

Endangered Wildlife Trust. 1974. The Cheetah Appeal. Wildlife Survival.

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Abstract: Different issues about the cheetah in response to a national wide appeal to save the cheetah. Cheetah shooting has been outlawed, but the situation is already very difficult. Money is collected in different ways to support research.



# WILDLIFE SURVIVAL

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## THE CHEETAH APPEAL

In response to a nationwide appeal to save the cheetah, wildlife artist Mr. Clive Walker, chairman of the newly formed Endangered Wildlife Trust, presented R4 000 to Professor E.M. Hamman, principal of the University of Pretoria.

By November 1973, R4 000 was realised from the sale of a limited edition of 250 signed and numbered cheetah prints. The money has been earmarked for research into the ecological requirements of the Cheetah in South Africa and, under the auspices of the Eugene Marais Chair of Wildlife Management, BSc. Hon's graduate of the University, Mr. A. Lowry, will begin the Cheetah Status Study early in 1974.

Discussing the Cheetah Appeal, Professor E.M. Hamman says: "The wealth of wilderness in our country is, indeed, a treasure to be preserved. With the help and enthusiasm of the people who supported the Cheetah Appeal, we may yet avert the total devastation of our wildlands and our precious heritage of wild animals."

One of the Trust's immediate projects is the establishment of a research station in the Sabie Sand game reserve in the Eastern Transvaal, under the joint control of the Endangered Wildlife Trust and the University of Pretoria. Seven hundred morgen has been made available to the Trust by John and David Varty who own a large game farm in Sabie Sand. The area will be utilised for cheetah research.

In March 1974, a further appeal will be launched by the Endangered

Wildlife Trust which involves the sale of a full colour limited edition of

signed numbered prints of fish eagle by South African artist Leigh Voight



"This painting was produced by wildlife artist Clive Walker on behalf of the Cheetah Appeal for research into the ecology, behaviour and habitat of an endangered species."

### WILDLIFE PRINT APPEAL

Celebrated South African artist Leigh Voight has been commissioned by the Endangered Wildlife Trust to paint a colour impression of the fish eagle to be reproduced in a limited quality edition of 250 num-

bered, signed prints. The Appeal will be launched in March 1974.

The objective of this Print Appeal is to raise further funds towards financing the Cheetah Status Study. The fish eagle print appeal is the second in a series of print appeals by well known South African wildlife artists which will enable people to build up a collection of wildlife prints in a series which are endangered, threatened or rare species.

### CHEETAH GUNS ARE SILENCED

Cheetah shooting has been outlawed by the South African Hunters' Association.

The 400 members of the organisation will also back moves to have cheetah placed on the list of protected animals.

"The time has come when we

must do something to protect the cheetah," said the chairman of the association, Mr. H.P. van Dyk.

"But I'm afraid it's almost too late. Unless a real effort is made to save the animal, it will soon disappear."

He said the association's hunters shot an average of two or three

cheetah a year until now - "and that was far too many."

Mr. van Dyk said his members would try to discourage farmers and others from shooting cheetah.

"We must do everything we can to save the few remaining. It's hardly less to man and a valuable part of the



*Cheetah with springbok observed and painted by J. G. Millais in 1895 in the Karoo. The cheetah is now extinct in its former range of the Karoo"*

*Reproduced from "Breath from the Veld" by J.G. Millais.*

## SCHOOLBOYS SUPPORT CHEETAH

### APPEAL

An outstanding donation of R1 040 has been made to the Endangered Wildlife Trust by schoolboys Grant Baker and Ashleigh Davies who matriculated last year from Saint Andrews School, Bloemfontein.

The two schoolboys recently presented a cheque for the amount of R1 040 in Johannesburg to the Endangered Wildlife Trust.

At the time the Cheetah Appeal was launched in Johannesburg (September 1973), the Endangered Wildlife Trust received an enthusiastic letter from Grant and Ashleigh offering to raise money for the Cheetah Appeal by cycling round the country and collecting funds en route.

Having secured a tandem bicycle, they began their two week journey in early December 1973 from Bloemfontein to Port Elizabeth, covering a distance of some 1 000 kilometres and visiting such towns as Kroonstad and Bloemfontein, Dewetsdorp, Zastron, Jamestown, Aliwal North, Grahamstown, Queenstown, Tarkastad, Cradock, Cookhouse, and finally Port Elizabeth.

