspects of CCF's work in the areas of Wildlife Management, Environmental Management, and Tourism (Table 29).

Table 29: Namibian higher-education groups visiting CCF from January to December 2014

Date In	Date Out	School	Learners	Adults	Total
16 Mar 14	17 Mar 14	Polytechnic	32	2	34
13 Apr 14	17 Apr 14	UNAM	25	3	28
09 Aug 14	10 Aug 14	UNAM	4	1	5
06 Dec 14	06 Dec 14	UNAM	16	1	17
Total Namibian Groups			77	7	84

B. Future Farmers of Africa

During the last six months of the year, Jackson Hindjou, our community liaison in Okakarara, gave a number of training workshops on integrated livestock and predator management in four Greater Waterberg Landscape conservancies. The trainings dates are as follows:

- 28 April – 2 May 2014: Junior Naturalist training at CCF (17 students, 1 teacher)
- 23 - 27 June 2014: Adult Tourism Training (11 adults)
- 23 – 24 September 2014: Otjituuo Conservancy area
- 28 – 29 October 2014: African Wild Dog Conservancy area

On 1 to 4 December 2014 CCF conducted a human-wildlife conflict training workshop at Omuhonga village in the far northwest of Namibia. This was on request by the Epupa Conservancy who had conflict issues with spotted hyaenas, cheetahs, leopards, jackals, caracals, baboons, and crocodiles. Topics included kill and predator identification (Figure 37), which proved to be useful when the CCF team looked at tracks near a recent livestock kill. Although cheetah tracks were found, it was concluded that the cheetah had simply walked past the kill and a spotted hyaena was the cause.

This workshop concluded with a meeting by the conservancy leadership to plan on the way forward with the conflict resolution methods they learned. They agreed that returning to the traditional ways of herding and keeping livestock in the *kraal* by night would be the best way forward, but that each village would need to decide for themselves how to implement this strategy. The consensus was that they did not want to *kraal* all

the animals together, but each livestock owner would have his own livestock in his own *kraal* and then herd all animals together during the day. Not allowing the livestock to drink water unsupervised and using thorn-branch barriers in the river would also help with the crocodile problems, while herding all the livestock together throughout the conservancy would also allow the land to recover from grazing. This training was encouraging as most of the community leaders attended and demonstrated their willingness to take active steps to put their new knowledge into practice.



Figure 37: CCF staff member demonstrates kill and spoor identification during training at the Epupa Conservancy.

C. Community Outreach

The majority of CCF's community efforts revolved this year around programmes in the Hereroland area, working with members of the Greater Waterberg Landscape (GWL). The second half of the year was also busy with agricultural shows in Okakarara, Otjiwarongo, Grootfontein, Windhoek, and Gobabis. These events provided CCF with an ideal platform to reach out to farmers, community leaders, school learners, and the general public.

1. Trade Shows / Agricultural Shows

The annual Okakarara Trade Fair was held between 2 and 7 September 2014. The fair attracts various exhibitors from different sectors and areas of the country, as well as visitors from the area and elsewhere. The CCF booth had a steady stream of visitors, with many farmers interested in the Bushblok project, fudge, livestock guarding dogs, and learning more about the cheetah. School children took part in quiz competitions about cheetahs and other carnivores, and were handed out trading card packs. We also provided an opportunity to the Artisans of the Greater Waterberg Conservancy to market themselves and sell their handmade crafts. A live radio interview about CCF's involvement in the Conservancy was done via the Otjiherero radio service of the Namibian Broadcasting Corporation (NBC).

The Otjiwarongo Trade Fair was held from 11 to 13 September. Various exhibitors attended the fair including different Ministries and the municipality of Otjiwarongo. As in Okakarara, the CCF booth attracted many school children and people with whom we shared information on the role different predators play in the environment and how people can become involved in what we do to save the cheetah in the wild. The main opening was held on Friday 12 September, which allowed the majority of Otjiwarongo residents to stop by the show and see the different exhibitors. As Otjiwarongo is CCF's nearest town, our participation in this fair offered us the opportunity to reach out to neighbours and visitors interested in CCF, and inform them about our location and activities offered at our Centre.

The Grootfontien Agricultural Show was held between 17 and 19 September 2014. Most of the farmers there were cattle farmers who were having a problem with predators including cheetah. We took the opportunity to share with them our CCF management techniques to enhance livestock management and reduce human-wildlife conflict, including CCF's LSGD Programme. Many of the farmers indicated that they already had dogs and provided good feedback about the programme.

The Gobabis Agricultural Show was held from 17 to 19 September. During the show we had a short five-minute opportunity to speak on national radio about the LSGD Programme (in Afrikaans).

The Windhoek Agricultural Show, held from 26 September to 2 October 2014, was a mix of agriculture, shopping, and carnival grounds. The show brought farmers from as far away as Gobabis. Many farmers and city residents were interested in CCF's cheese, fudge, LSGD Programme, and in learning more about the cheetah. We also made goat ice cream to sell on the weekend, which sold very fast.

Overall, there was mixed reaction during the shows, with some farmers avoiding the CCF booth and others engaging positively. We were able to reach a wider audience with the need for cheetah conservation, including quite a number of children who played the predator identification and predator prey games. Therefore, we felt it was worthwhile for CCF to have a presence across all of these shows.

2. Greater Waterberg Landscape Programming

In late March 2014, the CCF centre hosted a group of 20 Namibian artisans from the GWL for a three-day craft workshop. The gathering targeted artisans from five different conservancies around the Waterberg Plateau Park, including Ozonahi, African Wild Dog, Otjituuu, Okamatapati (known as Hereroland), and the Waterberg Conservancy. Training was conducted by the Peace Jewellery Collection, who specialise in producing semi-precious stone jewellery and leatherwork.

On 10 April 2014, CCF held a Bush Biomass Harvesting Workshop in Okakarara. The workshop was attended by 12 participants who aspire to venture into the bush biomass business in the communal settlements. The workshop was also attended by a Forestry Officer from the Ministry of Agriculture, Water & Forestry, Directorate of Forestry in Okakarara, who gave a presentation on regulations, related to bush harvesting in the communal areas (e.g. issuing of harvest and transport permits, consent from traditional authority, and harvest seasons).

In May 2014, CCF hosted a second Bush Biomass Harvesting Workshop in Okakarara. Senior Ecologist, Matti Nghikembua and Jackson Hindjou, CCF's GWL liaison, taught participants from the GWL about selective harvesting, rules and regulations, and how to make a minimal environmental impact. Capacity building was facilitated by CCF with funding from the Embassy of Finland through their instrument/program.

Feedback received from participants of both workshops was positive and showed that they were actively engaged with the training and thus benefitted from their newly acquired knowledge.

D. Other Collaboration with Educational Institutions

The CCF Centre hosted nine international groups (137 students and 18 teachers/accompanying persons) from international schools and universities participating in educational programmes, including lectures on human-wildlife conflict, cheetah runs, and tours of CCF's Centre. Five of these groups (85 students and 10 teachers) stayed at Camp Lightfoot, while the other four (52 students and eight teachers) participated in day programmes (Table 30).

Six of the US groups returned to CCF this year: Worcester Polytechnic Institute, University of Arizona, Wakefield School, Earth Expeditions, Dartmouth College and Wakefield School. In June, a group from Tema International School from Ghana visited with their professors.

Table 30: International groups attending educational programmes at CCF January to December 2014

International Overnight School Groups					
Date In	Date Out	School	Learners	Adults	Total
20 Jan 14	21 Jan 14	Wofford College - USA	24	2	26
08 Mar 14	11 Mar 14	Wakefield School- USA	8	2	10
12 Jul 14	15 Jul 14	Nat Geo Group - USA	16	2	18
21 Jul 14	03 Aug 14	Earth Expeditions - USA	21	2	23
21 Oct 14	22 Oct 14	Dartmouth College - USA	16	2	18
Total International Overnight School Groups:			85	10	95
Day Visit International School Groups					
Date	School	Learners	Adults	Total	
21 Apr 14	Worcester Polytechnic USA	30	2	32	
01 Jun 14	University of Arizona - USA	7	2	9	
01 Jun 14	Tema International school- Ghana	9	2	11	
23 Jul 14	Leuvens Merjeis	6	2	8	
Total International Day Visit School Groups:			52	8	60
Total International Groups:			137	18	155

E. Volunteers and Interns

Volunteers are the backbone of CCF and vital in daily operations. During 2014, CCF hosted 105 international volunteers and interns. Among these were 43 working guests/volunteers from the USA, Switzerland, Japan, Belgium, China, Ecuador, South Africa, Namibia, Austria, Spain, the UK, and Canada. Ten of these were returning working guests (third, fourth, and tenth time alumni), two were volunteering after graduating high school, one was visiting during a gap year, two stayed on after Earth Expeditions, four were visiting vets, one was a vet technician, one was a visiting geneticist with her intern, and four were zookeepers.

In addition to 26 Namibian student interns, CCF welcomed 36 international student interns from the USA, Australia, France, South Africa, Malaysia, Belgium, Denmark, the Netherlands, the UK, Canada, Zambia, and Zimbabwe training in veterinary medicine, farm management, genetics, history and biology, ecology and evolution, conservation biology, zoology, animal science, wildlife management, biotechnology, ecology, captive wildlife care and education, biophysics, GIS, bioengineering, fisheries and wildlife sciences, earth systems, wildlife biology, organismal biology, dog handling, international studies and environment, molecular biology and genetics, and forest resources and wildlife management. Six of these students returned to CCF throughout 2014: one was a third time alumni; four returned as second-time alumni; and one came back as a volunteer. Of the total 62 Namibian and international students, ten started at CCF in 2013 and crossed over to 2014. Below are some of the projects that student interns and working guests worked on.

1. Intern/Volunteer Projects

Katrina Schmitz, studying Veterinary Medicine at St. George's University Grenada (West Indies), worked on annual parasitology tests for some of CCF's animals. She conducted parasitology exams on scat from the dogs, horses, and all the goats and sheep at CCF.

Marianne Platel, studying Wildlife Management and Conservation at Van Hall Larenstein University of Applied Science (Netherlands), looked at the detection of prey animals using hair found in scat samples collected during three separate cheetah releases. Using the hair reference library collection at CCF (which includes hairs from a variety of key prey species, taken from three parts of the animal's body) Marianne was able to identify prey species using hairs isolated from scat samples. She isolated 10 hairs at random per

sample and then identified the prey species based on examination of the cuticle pattern under a microscope. From there she did a basic analysis to see if there was a particular preference for prey species in relation to groups of cats and she also combined the groups together to see if there was an overall species prey preference. Marianne also tied in other observational data which was recorded by the release team when tracking the progress of the cheetahs, looking particularly for any discrepancies between species occurring in scat which were not recorded as prey in the preceding few days, and vice versa, which in some cases there were discrepancies. Ideally the next step is to build in a correction factor that could be used to estimate the number of prey individuals that had been consumed based on scat sample evidence. However, this has proven difficult in her case due to the limited sample size.

Mariska Bijsterbosch, studying Wildlife Management and Conservation at Van Hall Larenstein University of Applied Science (Netherlands), built a comprehensive library of hair cross section images, providing CCF with an overall library of the cuticle pattern together with the cross sections from all different species and different hairs (e.g. head, body, hind leg, etc.). Having completed this cross section library, Mariska has been able to use the cross sections to help ID prey species where the cuticle patterns are very similar, thus aiding other projects.

Megan Miville, studying Captive Wildlife Care and Education at Unity College (Maine, USA), worked on a new training regime for Isha, one of our scat detection dogs. The overall goal is to see if Isha can be trained to be an ID dog so that scat samples can be identified to the individual cheetah without the need for genetic analysis.

Thomas Carney, an 11-month intern studying Zoology at the University of Manchester (UK), completed the annual waterhole report for 2013. Thomas started by bringing together all the data material for 2013 and systematically analysed it according to a variety of factors including weather data, different species present on different farms, age groups, group sizes. He then looked at different trends that may appear over time completing a summary for the year and relating it back to previous years. His thesis project was to analyse the Waterberg Conservancy Annual Waterhole Count data from 1995 until 2013.

Stephanie Campbell, a three-month intern studying Zoology at Oregon State University (USA), continued an on-going project compiling data on the movement analysis in released cats.

Andrew Peters, studying Zoology at University of Western Sydney (Australia), helped to complete a three-month camera trapping cheetah survey by going through pictures, separating different species and then entering all the data into spread sheet form ready for the individual cats to be identified.

Manon Dantiacq, studying DUT Genie Biologique at IUT Paul Sabatier (France), worked on diet analysis in wild cheetahs. She looked at one sample per month from CCF's male coalition known as the 'wild boys' and extracted DNA to confirm if it belonged indeed to the 'wild boys' and which individual it was before carrying out PCR's and genotyping (see *D. Life Technologies Conservation Genetics Laboratory* for further details on Manon's project).

Kristen Morris, studying Biology and History at Christopher Newport University (USA), helped update a large amount of administrative work to ensure that all records for each individual cheetah held at CCF are up to date, whilst also helping to complete the 2013 International Cheetah Studbook.

Alicia Walsh, studying Biomedical Science (pre-vet) at University of New Hampshire (USA), worked on a small set (100) of carnivore scat samples. For each sample, she first extracted DNA and sequenced it to identify the carnivore species. She then conducted a diet analysis to determine what that animal had been eating. The purpose of Alicia's project was to gain an understanding of the dietary preferences of carnivores living on CCF property.

Matthew Brim, studying Veterinary Medicine at Western University of Health Science (USA), worked in the CCF clinic assisting our veterinary team with the general care of the animals housed at CCF, including cheetahs, livestock, and dogs. He also completed a veterinary needs assessment questionnaire to quantify the veterinary related knowledge, equipment, and expertise of the farming community surrounding CCF, and

thus provide a framework upon which we might build educational resources aimed at promoting a higher standard of veterinary care and medical knowledge amongst a diversity of farmers.

Caleb French, studying Wildlife Management and Conservation at Humboldt State University (USA), and Zachary David, studying Ecology at University of Pittsburgh (USA), worked together on a large GIS mapping project creating a variety of maps to help further understand the relationship between the location of livestock, humans, and the range of the cheetah. The completed maps will also aid in the understanding of the landscape between isolated cheetah populations and, where possible, whether pathways might exist or be created in the future to help with genetic diversity. Overall, 140 maps were created.

Kathryn Clemens, studying Animal Sciences at Ohio State University (USA), assisted with the International Cheetah Studbook, completing spread sheets and scanning files whilst also working on a variety of animal care tasks and helping with the on-going giraffe monitoring project.

Matthew Lindenburg, from Grand Valley State University (USA), is a Master's student working with CCF on its released, rehabilitated cheetahs covering a variety of questions including viable home ranges, movement patterns, and the comparison between released and wild individuals regarding movement and home range preferences.

David Hejna, studying Fisheries and Wildlife Sciences at Paul Smiths College (USA), worked on GIS data looking at home ranges of rehabilitated and released cheetahs alongside wild collared cheetahs.

Catie Mong, studying Earth Systems at Stanford University (USA); Brianna Lavelle, studying Wildlife Biology at California Polytechnic State University (USA); and Mackenzie Mossing, studying Animal Science at California Polytechnic State University – San Luis Obispo (USA), worked together to gather the data from every released cheetah done by CCF and collate it into one final database that can then be used for further analysis.

Dhanna Leemans, studying Veterinary Medicine at University of Ghent (Belgium), conducted a study to determine the digestion time, from ingestion to defecation, of a single meal in cheetahs.

Hunter Varnum, studying Biophysics; and Annika Van Leynseele, studying Biology at Santa Clara University (USA), worked together on the genetic identification of scat samples from a wild cheetah whose home range encompassed CCF property. She also continued with an ongoing hair analysis project to determine which species the hair came from and in turn identify what the cheetah had eaten.

Nicolas Jaffe, studying GIS and Research as a post graduate certificate (USA); and Brittany Voggl, studying GIS and Research at Oregon State University (USA), worked together on understanding cheetah distribution based on radio telemetry points and environmental layers created from satellite imagery. The data has been analysed using both presence and presence/absence predictive models such as MaxEnt and Random Forest. The aim is to study variations between sexes and then predict probability of occurrence of cheetah on a regional and hopefully national scale.

Mitchell Deskovick, studying Zoology at Oregon State University (USA); and Trycolyn Pikirayi, studying Forest Resources and Wildlife Management at National University of Science and Technology (Zimbabwe), worked on CCF's entire 10-year (2004 to 2014) game count database. They analysed population trends over time in relation to rainfall and predator presence. Furthermore, they looked at the demographics of the populations to determine periods of change.

Linda Yang, studying Zoology at Oregon State University (USA), worked on part of the cheetah release database, focusing on the information of one individual cheetah and gathering all the data into the same format. Linda also helped with the International Cheetah Studbook.

Gabriella Mulikita Mbawemi, studying Molecular Biology and Genetics at University of Zambia (Zambia), worked on the genetic identification of a set of cheetah scat samples that came from a CCF collaborator, N/a'an ku sê, so we can also look at the genetics of cheetahs from different parts of Namibia and see how they differ from those around the CCF centre.

VI. Structural Activities

A. Namibian Facility Developments

1. Existing Structural Projects and New Projects

In 2014, work began on the replacement Visitor Centre. By year-end the structure was under roof and within a few weeks of completion. In addition to replacing the tourism functions lost in the fire, the complex includes a meeting room, offices, and a new complex for the genetics lab.

One staff-housing unit was completed near the main entrance to the campus, and three duplex housing units, totalling six living quarters, were constructed near the existing dormitory. In the dormitory, the battery bank was replaced to restore 24-hour power.

Three additional dog pens for the LSGD Programme were finished. This expansion provides extra space for housing our guarding dogs and allows for programme growth that had previously been restricted due to space.

The goat buck pen has been upgraded and now has a roof providing better shelter during the rainy season and the fence has been repaired after normal wear.

