



Saiga Trade Market Monitoring and Education Campaign for TCM in Guangzhou, China

Programme Report To THE SAIGA CONSERVATION ALLIANCE

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Executive Summary

To understand the current trade status in Guangzhou through TCM market monitoring and raise public awareness about saiga conservation through education campaigns, I, in collaboration with my colleagues at WCS-China, have been implementing a project with funding from Saiga Conservation Alliance (SCA).

From Sep 2009 to Aug 2010, we had surveyed TCM wholesale markets and large TCM chain stores in Guangzhou to understand current status of illegal saiga (*Saiga*

tatarica) product trade; we had launched education and outreach campaigns in local residential quarters, schools and universities. During Nov 2009 to Apr 2010, more than 508 kg saiga products of different form were found in the wholesale markets; the price varies from 100~32000 RMB. Among the 90 surveyed stores in the city, 47 (52%) were selling saiga products and 37 (40%) of them were illegally selling. Education and outreach activities including performance in plaza, poster in medicine stores, advertisements on buses and presentation on TCM conference were taken, and a training workshop. WCS submits survey reports to local forestry police/Forestry Department monthly, with other collaborations such as workshops, aiming to intensify effective enforcement. In the future, we will find ways of identifying saiga horn strip/pieces and powders, and continue working with government agencies to further improve law enforcement. More education and outreach activities will also be taken with other NGOs in local saiga-related medicine stores.

Background

China is one of the biggest consumers of wildlife, with Guangdong Province being at the hub of importing and wholesaling. Guangzhou, the capital city of Guangdong, has over five thousand years of using animals and animal products as Traditional Chinese Medicine (TCM). Saiga antelope (*Saiga tatarica*) is one of the most popular illegally traded wildlife products in the TCM markets. Qingping TCM Market is the major wholesale market which involves illegally traded saiga horn derivatives in Guangzhou.

Objective

The project has three main objectives: 1) to conduct research into the status of illegal saiga antelope trade in Qingping TCM Market in Guangzhou; 2) to raise awareness of saiga conservation to customers and traders in Qingping TCM Market in particular; and 3) to submit the market survey result to the Guangzhou Forest Departments for better enforcement.

Activities

1. Market monitoring

1.1 TCM wholesale market monitoring

The local five large TCM markets and one street (Qingping Medicine Market, Qingping Professional Medicine Market H Part, Qingpingdong Drug Market, Qingping Medicine Center, Tiyun East Dry Goods and Sea Food Market, stores alongside the Qingping Road) were mapped out to show location and identity of different stalls; Surveyors were provided basic training in species and product identification; Each surveyor was allocated 10 stalls that are not too close to each other to avoid being recognized by traders; information was collected as surveyors' relationships with traders were built (e.g. sources, estimated selling quantities).

There are 2000 stores in the selected five large TCM wholesale markets and one street. From Nov 2009 to Apr 2010, one pre-survey was done by WCS staff, in which 29 stores were surveyed. The pre-survey helped finalize the monitoring protocol and consolidated the action plan. Then eight trained volunteers totally conducted 25 surveys in these markets (Table 1). Among the 656 surveyed stores, there are 11% (72) ones selling the products of saiga. We totally recorded 508 kg of saiga products in the markets (Table 2). Since the proportion of the booths we randomly surveyed was 1/3 of the total in the markets, we estimated there were 1524 kg of saiga products sold in the markets during the survey time. Among them, 42 kg of saiga whole horns (raw ones, excluding saiga horn powder, slice, etc.) were recorded (approximately 124 kg were estimated being sold in the markets during the survey period).

Table 1. Stores selling saiga products in five large TCM wholesale markets and one road, Guangzhou, from Nov 2009 to Apr 2010

Market name	Number of stores	No. of Survey	Sample size	Illegal number (%)
East of Qingping TCM	470	4	175	12(7)

Qingping Professional Medicine Market H Part	250	6	214	30(14)
Qingpingdong Drug Market	600	6	130	16(12)
Qingping Medicine Center	500	3	63	9(14)
Tiyun East Dry Goods and Sea Food Market	50	3	39	1(3)
Stores alongside the Qingping Road	100	3	35	4(11)
Total	1970	25	656	72(11)

Table 2. The frequency, quantity and price of different saiga horn forms in five TCM markets and one street in Guangzhou, from Nov 2009 to Apr 2010

Trade form	Frequency	Quantity(Kg)	Price(RMB)
Whole horn with bone inside	24	26	1300-19000
Whole horn without bone inside	16	12	2000-23000
Top half horn without bone inside	7	5	1000-32000
Bone piece	25	55	75-1500
Horn strip, piece and powder	75	410	100-3000
Total	147	508	100-32000

The change in quantity of saiga products during the survey time is shown in Fig 1.

