Why do consumers buy tiger-bone wine?

Medicine?

Aphrodisiac?

Status symbol?

Financial investment?
Key points

- Tiger trade is about luxury & profit, not health & tradition.
- The lead players are wealthy, elites & organized criminals.
- As tiger farming grows, so does demand for wild tigers.
- Laws are abetting a growing market for extinction.
- Stopping commodification of tigers rests with people like you.
Extinction will make wild tiger products priceless.
China’s farms have perhaps 6,000 tigers, 2x the number of wild tigers.
The number of farmed tigers surpassed tigers in wild around 2007.
Solutions

- Reveal the conspiracy underlying tiger farming.
- Unmask the lead players.
- Demand enforcement of world’s decision against tiger farming.
- Change laws that abet banking on extinction.
- Awaken the world to the immediacy of the end game.
And it all comes down to you.