Progress was made clearing a site for the eventual construction of more visitor accommodations across the road from the Babson House.

A third contractor attempted to repair the thatch roofs throughout the Centre. While the installation of flame retardant was successful, there is still an issue with major leaks.

A part of the clinic was remodelled to provide a sterile surgery room. This modification secured official registration of the Veterinary Clinic.

Roads

The 2013/2014 rainy season finished well with a total of 771mm at the main campus. This exceeds our 10-year average of 568mm and is markedly better than the 207mm of the 2012/2013 season. However, the heavy rains caused extensive road damage, especially to the runway. The water tanker donated by the Solvay Okorusu Fluorspar Mine saw extensive use before the rains picked up. There was also higher than normal wear on some of the submersible water pumps during this period. The 2014/2015 season started in October and by year-end 158mm was recorded at the main campus; this is a good start.

2. Automotives

Vehicles and tyre repair continue to be an expensive and time-consuming problem at CCF. One used truck was purchased. On-going maintenance on all working vehicles still takes place. Table 31 lists CCF's vehicles and their condition at the end of 2014.

Table 31: CCF's vehicle fleet and each vehicle's status at the end of 2014

Vehicle	Status
Nissan 4x4 (3307)	Operational
Nissan 4x4 (4349)	Operational
Old Toyota Hilux	Operational
Feeding Toyota Hilux	Operational

Quantum Old (2131)	Operational
Quantum New (3878)	Operational
Mahindra	Operational
Green Land Rover	Not Operational – gear box broken
Safari Land Rover	Operational
Safari Toyota Hilux	Operational
Safari GWM	Operational
White Land Cruiser	Operational
Condor	Not Operational – bad gearbox
Toyota D4D (farm)	Operational
Cheetah Bus	Operational
Large Tractor	Operational
Small Tractor	Operational
Gator	Not Operational – engine broken
Buggie	Not Operational – engine broken
Bynadar Tractor	Operational

B. Staffing

1. CCF Namibia Staff

- Laurie Marker, DPhil – Founder and CEO
- Bruce Brewer, PhD - General Manager
- Brian Badger - Operations Manager
- Jenny Bartlett – Operations Supervisor
- Stephanie Bradley – Education Manager
- Johan Britz – Farms Manager
- Tanya Britz - CCF Bush Accountant
- Mari-Ann DaSilva, DVM – Veterinarian
- Ignatius Davids – Education and Tourism Officer
- Ezequiel Fabiano, PhD – Quantitative Scientist
- Karin Falk – CCF Accountant
- Anne Heimerdinger – Tourism Supervisor
- Kristophine Keendjele – Tourism Assistant
- Chavoux Luyt - Ecology Ph.D. Student
- Lusía Muuhulu – Genetics Technician

- Matti Nghikembua – Chief Ecologist
- Gebhardt Nikanor – Education and Tourism Officer
- Louisa Richmond-Coggan – Ecology Manager
- Tess Robitschko – Personal Assistant to the Director
- Bjoern Rumpel – Genetics Laboratory Manager
- Anne Schmidt-Küntzel, DVM, PhD - Research Geneticist and Asst. Director for Animal Health and Research
- Heike Stackmann - Volunteer Co-ordinator and Public Relations Officer
- Ryan Sucaet – Cheetah Keeper & Research Assistant
- Bessie Simon – Assistant Farm Manager
- Max Simon – Mechanic
- Tyapa Toivo – Small Stock Supervisor
- Paige Seitz – Livestock Guarding Dog Manager
- Kate Vanelli – Studbook Assistant & Cheetah Keeper
- Paul Visser – Assistant Farms Manager
- Hanlie Visser – Hospitality and Food Services Supervisor
- Eli Walker – Research Technician & Cheetah Keeper

At the closing of this period, CCF Namibia also employs 27 Namibian farm and domestic workers and 25 Bushblok project workers.

Long-time CCF Bush Foreman Alfred Hendricks resigned for health reasons.

Research Assistant and Rhino Steward Rob Thompson resigned to begin a diploma programme at the University of Oxford.

Research Assistant Matt Lindenberg left for a few months of study in residence in the USA for his Master's degree.

Curator Juliette Erdsieck resigned to work directly with Namibia's rhinos.

Priskila Nepela, Gift Shop Assistant Manager, resigned to continue her education in Windhoek.

2. CCF USA Staff

- Caitlyn Beck - Constituent Relationship Manager
- Beth Fellenstein - Director of Operations and Finance
- Paula Martin – Executive and Development Assistant

- Pat Puder - Fundraising Project Manager and CCF northern California Chapter Leader
- Heather Ravenscroft - Chapter Coordinator
- Lloyd Tanner - Director of Major Gifts

During 2014, CCF USA has undertaken significant staff changes. Shannon Sharp resigned as Director of Operations and Finance and Beth Fellenstein was promoted to that position. Caitlyn Beck has been hired as the new Constituent Relationship Manager. Liz Georges resigned as Communications Coordinator, and Susan Yannetti has been contracted to do External Communications. Heather Ravenscroft has been hired as Chapter Liaison and Communications Assistant. Laurie Payne has resigned from her positions in Northern California, and Pat Puder has been hired as a new part time Field Executive. Jen Newlin has been contracted to fill communications jobs. Booth Media has been contracted to promote Laurie Marker's book, *A Future for Cheetahs*, and tours. Lloyd Tanner joined the team as Director of Major Gifts late in the year. Patricia Tricorache continued to act as a consultant for strategic communications and illegal cheetah trafficking issues.

VII. Organisational Activities

A. Fundraising

1. Namibia

Namibia's annual fundraising event is held in July each year. CCF staff worked diligently during the first half of 2014 preparing for the event that was held on 11 July 2014 at the Windhoek Country Club. The Gala event, which is now much-anticipated by Namibian conservation circles, is a celebration of the cheetah and highlights the efforts CCF has made to ensure its survival in the wild for future generations. The evening included a candlelight dinner and conservation awards and brought together over 350 guests from the business, conservation, agriculture, and government sectors in Namibia and internationally. The silent auction included over 120 items donated by local and international businesses. Items included artwork, jewellery, Namibian craftwork, and tourism 'get-aways' at exclusive Namibian and international tourist venues, including stays at CCF's exclusive Babson Guest house, the NamibRand Reserve, and the Swakopmund Hotel to name a few. This was one of our best-attended and most financially successful galas to date.

This year, Jonathan and Angela Scott, award-winning wildlife photographers and CCF UK Patrons, attended the fundraising Gala as the Keynote Speakers. Also, the Honourable Uahekua Herunga, Namibia's Minister of Environment and Tourism, attended to represent Namibia's President, Hifikepunye Pohamba. CCF presented four conservation awards at the fundraising gala. Jonathan and Angela Scott were presented with CCF's 'Cheetah Conservationist of the Year' award for their dedication to cheetahs and big cat conservation. The CCF 'Educator of the Year' award was presented to Professor Tjama Tjivikua, the Founding Rector of the Polytechnic of Namibia, who has worked closely with CCF training students for the past 15 years. Erindi Private Game Reserve was presented with CCF's 'Conservation Business of the Year' award for their dedication to best practice eco-tourism and conservation and for providing many of CCF's rehabilitated orphaned cheetahs a safe home with the reserve. CCF recognised two of their own staff, Johan and Tanya Britz, for their 10 years of service to CCF. Johan Britz, the CCF Conservation Farmer of the Year, is CCF's Farms Manager and Tanya Britz is CCF Bush/Bushblok's Accountant.

Namibian Governance

CCF Namibia, a section 21 registered not-for-profit, held a board meeting on 27 March 2014. CCF conducted its annual audit 31 March to 2 April 2014 by the Namibian auditing firm of Grant Thornton and Neuhaus.

The CCF AGM was held in Windhoek on 6 November 2014. Long-term CCF Namibia board member, Mr. Mike Hill, a Windhoek management consultant and trustee of several entities, was elected Chairman of the CCF Namibia Board of Directors. Mrs Jane Katjavivi continues as Vice Chair, and Tony Edmonds as the new Treasurer.

Namibian Grants

During March, grants from the Greater Waterberg Landscape (GWL) and the Embassy of Finland allowed CCF to host a three-day workshop for a group of 20 Namibian artisans from the GWL at the CCF Centre (see Greater Waterberg Landscape section under Association and Conservancy Relations).

For the third year, the Okorusu Fluorspar Mine, near Otjiwarongo, provided a grant to CCF as a part of their Corporate and Social Responsibility programme (CSR). The Okorusu Fluorspar Mine belongs to the Solvay Global Business Unit 'Specialty Chemicals'. Solvay and Okorusu's commitment to CSR is reflected in the key elements of their corporate values such as 'passion' and 'giving back'. The Okorusu Community Trust was established by Okorusu Fluorspar Mine with the aim to, among other things, support conservation and

environmental organisations that are making meaningful contributions towards sustainable environmental protection and conservation of fauna and flora.

2. International

CCF USA

Board Governance

The US Board of Directors and Trustees had three meetings in 2014: 7 February 2014 via teleconference, 25 June 2014 via teleconference, and 15 to 16 October 2014 at the Cosmos Club in Washington, DC. At the October meeting Eric Berman was voted on as a member of the Board of Directors. Mary Josie-Blanchard, Melanie Brookes-Weiss, and Elizabeth Marquart were voted on as members of the Board of Trustees.

CCF underwent its annual audit in March with the field portion conducted on site in the Alexandria, Virginia offices on 12 to 13 March 2014. The audit was conducted by Michaud, Accavallo, Woodbridge & Cusano, LLC (MAWC).

Campaigns

The CCF's Annual Fund Campaign includes four direct mail appeals: the Spring Appeal, the Chewbaaka Memorial Challenge, the Fall Appeal, and the Year-End Challenge. In addition to these major campaigns, several smaller, independent e-blast efforts are incorporated throughout the year, as well as two printed newsletters, two electronic newsletters, and two electronic 'Notes from the Field'.

Cheetah Sponsorships

Bi-annual updates on 36 of CCF's resident cheetahs were sent out in mid-June 2014 and in mid-December 2014.

Newsletters

'Cheetah Strides' Newsletter

Issues no. 7 and 8 of CCF's newsletter, 'Cheetah Strides', were mailed to subscribers in the US in March and August, respectively. Two e-versions of issue no. 7 (US and International) were sent out in lieu of 'Notes from the Field' to subscribers worldwide. In addition, all extra prints of issue no. 8 were given out during the Fall Tour.

Dr. Laurie Marker's 'Notes from the Field'

Alternatively with 'Cheetah Strides', CCF sent out one 'Notes from the Field' e-letter to email subscribers worldwide in June, and a second one in December.

Informational/Targeted E-Blasts

Twenty-two targeted e-blasts were sent to invite partners to events associated with Dr. Marker's Spring Tour, and 72 for events associated with her Fall Tour.

Tours and Events

Dr. Marker's 2014 Spring North American tour was over six-weeks in duration as she travelled to 12 states and 25 cities to fundraise for CCF during April and May. Her 2014 Fall North American tour lasted six weeks in

September and October as she travelled to 23 cities and seven states, including Vancouver, BC. During her tours, Dr. Marker promoted her first popular book about her work, *A Future for Cheetahs*, featuring exclusive and exceptional images by renowned photographer Suzi Eszterhas. Below is a summary of Dr. Marker's North American tours:

Spring 2014 Lectures and Conferences

- Dr. Marker was the keynote speaker to over 300 veterinarians attending the annual New York State Association of Veterinary Technicians (NYSAVT) conference in Saratoga Springs. Her lecture titled, *Aspects of Biology, Ecology and Conservation of the Cheetah in Namibia and Beyond*, was well received by all participants. The new book, *Chasing Cheetahs*, by Sy Montgomery was offered for sale with a book signing by Dr. Marker.
- Dr. Marker visited Syracuse University with host Dr. Scott Turner to discuss online courses with CCF and to give a short presentation and book signing of Sy Montgomery's book, *Chasing Cheetahs*.
- At Cornell University, Dr. Marker was hosted by Dr. Alex Travis for various meetings and a seminar to the Veterinary College titled '*Dancing Goats and Saving Cheetahs*'.
- On the occasion of Earth Day, 22 April 2014, Dr. Marker visited the Google HQ in Mountain View, California, to participate in a Google+ Hangouts with Stephen Amstrup, Chief Scientist of Polar Bear International. They both discussed the effect of climate change on both the cheetah and the polar bear: two iconic species impacted by global warming. She completed her visit as the guest speaker at Talks at Google. Following her talk to ~50 Google employees, she introduced ambassador cheetah Themba from the Wild Cat Education and Conservation Fund.
- Dr. Marker visited the Happy Hollow Zoo with an ambassador cheetah from the Wildcat Education & Conservation Foundation, and gave a lecture to over 110 guests on the mission of CCF. The lecture included a book signing and sale of Namibian crafts.
- On 24 April 2014, Dr. Marker visited the Living Desert in Palm Spring, California for a lecture and special book signing. Seventy-five VIP zoo members attended the presentation titled *What if We Lost the Cheetah*.
- In Seattle, Washington, Dr. Marker had a lecture surrounding her new book, *A Future for Cheetahs*, which coincided with the new cheetah exhibit opening at the Woodland Park Zoo. More than 80 guests attended the talk and had the opportunity to speak with Dr. Marker about the future of the cheetah worldwide. She also had an additional cheetah exhibit talk and member preview with a book signing, as well as a special lunchtime lecture for zoo staff and volunteers.
- In Olympia, Washington, Dr. Marker participated in 'Predators on the Landscape', a special panel discussion on the role of top predators in the landscape, held at the Heritage Room on Capitol Lake. The panel was fielded by Diane Gallegos, Wolf Haven International executive director, Dr. Marker, and Bruce Richards of Washington Department of Fish and Wildlife's Karelian Bear Dog program. Over 100 participants enjoyed this unique opportunity to hear specialists in their field in a conversation about wolves, cheetahs, and bears. The admission to the talk was free.
- In Carmel, California Dr. Marker did a lecture and special book signing at the Del Mesa Community Association. The lecture was hosted by CCF supporters Dede Whiteside and Harry Hicks, and with the added support of CCF Trustee Carol Van Bruggen representing CCF's Chewbaaka Society. The lecture was attended by 57 guests.
- Dr. Marker had a brief stopover at the Dallas Zoo and did a special Brown Bag talk and book signing for zoo staff and employees. The event was hosted by the zoo's CEO Gregg Hudson, and Patty McGill, Vice President of Conservation.

- The Explorers Club in New York City hosted Dr. Marker with a cocktail reception before her lecture and book signing to a sold-out crowd of 111 guests. As Dr. Marker is a Lowell Thomas Award winner, many of her supporters, as well as CCF USA Directors and Trustees from the New York area, came to see her and buy her new book, *A Future for Cheetahs*.
- At the invitation of Brint Spencer, Director of The Turtle Back Zoo in New Jersey, Dr. Marker did a special book signing for docents and staff. The event was also attended by CCF supporters from the New Jersey area.
- On 17 May 2014, Dr. Marker gave a free talk at the Smithsonian National Zoo in Washington, DC to a crowd of more than 50 guests on the future of the cheetah, followed by a special book signing at the Asian Trail Gift Shop and Visitors Center.
- Dr. Marker gave a brief talk and media interview at the Pittsburgh Zoo to children, zoo staff and volunteers, hosted by the zoo's Curator Henry Kacprzyk and Director of Marketing & PR, Jaime Szoszorek.

Fall 2014 Lectures and Conferences

- Dr. Marker attended the Association of Zoos & Aquariums' (AZA) annual conference held at the Coronado Springs Resort in the Orlando (Florida) area. The conference provided her with an opportunity to meet with zoo and conservation colleagues from around the USA. The Dallas Zoo and CLR Design hosted a special cheetah cocktail party for CCF with a book signing of *A Future for Cheetahs*.
- The Oakland Zoo's Director of Conservation, Amy Gotliffe, hosted Dr. Marker for a lecture to over 80 guests in an outside pavilion with Kangal dogs supporting CCF's Livestock Guarding Dog Programme. The evening featured a silent auction and a book signing with Suzi Eszterhas.
- SeaWorld hosted Dr. Marker in San Diego for a special lecture to their members on 22 September 2014 with the support of Julie Scardina, Animal Ambassador and Corporate Curator for SeaWorld, Busch Gardens and Discovery Cove zoological parks, and Julie Byford, Environmental Manager at SeaWorld San Diego. The lecture covered CCF conservation work and specific CCF projects supported by SeaWorld & Busch Gardens Conservation Fund, and included a behind-the-scenes tour of the Hubbs-SeaWorld Research Institute.
- San Francisco Zoo hosted Dr. Marker and Suzi Eszterhas for an afternoon talk to zoo staff, students and members in the Great Hall. Both Suzi and Dr. Marker lectured and signed books for all the attendees.
- CCF USA Trustee Nancy Lang hosted Dr. Marker for the annual Safari West lecture and dinner 'Speed and Elegance: Saving the Wild Cheetah' on 8 October 2014 to a sold-out crowd of cheetah lovers in Santa Rosa, California. Tickets sold for US\$65 and included a silent auction and a book signing.
- The Reid Park Zoo in Tucson, AZ hosted Dr. Marker with the added support of CCF USA Trustee John Carver and Cheetah Kids.
- Stanford University hosted a noon talk with vet students at the Hartley Conference Center with the help of CCF's former intern Catie Mong. It was a well-attended lecture focusing on CCF and the endangered cheetah's survival.
- The Sacramento Zoo invited Dr. Marker for a lecture and book signing at their outside amphitheatre for their staff, docents, and members, as well as CCF supporters in the Sacramento area.
- The annual WCN Expo was held at the Mission Bay Conference Hall in San Francisco, California. Dr. Marker gave her annual lecture to a full crowd on the survival and future of the cheetah and what it

will really take to save the cheetah in the wild. A CCF booth was set up for book signing throughout the day with the support of CCF USA staff and volunteers who collected over US\$5,200 in book sales, merchandise sales, and donations.

