



BORANA



BORANA FACTS

32,000 acres - 13,000 hectares

ALTITUDE: 6,300ft - 1,900m

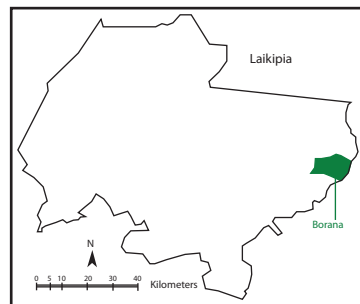
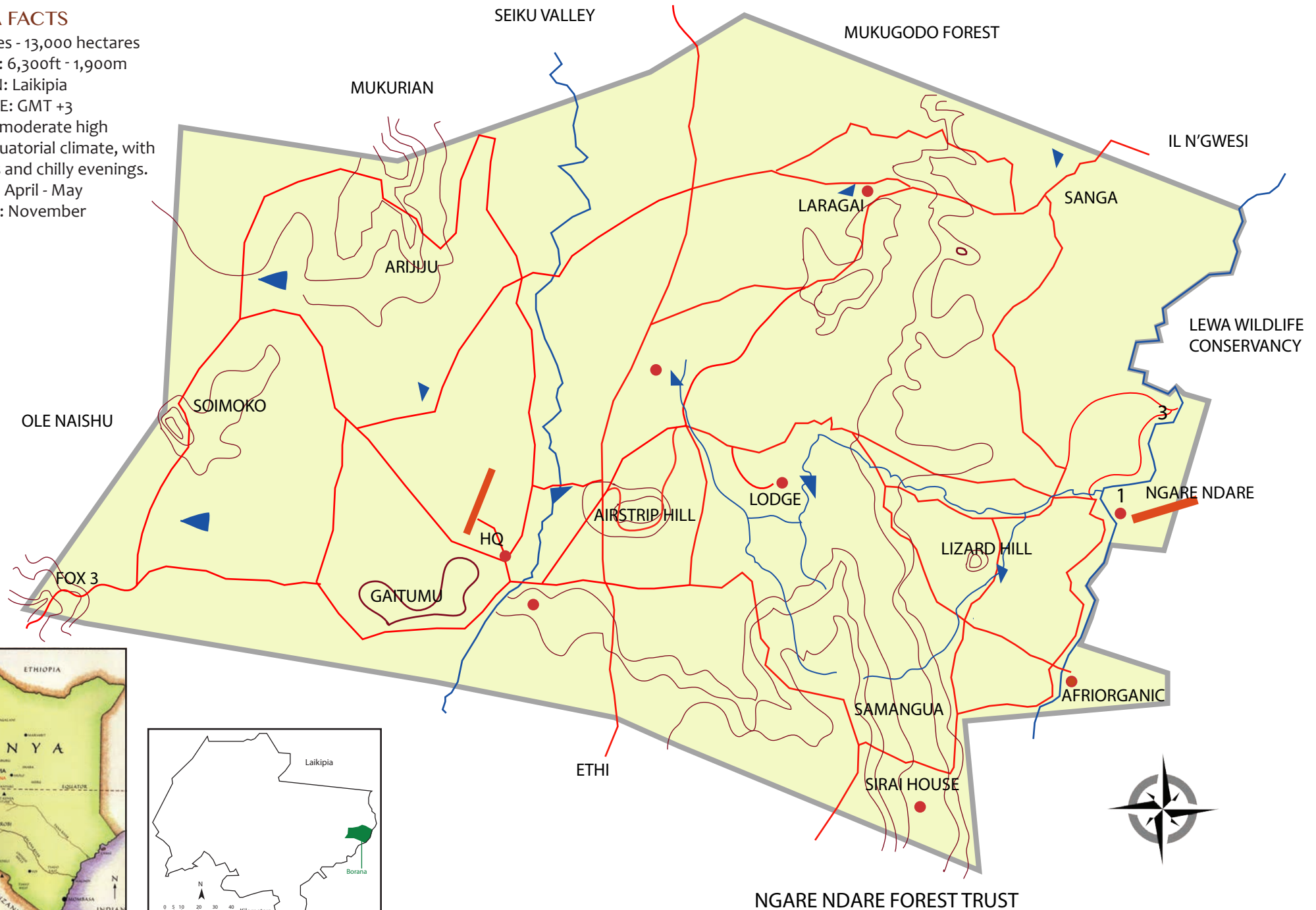
LOCATION: Laikipia

TIME ZONE: GMT +3

CLIMATE: moderate high altitude equatorial climate, with sunny days and chilly evenings.

