



## WILDLIFE PRODUCERS ASSOCIATION OF ZAMBIA

*Private sector collaboration to promote an inclusive legal wildlife economy and reduce wildlife trafficking*

Wildlife Producers Association of Zambia (WPAZ) is the only association representing producers of legal game in Zambia. From private wildlife estates and community game ranches to ornamental farms, WPAZ brings together a broad range of wildlife associations including safari operators and guides, the Crocodile Association, and the Zambia Community Resources Board Association. With USAID support since 2020, WPAZ is professionalizing its secretariat and investing in the sustainability of the association to promote an inclusive wildlife economy. WPAZ aims to consolidate the experience of its members, to grow the supply and demand of legal game meat, and support the increased inclusion of communities and customary land in the wildlife economy.

### MAIN ACTIVITIES

- Expanding private sector, community-owned, and partner membership
- Advocating for effective wildlife and ranching policy
- Collecting data on current wildlife estates
- Empowering communities to manage wildlife
- Raising public awareness
- Promoting sustainable harvesting and marketing of legal game meat

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The illegal bushmeat trade is the biggest threat to wildlife populations in Zambia.

### OUR VISION

WPAZ works to foster the growth of private wildlife estates and community game ranching and how these can contribute to agriculture and food security, job creation, community development, wildlife and habitat conservation, and private sector development.

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### OUR ACHIEVEMENTS

**100+**

Wildlife game ranches in database

**60+**

Members

Analysis of supply and demand across Zambia's Private Wildlife Estates

**This is Not a Game** campaign against illegal bushmeat

Legal game meat available in national stores



## LONG TERM IMPACTS



PUBLIC POLICY

WPAZ seeks to ensure that government policy advances the wildlife sector to benefit the private sector and communities. Policies that impact the viability of the legal game meat sector include statutory instruments on private wildlife estates, hunting quotas, veterinary regulations, professional guiding, and wildlife ownership. The state owns all wildlife, and producers have user rights on animals they raise and manage, a policy holding back investment.



EMPOWERING COMMUNITIES

WPAZ members are developing guidance and providing services to communities and Community Resources Boards. The engagement of communities on vast areas of customary land has the potential to combat habitat loss, make land more productive for the wildlife economy, and increase climate change resilience.

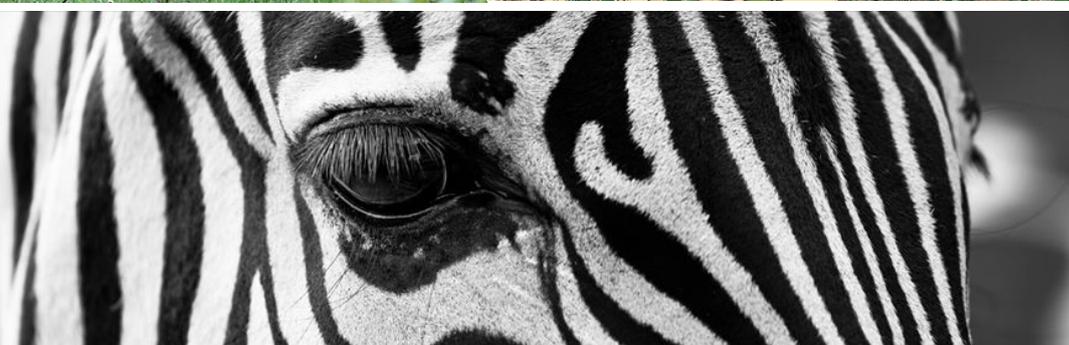
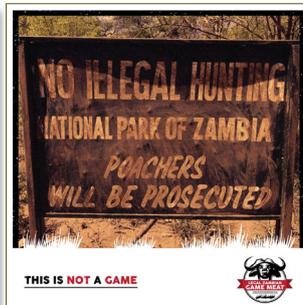
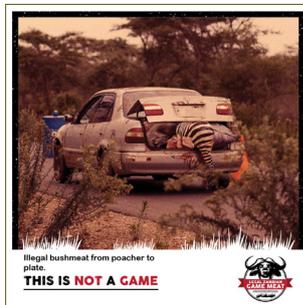


RAISING AWARENESS

WPAZ is advancing a public awareness campaign of legal game meat with Wildlife Crime Prevention and the Department of National Parks and Wildlife. The 'This is Not a Game' campaign is aimed at curbing the illegal harvesting of wildlife and increasing demand for sustainably harvested meat through a legal supply chain.

[www.thisisnotagame.info](http://www.thisisnotagame.info)

@NotAGameZm



*"The private wildlife estate industry in Zambia has great potential to contribute to economic development, food security, wildlife conservation and poverty alleviation if concerted efforts to align policy, incentives and benefit sharing are actualized. WPAZ is best placed to act as a catalyst that supports and enhances partnerships between the private sector, communities, and government."*

**Chanda Mwale,**

**WPAZ Operations Manager**



*"There is a huge ecosystem of private sector partners that is ready to jump to support the wildlife sector in Zambia from feeds security, to veterinary services and supply chains for wild meat. WPAZ is well positioned to work between government, communities, producers, and service providers to unlock this sector"*

**Rowena Blanco,**

**Head Nutritionist, TigerFeed**

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