- CCF supporter Wilfrid L. Kohl, Ph.D. hosted Dr. Marker and Dr. Bruce Brewer for a special lecture at the Johns Hopkins University's School of Advanced International Studies (JHU-SAIS) in Washington, DC. Dr. Kohl is JHU-SAIS' Foreign Policy Institute Fellow in the Energy, Resource and Environment Program. A reception followed the well-attended lecture, titled *A Model of Wildlife Conservation: Cheetah Conservation Fund*.
- The second annual KeepSafe Project hosted by the Trevor Zoo and supported and arranged by CCF USA Trustee Paola Bari took place on 18 October 2014. Before the event, Dr. Marker also gave a Kid's Talk to Millbrook School's high school students.
- Dr Marker was invited to Cornell University as an Andrew D White Professor for a week and gave lectures and talks throughout her stay in Ithaca, New York, with Dr. Bruce Brewer. Cornell is working to support CCF's programmes in research, biomass, and education. The lecture *A Future for Cheetahs: How Biofuels and Goat Cheese Can Save Wildlife and Lead to Sustainable Development in Namibia* was given on 23 October 2014 to Cornell students and CCF supporters in the Upper New York State area.
- Pacific Grove Museum of Natural History hosted Dr. Marker for a lecture and book signing in Pacific Grove, California on 25 September 2014.

Fundraising Events

Numerous fundraising events and gatherings were hosted by CCF Directors, Trustees, chapters or supporters in California, Washington, Texas, Missouri, Virginia, Colorado, Florida, New York and British Columbia (Canada). These events took on various formats and included elements such as auctions, African craft sales, book signings by Dr. Marker, and the presence of cheetah ambassadors from the San Diego Zoo, Cat Haven, Wild Cat Education and Conservation Fund, Wildlife Safari or Columbus Zoo.

During the fall, the CCF Oregon and DC chapters hosted their traditional annual fundraising galas:

- CCF Oregon Chapter's 13th Annual Big Cat Big Party, with Wildlife Safari's ambassador cheetahs, was held at the Oregon Zoo on 5 October 2014. The event was supported by special dinner committee hosts, which help to secure early donations, as well as zoo and chapter volunteers, headed by Chairman Paul Erickson and Linda Erickson, CCF USA Trustee Janet Waggoner, and former CCF employee Casey Lay. The sold-out fundraiser included silent and live auctions and a cheetah walk.
- CCF DC Chapter Gala VIP event was held in Washington, DC on 16 October 2014, in conjunction with CCF USA's Annual Board Meeting. Thus, all the board members were able to join in the fall fundraising gala at the law offices of Foley & Lardner in Georgetown and catered by CCF stakeholder Sally Davidson. CCF USA Trustee Suzi Rapp and the Columbus Zoo ambassador cheetah BiBi were available to help raise awareness about the cheetah's plight in the wild.

In California, special book signing events were hosted by the Africa and Beyond Bookstore in La Jolla, Book Passage in Corde Madera, Pegasus Bookstore in Berkeley and the G2 Gallery in Venice.

USA-SO CA Chapter Support 2014

- For the fourth consecutive year, the CCF SO CA Chapter set up a booth on 24 April 2014 in celebration of Earth Day at the San Diego's Balboa Park EarthFair. This event represents every type of environmental organisation, governmental programme, and commercial enterprise with goods services and causes that address the environment and quality of life. The booth sold cheetah items, crafts from Namibia, and memorabilia. It was a positive experience to share the mission of CCF at this yearly EarthFair, which draws over 60,000 participants.

International Support and European Tour 2014

- CCF Italy: CCF Italy held an event in Parma on 8 June 2014 and included the sale of t-shirts, fleece, and other items. One meeting was arranged with tour operator I Viaggi dell'Elefante to discuss the best way to promote CCF in Italy. A follow-up meeting was held with the Marketing Manager on 14 July 2014 to discuss the details.
- AMIFELINS France: At present there are 42 members in AMIFELINS. AMIFELINS' web site, created in October 2012, has surpassed 100,000 visits.

During her European tour, Dr. Laurie Marker visited France for four days, from 14 to 17 February 2014. In addition to meetings and a private fundraising dinner, on 16 February Dr. Marker gave a talk to more than 100 participants at the Théâtre de la Halle au Blé in La Flèche. The next day, a professor at the Veterinary School in Nantes University Hospital and the Clinic for Wildlife invited Dr. Marker to join a class to speak about the cheetahs and the activities of CCF.

An article was published in the SECAS Scientific Review in January 2014 (SECAS: Association to Encourage the Conservation of Wild Animals) to inaugurate a series of public conferences about cheetahs, CCF, and their partners in Africa. Two conferences have been held to date. The goal of these conferences is to engage young people and create contacts within schools. AMIFELINS also hopes to encourage teachers and their classes to sponsor CCF's cheetahs.

- On 3 April 2014 scientists and the general public attended a conference organised by SECAS.
 - On 9 April 2014, AMIFELINS organised a conference for the City Council of the Young People of Puteaux, a town near Paris where the CCF partners' head office is located. The presentation included information about cheetahs and CCF's work, actions, and projects, as well as CCF's partners in Africa who are implementing many of the CCF programmes in Botswana and Kenya.
- CCF Belgium: This chapter has been active since April 2014 and is in the process of filing all necessary documents for legal status. This new chapter has created an online presence with Facebook and is working to create a website. In addition, the chapter has held one event with 42 attendees, with new chapter members signing up. The chapter sends regular updates on the progress of the many projects on their agenda.
 - CCF Australia: This new organisation has been active since April/May 2014 and is in the process of structuring and creating accounts and advertising plans. This Chapter has created an online presence with Facebook and is discussing options for their website. They have plans to hold events and are anticipating a visit from Dr. Marker at some point in 2015.
 - CCF UK: The Royal Institution of Great Britain has hosted the scientific world's most illustrious lecturers since 1799. On 11 February 2014, Dr. Marker and renowned wildlife photographer Jonathan Scott presented 'Living with Cheetahs: How Humans and Wildlife Can Flourish Together'. Jonathan and his wife Angie, both CCF UK Patrons, shared a photographic tribute of their adventures with cheetahs and other wildlife in the majestic Maasai Mara. Their breathtaking photography captures the drama and fragility of the wildlife that share this unique landscape and how humans can help support its survival.

Dr. Laurie Marker shared information on the vital work CCF is doing to ensure the survival of the cheetah in the wild. CCF supporters that have followed Dr. Marker for years were eager to know the extent of the fire damage caused to the Visitor Centre in Namibia and what plans there are to rebuild. Prior to the lecture attended by 230 guests, a VIP reception offered Dr. Marker an opportunity to chat to old friends and new supporters.

- Aktionsgemeinschaft Artenschutz (AGA) e.V. : Dr. Laurie Marker met with AGA's Managing Director, Birgit Braun, and Teresia Robitschko in Frankfurt, Germany in February 2014. They had several meetings including a meeting with the Namibian Tourism Board and with Roland Melisch, the director of TRAFFIC's Africa & Europe programmes, where they talked about the rising problems around illegal live trade of cheetah. Birgit attended the International Convention of Environmental Laureates in Freiburg on behalf of Dr. Laurie Marker, in April 2014.

During this period, AGA had several stands where they informed about their conservation projects, which include CCF. Some of the locations where the AGA stand was present are the 'Heldenmarkt' in Munich, the 'International Nature Photography Days' in Fürstentfeldbruck, the village fair of Korntal-Münchingen --where AGA is based, and the 'Photo+Adventure' fair in Duisburg.

- CCF Canada: Cheetah Conservation Fund Canada began the year with its annual general meeting on 18 January 2014. Conducted by teleconference, Dr. Laurie Marker and Dr. Bruce Brewer joined in from Namibia, as did the team from CCF USA and Canadian supporters from across the country.

In 2014, CCF Canada focused on three key efforts: (1) Dr. Marker's return visit to Vancouver on 1 to 2 October 2014, (2) strengthening outreach to donors through electronic communication, and (3) seeking support for key activities of CCF Namibia, through direct donations and family foundations.

- 1) During Dr. Marker's two-day visit, she delivered a public lecture held at the University of British Columbia to about 80 participants, and spoke at a VIP event, meeting with a new group of more than 25 supporters. In addition, members of the Cheetah Conservation Fund Canada Board organised two invitational roundtables: one on mining and biodiversity and a second on human-wildlife solutions. The mining roundtable brought together eight Canadian-based mining companies, with interests in Namibia, and included four CEOs. One of the mining companies in attendance, B2Gold, helped fund this event. The human-wildlife conflict roundtable brought together key stakeholders from key government and NGO agencies who are addressing these challenges in the province of British Columbia.
- 2) CCF Canada plans to continue enhancing its website and expand its use of social media, including building original content and featuring first-hand stories about young kids' passion about cheetahs. A subcommittee of the Board has been selected to undertake the development of proposals to support CCF Namibia's mission through cheetah care, LSGD Programme, education, and the Bushblok enterprise. This committee has successfully attracted funding for the guarding dogs from one of Canada's family foundations, The Schad Foundation, and aims to expand the role of family and corporate foundations to support CCF Namibia.
- 3) CCF Canada is continuing to support CCF's cheetah Rainbow, and one of Canada's donors now supports the care of another CCF cheetah and Rainbow's coalition mate, Aurora. As an outcome of Dr. Marker's event at the Toronto Zoo in 2013, CCF Canada obtained a small grant to support the livestock guarding dogs. Their efforts to reach Canadian young people are paying off, with close to 20 Echoage birthday parties this year, and other events in schools, which help to support CCF Namibia.

B. PR, Marketing, and Media

1. Social Media

Social media today is one of the main filters through which the public accesses news and information. Social media has become influential to what people consider important. Most media outlets now consider the impact of social media to assess the impact of a story. CCF's first incursion into social media began in 2008 with its YouTube channel; since then, it has maintained social media presence also on Facebook, Twitter, and LinkedIn. CCF also maintains two blogs: one on its website and Dr. Laurie Marker's Huffington Post blog.

Facebook

CCF's Facebook page 'ccfcheetah', currently has an impressive 107,623 followers, an increase of 84,210 followers from last years' year-end reporting. Consistent with this growth, our posts have received up to 70,000 views. The top three countries represented among our Facebook followers are the United States (32,402), India (8,784), and United Kingdom (8,158). All three of these countries have had a significant growth in followers since December 2013 and India has overtaken the UK to come in at second place in international followers. Namibia (1,281) has more than tripled in followers of CCF since December 2013.

Chewbaaka's Cheetah Friends Facebook Fan Page

In June 2014, CCF launched its new purring cheetah sales initiative called Chewbaaka's Cheetah Friends. This initiative was developed by CCF's Southern California chapter leadership and co-managed by CCF staff. Updates are posted to the page showing the CCF purring cheetah and his travels. This aims to promote the purchase of purring cheetahs for participation. Facebook users can like the fan page and share photos of their CCF purring cheetahs. As of 31 December 2014, Chewbaaka's Cheetah Friends has 273 page likes.

LinkedIn

LinkedIn is a social network focusing on professional development. CCF has two LinkedIn pages that are monitored by CCF staff: Dr. Laurie Marker's personal LinkedIn account and the Cheetah Conservation Fund account.

Laurie Marker - LinkedIn

Dr. Marker's personal LinkedIn account has limited analysis capabilities as it is a free account. Analytical tools require purchasing a monthly or yearly business or premium plan. As of 31 December, Dr. Marker has over 500 connections (members that are in her network).

Cheetah Conservation Fund - LinkedIn

Cheetah Conservation Fund's LinkedIn account has Analytics enabled. CCF staff monitors the Analytics for this account. As of 31 December 2014, CCF has 549 followers. CCF has a minimal following in comparison to other conservation organisations, such as: Nature Conservancy (41,240) World Wildlife Fund (24,802) Wildlife Conservation Society (14,378) National Wildlife (9,404) and Panthera (1,077)

LinkedIn Analytics provides a breakdown of the total following of other conservation focused organisations. For a comparison see Figure 38.

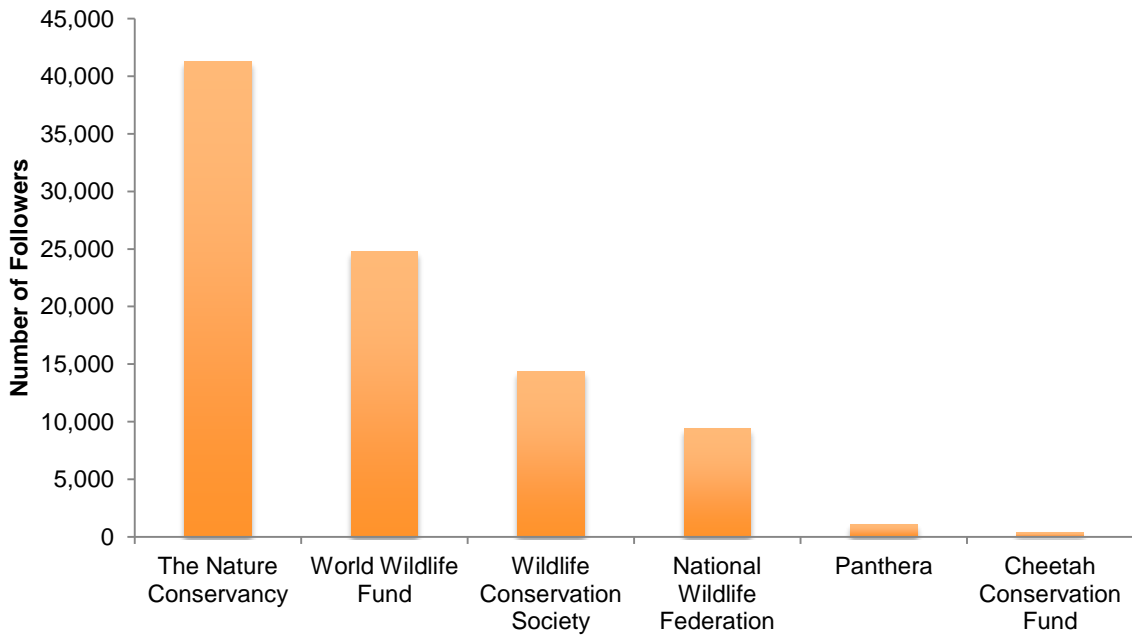


Figure 38: How CCF compares to other conservation focused LinkedIn accounts

'Impressions' occur when updates are shown to LinkedIn members. During this reporting period, the highest rate of impressions on an individual CCF LinkedIn post was 1,060 on 4 December 2014, International Cheetah Day. During the same time period the lowest rate of impressions on an individual post was 221 for the CITES Committee.

Because LinkedIn is a social network focused on professional development, the Visitor Demographics for Cheetah Conservation Fund LinkedIn account is based on the professional information provided by LinkedIn members when creating their accounts. This information can be used to target follower growth by posting information relevant to the follower base. Breakdown of professional level CCF followers is: Entry (35.4%), Senior (24.9%), Management (11.7%), Director (5.9%), and Training (5.7%)(Figure 39).

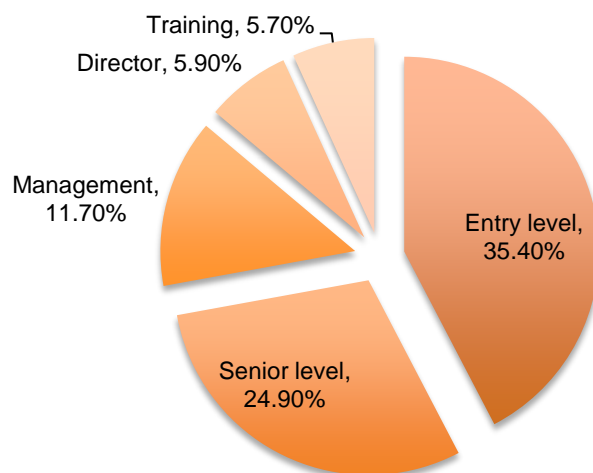


Figure 39: LinkedIn follower demographic percentages based on professional level.

Twitter

CCFCheetah is CCF's Twitter feed. The content is pulled from Facebook. At this time there are no original tweets (material made specifically for Twitter) being generated for CCF's Twitter feed. CCFCheetah currently has 10,700 followers. CCF staff shares relevant content, as retweets, from select individuals and groups of the 1,426 organisations followed by CCFCheetah. On average during this reporting period CCFCheetah received six link clicks per day, three retweets per day and 774 impressions per day. CCFCheetah is subscribed to three lists (curated groups of Twitter users): 'Animals' by @NonprofitOrgs, 'wildlife' by Dr. Paula Kahumbu, and 'projects' by GlobalGiving.

Google Plus

Google is now hosting CCF email service. Training in Google Hangouts and YouTube promotions took place during this reporting period. Google Plus social media platform is not as strong as Facebook or Twitter, however through little cultivation Laurie Marker's Google+ page has received 415,342 views and a total of 24 followers. The ccfcheetah@gmail Google Plus account has been useful as a base for the implementation of many Google products.

Huffington Post Blog

On 2 May 2012, Dr. Laurie Marker published her first post as a blogger on *The Huffington Post*. Huffington Post is now considered one of the more influential Internet-based news sources, and content posted to Huffington Post often exposes CCF to new audiences. Unlike the CCF website blog, which is about CCF's programme news and staff/intern stories, the Huffington Post blog is intended to be a voice for Dr. Marker herself and functions much in the same way as an op-ed page. Successful Huffington Post pieces should be timely with events of the day and have an appeal to general audiences who are not familiar with CCF.