Long rains: April - May

Short rains: November



AN INTRODUCTION

In 1984 I was given the job of managing the livestock on Borana Ranch. In those days Borana was primarily a sheep station; we grew merinos for wool and 10,000 sheep grazed the land. We also tended 3,000 angora goats for mohair, and 5,000 head of cattle. 1984 was the year of a terrible drought and we lost over 700 cattle and many hundreds of sheep.

Plans to diversify were already forming in my mind, but it took several years and the collapse of the wool market to persuade the board. Approval was duly given and the lodge was built and Laragai came soon after when our first conservation partners approached us. Fences were ripped up, and the ranch was given over to wildlife. In 2013, we have just 2,500 head of cattle and only 200 delicious dorper sheep for the larder. The cattle are used as a very effective management tool and at least 500 cattle belong to our neighbours, being part of a rangeland rehabilitation programme. Wildlife numbers have increased exponentially and carnivores are now able to feed themselves on wildlife rather than livestock. The ranch has become a conservancy.

Recognising the spectacular success story for rhino on Lewa Wildlife Conservancy, Borana Conservancy is delighted to be part of the plan to breed and protect rhino - an important and charismatic flagship species, for future generations. Once a founder population has been introduced and settled down, the fence between BCL and LWC will no longer be required and a collaborative management plan will come into affect.

We believe this is the right thing to be doing at the right time and whilst the costs of securing habitat continue to escalate under current threats, I remain confident that all of our annual operational expenditure can be met through commerce. All retained earnings accruing out of Borana's commercial activities will be deployed towards achieving this goal. The principal and most important economic driver is of course tourism.

Tourism, the world's biggest job creator and fastest growing industry, is a key contributor to Africa's growth and, even more importantly, to African conservation. As protected areas shrink globally and the rate of the extinction of the species quickens, the world's biggest market – tourism – is going to be chasing the world's rarest product – wilderness. Africa's protected areas alone cover half the size of India, and Borana has a 32,000 acre share in that wilderness. Tourism in Africa is expected to grow in line with the increasing numbers of modern travellers and their quest for true wilderness.

All this is giving rise to new and unique opportunities for Kenya to link community tourism and conservation – a remarkable way to build local livelihoods and conserve nature, benefitting both people and the planet.

Yours in conservation



MICHAEL DYER - MANAGING DIRECTOR





THE BORANA CONSERVANCY

Borana's shareholders have demonstrated their commitment to conservation by agreeing to a conservation easement, thereby ensuring Borana management is bound to protect wildlife and the environment, in perpetuity, over and above competing commercial considerations. The shareholders underwrite the core conservation costs and have agreed that all profits are reinvested in the conservancy.

The Borana Conservancy undertakes all of Borana's conservation and community support programmes, and is able to accept donations towards internal conservation costs and in support of conservation and community development beyond Borana. It will continue to work to increase Borana's contribution to conservation by entering into a partnership with the Lewa Wildlife Conservancy, thereby hosting rhino across a wider conservation area.

Under this structure Borana is able to:

- Optimise enterprise-based conservation and community support programmes.
- Satisfy the imperative of maximising employment, taxable revenues, and land use productivity in the context of commercial conservation.
- Sustain / provide wildlife habitat as efficiently as possible, ensuring that the wildlife has a secure environment in which to breed and thrive.
- Ensure that local communities recognise the economic advantage of wildlife, through employment, donations to community programmes and commercial opportunities on their own land.
- Enter into a collaborative management agreement with Lewa Wildlife Conservancy.
- Call on relevant organisations, the good will of guests to Borana and conservation fees that accrue from their visits to supplement the funding of conservation costs. This is widely recognised as critical to sustaining the viability of large land holdings with a primary focus on wildlife conservation.
- Allow for donor support towards meeting community conservation and development assistance costs external to Borana. Borana actively engages with local communities in seeking conservation-based development options and in demonstrating that wildlife can be a catalyst for poverty alleviation.



