

DEMAND IN VIET NAM FOR RHINOCEROS HORN USED IN TRADITIONAL MEDICINE



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DEMAND IN VIET NAM FOR RHINOCEROS HORN USED IN TRADITIONAL MEDICINE

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Demand in Viet Nam for Rhinoceros Horn used in Traditional Medicine

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This study aims to understand better the demand for traditional medicine and more contemporary health-related reasons, collectively referred to as ATM in this report, in Viet Nam. The country is strategically important for illegally traded wildlife products, such as pangolin scales and rhino horn. Using an in-person survey of over 1,000 respondents on wildlife consumed as medicine, the study had four main objectives: identify consumer profile of ATM users (age, income, gender, etc.), identify recent trends in ATM consumption among users, focusing on two high conservation-value species (pangolin and rhino), identify the main attributes of demand (quality, price, harvesting method, etc.), evaluate the policy options to reduce demand for high-conservation species. To provide insights and broader overview of market trends, the authors also interviewed experts in ATM in Viet Nam. The report includes bibliographical references (pp. 65-66).

Descriptors: **Animal Byproducts, Endangered Species, Environment, Viet Nam.**

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English

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Foreword

The rhinoceros species is facing a crisis. After a long period of gains in population of the Southern White Rhinoceros, in the last decade we have witnessed a dramatic rise in poaching on the African continent, from an estimated 60 rhinos in 2006 to 1338 in 2015. These levels of poaching now place the species at risk of extinction in the wild.

Despite a commercial trade ban on rhino horn and rhino products, strong economic growth in Asia has led to more trade links with African range states and a resurgence in poaching. Consequently, prices for illegally poached horn have risen sharply, with estimates ranging from \$28,000 to \$100,000 per kilogram in 2013.

Seventy-two per cent of the world's rhinos are found in the Republic of South Africa, which has borne the brunt of illegal poaching and as a result has faced escalating protection costs and diminishing income and investment in private game reserves.

In 2014, the CITES Management Authorities of South Africa and Viet Nam asked the International Trade Centre (ITC) to carry out research into understanding consumer demand in Viet Nam for rhino horn. The 17th meeting of the Conference of Parties in Johannesburg in September 2016 urged Parties to conduct research on the demand for illegal wildlife products and invited international organizations to provide technical support.

We know that rhino horn consumption is ingrained in the culture of traditional medicine and that new trends have emerged. However, there is a lack of data to understand consumer preferences for rhino horn and their responses to different policies to protect the species.

This study was undertaken in partnership with the Durrell Institute of Conservation and Ecology at the University of Kent and with the University of St Andrews. It surveys the preferences of over 1,000 consumers for animal products used in traditional medicine, including 239 rhino horn users. Having spoken to so many users, ITC has managed to gain a unique insight into why people consume rhino horn. This is vital to help CITES Parties design the most effective measures to conserve the species. The results tell us why people use rhino horn, the attributes they are willing to pay for and the impact of different policies on consumption including stricter prison sentences, demand reduction campaigns and a regulated, legal trade.

ITC is fully committed to providing objective, science-based evidence for policy, and to this end has signed a Memorandum of Understanding with the CITES Secretariat to support Parties with data and analysis on how markets work for sustainable use and conservation of biodiversity.

I would like to thank the CITES Management Authority of South Africa and CITES Secretariat for their support in implementing this project. In particular, I would like to extend my gratitude to the Viet Nam CITES Management Authority for its flexibility, expertise and support for the project as well as to the dedicated researchers and enumerators.



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