As of the end of December 2014, Dr. Laurie Marker has posted seven Huffington Post blogs:

- 1. Athletes and Icons: a post about Anna Fenninger's endorsement of CCF at the 2014 Winter Olympic games.
- 2. Hang Out with Cheetahs and Polar Bears on Earth Day: a post about Dr. Marker's Google+ Hangouts session.
- 3. Remembering Our Mission: Peggy and Hershey: a post about the lives of two CCF cheetahs that passed away.
- 4. Becoming a Global Citizen: a post about Global Warming and CCF.
- 5. Having a Conservation Conversation with Your Kids: a post about engaging American youth in conservation.
- 6. Empowering Young Africans with a Voice: a post about the future of Africa describing youth movement and education.
- 7. International Cheetah Day is December 4th: a post about International Cheetah Day, the yearly celebration of cheetahs.

2. cheetah.org

CCF staff monitors the general email inquiries received through its website. These inquiries are handled in a team fashion, utilising relevant staff to address them. Inquiries are usually handled within 24 hours. During this period, approximately 300 direct web-based inquiries were handled. These are emails sent by donors and/or supporters and include school projects, hunting or cheetah-health related issues, visiting CCF or

volunteering, media inquiries, and issues with donations, among others. During the website transfer we lost the ability to track exact figures on a portion of the inquiries.

The CCF blog is hosted on our website. Posts on the blog are also shared to Facebook and Twitter. The purpose of the CCF blog is to present longer format stories from our facility in Namibia that allow us to share with our audience the recent happenings at CCF.

From January to December, CCF Staff and guest bloggers have made several posts on the blog, covering a variety of topics, including a post-release update on cheetah Athena, an insight into the daily dangers and pitfalls of life in Namibia from the perspective of Dr. Marker, intern stories, the nursing of Lucky --an Anatolian shepherd Livestock Guarding Dog hit by a car, and a guest blogpost about the death of resident cheetah Dusty.

3. Outreach Efforts

CCF is currently undertaking a number of outreach efforts aimed at increasing our audience and potentially even instigating new revenue streams.

International Cheetah Day

To celebrate the fourth annual International Cheetah Day on 4 December, and following last year's success, CCF developed a coordinated publicity push and online campaign which included a special Huffington Post blog, press releases, a celebrity endorsement Facebook initiative, a special emphasis on Facebook and Twitter in the form of a 'Virtual Cheetah Day Party', a special hashtag (#savethecheetah), and new educational materials targeted toward elementary school learners. Table 32 lists all captured media coverage in connection with International Cheetah Day.

CCF coordinated special outreach to zoos and aquariums via a calling campaign and through cooperation with the AZA to encourage several zoos to participate actively in International Cheetah Day. Many of the zoos organised their own events and materials in conjunction with a special educational packet designed by CCF Staff.

www.internationalcheetahday.com and www.internationalcheetahday.org are now both fully active due to a volunteer effort in creating this webpage for CCF. The website has many new components (social media sharing tools) and directs visitors to cheetah.org as well as CCF's social media pages.

Table 32: Web coverage for International Cheetah Day (does not necessarily include reference to CCF)

Date	Name of Outlet	Title	Link
1-Dec-14	Allgemeine Zeitung (Namibia)	A Day to Protect the Cheetah	http://www.az.com.na/tourismus/tag-zum-schutz-der-geparde.421895
2-Dec-14	Great Cats of the World	December 4th International Cheetah Day	https://greatcatsoftheworld.wordpress.com/2014/12/02/december-4th-international-cheetah-day/
3-Dec-14	The Iran Project	"It is not too late to save the Asiatic Cheetah": UN Resident Coordinator in Iran	http://theiranproject.com/blog/2014/12/04/it-is-not-too-late-to-save-the-asiatic-cheetah-un-resident-coordinator-in-iran/
3-Dec-14	Roofdier	International Cheetah Day 2014	http://www.roofdier.info/427/international-cheetah-day-2014/
3-Dec-14	Runner Unleashed	Today is CHEETAH day!	http://runnerunleashed.com/2014/12/04/today-is-cheetah-day/
3-Dec-14	AZA	Join AZA - Accredited Zoos and the Cheetah Conservation Fund in Celebrating International Cheetah Day	https://www.aza.org/PressRoom/detail.aspx?id=36501
4-Dec-14	Central Florida Zoo	Central Florida Zoo & Botanical Gardens Calendar of Events: December 2014	http://www.floridaattractions.org/en/re/4756/
4-Dec-14	UNIC	4 Dec 2014 - "It is not too late to save the Asiatic Cheetah": UN Resident Coordinator in Iran	http://www.unic-ir.org/index.php?option=com_content&view=article&id=860:4-dec-2014-

			%E2%80%9CIt-is-not-too-late-to-save-the-asiatic-cheetah%E2%80%9D-un-resident-coordinator-in-iran&catid=9:eventenglish&Itemid=228&lang=en
4-Dec-14	UNDP	"It is not too late to save the Asiatic Cheetah": UN Resident Coordinator in Iran	http://www.ir.undp.org/content/iran/en/home/presscenter/articles/2014/12/04/-it-is-not-too-late-to-save-the-asiatic-cheetah-un-resident-coordinator-in-iran/
4-Dec-14	Rhulani	International cheetah day: A reflection about the future of our cheetahs	http://www.rhulani.com/blog/entry/international-cheetah-day-a-reflexion-about-the-future-of-our-cheetahs
4-Dec-14	Animals Inc	Act Fast! December 4th Is International Cheetah Day	http://animalsinc.net/act-fast-december-4th-is-international-cheetah-day/
4-Dec-14	My Pet Source	International Cheetah Day	http://mypetsource.net/international-cheetah-day/
4-Dec-14	Alison Buttigieg Travel and Photography	International Cheetah Day	http://www.alisonbuttigieg.com/2014/12/04/international-cheetah-day/
4-Dec-14	Safari Cape Town	International Cheetah Day!	http://www.safari-cape-town.info/international-cheetah-day/
4-Dec-14	Fareham Diary	In-Pictures International Cheetah Day	http://farehamdiary.co.uk/international-cheetah-day-in-pictures/
4-Dec-14	Fun 4 Daytona Kids	International Cheetah Day	http://fun4daytonakids.com/calendar/eventdetail/71637/-/international-cheetah-day
4-Dec-14	Cheetahs In My Shoes	International Cheetah Day	http://www.cheetahsinmyshoes.com/photography/international-cheetah-day/
4-Dec-14	The Guardian	International Cheetah Day - in pictures	http://www.theguardian.com/environment/gallery/2014/dec/04/international-cheetah-day-in-pictures
4-Dec-14	Safari Tart	International Cheetah Day	http://www.safaritart.com/international-cheetah-day/
4-Dec-14	stlzoo	International Cheetah Day: ST. Louis Zoo	http://www.stlzoo.org/events/calendarofevents/international-cheetah-day/
4-Dec-14	Planet Experts	Top 6 Facts About International Cheetah Day, with Dr. Laurie Marker	http://www.planetexperts.com/top-6-facts-international-cheetah-day-dr-laurie-marker/
4-Dec-14	Wildlife Warriors	Turn Your Work Into A Life-line	http://wildlife-warriors.com/turn-work-life-line-cheetahs/
4-Dec-14	HESC	HESC International Cheetah Day	http://blog.hesc.co.za/2014/12/international-cheetah-day-%E2%80%93-04-december-2014/
4-Dec-14	Cincinnati Zoo Blog	Meet our Cheetahs: Celebrating International Cheetah Day	http://blog.cincinnati-zoo.org/2014/12/04/meet-our-cheetahs-celebrating-international-cheetah-day/
4-Dec-14	Tish Farrell	International Cheetah Day	http://tishfarrell.com/2014/12/04/international-cheetah-day/
4-Dec-14	Busch Gardens Tampa Blog	Join Busch Gardens in Celebrating International Cheetah Day!	http://www.buschgardensstampablog.com/join-busch-gardens-celebrating-international-cheetah-day
4-Dec-14	Little Rock Zoo	International Cheetah Day	http://www.littlerockzoo.com/default.aspx?p=80708&evtid=161300:12/4/2014
4-Dec-14	STL Today	Celebrate Cheetahs Saturday, Dec. 6 at the Saint Louis Zoo	http://interact.stltoday.com/pr/arts-entertainment/PR120414100019598
4-Dec-14	Huffington Post	Hello, Babies! Cheetah Cubs Born in Prague Zoo Greet World With Ferocious Yawns	http://www.huffingtonpost.com/2014/12/04/cheetah-cubs-prague-zoo-photo_n_6272144.html
4-Dec-14	Fox News	International Cheetah Day, Prague zoo announces birth of 4 cheetah cubs	http://www.foxnews.com/world/2014/12/04/on-international-cheetah-day-prague-zoo-announces-birth-4-cheetah-cubs/
4-Dec-14	KSDK-TV	STL Zoo's plans Int'l Cheetah Day fun	http://www.ksdk.com/story/life/2014/12/04/saint-louis-zoo-international-cheetah-day/19889109/
4-Dec-14	Indianapolis Zoo Blog	Race-a-Cheetah, Save a Species	http://www.indianapoliszoo.com/blog/default.aspx
5-Dec-14	The Independent	The News Matrix: Friday 5 December 2014	http://www.independent.co.uk/i/matrix/the-news-matrix-friday-5-december-2014-9904887.html
5-Dec-14	Florida Today	Go Orlando! Tree lighting, winter festivals, and The Nutcracker	http://www.floridatoday.com/story/entertainment/2014/12/05/go-orlando-tree-lighting-winter-festivals-nutcracker/19953471/
6-Dec-14	Central Florida Zoo	International Cheetah Day	http://www.centralfloridazoo.org/Default.aspx?p=94071&evtid=242784:12/6/2014
6-Dec-14	consoGlobe	Will the Cheetah Have a Party on Sunday?	http://www.consoglobe.com/guepard-cg

(Inscription) (France)			
8-Dec-14	Feline Foundation	International Cheetah Day	http://www.felinefoundation.org/blog/2014/12/8/international-cheetah-day-december-4-by-alison-lee-rubie-part-1
18-Dec-14	Emerald Waterways	2014 sees record number of newborns at Prague Zoo	http://www.emeraldwaterways.co.uk/news/article/2264/

CCF 25th Anniversary

To celebrate CCF's 25th Anniversary in 2015, CCF staff is developing a strategy to include new merchandise for the store, incorporating special logos developed by Bobby Bradley.

CCF is participating in an anniversary t-shirt campaign through fabrily.com. The design for the t-shirt was developed by Fabrily staff in conjunction with CCF staff and incorporates the names of cheetahs rescued by CCF over 25 years.

Kerr and Downey contributed a safari trip that will be raffled online at the beginning of 2015 and over a span of a few weeks, which should generate a significant amount of revenue.

Book: *A Future for Cheetahs*

A new book, 'A Future for Cheetahs', illustrated with over 150 photographs by award-winning wildlife photographer Suzi Eszterhas and a narrative written by Dr. Laurie Marker, was published in April 2014. The book aims to be the ultimate resource on everything about this celebrated, yet endangered species and draw attention to the plight of this beautiful big cat, which is currently staring down extinction. The book illustrates how, through conservation programmes administered through CCF, the cheetah population in Namibia is stabilising.

A Future for Cheetahs is a learning tool for animal lovers of any age. The hardback first edition of 'A Future for Cheetahs' is 208 pages with full-colour photos, graphics, and other illustrations, with an easy to read narrative. Topics in the book include the evolutionary history of the cheetah; its lifecycle; its need for speed and stealth; traits that make female cheetahs the 'Super Moms' of the African savannah; and cheetah research, genetics, and outlook for survival. The book provides a unique insider's perspective on the human-wildlife conflict that threatens cheetahs and many other popular African wildlife species in Sub-Saharan Africa. Eszterhas's richly detailed portraits of cheetahs and their cubs at home in the bush, running at full speed, stalking and capturing prey, and climbing up playtrees, were captured. Its unique and thoughtful touches include endpapers with close-up photos of a cheetah's coat revealing stunning detail. 'A Future for Cheetahs' also incorporates striking images of many other African species that share the 'cheetahscape'.

Significant portions of the proceeds raised from book sales go directly to support CCF's education and outreach programmes and its orphaned cheetah care. The cost of the book is US\$45.00 and is available online at www.amazon.com (<http://www.amazon.com/Future-Cheetahs-Dr-Laurie-Marker/dp/0615933203>) or via the CCF website (<http://www.cheetah.org>). The book is also available in select specialty bookstores and retail gift shops, including the gift shop at the National Zoo.

Pre-ordering for 'A Future for Cheetahs' began in January 2014, and shipping started in March. By 31 December 2014, 1850 books had sold. Of these, 175 books were sold to books stores or zoo gift shops at a wholesale price of \$22.50.

Booth Media, the Public Relations firm hired to cover the promotion of the book *A Future for Cheetahs*, reached out to over 200 major media outlets, including O Magazine, Newsweek and People magazines. Booth first pitched by email, followed by calls and subsequent emails during the length of the campaign/agreement. A few TV stations in the tour cities received books.

Corporate Outreach and Partnerships

CCF has always undertaken relationships with corporations where there is mutual interest and mutual benefit, both from a monetary standpoint and a marketing standpoint.

In the second half of 2014, CCF received a donation of an exceptionally valuable and important piece of equipment for its genetics laboratory from Life Technologies/Thermo Fisher Scientific. The Applied Biosystems® 3130 Genetic Analyzer is the latest generation of four-capillary electrophoresis instruments with automation capabilities that help save staff time, reduce costs, and increase productivity. CCF uses this equipment to perform DNA sequencing, genotyping, and genomic profiling of cheetah and is the only conservation site in Africa to have such equipment. Members of Thermo Fisher’s 3130 product team attended Dr. Marker’s presentation at The Mountain Winery during the 2014 Fall Tour. They videotaped the event and recorded an interview with Dr. Marker to show their internal scientists who developed the machine the impact it is having in the field. CCF is taking steps to develop the relationship with this company into a longer-term partnership. Preliminary discussions have been held about corporate grants for CCF and Dr. Marker giving a private presentation for scientists at one of Thermo Fisher’s Bay Area campuses during the 2015 Spring Tour.

The Humans for Cheetahs Initiative has expanded. It is now the umbrella category for individuals to participate by using their talents: running/racing, art, kids’ fundraising, and writing. This new umbrella category has the capability to incorporate many different participation levels and enhance the reach of CCF’s mission. The Café Press store has Humans for Cheetahs racing shirts for sale to people who would like to participate in these initiatives. We will expand the Humans for Cheetahs store front to include different types of shirts to increase the marketability.

In early August 2014, President Obama held a ground-breaking event during which the heads of state of 50 African countries converged on Washington, DC for the U.S. Africa Leaders Summit. Topics of the three-day meeting of particular interest to CCF included combating wildlife trafficking, food security and investing in Africa’s future. The event was capped by a day-long U.S. Africa Business Forum attended by more than 80 American companies with interest in developing African infrastructure to enable better trade opportunities. CCF was represented at the Summit by DC-based staff members and has acquired the list of these companies for the purpose of cultivating relationships that have the potential for becoming long-term partnerships.

4. Media

CCF issued 26 press releases from January to December 2014 (Table 33).

Table 33: Press releases issued between 1 January and 30 June 2014

Date	Title	Distribution
20 Jan 14	UK Jonathan and Angela Scott Event	UK
23 Jan 14	Core Jonathan and Angela Scott	Core Media
23 Jan 14	Humans for Cheetahs	MDSCN, MDSEN, MDSHN, MDSSC
23 Jan 14	Core Press Humans for Cheetahs	Core Media
18 Mar 14	Earth Day	All Media
26 Mar 14	Spring Tour - All Events	All Media
31 Mar 14	Namibian Artisans	Namibia Press
31 Mar 14	Namibian Artisans	Core Namibia Press
07 Apr 14	New Website	All Media
14 Apr 14	Google Hangout	All Media Flags and Core Subscriptions

27 Jun 14	Namibian Gala	Namibia
12 Jul 14	Cheetah Conservation Fund holds 16th annual fundraising gala dinner 'A Celebration of Speed and Elegance'	Namibian Media
24 Jul 14	World's leading cheetah authority weighs in on first-ever Cites-commissioned report on illegal trade in cheetahs	All Media
24 Jul 14	Wildlife Trafficking a Serious Threat	Conservation Media
01 Sep 14	Fall Tour Schedule	All Media
16 Sep 14	Mountain Winery	Media California
16 Sep 14	A Future for Cheetahs: Internationally Recognized Conservationist to Speak at Pacific Grove Museum of Natural History	Media California
16 Sep 14	Big Cat. Big Party. Changing the Planet One Stride at a Time	Media – NW USA and Canada
18 Sep 14	Event at Reid Park	Tucson Media
23 Oct 14	Olympic Gold Medallist Anna Fenninger donates cheetah print helmet to help Cheetah Conservation Fund rebuild	US Media-Sports
31 Oct 14	Olympic Gold Medallist Anna Fenninger donates cheetah print helmet to help Cheetah Conservation Fund rebuild	All Media
11 Nov 14	Disney Worldwide Conservation Fund awards 2014 grant to Future Farmers of Africa program	US and Core Media
28 Nov 14	Join the International Cheetah Day celebration on December 4, 2014	All Media
25 Nov 14	Reducing predator conflict during calving season	Africa Media
01 Dec 14	10 Ways to Celebrate International Cheetah Day	US Media
30 Dec 14	New study links neurological disorders in captive felids to improper diet	All Media

CCF's media lists have been reorganised into new sub-segments to allow a more targeted approach to press contacts that will result in better opportunities to reach out to local and niche media outlets.

Media Inquiries and Filming

CCF staff maintains a practice of actively engaging with media that request information, interviews, photos, and other materials. During this period, CCF staff handled 39 media requests. Highlights include 20 film/documentary requests and three magazines.

