

Harimau Untuk Selamanya



Tackling the problem of consumption of endangered wildlife in the city
MYCAT Outreach Programme in Selangor
13th, 15th and 18th May 2009

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Malaysian wild animals are under grave threat from poaching and smuggling. The continued large-scale harvest and massacre of numerous species continue in the forests, driven by the seemingly unstoppable demand for butchered and processed wildlife.

While people who poach wild animals don't live in the city, people who consume them do. People who desire 'exotic' meat and traditional medicines made from endangered species are the reason why so many animals are removed from their natural habitat and killed.

While enforcement by the authorities is crucial, there is also clear need to address the consumer aspect of the problem. Education is the key to change such consumer behaviour as most people are unaware of the role they play in the decline of wildlife populations. And providing them with this awareness presents an opportunity to lead them to more wildlife-friendly choices, for instance, boycotting exotic meat restaurants or opting for herbal alternatives to tiger-based medicines.

Towards this goal, the Malaysian Conservation Alliance for Tigers (MYCAT) initiated the nationwide campaign to reduce local trade and consumption of wildlife in 2007. Campaign activities thus far have focused on rural outreach and school programmes in wildlife crime hotspots, but now, the 'tigers' have come to Petaling Jaya, Selangor.

To reach out to consumers and potential consumers, where better to find the average Malaysian than in the neighbourhood pasar malam (night market).



The MYCAT booth, in the SS2 pasar malam, looked nothing like a regular pasar malam stall, with unusual contents ranging from authentic tiger pelt and bones, deer trophies, snares, traditional medicines derived from endangered species, and graphic posters to illustrate the cruel and illegal nature of poaching and smuggling for educational purposes not for sale.



The trained team of MYCAT volunteers from Taylor's University College interacted with members of the public to raise concern for tigers and other endangered Malaysian animals. The volunteers moved around the busy pasar malam, approaching vendors and customers alike, to highlight the Wildlife Crime Hotline and distributed reusable shopping bags and fridge magnets emblazoned with the hotline number.

The programme in the SS2 pasar malam was the third in the series, which began with Taman Petaling on the 13th of May 2009 and Kota Damansara two days later. Further outreach work is planned for other urban pasar malams in the Klang Valley.