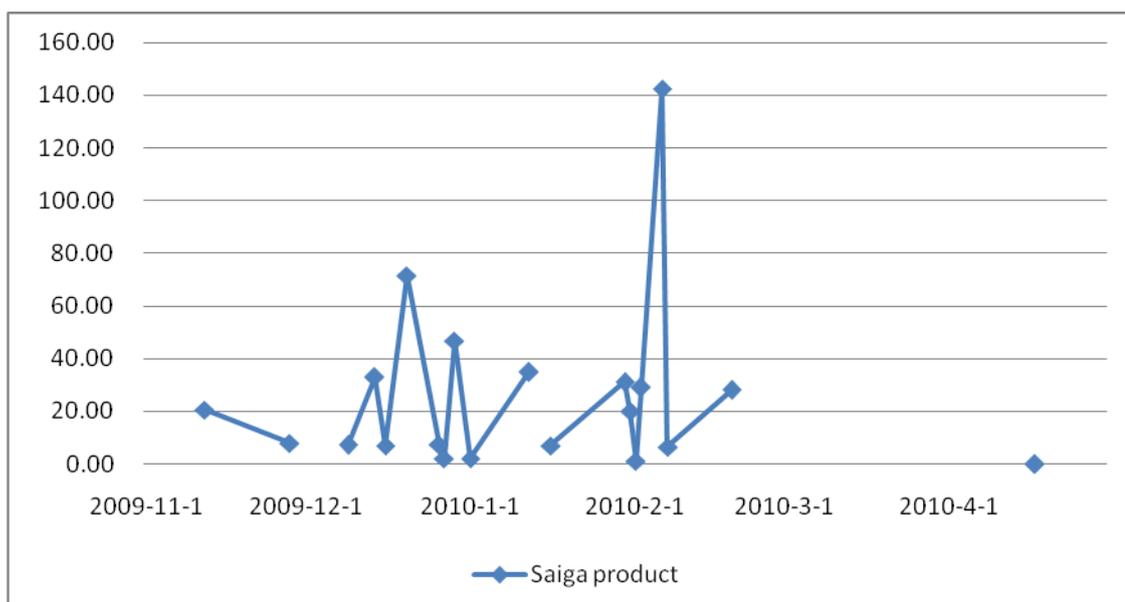


Fig 1. The change in quantity(Kg) of saiga Products in Five TCM Market and One Street, Guangzhou, Nov,2009-Apr,2010

The identification of saiga horn strip, piece and powder is difficult; the price fluctuation also shows there are fake products made of goat horns or bufflo horns. The using of the other animals' horn as substitute to saiga may cause over estimation in the quantity, but still the real volume is huge. We are planning to develop more accurate method of identifying saiga horn strip/piece and powder. The number and freshness of the horns will also be estimated, to make a link between market supply and wild population smuggling.

The trade volume has no obvious trend throughout season but rose to a peak in February. This is probably because many people will buy medicine as spring festival gift.

1.2 Large Medical Chain pharmacy monitoring

Volunteers were provided basic training in species and product identification; each surveyor was allocated 10 pharmacies that are not too close to each other to reduce chances of being identified. The survey was done in the selected large chain pharmacies of Guangzhou.

From 11th~18th July, 2010, 90 TCM pharmacies of 15 chain companies (Dashenlin, Ertiantang, Boji, Haiwangxingcheng, Shenzhilin, Caizhilin, Cixingtang, Dongxingtang, Pangling, Guoyao, Yushentang, Renhetang, Pushoutang, Laobaixing, Wanming) were randomly selected from Guangzhou yellow page and surveyed in 10 districts of Guangzhou, among which there are 47(52%) pharmacies of 10 chain companies (Dashenlin, Ertiantang, Boji, Haiwangxingcheng, Caizhilin, Cixingtang, Pangling, Yushentang, Renhetang, Pushoutang) were selling saiga products, among them 37(40%) were illegally selling. The frequency is shown in Table 3.