In Namibia, CCF handled 11 radio and TV/film crews including:

- On 21-26 February, a crew from ZDF German television came to film a 26-minute segment for a TV show called 'PUR+' which aired on 24 April 2014.
- In late April, Namibfilms returned with German broadcaster ARD and Maximillian Stelzle, director of the German TV series, 'Das Waisenhaus für Wilde Tiere' (Wildlife Orphanage), to film for a Namibian segment scheduled to air on 15 February 2015.
- Also in April, French freelance TV film crew Fred Cebron working on a show called 'Martin autour du Monde' ('Martin around the World'), came to film at CCF and the Bushblok factory as part of his 'good practices and sustainability' show approach. The documentary follows a child, Martin, and his family around the world, meeting men and women who work to make the world a better place. Five videos were published to the web in June 2014 (<http://www.martinautourdumonde.com/>).

- In July, a crew from Cargo Culte Productions (France) visited CCF to film for a broadcast series named "Faut Pas Rêver" (No Need to Dream) for French public TV channel 3. The episode, titled 'Namibie: La Force du Desert' (Namibia, the Desert Strength) aired on 31 October 2014.
- In November, Dr. Marker appeared at the Namibian NBC's TV show, 'Good Morning Namibia'.
- NBC interviewed Dr. Marker for their Afrikaans radio station on 24 November.

Media Monitoring

CCF staff monitors media primarily through Google's free News Alerts service. The query terms used during this period were as follows: *A Future for Cheetahs*, *Anatolian shepherd*, *Cheetah Conservation*, *Cheetah Conservation Fund*, *Dr. Laurie Marker*, *Laurie Marker*, *Suzi Eszterhas* and *Anna Fenninger*. Manual searches are also performed using the above search terms to ensure that all published materials were captured. Media reports are also received through CCF's contacts, staff and volunteers. In addition to coverage for International Cheetah Day (link to Section 3), during 2014 CCF captured 272 articles or electronic media items relevant to CCF, compared to 202 in 2013. Appendix 1 documents the materials written about or referencing CCF. This table also includes interviews and coverage resulting from press releases.

Multiple articles are relevant to cheetah-holding zoos citing or mentioning CCF; Dr. Marker's lecture tour; or tourism articles that include CCF as a recommended destination. At least 50 articles mention Dr. Marker's new book '*A Future for Cheetahs*.' In addition, this year CCF benefitted from its European Goodwill Ambassador, Austrian race skier Anna Fenninger, who gained high visibility for winning a Gold Medal at the Winter Olympics in Sochi. During the competitions, Fenninger sported a cheetah-print helmet which was much commented on by the media, along with her support of CCF, generating at least 25 articles in various countries. The Gold medallist donated her helmet to CCF in October.

CCF also received numerous mentions on media covering a book about CCF and Dr. Laurie Marker, "Chasing Cheetahs," written by Sy Montgomery and with photographs by Nic Bishop. The book, published in January 2014 as part of the series *Scientists in the Field*, has been mentioned or reviewed by well over 1,500 media outlets. CCF staff began collaboration on this children's book with editing and fact checking in 2011, and hosted the author and photographer for a field visit in June 2012.

5. Book Collaborations

During this period, CCF staff worked on two book collaborations (content, review, edits, and images).

Appendices

Appendix 1: Published Materials

Date	Name of Outlet	Title	Description	Origin	Audience	Link
1-Jan-14	Pegasus Book Store	A Future for Cheetahs (Hardcover)	A Future for Cheetahs review.	Unsolicited	Regional: California	http://www.pegasusbookstore.com/book/9780615933207
5-Jan-14	Jonathan & Angela Scott: The Big Cat People	Helping Cheetah Conservation in 2014	Blog post about supporting CCF announcing Royal Institute in London on Feb 11th	Unsolicited	Web Audience	http://www.jonathanangelascott.com/main/wordpress/2014/01/helping-cheetah-conservation-in-2014/
5-Jan-14	The Amazing World of Grade 3	Cheetah Conservation Fund	Blog post about CCF and elementary school fundraiser bake sale	Unsolicited	Web Audience	http://astgrade3.blogspot.com/2014/01/cheetah-conservation-fund-worlds_5.html
7-Jan-14	Dallas Zoo: Zoo News	Pneumonia Claims life of Cheetah Cub Kamau	Article about the death of a cheetah cub at the Dallas Zoo, mentions CCF and recommends donating to CCF to help cheetahs	Unsolicited	Regional: Dallas, TX	http://www.dallaszoo.com/news/pneumonia-claims-life-of-cheetah-cub-kamau/
7-Jan-14	Pittsburgh Post Gazette	Four cheetahs join Pittsburgh Zoo	Citing CCF data.	Unsolicited	Regional: Pittsburgh, PA	
11-Jan-14	Our Adventures. Cameron and Keri	Cheetah Conservation - Otjiwarongo, Namibia	Blog post about visiting CCF Namibia	Unsolicited	Web Audience	http://cameronandkeri.com/2014/01/11/cheetah-conservation-otjiwarongo-namibia/
13-Jan-14	Allgemeine Zeitung Namibia	Um bedrohte Raubtiere zu schützen, muss man erst der ...	CCF has recently published several new studies.	Press Release	Regional: Namibia	
16-Jan-14	Outposts Travel Africa	Two special UK Events: A special workshop for keen wildlife photographers & expert talk on 'Living with cheetahs'	UK event promo	Unsolicited	National: UK	http://outpoststravelafrica.blogspot.com/2014/01/two-special-uk-events-special-workshop.html
21-Jan-14	The Maine Edge	Bracelets Helping Cheetahs	Article featuring Lily Ainsworth bracelet fundraiser to save cheetahs	Unsolicited	Regional: State wide, Maine	-
22-Jan-14	Nyati Conservation Corps	Everyone Loves Babies	Blog post about animal babies and genetics highlighting cheetahs and mentions CCF in photo crediting	Unsolicited	Web Audience	http://nyaticc.org/blog/2014/1/22/everyone-loves-babies
23-Jan-14	Informanté - Firm but Fair	Shadow the cheetah passes on	Announcement following death of cheetah, Shadow	Unsolicited	National: Namibia	http://www.informante.webna/content/shadow-cheetah-passes
25-Jan-14	New Vision: Uganda's Leading Daily	Sites and Sounds of Uganda: Cheetahs return to Kidepo	Article about increase of cheetahs in Kidepo National Park. Uses CCF photos with reference to CCF	Unsolicited	National: Uganda	http://www.newvision.co.ug/news/651777-cheetahs-return-to-kidepo.html

27-Jan-14	Il Sole 24 Ore	Belle, veloci e vincenti: ecco le nuove promesse dello sci rosa	Mentions Anna Fenninger's association with CCF	Partner: Sports	National: Italy	
29-Jan-14	About Face Magazine: Portland's Interview Quarterly	Jack Hanna Honorary Chair Cheetah Conservation Fund	Article announcing Jack Hanna as spokesman for Humans for Cheetahs and overview of Humans for Cheetahs. Teresa Delaney quoted.	Unsolicited	Regional: Portland, OR	https://www.aboutfacemag.com/news/portland-metro/jack-hanna-honorary-chair-cheetah-conservation-fund/
30-Jan-14	The National	Cheetah expert calls for DNA register in UAE to save species	Article about Dr. Marker and enhancing genetic libraries. Interview with Dr. Marker.	Unsolicited	National: United Arab Emirates	http://www.thenational.ae/uae/animals/cheetah-expert-calls-for-dna-register-in-uae-to-save-species
24-Feb-14	Flamingo - Air Namibia In-flight Magazine	Through the Eyes of the Cheetah	Promo article: "A Future for Cheetahs"	Unsolicited	Worldwide	
6-Feb-14	Kurier	Kreative Helm-Designs in Sotschi	Article about Anna Fenninger's cheetah-print helmet.	Partner: Sports	National: Austria	
6-Feb-14	Kurier	Fenninger-Bestzeit im ersten Training	Mentions Anna Fenninger's association with CCF	Partner: Sports	National: Austria	
6-Feb-14	Sport24	"Wildkatze" Fenninger Trainingsschnellste (Wildcat Fenninger Training)	Article about Anna Fenninger. No CCF mention.	Partner: Sports	National: Austria	http://sport.oe24.at/olympia-2014/Wildkatze-Fenninger-Trainingsschnellste/131094629
10-Feb-14	Frap Info	Laurie Marker à La Flèche pour les guépards de Namibie	Dr. Marker's visit to Zoo La Flèche in France.	Tour: Europe	National: France	
13-Feb-14	Wildlife Kate's Garden Blog	Cheetah Conservation Fund - Fund Raising Evening	Review of UK fundraising event Dr. Marker appearance	Unsolicited	Web Audience	https://wildlifekate.wordpress.com/2014/02/13/
14-Feb-14	Edinburgh Evening News	Conservation artist Carol Barrett's work on show	Scottish artist's support of wildlife organisations.	Partner: Artist	Regional: Scotland, UK	
14-Feb-14	WCN: Wildlife Conservation Network	Racing for Cheetahs	Reposting of Dr. Marker's Huffington Post Article about Anna Fenninger	Partner Org: WCN	Web Audience	http://wildnet.org/updates/racing-cheetahs
15-Feb-14	DIE WELT	Österreichs bezaubernder Skistar	Anna Fenninger's gold medal and association with CCF.	Partner: Sports	National: Germany	
15-Feb-14	lemainelibre.fr	La Flèche. Une spécialiste mondiale des guépards demain à la	Dr. Marker's international tour.	Tour: Europe	National: France	
15-Feb-14	New York Daily News	Winter Olympics: Austria's Anna Fenninger wins super-G; Julia ...	Mentions Anna Fenninger's visit to CCF in 2013.	Partner: Sports	Regional: New York, NY	
15-Feb-14	Yahoo Eurosport UK	Olympic crush: Austrian alpine skier Anna Fenninger - Window to ...	Mentions Anna Fenninger's association with CCF.	Partner: Sports	National: UK	

15-Feb-14	Yahoo Sports	Super-G gold medalist Anna Fenninger wants to help cheetahs ...	Super-G gold medalist Anna Fenninger wants to help cheetahs (Video)	Partner: Sports	World	
16-Feb-14	Berliner Zeitung	Maria Höfl-Riesch - Der etwas ältere Hase	Mentions Anna Fenninger's association with CCF.	Partner: Sports	National: Germany	
16-Feb-14	De Telegraaf	Leben als een Jachtluipaard (Everyone loves cheetahs)	Re Anna Fenninger in Sochi and support of CCF	Partner: Sports	National: Holland	http://www.telegraaf.nl/premium/telesport/sotsji-2014-premium/2014-02-15/22302891/___Mooie_Anna_als_jachtluipaard_.html
16-Feb-14	Yahoo Canada Sports (blog)	While you were sleeping: Bode Miller wins bronze in men's super-G	Mentions Anna Fenninger's Olympic gold medal and her association with CCF.	Partner: Sports	National: Canada	
17-Feb-14	Het Nieuwsblad	Cheetah wint Super-G	Mentions Anna Fenninger's Olympic gold medal and her association with CCF.	Partner: Sports	National: Belgium	
21-Feb-14	Big Cats Wild Cats	Doom for Africa's cheetahs (LionAid)	Article about the illegal pet trade cites CCF data	Unsolicited	Web Audience	http://bigcatwildcats.com/tag/cheetah-conservation/
21-Feb-14	Great Cats of the World: Dedicated to the Great Big Cats of the World	The Illegal Trade in Cheetahs	Blog post about the illegal pet trade: Uses graphic created by CCF	Unsolicited	Web Audience	http://greatcatsoftheworld.wordpress.com/2014/02/21/the-illegal-trade-in-cheetahs/
23-Feb-14	Jonathan & Angela Scott: The Big Cat People	Dr. Laurie Marker: Cheetah Conservation Fund comes to UK	Blog post announcing Dr. Marker's visit to the UK	Unsolicited	Web Audience	http://www.jonathanangelascott.com/main/wordpress/2013/02/dr-laurie-marker-cheetah-conservation-fund-comes-to-uk/
25-Feb-14	Travel Weekly	Namibia: Conservation and contention	[6/25] The Cheetah Conservation Foundation works with farmers to provide strategies to live in peace with the cats.		Web Audience	http://www.travelweekly.com/Media/Namibia-Conservation-and-contention
Spring 2014	Fido Friendly Magazine	Brave dogs protect important flocks in Africa	Article about Livestock Guarding Dogs	Unsolicited	National: USA	http://www.fidofriendly.com/issues/issue-61
1-Mar-14	Cheetah Conservation Fund Canada - AGM Q&A Session	Q&A with Dr. Laurie Marker and Dr. Bruce Brewer	Interview with Dr. Marker and Dr. Brewer	Partner Org: CCF Canada	Web Audience	http://cheetahconservationfund.ca/agm_question_answer/
1-Mar-14	https://carmenriverocolina.wordpress.com/.../a-future-...	A Future for Cheetahs – Cheetah Conservation Fund the cheetah in their upcoming book, "A Future For Cheetahs" For the first time, Dr. Marker shares the story of the cheetah's race against...	Unsolicited	Blog	
8-Mar-14	Dog Channel	Rescue Dog Bonds with Cheetah	Report about CCF's Livestock Guarding Dog Programme.		Web Audience	

13-Mar-14	Eurosport.com FR	Anna Fenninger est déjà la chouchou de l'Autriche	Mentions Anna Fenninger's Olympic gold medal and her association with CCF.	Partner: Sports	National: France	
14-Mar-14	Mundo Deportivo	Anna Fenninger, el guepardo de las laderas	Mentions Anna Fenninger's Olympic gold medal and her association with CCF.	Partner: Sports	National: Spain	
16-Mar-14	Kurier	Mit 24 Jahren am Zenit einer jungen Karriere	Mentions Anna Fenninger's Olympic gold medal and her association with CCF.	Partner: Sports	National: Austria	
17-Mar-14	RTV Slovenija	Seksi Anna Fenninger - "božji dar" po avstrijsko	Mentions Anna Fenninger's Olympic gold medal and her association with CCF.	Partner: Sports	National: Slovenia	
17-Mar-14	WhereEvent DC	· A Future for Cheetahs Book Signing at the National Zoo ...	Dr. Marker will be signing A Future for Cheetahs...	Tour	Regional: Washington, DC	
18-Mar-14	Polar Bears International	Earth Day 2014: Polar Bears International and Cheetah Conservation Fund Join Forces	Google Hangout Event Promo	Partner Org: PBI, Press Release	Web Audience	http://www.prunderground.com/earth-day-2014-polar-bears-international-and-cheetah-conservation-fund-join-forces/0034680/
20-Mar-14	All Africa: travel blog	Namibia: A Partnership is Born to Battle Climate Change	Google Hangout Event Promo	Unsolicited	Web Audience	http://allafrica.com/stories/201403201116.html
20-Mar-14	THE NAMIBIAN News - Environment	A partnership is born to battle climate change by Staff Reporter	CCF and PBI collaboration.		National: Namibia	
26-Mar-14	Earthwatch Institute	Cheetahs Prosper at The Cheetah Conservation Fund	Article highlighting the partnership between CCF and Earthwatch.	Partner Org: Earthwatch	Web Audience	http://earthwatch.org/news-media/cheetahs-prosper-at-the-cheetah-conservation-fund
29-Mar-14	ARKive (blog)	ARKive's Top 10 Animal Mothers	Conservation Heroes: Dr. Laurie Marker, Founder of Cheetah Conservation Fund		Web Audience	
31-Mar-14	Allgemeine Zeitung Namibia	Dem Klimawandel den Kampf ansagen	CCF and PBI join forces.		National: Namibia	
1-Apr-14	Angus Robertson (Australia)	· A Future for Cheetahs - Angus & Robertson	Synopsis. A Future for Cheetahs is a simple and elegant large-formatbook of incredible photography that provides insight onthe past and ...	Unsolicited	Web Audience	
2-Apr-14	KGO 810 podcast with Pat Thurston	Interview with Dr. Laurie Marker	Interview about A Future for Cheetahs and CCF	Booth media	Regional: St. Louis, MO: Internet radio	http://cheetah.org/2014/04/dr-laurie-marker-on-kgo-810-podcast-with-pat-thurston/
2-Apr-14	Susan-Keefe.com	Book Reviews by Susan Keefe	A Future for Cheetahs review	Unsolicited	Web Audience	

7-Apr-14	Smart Books for Smart Kids	Scientists in the Field: Saving Cheetahs One at a Time	Chasing Cheetahs book review	Unsolicited	Web Audience	http://www.smartbooksformarkkids.com/scientists-field-saving-cheetahs/
10-Apr-14	Tribune-Review	Family seeking the miracle of a living donor	Mentions volunteer's work with CCF.		Regional: Pittsburgh, PA	
11-Apr-14	National Geographic: Cat Watch	Dying in a Living Room: The Illegal Live Cheetah Trade	Article about the illegal pet trade cites CCF data	Unsolicited	Web Audience	http://newswatch.nationalgeographic.com/2014/04/11/dying-in-a-living-room-the-illegal-trade-in-live-cheetahs/
11-Apr-14	Somaliland Press	Somaliland: Dying in a Living Room: The illegal Live Cheetah Trade	Reposting of National Geographic Article	Partner Org: The Range Wide Conservation Program for Cheetah and Wild Dogs	International and Web Audience	http://somalilandpress.com/somalilanddying-living-room-illegal-live-cheetah-trade-49748
14-Apr-14	Noozhawk	Race Against Extinction: Cheetah Conservation Fund Founder to Speak in Santa Barbara	Santa Barbara Club event promo	Press Release	Regional: Santa Barbara, CA	http://www.noozhawk.com/article/cheetah_conservation_fund_founder_to_speak_in_santa_barbara_20140414
14-Apr-14	The Book Marketing Network	A Future for Cheetahs by Dr. Laurie Marker	Positive book review of A Future for Cheetahs	Unsolicited	Web Audience	http://thebookmarketingnetwork.com/profiles/blogs/a-future-for-cheetahs-by-dr-laurie-marker
15-Apr-14	Hi-Desert Star	Don't spring break the bank	The Living Desert welcomes Dr. Laurie Marker.	Tour	Regional: California	
15-Apr-14	Ventura County Star	Cheetah Conservation Fund Santa Barbara Club Garden Party	Santa Barbara Club event promo	Press Release	Regional: Santa Barbara, CA	http://www.vcstar.com/news/2014/apr/15/cheetah-conservation-fund-santa-barbara-club-garde/
15-Apr-14	California Academy of Sciences	The Life of Cheetahs California Academy of Sciences	Her book, A Future for Cheetahs, with images by acclaimed wildlife photographer Suzi Eszterhas, will be available for signing at the conclusion of the event.	Tour	Regional: California	
16-Apr-14	Animal Channel: Animal Talk	Earth Day Hangout on Polar Bears and Cheetahs	Google talk promo	Press Release	Web Audience	http://animalchannel.co.za/2014/04/16/earth-day-hangout-polar-bears-cheetahs/
16-Apr-14	Contra Costa Times RSS	Pizarro: Renowned cheetah expert Laurie Marker comes home to San Jose for Happy Hollow lecture	Happy Hollow event promo	Unsolicited	Regional: Walnut Creek, CA	http://www.contracostatimes.com/rss/ci_25578784?source=rss
16-Apr-14	Cornell University Events Calendar	Dancing Goats and Saving Cheetahs	Cornell University lecture promo	Tour	Regional: New York, NY	http://events.cornell.edu/event/dancing_goats_and_saving_cheetahs