Grant and Ashleigh had sponsored forms printed so that donors could fill in the number of kilometres and the cost they were prepared to sponsor the cycling trip. The printed form stated: "To the biologist, an

endangered species is one that will become extinct if the trend of utilisation is continued. The 5 000 cheetah left in the world are faced with this dilemma. Your money will be donated to the Eugene Marais Chair of Wildlife Management for research into the survival of the cheetah in South Africa, and towards the financing of a trained field expert so that research studies can be scientifically conducted on the animal. Remember, Man cannot create, he cannot replace, he can only conserve."

Response was obtained from approximately 120 individuals and companies during the two week cycling trip and the boys received tremendous hospitality from South African families, farmers and hotels en route. In some extreme weather conditions, Grant and Ashleigh continued their fund raising venture undaunted.

The money they raised has been earmarked for the purchase of a vehicle desperately needed so that the Cheetah Status Study, under the auspices and direction of the Eugene Marais Chair of Wildlife Management, University of Pretoria, can be started this month.

"The Endangered Wildlife Trust is deeply indebted to Grant Baker and Ashleigh Davies for their outstanding and unique effort towards the Cheetah Status Study. Their display of initiative and enterprise has greatly impressed us."

Over the years marketing methods have become highly sophisticated and highly effective. And one of the great by-products of truly sound marketing is that benefits accrue to everyone involved in the process. Mer-National Laboratories has been sufficiently far sighted to realise this, and over the next few months many of us are going to become acutely aware of Operation Noah.

Operation Noah is this year Mer-National Laboratories' 'Cepacol' promotion. As before, it is conceived to provide the chain reaction of profits and satisfaction outlined above. But it strives to do more than this. It strives to preserve wilderness and the endangered species that live in it; it strives to heighten the awareness of the man-in-the-street of his obligation to conserve.

From the point of view of the retail pharmacist Operation Noah will bring the public into pharmacy in greater numbers than ever before. Customers will be invited to enter the Cepacol competition and help conservationists at the same time. This is because each entrant who fills in the entry forms correctly will earn a 10c donation payable by Mer-National to the Endangered Wildlife Trust. To ensure that the entry rate is high Mer-National has collaborated with Toyota South Africa Limited and will offer a first prize of either a GSL 2-litre coupe (manual shift) or a GSL 2-litre sedan (automatic). The choice is the winner's—the appeal is to young and old alike. The first prize will be backed by over R1000 in cash prizes. Entry forms will be available only through the pharmacists in South Africa, and appropriately the eye-catching point-of-sale unit will be a Noah's Ark.

(Continued on Page 3 — Col. 1)



*Ashleigh Davies and Grant Baker with their tandem ready for the 1 000 kilometre cycling trip to raise funds for the Cheetah Appeal.*

The ultimate beneficiaries of Operation Noah will be our wildlife heritage, and so ultimately ourselves.

Man's incredible technological progress over the past few decades, his world-shrinking communications systems, highly sophisticated marketing techniques to improve and increase the comforts of daily living have been achieved, very often, to the cost of his irreplaceable wildlife heritage. Never before in the hurly burly of modern existence has man's need for respite from his artificially created environment been greater. NOW is the time to turn those sophisticated techniques to the conservation of wilderness . . . before it is too late. The marketing techniques of Operation Noah together with the fact that the entire executive will be going on a tough on-foot Wilderness Trail seem to indicate that Mer-National is doing precisely that.

Entry forms will be freely available to every pharmacist in the Republic. Let us take advantage of these free entry forms to make our contribution to wildlife preservation. ●

#### THE FISH EAGLE (*Haliaeetus vocifer*)

The AFRICAN FISH EAGLE would rival the Bateleur as the best known and most admired large raptor on the continent. It is a common and conspicuous inhabitant of all the larger lakes and rivers, is found also in mangrove swamps and on the sea coast and penetrates the forest along waterways. Its loud ringing cry, uttered either from a perch or in flight, and with the head flung upwards over the back, is one of the most characteristic and best-loved bird calls in Africa.



"The African Fish Eagle" - a potentially vulnerable species.

adverse effect of a bird of prey upon Man's interests that one must depart from the purely qualitative approach, based upon the kind of animal the raptor eats, and attempt the much more difficult quantitative method, which requires thorough and prolonged study to produce any accurate results. The total population of the species concerned, the appetite of its members separately and collectively, and the effect of the gross potential kill of the species on the population of the prey must be accurately assessed. This has never been thoroughly done yet for any species in Africa. But we know enough about it in other parts of the world, and in Africa, too, to be able to say definitely that in all cases the adverse effect upon Man's interests is exaggerated, and can usually be regarded as negligible.