Table 3. The frequency of saiga products in ten districts in Guangzhou, second quarter in 2010

District*	Baiyun	Panyu	Haizhu	Huangpu	Liwang	Longgang	Tianhe	Yuexiu	Nansha	Huadu
Saiga products	4	3 (3)	3	5 (5)	6	5	7 (1)	2 (1)	4	4

() indicates the pharmacies legally selling saiga

In some districts of Guangzhou (such as Panyu, Huangpu), all the surveyed stores are selling legally certificated saiga products. However, the data was based on small sample size; larger sample will give us more accurate estimate of the trade status in large TCM chain.

2. Education

2.1 Campaign in Residential quarters

WCS China Program initiates a small grant project. Three groups of local students and volunteers of saiga conservation teams were supported by this grant. They developed and launched conservation campaigns in Fangcun, Phoenix Street and South China Agriculture University.

2.1.1. Fancun

In November 2009, a saiga conservation team named as "I Make Promise, I Take Action" organized a recycled bag design competition entitled "Conserve saiga, for an Integrated World". The participants took part in drawing pictures on

the recycle bags, and then the bags were taken as prize in the following campaign in Fancun.



Fig 2. The picture drawn by participants during an education campaign supported by SCA grant

On 28th December 2009, team members carried out an activity themed as “For a Better World to Saiga” at a kindergarten. They asked 40 kids aged four or five to call for their parents to developed activities with stories, dramas, and poems related to saiga conservation provided by the team.



Fig 3. Education campaign in a kindergarten at Fancun district, Guangzhou, Dec, 2009

At New Year's Day of 2010, team members organized a plaza party at a basketball field at Fangcun Garden community under the same theme as above mentioned. The party attracted over 200 families to participate in. Families

performed saiga related shows at the stage---all of them received saiga recycled bags as awards. The participants called for residents to replace saiga medicines by alternatives such as buffalo horn products. The chosen community resides high-end business people and governmental officers who are potential saiga related medicine customers.

2.1.2 Phoenix Street Community

From February to March 2010, another team named "Saiga Forever" via their self-designed poster and brochure to hold an education campaign at Phoenix Street, Haizhu District. They successfully managed to put posters inside a pharmacy. Each customer who went into the pharmacy received a Saving Saiga Brochure. People's attitudes towards saiga were also tested through structured interview. The team totally collected 604 questionnaires, including 328 copies before the campaign and 276 copies after it. Although it was hard to evaluate people's change in behaviour, after the campaign, 67% interviewees knew the saiga is Class 1 key protected species, and 48% of them said they will choose alternative medicines such as buffalo horn when they need saiga horn for treating throat ache or other diseases. This indicate to make advertise around medicine store is a good way to convey our message.



Fig 4. Poster about saiga conservation was displayed near a pharmacy, Guangzhou, Mar, 2010

2.1.3 South China Agricultural University

On April 13th, 2010, a team comprised of students from South China Agriculture University approached a primary school for an carefully developed

education campaign. They gave the pupils a presentation about saiga conservation. Then they asked the pupils to design kites with saiga conservation as main theme. Some kites were released, and some were taken back by the students to further spread the messages.



Fig 5. The saiga conservation kite designed by students from South China Agriculture University Affiliated Primary School, Guangzhou, Apr,2010

2.2 Putting up bus advertisements. Aiming at raising wildlife conservation awareness and reducing consumption, we have launched a bus advertisement near the traditional Chinese medicine (TCM) wholesale market. From February to July, 2010, we put two advertisements on ten buses of No. 6 route, which passed by the TCM wholesale markets, potentially being read more than 150,000 person-times over six months.



千古秘方

活蛇一纸	犀角一對	麝香半兩五分	穿山甲片四錢	羚羊角屑一兩	虎骨三兩	熊胆	麝香
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治了你的病，要了它的命！

受传统中医影响，我国每年有数以万计的濒危野生动物被杀害用作药材。请不要购买含有以下成分的中药：羚羊角、犀角、穿山甲片、虎骨、熊胆、麝香等。您完全可以选择功效相同的水牛角、桃红四物汤、塞隆骨、银翘、黄连、银花、地龙、人工麝香等。

濒危	羚羊角、犀角	穿山甲片	虎骨	熊胆	麝香
替代	水牛角	桃红四物汤	塞隆骨	银翘、黄连、银花、地龙	人工麝香

WCS 中国项目 WCN

Fig 6. Saiga conservation ads on the No.6 bus route, Guangzhou.