THE FACES OF BORANA



Sam Taylor is Borana's Conservation Manager. He grew up in Kenya and spent his school holidays on safari exploring the country. Sam studied zoology in New Zealand, always with the desire to return to Kenya, to work in the conservation sector protecting the wildlife and the wilderness. He has worked in tourism since returning from NZ, but has now found his nirvana on Borana, being the principal driver behind rhino introduction.



Richard Morogo is Borana Lodge's senior guide and has been guiding for over 15 years. He is a great character and is often playing practical jokes on his guests. Richard is a Silver qualified guide and is busy studying for his Gold KPSGA exam. His interest in the animal kingdom prompted him to visit the gorillas in Rwanda, with assistance from a client. Before working in tourism Richard was a racehorse jockey.



Nicholas Nangunye started working for Borana 10 years ago wanting to learn how to ride a horse. He is now Borana's lead horse-riding guide being very knowledgeable on the local area as well as animal behaviour. Nicholas is a dedicated marathon runner and this year embarked on his first ever overseas trip to compete in the London Marathon in order to raise awareness and funding for Save the Rhino.



Albert Muchemi is the mountain-biking guide on Borana. Before working here, Albert was based in Nanyuki and led mountain biking expeditions across Laikipia. At one time he was amongst the top ten mountain bikers in the country. Albert also has an affinity with the mountain and has guided many trips up Mt Kenya - he has climbed it over 50 times!



Rianto Lokoran is in charge of wildlife monitoring on Borana as well as being a guide at the lodge, thereby representing an important link between tourism and conservation. He is also a member of the security team. Rianto is a dedicated naturalist and proved this by learning the bird book while manning a gate!



William Kiupe was born close to Kingara's Gate on the northern boundary, where his family still live. He is head of security on Borana and is now in charge of 101 men. Having culled zebra in the past, he is still a very accurate shot. Kiupe's association with Borana started a long time ago when Michael saved his life after he had been gored by a buffalo.



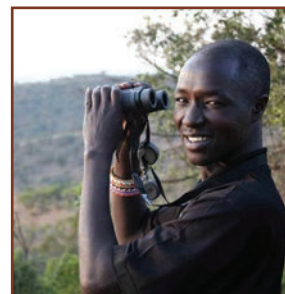
Tom Hartley is a third generation Kenyan who grew up in the conservation scene in four different African countries – Kenya, Malawi, Botswana and South Africa. He is the manager and guide at Laragai House and is especially interested in birding and bush walks. On leaving school Tom spent 18 months studying for the EcoTraining Professional Field Guide Course in South Africa before returning to work in Kenya.



Flick Taylor the Lodge Manager was born in New Zealand, but moved to Kenya in 2006 with Sam after completing university - wanting to experience some African adventures for herself. Flick and Sam were employed in the Mara and then moved to Meru National Park before coming to work on Borana in 2009. Flick has ridden horses all her life and started in NZ mustering sheep as a child.



Rose and Tony Dyer were both born and raised in Kenya. Rose is the daughter of Will Powys the original owner of Borana Ranch. Tony who was a professional hunter has been writing books on Africana for several years - some of which are on sale in the shop. Rose breeds and trades her beloved Ethiopian ponies as well as looking after a herd of Guernsey cows and a very productive organic vegetable garden.



Boniface Elewua was born and raised just a few miles from where he works. He has been guiding for over 10 years, many of which were spent on Borana. He is a graduate of the Amboseli Institute in Tour Guiding and is also a member of the Kenyan Professional Safari Guide Association. Boniface is now the senior guide and community liaison officer for Sirai House.



Abdi Sora was born and brought up in Laikipia. After school he went to university and attained his BSc in Accounting. He joined the Borana team as Finance and Administration Manager in 2008, and keeps the wheels spinning on a day to day basis. Aside from his many commitments, he is also passionate about helping the needy in society. He loves swimming.