16-Apr-14	San Jose Mercury News	Pizarro: Renowned cheetah expert Laurie Marker comes home to San Jose for Happy Hollow lecture	Happy Hollow event promo	Unsolicited	Regional: San Jose, CA	http://www.mercurynews.com/sal-pizarro/ci_25578783/pizarro-renowned-cheetah-expert-laurie-marker-comes-home
16-Apr-14	Wildlife Warriors (Australia)	Polar Bears and Cheetahs - Hang Out!	Google talk promo	Partner Org: Wildlife Warriors	Web Audience	http://wildlife-warriors.com/hang-polar-bears-cheetahs/
16-Apr-14	World News wn.com	Renowned cheetah expert comes home to San Jose for Happy Hollow lecture	Link back to Pizarro article hosted at Contra Costa Times RSS	Unsolicited	Web Audience	http://article.wn.com/view/2014/04/16/Renowned_cheetah_expert_Laurie_Marker_comes_home_to_San_Jose/
17-Apr-14	International Academy of Animal Acupuncture	Tiger Treated with Acupuncture	Blog post about Dr. Marker when she was with Wildlife Safari in 1980 and treating a tiger named Jay Jay	Unsolicited	Web Audience	http://www.animalacupunctureacademy.com/1/post/2014/04/tiger-treated-with-acupuncture.html
18-Apr-14	Animal Life: Pets and Wildlife Tips and Tidbits from Bay Area News Group	Google hangout with polar bear, cheetah experts	Google talk promo	Press Release	Web Audience	4http://blogs.mercurynews.com/pets/2014/04/18/google-hang-out-with-polar-bear-cheetah-experts/
18-Apr-14	WBUR Boston's NPR News Station	"The Wildlife": How to be a Good Creature	Interview with writer Sy Montgomery who wrote book 'Chasing Cheetahs' about Dr. Marker and CCF.	Partner	Regional: Boston, MA	http://thewildlife.wbur.org/2014/04/18/sy-montgomery-how-to-be-a-good-creature/
18-Apr-14	Smarter Life Better Planet	Earth Day Profile	1-10 people that make a difference for Earth Day. Dr. Marker was #6	Unsolicited	Web Audience	http://smarterlifebetterplanet.com/profile-6-dr-laurie-marker/
18-Apr-14	Travel News Namibia	CCF cheetah Ambassador wins Gold at Sochi	Article about Anna Fenninger winning gold medal and her support/endorsement of CCF	Unsolicited	National: Namibia	http://travelnewsnamibia.com/news/ccf-ambassador-wins-gold-sochi/#.U4TS2SjjiWE
18-Apr-14	Wild Cats World	Dr. Laurie Marker: News	Overview of Dr. Marker guest appearances in the Netherlands	Unsolicited	Web Audience	http://www.wildcatsworld.org/LaurieMarker.html
22-Apr-14	Beverly Hills Courier	Saturday Fundraiser Chance to Meet, Help Save The Cheetah	Meetah Cheetah event promo	Press Release	Regional: Beverly Hills, CA	http://bhcourier.com/saturday-fundraiser-chance-meet-save-cheetah/2014/04/22
22-Apr-14	Google+	Polar Bears and Cheetahs: Hope for two Iconic Species	Moderated Google+ Hangout/Talk between PBI and CCF. Focused on the effects of climate change in Africa and the arctic.	Partner Org	Web Audience	https://plus.google.com/u/0/events/cp30rtb9pkjf7191ot1ah7vsmgdg
22-Apr-14	the dirigible plum	Trading Places: Nine Characters and One Author I'd Like to Be for a Day	Book review list (Sy Montgomery book) Mentions Dr. Marker	Unsolicited	Web Audience	http://thedirigibleplum.wordpress.com/2014/04/22/trading-places-nine-characters-and-one-author-id-like-to-be-for-a-day/

22-Apr-14	Washington Post	Craig Saffoe: Managing the care of the National Zoo's large cats	Article about Craig Saffoe, National Zoo Curator. Mentions CCF and Zoo's work with CCF and his trip to Namibia.	Partner	National: US	
22-Apr-14	Aquarium of the Bay	Sharks and Cheetahs: Predators Misunderstood Aquarium ...	Dr. Marker and Suzi Esterhaus will also be available to sign their new book, A Future for Cheetahs. Proceeds from this event will benefit Cheetah Conservation ...	Tour	Regional: California	
24-Apr-14	The Desert Sun	Living Desert hosts champion of cheetahs	Article about tour event at the Living Desert in Coachella Valley	Unsolicited	Regional: Palm Desert, CA	http://www.desertsun.com/story/news/local/2014/04/25/living-desert-cheetah/8138073/
24-Apr-14	Through Golden Eyes	Managing the care of the National Zoo's large cats: Meet Craig Saffoe	Article about Craig Saffoe, National Zoo Curator. Mentions CCF and Zoo's work with CCF and his trip to Namibia.	Unsolicited	Web Audience	http://throughgoldeneeyes.blogspot.com/2014/04/managing-care-of-national-zoos-large.html
24-Apr-14	ZDF TV (Germany)	PUR+	Documentary filmed at CCF	Solicited	National: Germany	
25-Apr-14	Examiner.com	Meet a Cheetah and find out about the big beautiful endangered cats	Photo slide show about CCF using photos from Meetah Cheetah	Unsolicited	Web Audience	http://www.examiner.com/list/meet-a-cheetah-and-find-out-about-the-big-beautiful-endangered-cats/the-most-endangered-cat
26-Apr-14	Born to Explore	It's a Dog's Life, featuring Kangal Dogs	A 3 part show highlighting dogs that assist others featuring a segment on CCF and Kangal dogs.	Partner	National: US	https://www.youtube.com/watch?v=RbA5FW4KKno
27-Apr-14	Just Labs	In Their Debt: Pals at the Dallas Zoo	Article about cheetah cubs and puppies living together in zoos to promote social skills and companionship, Enrichment	Unsolicited	National: US	http://www.justlabsmagazine.com/comingsoon
29-Apr-14	Republikein	Ambagsmanne baat by opleiding (Artisans benefit from training)	Article about CCF and Peace Jewellery Collection artisan 3-day training class.	Unsolicited	International and Web Audience	http://www.republikein.com.na/byvoegsels/ambagsmanne-baat-opleiding.222682
29-Apr-14	Bare Essentials Magazine (Australia)	A Future for Cheetahs	Feature article	Partner	Web audience	http://bareessentialsmagazine.uberflip.com/i/296889-natural-history-tribute-part-two/42
29-Apr-14	Santa Barbara Independent	Santa Barbara Club Garden Party	Event Promo	Press Release	Regional: Santa Barbara, CA	http://www.independent.com/events/2014/may/03/34877/
29-Apr-14	The2Gallery	Event Press Release	CCF Founder Dr. Marker will sign her new book, A Future For Cheetahs.	Tour	Regional: California	[PDF]Download this press release as a .pdf - The G2 Gallery
2-May-14	Internazionale	Lieto evento allo zoo di Vienna: nati tre cuccioli di ghepardo	Cheetah cubs born at Vienna Zoo with mention of CCF.	Unsolicited	National: Italy	

2-May-14	Le Parisien	Autriche : naissance de trois guépards au zoo de Vienne	Cheetah cubs born at Vienna Zoo with mention of CCF.	Unsolicited	National: France	
2-May-14	TSF Online	Nasceram três chitas no zoo de Viena	Cheetah cubs born at Vienna Zoo with mention of CCF.	Unsolicited	National: Portugal	
3-May-14	Santa Barbara Seasons	Summer Datebook	Event Promo	Press release	Regional: Santa Barbara, CA	http://sbseasons.com/blog/datebook/cheetah-conservation-barbara/
5-May-14	Conversations Live with Vicki St. Clair	A Future for Cheetahs Podcast	Dr. Marker and Suzi Eszterhas interview about A Future for Cheetahs and their other work	Booth media	Internet radio	http://conversationslive.net/index.php?option=com_content&task=view&id=430&Itemid=29
5-May-14	Noozhawk	Adelante Students Chat About Cheetahs with Founder of Cheetah ...	Article discussing student participation at the Santa Barbara Club CCF event, written after the event	Unsolicited	Regional: Santa Barbara, CA	http://www.noozhawk.com/article/adelante_students_meet_with_cheetah_conservation_fund_founder_20140505
6-May-14	Kidsbiographer's Blog	Meet the Biographer: Sy Montgomery	Interview with Sy Montgomery about Chasing Cheetahs and CCF	Unsolicited	Web Audience	http://kidsbiographer.com/2014/05/06/meet-the-biographer-sy-montgomery-2/
8-May-14	KKNW Radio	Conversations Live	Interview with Dr. Laurie Marker and Suzi Eszterhas on "A Future for Cheetahs"	Booth Media	Regional: Washington	http://conversationslive.net/podcastfiles/MarkerEszterhas.mp3
9-May-14	NBC 7	How Guard Dogs Are Saving Africa's Most Endangered Cat	Segment including interview and coverage of Escondido tour event, with cheetah ambassador	Booth media	Regional: San Diego	http://www.nbcсандiego.com/news/local/Cheetah-How-Guard-Dogs-Are-Saving-Africas-Most-Endangered-Cat-258697031.html
9-May-14	WFAA8 ABC	Cheetah expert talks about conservation	Dr. Marker interview about book, tour and CCF mission with cheetah and dog ambassadors from the Dallas Zoo	Booth media	Regional: Dallas, TX	http://www.wfaa.com/news/entertainment/pets/bfont-color000000VIDEOfontb-258658471.html
10-May-14	www.ifitshipitshere.com	· 25 Incredibly Touching Wildlife Photos of Animal Moms and ...	Suzi is the author of the children's book series, Eye on the Wild, and photographer of A Future For Cheetahs with Dr. Laurie Marker. She has ...	Unsolicited	Web Audience	
12-May-14	1380AM Xtreme Talk Radio, Teacha Talk with Teacha Tigre	Radio Interview, No title	Dr. Marker interview	CCF volunteer	Regional: St. Louis, MO: Internet radio	http://1380thex.com/teachatalk
12-May-14	FOX2now St. Louis	New book looks at Cheetah habitat and conservation	Dr. Marker interview about book, tour and CCF mission	CCF volunteer	Regional: St. Louis, MO	http://fox2now.com/2014/05/12/a-future-for-cheetahs/
12-May-14	KTVI Fox 2 Now	· New book looks at Cheetah habitat and conservation ...	TV interview with Dr. Marker regarding tour and "A Future for Cheetahs."	Tour	Regional: St. Louis, Missouri (USA)	

13-May-14	blogtalkradio	Dr. Laurie Marker, Founder/Director, Cheetah Conservation Fund, Namibia, Africa	Radio interview with Dr. Marker with overview of CCF and Biographical info	Booth media	Web Audience	http://www.blogtalkradio.com/jazzupyouranimalslifewithjudy/2014/05/13/dr-laurie-marker-founderdirector-cheetah-conservation-fund-namibia-africa
13-May-14	Florida Today	South African cheetah dies at Brevard Zoo	Article about the death of Peggy the cheetah at the Brevard Zoo. Article mentions her rescue by CCF at 6 months old.	Unsolicited	Regional: State wide, FL	http://www.floridatoday.com/story/news/local/2014/05/13/south-african-cheetah-dies-at-brevard-zoo/9042457/
13-May-14	Sveriges Radio	Göran Lindström - gepardmannen från Bergeforsen	Interview about volunteering.	CCF Volunteer	National; Sweden	
14-May-14	FOX35 WOFL, my FOX Orlando	Brevard Zoo says goodbye to Peggy, a cheetahs with an inspiring life story	Article about the death of a wild born 14 year old cheetah named Peggy at the Brevard Zoo. Mentions CCF rescue of Peggy at 6 months old.	Unsolicited	Regional: Orlando, FL	http://www.myfoxorlando.com/story/25513773/brevard-zoo-says-goodbye-to-peggy-a-cheetah-with-an-inspiring-life-story
14-May-14	New York Times (blog)	City Room New York Today: Meet Your Postmaster	Dr. Marker's lecture at Explorers Club.	Tour	National: US	
14-May-14	Palm Springs Life	Cheetah Conservancy Fund Stops in the Desert: Dr. Laurie Marker speaks on Africa's most endangered big cat	Article discussing tour event at Rancho Mirage, written after the event	Unsolicited	Regional: Palm Springs, CA	http://www.palmspringslife.com/Palm-Springs-Life/Desert-Scene/Annual-2014/Cheetah-Conservancy-Fund-Stops-in-the-Desert/
14-May-14	Science and the City, The New York Academy of Sciences	A Future for Cheetahs	Explorers Club event promo	Press Release	Regional: New York, NY	http://www.nyas.org/Events/SCDetail.aspx?cid=967e69fe-1bd1-4cc3-93fc-5279c48c4e63
14-May-14	SpaceCoastDaily.com	Brevard Zoo's Cheetah 'Peggy' Dies At 14	Article about the death of a wild born 14 year old cheetah named Peggy at the Brevard Zoo. Mentions CCF rescue of Peggy at 6 months old.	Unsolicited	Regional: Florida	
15-May-14	KPLR11	New book looks at Cheetah habitat and conservation	Dr. Marker interview about book, tour and CCF mission	Booth media	Regional: St. Louis, MO	http://kplr11.com/2014/05/12/new-book-looks-at-cheetah-habitat-and-conservation/
16-May-14	RT TV	Breaking the Set: The End of the Cheetah	Interview with Dr. Laurie Marker and Suzi Eszterhas on "A Future for Cheetahs"	Booth Media	Worldwide	
20-May-14	Your Pets Magazine	Cheetah Conservation Fund {CCF} Programs Overview	Overview of cheetah decline and description of CCF programmes	CCF Staff programme overview	Web Audience	http://www.yourpetsmagazine.com/page247.html

23-May-14	World Footprints: Celebrating Responsible Travel, Culture and Heritage	Singer Rene Marie's musical homage to the past and Dr. Laurie Marker's cheetahs	Dr. Marker interview		Internet radio	http://www.worldfootprints.com/singer-rene-maries-musical-homage-past-and-dr-laurie-markers-cheetahs
25-May-14	90.5 WESA Pittsburgh's NPR News Station	Global Cheetah Expert Visits Pittsburgh	Article about Dr. Marker's visit to the Pittsburgh Zoo to accept PPG Sustainability Fund grant and CCF conservation programmes. Includes quotes.	Unsolicited	Regional: Pittsburgh, PA	http://wesa.fm/post/global-cheetah-expert-visits-pittsburgh
26-May-14	The Tiniest Tiger: Caring about cats, big and small	The Heart of Africa in the Heart of Ohio	Blog post about Heart of Africa exhibit at the Columbus Zoo mentions CCF as an organisation supported by Columbus Zoo	Unsolicited	Web Audience	http://conservationclub.com/2014/05/the-heart-of-africa-in-the-heart-of-ohio/#more-12997
29-May-14	STLtoday.com	Heart of Africa Now Open at the Columbus Zoo and Aquarium	Mentions Zoo's support of various NGOs including CCF.	Partner: Zoo	Regional: Missouri	
3-Jun-14	Albany Herald	Chehaw launches conservation series Thursday	Article about Chehaw event and the conservation series	Partner Org	Regional: Albany	http://www.albanyherald.com/news/2014/jun/03/chehaw-launches-conservation-series-thursday/
5-Jun-14	WALB Albany News	Chehaw Kicks Off Conservation Lecture Series	Chehaw CCF event announcement	Partner Org	Regional: Albany, GA	http://www.walb.com/story/25651733/chehaw-kicks-off-conservation-lecture-series
11-Jun-14	NBC 7 San Diego	Are You My Mother? Cheetah Cub Gets Help From Puppy Companion	Cheetah cub with dog, mentions CCF's programmes.	Partner Zoo	Regional: San Diego	
12-Jun-14	National Geographic	Conservation Group Helps Zoos and Aquariums "Show the Wild ...	CCF Photo credit.	Unsolicited	Web Audience	
12-Jun-14	MidWest Book Review	Book Review: A Future for Cheetahs	A Future for Cheetahs is a coffee-table book about these beautiful and endangered big cats.	Unsolicited	Web Audience	
13-Jun-14	oe24.at	Leben am Limit	Article about Anna Fenninger and her support of CCF.	Partner: Sports	National: Austria	
13-Jun-14	WOCA The Source Radio	AM Ocala Live: Larry and Robin 7AM - noon	Dr. Marker Interview	Booth media	Regional: Ocala, FL	http://youtu.be/2Ccb5fUSXc
18-Jun-14	KCCK 88.3 FM	Clean Up Your Act	Dr. Marker Interview	Booth media	Regional: Cedar Rapids, IA	
23-Jun-14	KAHI 950 AM	Popp Off with Mary Jane Popp	Dr. Marker Interview	Booth media	Regional: Sacramento, CA	http://cheetah.org/2014/06/june-23-2014-radio-interview-with-mary-jane-popp/
24-Jun-14	DW	Safari ohne ökologischen Fußabdruck	Article about Namibia's sustainable tourism.	Unsolicited	National: Germany	