Questionnaires (see appendix1) were collected through structured interview before and after the bus ads campaign. Totally 413 questionnaires before and 460 copies after the campaign were collected. The questionnaire was attached in the appendix. According to the answers, except the attitude towards the Saiga medicine using(75% of the interviewee agree that the saiga was suffered from medical exploration after the campaign and before the campaign, just 55% agree so), no obvious change happened in people's awareness and behavior. Besides, most of the bus riders didn't notice the ads, suggesting that bus ads were not an effective way to spread conservation messages. Future education and outreach campaigns shall refer to the questionnaire result for developing more attractive methods for message spread.

2.3 Additional education and outreach campaigns

In October 2010, we co-organized a group over 100 white collar employees to visit an animal rescue center at a suburban town in Guangzhou. We played interactive games with audiences at the center, calling for stop consuming saiga products.



Fig 7. WCS staff showed saiga photos to the participants and spread conservation awareness messages through eco-games

In Nov 2009, Dr. Xie Yan, the China program director of WCS, attended a TCM conference in Guangzhou and gave a presentation on saiga conservation. More than 2800 TCM practitioners and government officials took part in that conference.

In August 2010, we co-organized a 2.5-day training workshop with Guangdong Provincial Forestry Police Department. Totally 136 representative officers from each municipal SFPD in Guangdong province, and especially those from



Fig 8. The workshop with Guangdong Provincial Forestry Police Department

Guangzhou City (SFPD, Guangzhou Industry & Commercial Bureau, Guangzhou Fishery Department) attended the training. Experts from China's CITES MA, State Forestry Police Department, Interpol-Thailand, Kadoorie Farm and Botanic Garden, WCS Vietnam were invited. How to identify genuine saiga from fake ones in the market was one of the major contents. A wildlife product identification guide was widely distributed during the training.

Conclusions and next steps

The Saiga products are still sold in large volume in Guangzhou under loose control. Since Dec 2009, WCS began to submit the reports to local forestry bureau, but market data doesn't show significant improvement yet. The 16th Asian game will be hold in Guangzhou in the coming November, and Guangzhou government is determined to crack down illegal activities including illegal wildlife trafficking. We are further collecting illegal wildlife trade information and will submit it to the enforcement agencies aiming at stricter law enforcement activities.

The education works targeting the TCM stores seem to be more effective and focused, thus we shall consider to launch similar campaigns in the future. Also collaborations with other NGOs and contacts with TCM practitioners are good opportunities to expand conservation awareness; more similar work can be conducted in the future.

We are deeply grateful to the Saiga Conservation Alliance for its support of this important conservation work. We strongly believe that SCA's continual support will lead to reduction of illegal wildlife trade and consumption on saiga horns in Guangzhou and eventually complete stop of such illegal trade in China.

Appendix I Questionnaire Used to Evaluate the Effect of Saiga Conservation
Advertisement on Bus

- 1). Have you heard of saiga Antelope hones as Traditional Chinese medicines?
1. Heard of, 2. Never heard of, 3. Reject to answer
- 2). Do you think that the saiga Antelope hones are illegal or legal to sell?
1. Legal, 2. Illegal, 3. Don't know,
4. some products are legal, some are illegal, 5. Reject to answer
- 3). Have you bought the saiga Antelope hones as Chinese medicine within the past half year?
1. Purchased, 2. Didn't purchase 3. Reject to answer
- 4). do you agree with that saiga antelopes horns population will suffer from the impact of using them for drugs?
1. Agree, 2. Disagree, 3. Indifferent, 4. Don't know,
5. Reject to answer, 6. Other
- 5). do you agree with that the medicine effect as domestic buffalo horns can substitute saiga antelopes horns?
1. Agree, 2. Disagree, 3. Indifferent, 4. Don't know,
5. Reject to answer, 6. Other
- 6). Have you riden the No.6 bus before?
1. Yes, 2. No, 3. Don't remember, 4. Reject to answer
- 7). How often do you ride the No.6 bus?
1. Almost everyday, 2. Once a week, 3. Rarely, 4. Reject to answer
- 8). In the past three months, have you seen an advertisement about wildlife conservaiton?
1. Yes, 2. No, 3. Don't remember, 4. Reject to answer
- 9). By what way you see those wildlife conservaiton advertisement?

1. TV, 2. News, 3. Newspaper 4. Other(Please explain)

10). Are you a Guangdong native?

1. Yes, 2. Other province 3. Other country, 4. Reject to answer

11). Can I ask your age?

1. Under 20, 2. 21-30, 3. 31-40,
4. 41-50, 5. 51-60, 6. Above 60, 7.
Reject to answer