Nicky Dyer has lived on Borana since 1984. Together, she and Michael have turned a livestock ranch into a wildlife conservancy. They have two sons Llewellyn and Jack. Nicky's association with Borana goes back a long way ever since her grandfather managed Borana for Will Powys in the early 1950s. She also has the pleasure of running the stables.



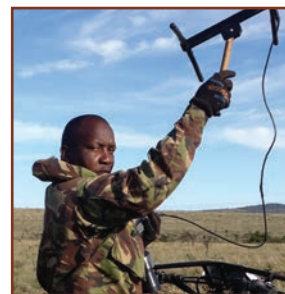
Rob and Storm Mason - manage Sirai House. Rob grew up on a farm in South Africa, whereas Storm is a city girl from Cape Town. Armed with each other, university degrees and heaps of enthusiasm they set off into the world. Starting from South Africa, they worked together in Tanzania, Zambia and India including running the Sand Rivers Lodge in the Selous Game Reserve and Wildflower Hall in the Himalayas.



Bernard Njaramba started working at Borana Lodge in 2004 as a waiter but was sponsored to attend Kenya Utali college in 2007 to finish his chef's diploma. On his return he began working in the lodge kitchen. With his natural passion for food Bernard quickly became head chef and with recent guidance from Jack Dyer he is responsible for the delicious food that we eat daily.



Pauline Kawap has been nursing for the Borana Mobile Clinic since its inception in 2005, seeing others come and go she has been the continuous face of the BMC. She has been on many courses to keep in touch with modern methods of medicine and contraception. Pauline is greatly loved, admired and respected by the thousands of people who she talks to and administers to on a daily basis.



Wilson Sambaine is responsible for monitoring the lion on Borana. He tracks them with a telemetry tracker or on foot the old fashioned way. Passionate about his prides, he provides a valuable service to the Livestock Manager and the surrounding communities, by knowing where every lion is at all times, allowing for measures to be taken to prevent livestock losses to opportunistic lion.

These people, together with an extended team of over 500 employees across the different sectors of the conservancy, are putting Borana's conservation model into action and bringing the conservancy to life. 90% of our team are from the local area.



WILDLIFE AND THE ENVIRONMENT

The objectives of the conservancy are to fund and effectively implement a mutually beneficial co-existence between all components of the living environment – the land, wildlife, and communities. The following initiatives demonstrate Borana’s desire to nurture the environment and increase wildlife habitat in a sustainable manner.



RANCHING AND HOLISTIC LAND MANAGEMENT

Having originally been a livestock ranch, Borana has a long history of cattle ranching and grassland management. Cattle are used as a tool to enhance the quality of the grazing. Cattle grazing reduces the moribund grass biomass, promotes seed dispersal, increases the nutritional value of the grass and decreases the risk of bush fires. The importance of cattle gives Borana common ground and shared concerns with its neighbours. Every week the cattle are run through a spray race to rid them of ticks. This is beneficial to Borana’s wild herbivores as the tick population and the diseases they spread is kept under control. Ranching also contributes financially to the running of the conservancy. The beef and lamb used in our kitchens is grown on the ranch.



ANTI-POACHING

Borana has a dedicated anti-poaching and security team of over a hundred men, who are deployed day and night to protect the wildlife from commercial poaching and the bush-meat trade. 2012 saw improved monitoring systems set in place, the development of a fully functional operations room and ongoing liaison with existing rhino sanctuaries. Elephant ivory and rhino horn now rivals gold in value and for this reason poaching has seen one of its worst spikes in Kenya’s history and this is expected to continue until the demand is reduced.



ORGANIC HERB FARMING AND SUSTAINABLE WATER USE

On the lowlands of Borana, next to the Ngare Ndare River, Johnny and Fabi Harris run a company called Afriorganic. Since 2007, Afriorganic has been growing and drying organic herbs and spices for medicinal use and herbal teas that are exported around the world. They also produce F1 hand-pollinated flower and vegetable seeds. Their enterprises employ an additional 220 people, thus contributing to the economy of the Ngare Ndare Village.

Borana and Afriorganic are actively involved in the Water Resource Users Association, which ensures the management and conservation of the Ngare Ndare river catchment and the sustainable use of river water. Afriorganic also manages the Ngare Ndare Health Centre.