24-Jun-14	DW	Namibia nurtures eco-friendly tourism	Slide show about Namibia	Unsolicited	Regional - Germany	http://www.dw.de/namibia-nurtures-eco-friendly-tourism/g-17733610
24-Jun-14	SavingWild.com	· Laurie Marker's Cheetah Conservation Fund - Saving Wild	BUY LAURIE MARKER'S NEW BOOK: A FUTURE FOR CHEETAHS. 4. What is the best thing about living in the african bush, and having such ...	Unsolicited	Web Audience	
26-Jun-14	Allgemeine Zeitung Namibia	Namibia im Giraffenfieber	Article about Namibia's giraffes, mentions CCF.	Unsolicited	National: Namibia	
26-Jun-14	Today.com	Cuddle buddies! Cheetah and pup make the ultimate siblings	Article about pairing puppy with cheetah at the San Diego Zoo for companionship	Partner Zoo	Web Audience	
27-Jun-14	WRCBtv	Cuddle buddies! Cheetah and pup make the ultimate siblings	Article about pairing puppy with cheetah at the San Diego Zoo for companionship	Unsolicited	Web	http://www.wrcbtv.com/story/25889969/cuddle-buddies-cheetah-and-pup-make-the-ultimate-siblings
30-Jun-14	About Face Magazine: Portland's Interview Quarterly	Interview with Dr. Laurie Marker	An interview about Dr. Marker's life and work at CCF	Booth Media	Regional: Portland, OR with National reach digitally published	http://www.aboutfacemag.com/product/aboutface-issue-14/
1-Jul-14	RYOT	Photos: Rich People's Lust for Pet Cheetahs Is Driving the Species Towards Extinction	Photos and article about trafficking in cheetahs and exotic animal parts	Unsolicited	Web	http://www.ryot.org/photos-of-pet-cheetahs-going-extinct/755337
7-Jul-14	Reading Today Online	Books to Inspire Budding Writers	Review of 'A Future for Cheetahs'		Web Audience	
11-Jul-14	The Conversation	Captive breeding could bring big cats back from the brink	Article about cheetah reintroduction and captive breeding efforts in South Africa	Unsolicited	Web	http://theconversation.com/captive-breeding-could-bring-big-cats-back-from-the-brink-28791
14-Jul-14	Travel News Namibia	· CCF Gala 2014 - Speed & Elegance	Report on CCF's annual fundraising gala in Windhoek, Namibia.	Press Release	Web Audience	
17-Jul-14	taz.de	Schmuggel von Raubkatzen Geparde für die Scheichs	Article about illegal cheetah pet trade in the GCC.		National: Germany	
19-Jul-14	Daily Beast	The \$10B Pet Cheetah & Chimp Industry	Article about illegal cheetah pet trade in the GCC.		Web	
19-Jul-14	Nature Photography Summit	· Speakers 2015 Nature Photography Summit	Speakers bios: Suzi Eszterhas	Unsolicited	National: USA	

20-Jul-14	Kaleigh Rings	Cheetah Conservation Fund	Blog post about CCF from a student's perspective concerning Busch Gardens camp course Zookeeping 101	Unsolicited	Web	http://krings11.wix.com/voice-for-rhinos#!Cheetah-Conservation-Fund/c55p/0DF6B79A-7DE7-455C-A6D3-0B0A5A86E16D
20-Jul-14	The Daily Beast	The \$10 billion Pet Cheetah and Chimp Industry	Article about the illegal trade in pets and parts	Unsolicited	Web	http://www.thedailybeast.com/articles/2014/07/20/the-10-billion-pet-cheetah-and-chimp-industry.html
24-Jul-14	Texas A&M Student News	From Ag Communications to the Alley Theatre: Student Begins a Career in Drama	Interview with Texas A&M Student who participated in a study abroad in Namibia and worked with CCF	Unsolicited	Regional - Texas A&M campus	http://aglifesciences.tamu.edu/blog/2014/07/24/from-ag-communications-to-the-alley-theatre-student-begins-a-career-in-drama/
24-Jul-14	AMIFELINS	[PDF]trafic illegal especes sauvages menaces[...] - Amifelins	A Future for Cheetahs. Cet ouvrage ... Dr. Marker recently wrote a book to draw attention to the plight of this beautiful big cat, A Future for ...	Partner	Regional: France	
27-Jul-14	NatGeo News Watch (blog)	July 27, 2014 Radio Show: Curing Cancer, Spending Summer ...	Interview with photographer Suzi Eszterhas mentioning book, A Future for Cheetah.		Web	
29-Jul-14	THE NAMIBIAN Entertainment Arts	Namibia loses iconic artist	Article about the death of Susan Mitchinson, an artist supporter of CCF.	Unsolicited	National: Namibia	
30-Jul-14	Digital Journal	The KeepSafe Project Supports Lemur Conservation Foundation and Cheetah Conservation Fund, Organizations Dedicated to the Conservation of Endangered Species	Article announcing and promoting KeepSafe Project	Press Release	Regional - New York	http://www.digitaljournal.com/pr/2087996
1-Aug-14	Namibia Economist	NBL keeps environment clean	Article about NBL's support of recycling programmes such as CCF's.	Partner	National: Namibia	
7-Aug-14	Profil.at	Anna Fenninger: „Schonen geht gar nicht“	Article about Anna Fenninger and her association with CCF.	Partner: Sports	National: Austria	
8-Aug-14	Pittsburgh Catholic	Organ Donation Saves Lives	Article about a girls dream of organ transplant and visiting CCF	Unsolicited	Regional - Pittsburgh	http://www.pittsburghcatholic.org/newsarticles_more.php?id=3996
11-Aug-14	TimsGift2014	A resolution to change the World every day.	Blog post about CCF	Unsolicited	Web	http://timsgift2014.blogspot.com/2014/08/cheetah-conservation-fund.html
13-Aug-14	Reno Gazette-Journal	On the run with a world cheetah expert	Article about Mary Wykstra and Animal Ark	Unsolicited	Web	http://www.rgj.com/story/life/2014/08/13/run-world-cheetah-expert/13974073/

14-Aug-14	The Conversation UK	Niki Rust	Article about former CCF staff Niki Rust.	Former staff	National: UK	
17-Aug-14	San Diego Jewish World	Wildlife Safari: Isaih's prophecy not quite realized	Article about Wildlife Safari	Unsolicited	Regional - San Diego	http://www.sdjewishworld.com/2014/08/17/wildlife-safari-isaihs-prophecy-quite-realized/
20-Aug-14	National Geographic Student Expeditions	What Conservation Means to Us...	Photo blog featuring CCF's cheetah run	Unsolicited	Web	http://blog.ngstudentexpeditions.com/featured/what-conservation-means-to-us
21-Aug-14	Fox 8	Rejected cheetah finds unexpected, lifelong cuddle buddy	Article about Ruuxa and his puppy companion at the San Diego Zoo	Unsolicited	Web	http://www.voanews.com/content/racing-to-save-the-cheetah/2492859.html
24-Aug-14	KYAF-FM	Interview with Dr. Laurie Marker	Many of them take along a good "beach read" - a book that lets them get out of themselves Cheetah Conservation Fund, author of "A Future for Cheetahs".	Tour	Radio - California	[PDF]public files - KYA Radio
25-Aug-14	CBC Radio	Cheetah expert, Laurie Marker on her life's work to save the species from extinction	Interview with Dr. Laurie Marker	Tour	Internet Radio	http://www.cbc.ca/thecurrent/episode/2014/08/25/cheetah-expert-laurie-marker-on-her-lifes-work-to-save-the-species-from-extinction/
27-Aug-14	Reader's Digest	Can We Save the Cheetah From Extinction? Reader's Digest	A new book by Dr. Laurie Marker of the Cheetah Conservation Fund takes us ... by Dawn Raffel from A Future for Cheetahs (The Cheetah Conservation Fund) ...	Unsolicited	National: USA	
2-Sep-14	DW	Thinking outside the box on human0wildlife conflict	Article that highlights organizations using innovative paths toward conservation	Unsolicited	Regional - Germany	http://www.dw.de/thinking-outside-the-box-on-human-wildlife-conflict/a-17894789
3-Sep-14	Huffington Post Blog	The Polar Bear's Vanishing World	Blog post about climate change and Polar Bear's International mentions CCF	Unsolicited	Partner	http://www.huffingtonpost.com/dr-steven-c-amstrup/the-polar-bears-vanishing_b_5758698.html
4-Sep-14	All Readable	Dr. Laurie Marker, - A future for cheetahs - Talks at google ...	A Future for Cheetahs is a simple and elegant large-format book of ... a little bit about her latest book which was published just yesterday, "A Future for Cheetahs.	Unsolicited	Web Audience	
4-Sep-14	The PM Show	Google Hangout · A Book Review on Dr. Laurie Marker's A Future for Cheetahs	Dr. Marker's lecture at Google Hangout	Tour	Regional: California	
5-Sep-14	Bay View National Black Newspaper	Wanda's Picks for September	Local events listing recommendations	Unsolicited	Regional - San Francisco	http://sfbayview.com/2014/09/wandas-picks-for-september-2014/

5-Sep-14	San Francisco Bay View	· San Francisco Bay View » Wanda's Picks for September 2014	Event promo: Dr. Marker's lecture at Oakland Zoo and book promo	Tour	Regional: California	
9-Sep-14	Digital Journal	Oakland Zoo's Conservation Speaker Series Presents, "A Future for Cheetahs"	Article promoting lecture at the Oakland Zoo	Press Release	Regional - Oakland	http://www.digitaljournal.com/pr/2175260
9-Sep-14	Oakland Zoo	Oakland Zoo's Conservation Speaker Series Present, "A Future for Cheetahs"	Announcement of Oakland Zoo event	Press Release	Regional - Oakland	http://www.oaklandzoo.org/Press_Releases.php?c=A_Future_for_Cheetahs
9-Sep-14	PRWeb	Oakland Zoo's Conservation Speaker Series Presents, "A Future for Cheetahs"	Article promoting lecture at the Oakland Zoo	Press Release	Regional - Oakland	http://www.prweb.com/releases/2014/09/prweb12149522.htm
10-Sep-14	San Jose Mercury News	Marker to talk about effort to save the cheetah	Promotion and interview for event at The Mountain Winery	Unsolicited	Regional - San Jose	http://www.mercurynews.com/los-gatos/ci_26509089/marker-talk-about-effort-save-cheetah
10-Sep-14	Allmynews.eu	Dr Laurie Marker's North American Tour announcement	Dr. Marker will also make several stops at bookstores, zoos and other venues to sign copies of her latest book, A Future for Cheetahs, ...	Press Release	Web Audience	· Namibia's Cheetah Conservation Fund (CCF) - Allmynews
11-Sep-14	Poughkeepsie Journal	Events calendar	Promotion of The KeepSafe Project, an annual fundraiser for CCF.	Tour	Regional: New York, NY	
12-Sep-14	San Jose Mercury News	Pets and Wildlife Calendar: Sept. 13 and beyond	Promotional events calendar for event at the Oakland Zoo	Unsolicited	Regional - Oakland	http://www.mercurynews.com/home-garden/ci_26571537/pets-and-wildlife-calendar-sept-20-and-beyond
12-Sep-14	Patch Media	· Cheetah Conservation Fund's Dr. Laurie Marker To Bring a (CCF) founder Dr. Laurie Marker will bring a live cheetah to The G2 Gallery and sign her new book, A Future for Cheetahs. The fundraiser for ...	Tour	Regional: California	
14-Sep-14	Poughkeepsie Journal	Art boxes on display to aid cheetahs, lemurs	Promotion of The KeepSafe Project, an annual fundraiser for CCF.		Regional: New York, NY	
15-Sep-14	themeparkadventure.com	· A Future for Cheetahs Conservation Speaker Series at ...	Book signing event with Dr. Marker and Ms. Eszterhas at Oakland Zoo.	Tour	Regional: California	
16-Sep-14	The Namibian - YOUTH PAPER News	Olupale's History Club Scoops First Place ...	Contest winning school to visit CCF.	Unsolicited	National: Namibia	
17-Sep-14	THE NAMIBIAN Entertainment	'Homage to Etosha' exhibits in Swakopmund	Article about artist and CCF supporter PAUL Dixon's trip to Namibia.	Partner: Artist	National: Namibia	

17-Sep-14	Argonaut News	· A wild night on Abbot Kinney Boulevard The Argonaut ...	On Tuesday, Marker heads to the hipster's natural habitat to talk about her work and her new book, "A Future for Cheetahs," as the kickoff event ...	Unsolicited	Web Audience	
18-Sep-14	Digital Journal	Millbrook School's Trevor Zoo to Host KeepSafe Project Event for Lemur Conservation and Cheetah Conservation Fund	Announcement of KeepSafe Project event	Press Release	Regional - New York	http://www.digitaljournal.com/pr/2196234
18-Sep-14	Bishop O'Dowd High School	Dr. Marker's lecture at Oakland Zoo	A Future for Cheetahs to present the problems facing the cheetah and the hope for its ... photos in Dr. Marker's book. a FUTURE ItIIIH. Join Dr.	Tour	Regional: California	· [PDF] A FUTURE FOR CHEETAHS - Bishop O'Dowd High School
20-Sep-14	Marin Independent Journal	· Lectures and the literary scene in Marin County for the week ...	28: Laurie Marker and Suzi Eszterhas discuss "A Future For Cheetahs.	Tour	Regional: California	
22-Sep-14	e-kolumbus Rundreise-News	In kleinen Gruppen Namibia entdecken	Travel article about Namibia.	Unsolicited	National: Germany	
22-Sep-14	Lynchburg News and Advance	Five cheetah cubs born at Metro Richmond Zoo	Citing CCF.	Unsolicited	Regional: Richmond VA	
22-Sep-14	La Jolla By The Sea	· La Jolla - A Future for Cheetahs Book Signing - Official site ...	Please join Dr. Laurie Marker for a special book signing at Africa and Beyond Art Gallery. Dr. Marker will be signing her new book, A Future for Cheetahs.	Tour	Regional: California	
22-Sep-14	XETV-TDT San Diego 6	· San Diego 6 Green Living	Interview with Dr. Marker about lecture and book "A Future for Cheetahs."	Tour	Regional: California	
23-Sep-14	Alex and Connie's Travel Blog	Cheetah Conservation Fund, Author at Planet Experts	Blog post about CCF from a visitor's perspective	Unsolicited	Web	https://actravelblog.wordpress.com/2014/09/23/cheetah-conservation-fund/
23-Sep-14	KPHO Phoenix	Cheetahs make debut at Wildlife World Zoo	Mentions financial commitment to NGOs including CCF.	Partner Zoo	Regional: Phoenix, AZ	
23-Sep-14	LAist	23 Of Our Favorite Events In Los Angeles This Week	G2 gallery promotion pieces	Unsolicited	Regional - Los Angeles Area	http://laist.com/2014/09/22/23_of_our_favorite_events_in_los_an_5.php
24-Sep-14	Acupuncture Today	History of Animal Acupuncture: Part II	Story of acupuncturist treating a tiger for Dr. Marker.		Web	
24-Sep-14	San Diego Jewish World	Cheetah's best friend touring US	Article about Toft event in Ramona CA and Dr. Laurie Marker	Unsolicited	Regional - Ramona	http://www.sdjewishworld.com/2014/09/24/cheetahs-best-friend-touring-u-s/

24-Sep-14	East Country Magazine	· SAVING THE CHEETAHS East County Magazine	Sep 24, 2014 - She has also authored a book detailing her plans, titled A Future For Cheetahs. She thinks she was chosen by the cheetah. She says, "With my ...	Unsolicited	Regional: California	
24-Sep-14	San Francisco Zoo	· Wild Places, Wild Things Conservation Lecture	[Dr. Marker] has written A Future for Cheetahs to present the problems... The book is illustrated by rare and striking photographs of cheetahs in ...	Tour	Regional: California	
24-Sep-14	KFSR Santa Fe Public Radio	Santa Fe Radio Cafe	Radio interview with Dr. Marker and Suzi Eszterhas	Tour	Regional: New Mexico	
25-Sep-14	WKBN (CBS)	· A Future for Cheetahs - Events by Eventful	Event: Dr. Marker's lecture at Pacific Grove Museum of Natural History.	Tour	Regional: California	
26-Sep-14	The Pet Network	Like Cats and Dogs	Program about San Diego Zoo and CCF's Livestock Guarding Dog Programme.	Unsolicited	TV and web	http://www.thepetnetwork.tv/fwvideos/like-cats-dogs/
28-Sep-14	www.bookpassage.com	· Dr. Laurie Marker - Book Passage	A Future for Cheetahs is a simple and elegant large-format book of incredible photography that provides insight on the past and present, and ...	Unsolicited	Web Audience	
30-Sep-14	Reid Park Zoo	Conservation Lecture Series: A Future for Cheetahs - An Evening with Dr. Laurie Marker	Zoo promotion event page for lecture with Dr. Marker	Partner	Regional - Arizona	http://reidparkzoo.org/events/public/cheetah-conservation-dr-laurie-marker/
30-Sep-14	Tucson Weekly	A Future for Cheetahs: An Evening With Dr. Laurie Marker ...	Dr. Marker will be signing her new book, A Future for Cheetahs.	Tour	Regional: Arizona	
1-Oct-14	Faune Sauvage (France)	"A Future for Cheetahs" promo	Livre en Anglais. A Future for Cheetahs is a simple and elegant large-format book of incredible photography that provides insight on the past and present,...	Unsolicited	Web Audience	
2-Oct-14	National Geographic	Guarding Dogs in Southern Africa	Article critical of Anatolian use in southern Africa	Unsolicited	Web	http://voices.nationalgeographic.com/2014/10/02/livestock-guarding-dogs-in-southern-africa/
7-Oct-14	East Bay Express	1. A Future for Cheetahs Pegasus Books Downtown Literary ...	Book signing event by Dr. Laurie Marker	Tour	Regional: California	
9-Oct-14	Sacramento Zoo	· A Future for Cheetahs - Sacramento Zoo	Dr. Laurie Marke discusses living in Africa and introduces her new book "A Future for Cheetahs.	Tour	Regional: California	

