INVEST IN THE NEW GOLD (WILDLIFE)

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Presentation Topics

1. Wildlife Sector
2. Who Should Invest
3. Why should they invest
4. Conclusion
The wildlife sector comprises 3 sub-sectors:

**WILDLIFE RANCHING**
- **Primary activities:**
  - Breeding
  - Live sale
- **Secondary contributors:**
  - Live captures
  - Translocation services
  - Veterinary services
  - Fencing and maintenance

**WILDLIFE ACTIVITIES**
- **Primary activities:**
  - Wildlife viewing
  - Trophy hunting
  - Biltong hunting
- **Secondary contributors:**
  - Accommodation
  - Transport
  - Equipment & supplies (arms, ammunition etc.)
  - Taxidermy

**WILDLIFE PRODUCTS**
- **Primary activities:**
  - Game meat processing
  - Skin and hide production
  - Other products (e.g. curios and decorations)
- **Secondary contributors:**
  - Packaging and transportation
### Pre-hunt

- **Live Sales**: R 1.1
- **Equipment**: R 0.8
- **Transport**: R 0.7
- **Fees**: R 0.4

### Hunt

- **Local Hunting**: R 3.0
- **Accommodation**: R 0.7
- **Food and beverage**: R 0.5
- **International Hunting**: R 0.5
- **Eco-tourism**: R 0.3

### Post-hunt

- **Other (Meat processing etc.)**: R 1.2
- **Taxidermy**: R 0.6
- **Game meat**: R 0.2

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**Total Revenue**: R 10.1 b

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**Between 60-70% of the value of the hunting sector comes from ancillary goods and services**
BREEDING

GAME BREEDING

ECONOMIC VALUE

Direct economic contribution varies between R3b – R5b pa (depending on the source)

SOCIO-ECONOMIC CONTRIBUTIONS

- Employment ranging from unskilled to skilled
- Sustainable Livelihoods – Opportunities for sustainable livelihoods, support to families, etc.
- Training & transfer of skills
- Land Reform – Private partnerships seemed to have been the biggest successes so far
HUNTING

LOCAL, SOUTH AFRICAN, HUNTERS

ECONOMIC VALUE

- Estimated 200,000 – 450,000
- 30 hunting associations
  (80,000 – 90,000 members)
- Average spending per annum:
  R7 billion (NWU study)

SOCIO ECONOMIC CONTRIBUTIONS

In addition to unemployment, sustainable livelihoods, training & skills transfer and land reform:

- Absent fatherhood, community of hunters playing a huge role with assistance to single parents
- Intangible Natural Heritage Activities - Youth, females and people not previously exposed to hunting/nature to experience both.
HUNTING

INTERNATIONAL HUNTERS

ECONOMIC VALUE

R1.785b
Species Fees and daily rates only:
(6539 international hunting clients)

PLUS: extended tourism activities,
transport, retail, pre- and post hunting
expenses

SOCIO ECONOMIC CONTRIBUTIONS

In addition to previously mentioned, contributes to:

Rural uplifting, eg. designations as hunting
outfitters / professional hunter

Self-employment
Products made from bone
- Jewelry
- Curios

Products made from skin
- Wallets & handbags
- Shoes

Products made from horn
- Lampstands
- Decorations

Animal Hides

Game Meat
Revenue from Game meat

R billions

SOURCE: Situation Analysis Of Four Selected Sub-sectors Of The Biodiversity And Conservation Sector In South Africa (2014)

+18.4% p.a.

2008 2009 2010 2011 2012 2013

Domestic Consumption
Tons of meat

2,972 2,841 2,976 3,752 3,811 4,131

International Exports
Tons of meat

650 650 694 861 2,000 2,143
### WHO SHOULD INVEST

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**Logos:**
- Environmental Affairs
- Agriculture, Forestry & Fisheries
- South African National Parks
- Peace Parks Foundation
- Mèbaldá
- Wildlife Crime Congress
- CHASA
- Cheyennhloko Lesi Tsala
- Endangered Wildlife Trust
- Southern African Wildlife College
- AGRRA
- African Game Ranchers Association
WHY INVEST

1. Good return on investment
2. Unlock the social Economic potential
3. Promote Conservation of Natural Resources
Conclusion

Message to the Investors:

We have a political Buy in:

The Minister drive it,

The President invest in it
It is the right time and time is now for Investor to reach agreement with the Wildlife Entrepreneur

Roma Rona