It is to be hoped that in Africa it may be possible to avoid the acceptance of blind unreasoning prejudice against all birds of prey that has been so characteristic of much of the Western World. By the use of facts it is hoped to be able to convince reasonable men that birds of prey are more often useful than not, and it is hoped that those who may be responsible for law making would be among these. Unreasonable men can then be dealt with by the reasonable, or can at least be ridiculed as ignorant and prejudiced if they will not listen to reason. In such ways one may hope that gradually prejudice and unreason will give way to knowledge and reason, and that men will look at birds of prey not simply as potentially harmful and cruel creatures, but as handsome or spectacular predators that are a necessary part of nature's grand design. ●

## Pesticide Residues

One of the unknown problems concerning biologists is the question of pesticides. This more than anything else could be a contributory factor in the future decline of the fish eagle. Organochlore residues are possibly extremely wide spread and that they reach the greatest concentration rates in aquatic systems. They are successively concentrated at different trophic levels in natural food chains. Ultimately the relative concentration in entire organisms at the end of the chain, such as fish eating birds, may exceed those found in the water by more than one and a half million times. ●



#### *Panthera Leo melanochaita* (Hamilton Smith 1842)

The Cape Lion was the first of the African sub-species of *Panthera Leo* to become extinct. They were last recorded in the Cape in 1858 and in 1865 in Natal. At one time they roamed from the Cape throughout the Southern and Central parts of South Africa. The huge black man which completely covered the shoulders, the thick growth of hair which traversed the latter end of the abdomen to roughly between the hind legs and the broad, rather short head, distinguish the Cape Lion from the present day sub-species. Specimens of the Cape Lion are still preserved in the Museums of Paris, Stuttgart, Leyden, Wiesbaden and into British Museum's store at Acton. Sub-species still found in South Africa include *Panthera leo krugeri*, confined to the Kruger National Park and its environs, and *Panthera leo vernayi* from South West Africa, Botswana, and the Kalahari Gemsbok National Park.

## CHEETAH STATUS & HABITAT STUDY

The University of Pretoria is to start the Status Study for research into the habitat and ecological requirements of the cheetah in February 1974.

The man to undertake the study is Mr. Andrew Lowry. Educated at Wynberg Boys High School, Andrew Lowry studied at the University of Cape Town, graduating with a B.Sc. in Botany and Zoology. He was awarded a bursary by the Wildlife Protection Society to study at Pretoria University's Eugene Marais Chair of Wildlife Management where he obtained his B.Sc. Honours in Wildlife Management.

The cheetah study will continue for approximately two years and will begin initially in South West Africa. The project is to be sponsored by the Endangered Wildlife Trust. Reports on the progress of the Cheetah Status Study will be published regularly in the Endangered Wildlife Trust's Publication, Wildlife "Survival".

The vanishing of wildlife at an accelerated rate is but one marker of the mess man has made of his environment. It is a measurable phenomenon. The technosphere — the industrial environment that has evolved since about A.D. 1600 — could overwhelm the biosphere.

The real trouble lies much deeper. Hundreds of animal species, including hundreds of higher vertebrates, are in danger of global extinction. In the course of evolution, extinction is a natural process and the fossil record, deeply studied as it has been for well over a century, can give us some measurements of its natural rate. It is safe to say that the present extinction rate of wild living things quadrupled, by man, since he has with his industry and machinery, imposed the technosphere upon our planet. It is a fact that something dreadfully wrong is happening to the world's environment as a whole.

Conservationists do not deserve an international image of being enemies of development. The conservation struggle is to steer development, not to stop it and to plan a happy harmony between man and his environment.

Since the year 1600, 359 species have disappeared and presently 922 species are endangered.

Name .....

Address .....

Tel. ....

\*Please send me future editions of 'Wildlife Survival'.

\* Please send the Fish Eagle Appeal leaflet for an option to purchase a print.

\* Funds are urgently needed for current projects of the Endangered Wildlife Trust.

Any enquiries should be addressed to:

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**NEXT ISSUE:** World authority Peter Hitchins discusses the future survival of the Black Rhinoceros (*Diceros bicornis*) in Southern Africa.

example of the destructive effect of mankind on wild life.

