Who pays the price for Luxury?
Wildlife Trafficking and Cruelty to Animals through Luxury Products

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BSC Hate Crime and Green Criminology Networks Conference, June ‘24
Extinction
&
Luxury
Extinction & Luxury

**IUCN RED LIST**
- 41% amphibians
- 37% sharks and rays
- 36% coral reefs
- 26% mammals
- 21% reptiles
Key markets for the Wildlife Trade

1. food, tonics, and medicines
2. fashion
3. pets, zoos, and breeding
4. cosmetics and perfume
5. Furniture & ornamental purposes
Global rhino population

- Black: 6,487
- Greater one-horned: 4,018
- White: 16,803
- Sumatran: 34-47
- Javan: 76

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Luxury

Increased Price

Exclusive/Rare Product

Virtuous

Increased Demand

Circle of Luxury

It takes up to 40 dumb animals to make a fur coat.

But only one to wear it.

If you don’t want millions of animals tortured and killed in leg-hold traps, don’t buy a fur coat.
Unnecessary Suffering

Animal Welfare Act 2006: “whether the suffering could reasonably have been avoided or reduced”

Domains of Harm (Baker et al. 2013):
- Those killed on site
- Those transported for killing or trade
- Those kept in captivity
Some Final Thoughts...

- Influence Consumer Demand
- Challenge Industry norms
- Challenge Regulation & Enforcement
- Utilise existing remedies
- Support One Health approach, Convention on Animal Welfare and legal recognition of Personhood for animals