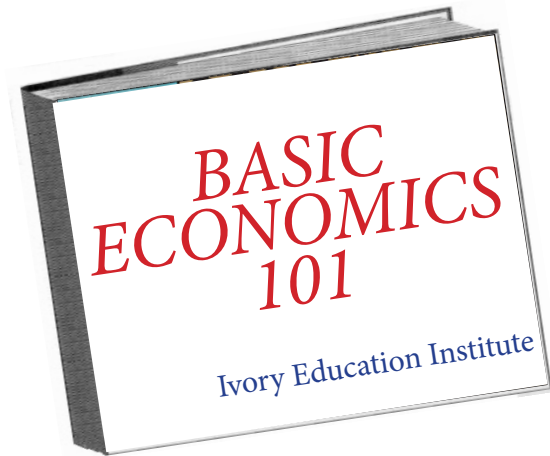


**SINCE PRICES GO UP WHEN
SUPPLY COMES DOWN,
POACHING WILL BEAT ANY
TYPE OF CRACKDOWN.
DEAL WITH DEMAND,
PROBLEM IN HAND!**



**American understanding of economic principles
has become much more sophisticated since
Nobel Prizes were first awarded in 1969.**

**Yet when the subject touches on
wild animals, sentiment overwhelms sense.**

**It is an economic axiom that prices go up
when supply goes down if demand remains the same.**

**Africa can meet the demand for
elephant tusks and rhino horns with open, consistent
auction markets conducted for pre-qualified buyers
and in the process take profit away from poachers.**

Basic economics.