In those early days of settlement the wild animals were slaughtered unmercifully for their hides or for meat, though the settlers were far too few to eat all that they slaughtered.

Prior to the arrival of European Settlers large herds of grass-eating animals roamed the savannahs. But from the 18th century onwards their numbers as mentioned previously were progressively decimated as a result of indiscriminate hunting. The Blaauwbok and the Ouagga were wiped out and only the creation of game reserves managed to prevent such species as the Bontebok, Blesbok, Black Wildebeest, Mountain Zebra, Black and White Rhino and the African Elephant itself from suffering a similar fate.

We hear all sorts of talk these days about endangered species but before effective laws can be promulgated we have to define the term "endangered" more clearly. Industries involved in utilizing wild animals often claim that the species they use are not endangered. Biologists claim otherwise. Who is right? What do they mean by endangered? To the biologist an endangered species is one that will become extinct if the trend of utilization is continued. All too often, endangered to an industrialist is only when an animal is in such short supply that he can't get sufficient quantities of it to maintain production. Neither the biologist nor the manufacturer may know the actual number of the animals remaining. Counting the animals in

the least. Who is right? When is a species endangered? A species is endangered when, as in the case of the Cheetah, it has disappeared from areas where it once formerly occurred. In India, where Cheetahs once lived, they are no longer to be found.

The trouble is that the Cheetah like the Fur Seal, belongs to everybody and nobody. It is imperative that Cheetah becomes fully protected and the continual trade in spotted cats is completely halted at all levels in South Africa.

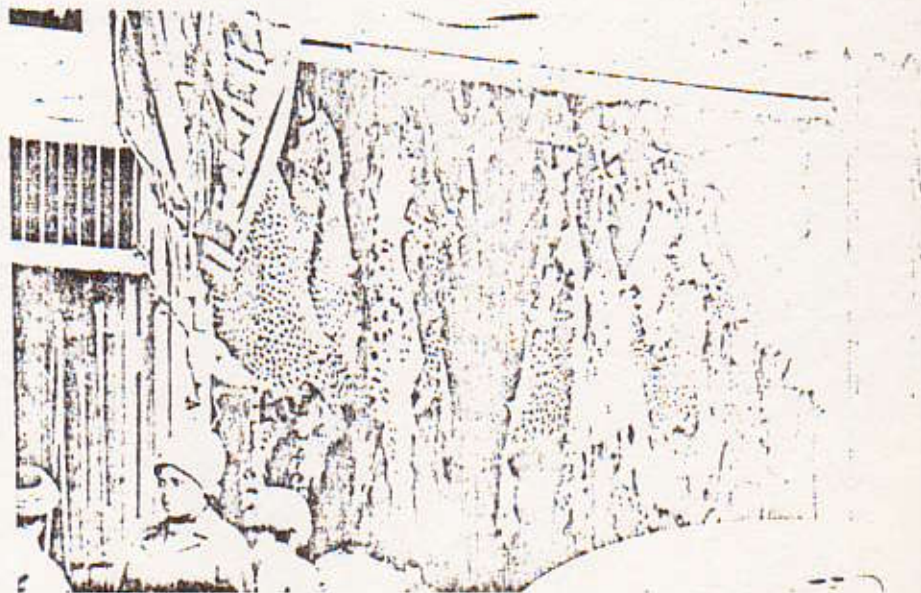
As long as trade is permitted the animal along with the leopard will be in danger. The spotted cats will have to take their chances with the twentieth century. It is up to us here and now to see the odds against them become no greater.

The pressures are closing in on all sides. In a dynamic sense the position for many is critical.

If this region (South Africa) is a tragic example of the destructive effects of man's activities on wild life, it is also one in which Naturalists can find abundant interest in the secondary effects of these activities.

It is up to us to see no further animals become extinct here, though the same could not be said of some other regions of Africa. Where indigenous man is still the cardinal destructive force that the earlier settlers were in the Highveld and Natal.

The wheel has come full circle and perhaps the extinction of the Ouagga is a small price to pay for an attitude of more enlightened cooperation between man and his environment.



Cheetah skins hang like biltong in a butcher's shop along a Johannesburg sidewalk. The skins range from R60 to R375 and one can buy Cheetah cut skins, 22" in length for R75.

*makes me lived!*