Breaking the Cycle

DEMAND
Increased demand for illegal wildlife products driven by wealth, public misconceptions, and accessible markets

POACHING
Critically threatened species targeted by transnational criminal syndicates seeking high rewards and low risk

TRAFFICKING
Illegal transit of wildlife and wildlife products across borders aided by corrupt facilitators

KEY INITIATIVES
- Follow the Money
- Target Top Traffickers and Corrupt Officials
- Equip Front-Line Rangers
- Empower Investigators, Prosecutors and Courts
- Improve Customs Detection
- Build Cross-Border Partnerships
- Harness Technology
- Develop Stronger Laws

KEY PARTNERS
- Foreign Governments
- The Conservation Community
- International Organizations
- International Law Enforcers
- U.S. Federal Agencies
- U.S. Congress
- Civil Society

KEY OUTCOMES
- Poaching of Rhinos, Elephants and Other Species Reduced
- Criminal Syndicates Disrupted and Dismantled
- Improved Intelligence and Information Sharing
- Joint Investigations Across Continents
- More Bad Guys Behind Bars
- Harsher Penalties
- Criminals Face Higher Risks