10-Oct-14	Nouvelles de Sablé	Fous de nature. Passez une soirée, la tête dans les étoiles, samedi	Mentions Dr. Marker's visit to Zoo La Flèche in February.	Tour: Europe	National: France	
10-Oct-14	The Examiner	Oct. 10-12: Fleet Week, art walks and more	Announcements of upcoming events	Unsolicited	Regional - San Francisco	http://www.sfexaminer.com/sanfrancisco/oct-10-12-fleet-week-art-walks-and-more/Content?oid=2908811
13-Oct-14	PRWeb	Oakland Zoo Announces New Quarters for Conservation Partners at Action for Wildlife Day	Article about Oakland Zoo's Action for Wildlife initiative	Press Release	Regional - Oakland	http://www.prweb.com/releases/2014/10/prweb12244812.htm
14-Oct-14	Daily Freeman	The KeepSafe Project to hold fundraiser at Trevor Zoo Oct. 18	Article announcing and promoting KeepSafe Project	Press Release	Regional - New York	http://www.dailyfreeman.com/general-news/20141014/the-keepsake-project-to-hold-fundraiser-at-trevor-zoo-oct-18
14-Oct-14	Poughkeepsie Journal	Art boxes on display to aid cheetahs, lemurs	Promotion for KeepSafe Project	Unsolicited	Regional - New York	http://www.poughkeepsiejournal.com/story/news/local/2014/09/14/keepsafe-boxes-trevor-zoo/15643791/
15-Oct-14	France 3	Namibie, la force du désert	Video announcing airing of documentary filmed at CCF.	Unsolicited	National: France	
15-Oct-14	Theme Park Adventure	A Future for Cheetahs Conservation Speaker Series at Oakland Zoo	Promotion for Oakland Zoo event	Unsolicited	Regional - Oakland	http://theparkadventure.com/future-cheetahs-conservation-speaker-series-oakland-zoo/
16-Oct-14	Cornell Chronicle	Things to Do, Oct. 17-24	Events page listing Cornell event	Unsolicited	Regional - New York	http://news.cornell.edu/stories/2014/10/things-do-oct-17-24
20-Oct-14	Victoria Falls 24.com	Cheetah Conservation Fund: Products declared wildlife friendly	Blog post about CCF's wildlife friendly products	Unsolicited	Web	http://victoriafalls24.com/blog/2013/09/20/cheetah-conservation-fund-products-declared-wildlife-friendly/
21-Oct-14	Krone.at	Anna Fenninger: "Sölden ist das extremste Rennen"	Article about Anna Fenninger's Olympic Gold medal and her association with CCF.	Partner: Sports	National: Austria	
21-Oct-14	Richmond Times Dispatch	Five cheetah cubs born at Metro Richmond Zoo	Article about cheetah births at the Richmond Zoo	Unsolicited	Regional - Virginia	http://www.richmond.com/news/local/chesterfield/update-runt-of-cheetah-litter-under-hour-veterinary-care/article_f9cb4b6a-7b17-545e-8c1c-f9d3701d0bb3.html
22-Oct-14	KPBS	Cheetah Conservation Fund Book Signing	Event announcement for Africa and Beyond	Unsolicited	Regional - San Diego	http://www.kpbs.org/events/2014/sep/22/cheetah-conservation-fund-book-signing/?et=43554
22-Oct-14	Los Angeles Register	5 things to do: Meet a cheetah, hear chef Roy Choi tell a story	Community events promotion G2	Unsolicited	Regional - Los Angeles	http://www.losangelesregister.com/articles/tuesday-605201-angeles-blvd.html

22-Oct-14	The News & Advance	Five cheetah cubs born at Metro Richmond Zoo	Article about cheetah births at the Richmond Zoo	Unsolicited	Regional - Virginia	http://www.newsadvance.com/news/state/five-cheetah-cubs-born-at-metro-richmond-zoo/article_2663c4be-4252-11e4-8a65-001a4bcf6878.html
22-Oct-14	Voice of America	Racing to Save the Cheetah	Article about Dr. Laurie Marker and CCF's programs - includes video	Unsolicited	Web	http://www.voanews.com/content/racing-to-save-the-cheetah/2492859.html
23-Oct-14	CBS 5 AZ	Cheetahs make debut at Wildlife World Zoo	Article about new cheetahs at the Wildlife World Zoo, Aquarium and Safari Park	Unsolicited	Regional - Arizona	http://www.kpho.com/story/26606601/cheetahs-make-debut-at-wildlife-world-zoo
23-Oct-14	VOA ไทย	นักอนุรักษ์สัตว์ป่าเตือนเหลือขีต่ารออาจสูญพันธุ์เร็วๆนี้ถ้าไม่รีบคุ้มครอง	Syndicated – Interview with Dr. Laurie Marker.	Unsolicited	Syndicated - Thailand	
23-Oct-14	University of California, Santa Cruz	· Alumni Profile / Suzi Eszterhas: Eye on the wild	Suzi Eszterhas' bio with mention of A Future for Cheetahs.	Tour	Regional: California	
24-Oct-14	Sacramento Zoo Blog	A Future for Cheetahs, Signed By Dr. Laurie Marker Giveaway!	Blog post about Dr. Marker's appearance at the Sacramento Zoo	Partner	Web	http://sacramentozoo.blogspot.com/2014_10_01_archive.html
24-Oct-14	Voz de América	Carrera para salvar al guepardo	Syndicated – Interview with Dr. Laurie Marker.	Unsolicited	Latin America - Syndicated	
25-Oct-14	DiePresse.com	Fenninger: Saisonstart einer Olympia-Siegerin	Article about Anna Fenninger and her association with CCF.	Partner: Sports		
26-Oct-14	Your West Valley	Pair of cheetahs complete Wildlife Works Zoo	Article about new cheetahs at the Wildlife World Zoo, Aquarium and Safari Park and its 30th anniversary	Unsolicited	Regional - Arizona	http://www.yourwestvalley.com/valleyandstate/article_a30965e-4442-11e4-9139-0b21508182f7.html
27-Oct-14	The Planet D	How Volunteering in Namibia led to a life in Africa	Blog post about working for CCF	Staff blog post	Web	http://theplanetd.com/volunteer-vacations-africa-namibia/
28-Oct-14	SFGate	How a Napa winemaker became one of the world's top cheetah ...	An article and interview about Dr. Laurie Marker and her visit to Safari West	Solicited	Regional - San Francisco	http://www.sfgate.com/science/article/How-a-California-winemaker-became-one-of-the-5853377.php
29-Oct-14	Terra México	Los mejores lugares del mundo para ver pandas, koalas y más	The best places in the world to visit.	Unsolicited	National: Mexico	
30-Oct-14	LAOLA1.at	Diesmal kann Fenninger den Preis entgegennehmen	Article about Anna Fenninger and her association with CCF.	Partner: Sports	National: Austria	
30-Oct-14	Woodland Park Zoo Blog	What I learned on my summer vacation (in Africa)	Blog post about Earth Expeditions coursework in Namibia	Unsolicited	Web	http://woodlandparkzoblog.blogspot.com/2014_09_01_archive.html

31-Oct-14	France TV3	“Faut Pas Rêver” (No Need to Dream)	Episode ‘Namibie: La Force du Desert’ (Namibia, the Desert Strength) filmed at CCF.	Unsolicited	National: France	
2-Nov-14	Aljazeera America	Conservationists race to save rare king cheetah gene	Article about birth of rare king cheetah cubs in Greenwich Connecticut	Unsolicited	Web	http://america.aljazeera.com/articles/2014/11/2/conservationistsraceetosaverearingcheetahgene.html
3-Nov-14	The Hill	In Spite of the news, there is hope for biodiversity	Article about two reports published this year that show disturbing news for conservation	Unsolicited	Web	http://thehill.com/blogs/pundits-blog/energy-environment/222600-in-spite-of-the-news-there-is-hope-for-biodiversity
4-Nov-14	Infinite Safari Adventures	Namibia 5 fun facts	Blog post of five interesting facts on CCF and Namibia	Partner	Web	http://blog.infiniteadventures.com/namibia-5-fun-facts
6-Nov-14	KING5	Cheetah expert visits her friends at Woodland Park Zoo	Article and interview with Dr. Marker about Woodland Park Zoo cheetah visit - includes video	Unsolicited	Regional - Washington	http://www.king5.com/story/entertainment/television/programs/evening-magazine/2014/11/06/cheetah-woodland-park-zoo-extinction-conservation/18620705/
10-Nov-14	SF Gate	· How a Napa winemaker became one of the world's top ...	Feature iInterview with Dr. Marker.	Unsolicited	Regional: California	
12-Nov-14	Inside Busch Gardens	NFL All- Stars Race Busch Gardens Cheetahs in Nat Geo Wild's Man vs. Cheetah	Blog post about Wild Cats Week celebrations at Busch Gardens Tampa	Partner	Web	http://www.buschgardenstampa.com/category/company/cheetah-conservation-fund
17-Nov-14	Fem Worldview	· Journey of Passion Exclusive Interview with Suzi Eszterhas ...	“I’ve just published a coffee-table book called A Future for Cheetahs, with Dr. Laurie Marker. It’s about, well, just that – the future for cheetahs.	Unsolicited	Web Audience	
24-Nov-14	Namibia Broadcasting Corporation	Afrikaans Service Radio	Dr. Laurie Marker interviewed for Afrikaaner audience	Unsolicited	National: Namibia	
26-Nov-14	Think Elephants International	Canines in Conservation	Blog post focusing on Livestock Guarding Dogs	Unsolicited	Web	http://thinkelephants.blogspot.com/2014_11_01_archive.html
27-Nov-14	Namibia Economist	Cheetah queen chairs large carnivore protectors	Article about Dr. Marker's election to lead the Large Carnivore Management Association of Namibia	Unsolicited	Web	http://www.economist.com/na/2011-12-07-11-05-31/environment/6652-cheetah-queen-chairs-large-carnivore-protectors
28-Nov-14	Tages-Anzeiger Online	«Das Engagement für Geparden hat mich geerdet»	Article about Anna Fenninger and her association with CCF.	Partner: Sports	National: Switzerland	
1-Dec-14	Jonathan & Angela Scott - The Big Cat People	Cheetah Conservation Fund (CCF) in Namibia	Blog post about CCF and supporters Jonathan and Angela Scott	Partner	Web	http://www.jonathanangelascott.com/main/wordpress/2014/12/cheetah-conservation-fund-ccf-in-namibia/
1-Dec-14	Mother Nature News	21 environmental charities you should know about	Blog post with recommended environmental charities	Unsolicited	Web	http://www.mnn.com/lifestyle/responsible-living/blogs/21-environmental-charities-you-should-know-about

1-Dec-14	Wild Travel Magazine	The Need for Speed	Feature article about Suzi Eszterhas and A Future for Cheetahs	Partner		http://www.suzieszterhas.com/a/pdf/cheetah%20gallery-web.pdf
2-Dec-14	Cryptozoology News	New study links neurological disorders in captive felids to improper diet	Blog post link to article in Science Daily	Unsolicited	Web	http://cryptozoologynews.blogspot.com/2015/01/new-study-links-neurological-disorders.html
4-Dec-14	Planet Experts	Cheetah Conservation Fund, Author at Planet Experts	Announcement of new blog supporting CCF	Partner	Web	http://www.planetexperts.com/author/ccf/
4-Dec-14	The Tiniest Tiger - Caring about cats, big and small	A Future for Cheetahs, Signed By Dr. Laurie Marker Giveaway!	Blog post about A Future for Cheetahs and Dr. Laurie Marker	Partner	Web	http://conservationclub.com/tag/cheetah-conservation-fund/
4-Dec-14	Conservation Club	A Future For Cheetahs. Signed by Dr. Laurie Marker Giveaway	Blog - I was able to visit with Dr. Market at the Expo and she kind enough to sign a copy of her new book A Future for Cheetahs for me to give to one ...	Unsolicited	Web Audience	
5-Dec-14	ANSA	Sos ghepardi, lotano contro l'estinzione	Italian article about the possibility of cheetah extinction in 20 years	Unsolicited	Regional - Italy	http://www.ansa.it/web/notizie/canali/energiaeambiente/natura/2014/12/04/sos-ghepardi-lottano-contro-estinzione_0bbcd365-7745-4778-b447-4efbb200360b.html
5-Dec-14	La Stampa	Il ghepardo potrebbe estinguersi in meno di 20 anni	Italian article about the possibility of cheetah extinction in 20 years	Unsolicited	Regional - Italy	http://www.lastampa.it/2014/12/05/societa/lazampa/animali/il-ghepardo-potrebbe-estinguersi-in-meno-di-anni-gXYRnk8HJhSLaLLdJLpv1K/pagina.html
7-Dec-14	Jonathan and Angela Scott	Cheetah Conservation Fund (CCF) in Namibia – Jonathan ...	Blog post about Dr. Marker's new book A Future for Cheetahs.	Partner	Web Audience	
14-Dec-14	Sayonara Pushek	Cheetahs!* B&R	Blog post from a young girls perspective about her visit to CCF	Unsolicited	Web	http://www.sayonarapushek.com/2014/12/14/cheetahs-bt/#more-4922
16-Dec-14	Voices for Biodiversity	Give the Gift of Conservation: 10 Holiday Ideas	Promo: A Future for Cheetahs	Unsolicited	Web Audience	
19-Dec-14	Mother Nature Network	Best books of 2014 in conservation photography	Review of book "A Future for Cheetahs"	Unsolicited	Web	
22-Dec-14	Motoblog.it (Blog)	Donne Motori Anna Fenninger	Article about Anna Fenninger.	Partner: Sports	National: Italy	
29-Dec-14	The National UAE	Poor diet causes major health issues for big cats in captivity, says UAE study	Article about new scientific paper published	Unsolicited	Web	http://www.thenational.ae/uae/poor-diet-causes-major-health-issues-for-big-cats-in-captivity-says-uae-study

30-Dec-14	Money.pl	Wielkie koty szejków choruj• z braku suplementów	Badania nad diet• wielkich kotów przeprowadzili specjali[ci z Central Veterinary Research Laboratory (CVRL) w Dubaju oraz Cheetah Conservation Fund ...	Solicited	National: Poland	
30-Dec-14	Phys Org	New Study links neurological disorders in captive felids to improper diet	Article about new scientific paper published	Solicited	Web	http://phys.org/news/2014-12-links-neurological-disorders-captive-felids.html
30-Dec-14	Science Daily	New study links neurological disorders in captive felids to improper diet	Article about new scientific paper published	Solicited	Web	http://www.sciencedaily.com/releases/2014/12/141230075754.htm
Unknown	Beverly Hills Courier	Saturday Fundraiser Chance To Meet, Help Save The Cheetah	Book/event promo at IM Chait Gallery	Booth Media	Regional: California	http://bhcourier.com/saturday-fundraiser-chance-meet-save-cheetah/
Unknown	Discover Wildlife - BBC Wildlife Magazine	View Stunning Cheetah Images	"A Future for Cheetahs" image gallery and review.	Partner - Photographer	Web	http://www.discoverwildlife.com/gallery/view-stunning-cheetah-images
Unknown	Namibia Broadcasting Corporation	Good Morning Namibia	Dr. Laurie Marker appeared as guest.	Unsolicited	National: Namibia	
Unknown	Bookshops Santa Cruz	· A Future for Cheetahs (Hardcover) Bookshop Santa Cruz	Jan 1, 2014 - If you have any questions about the availability of this book, please refer to these Inventory Status ... A Future for Cheetahs (Hardcover).	Tour	Regional: California	
Unknown	CheetahKids	· Books About Cheetahs - CheetahKids.com	Check your local library for these & other great books about Cheetahs. "A Future for Cheetahs" by Dr. Laurie Marker and Suzi Eszterhas ©2014. "Cheetahs!	Partner	Web Audience	
Unknown	San Diego Voices	· I-15 Voices Buzz - Leucadia - Hiking San Diego	Please join Dr. Laurie Marker for a special book signing for her book, "A FUTURE FOR CHEETAHS". Monday, September 22nd 12:30 - 2:30 at Africa and ...	Tour	Regional: California	
Unknown	The Book Checkout	· a future for cheetahs - The Book Checkout	Through the eyes of the cheetah, this picture book story brings you face to face with some of the rarest and most beautiful images taken of wild cheetah and the ...	Unsolicited	Web Audience	

Unknown	wildanimalkids.com	· The Cheetah Conservation Fund - The Wild Animal Kids Club	Be sure to take a look at. A Future for Cheetahs. Authored by Dr. Laurie Marker and photographer, Suzi Eszterhas. The 208 page full color coffee table book, ...	Unsolicited	Web Audience
Unknown	Wildlife Extra	· In focus: A Future For Cheetahs by Dr. Laurie Marker and ...	Its new book, A Future For Cheetahs, written by Dr. Laurie Marker, Founder and Executive Director of the Cheetah Conservation Fund, and illustrated with the ...	Partner	Web Audience
Various	France TV5	'Martin autour du Monde" ('Martin around the World')	French documentary about a family travelling the world, episode filmed at CCF	Unsolicited	National: France