PRESERVING THE PATAS MONKEY

Acacia drepanolobium (whistling thorn) covers many acres of Borana, the environment in which the rare and endangered Patas monkey thrives. The destruction of the *Acacia drepanolobium*, the natural habitat and main food source of Patas monkeys caused by human encroachment in the region as well as the eating habits of elephants and giraffes pose a major challenge to the survival of this rare species of monkey. The resin that is produced by the whistling thorn trees is an important part of the Patas monkey's diet. Borana is protecting this ecosystem by establishing exclusion zones, which allow the *Acacia drepanolobium* to recover gradually from serious elephant and giraffe damage thus encouraging the survival of the Patas monkey. A secure environment is also essential to their survival because the males must reach the age of 5 before becoming sexually active.



LIVING WITH LIONS

Living with Lions is a research programme carried out on Borana that extends throughout Laikipia. All the lions on Borana including a resident pride of over 18 are followed and their movements and habits monitored by Wilson 'The Lion Man'. He patrols the ranch on his motorbike, keeping track of the prides' movements, so as to prevent them from interfering with the cattle and their herdsman, who roam freely on the ranch. Wilson also monitors the collared lions when they move onto community land and warns livestock owners when they are in the neighbourhood. This gives herdsman information on lion locations and movements and is the most important factor in avoiding predation of domestic stock. This is an ongoing programme and as the lions fragment to start new prides and coalitions we must add more collars to continue with the monitoring.



PROTECTING ENDANGERED SPECIES

Borana Conservancy is part of the wider Laikipia ecosystem, holding an abundance and diversity of wildlife comparable to any of Kenya's national parks. Critically endangered species, such as the Patas monkey, Jackson's Hartebeest, Reticulated Giraffe, Greater Kudu and African Wild Dog are resident on Borana. Securing their habitat and increasing the conservation landscape available for wildlife is the underlying mission of the Conservancy. Patrols from the security teams, either mounted on horseback or on foot, give security to all species, making Borana a safe haven where wildlife can flourish.

MOUNTAIN BULL AND THE ELEPHANT CORRIDOR

Borana helped to raise a significant amount of funding, along with the LWF, Kisima and Marania for the construction of this fenced corridor. Previously elephant movements between the Ngare Ndare Forest and Mount Kenya were causing conflict with farmers - now all wildlife can move freely and safely. Tony Dyer, one of Kenya's most senior conservationists has called this corridor "one of the most significant acts of conservation in over twenty years".



MOUNTAIN BULL USES THE UNDERPASS FOR THE FIRST TIME. Photo by cameratrap.



MOUNTAIN BULL'S MOVEMENTS ARE MONITORED THROUGH HIS COLLAR STRAIGHT TO GOOGLE EARTH.

PROFILE ON MOUNTAIN BULL

Mountain Bull is an old elephant who has achieved celebrity status here in Laikipia. He wears a GPS radio-tracking collar and his solitary progress over vast areas of the Ewaso eco-system have provided researchers with a significant insight into elephant migratory patterns. Mountain Bull is also quite a character, he has turned over several cars and is notorious for his disdain of fences with particularly inventive techniques for breaking them. Due to this behavior he was de-tusked here on Borana in a joint venture with Lewa. In the face of some opposition, he was deprived of his "fence-breaking tools" that were in danger of making him the target of farmers protecting their crops. So far the results are positive with no further reports of fence breaking to date. He has also started to use the elephant corridor onto the mountain, being a very positive indication that he has "reformed" and that the corridor is a success.



REINTRODUCING RHINO

Borana Conservancy has been readying itself for the reintroduction of Black Rhino for the past 3 years, with the continuous improvement of infrastructure, supplementary manpower, and equipment and the development of management and monitoring system in keeping with the guidance and help of LWC, OI Pejeta, OI Jogi and KWS. Borana is joining forces with Lewa Wildlife Conservancy in the urgent quest to protect rhino. Borana has pledged its 32,000 acres as additional habitat in which the rhino will thrive, as Lewa has recently reached its carrying capacity for black rhino – a huge achievement!

The fence between Borana and Lewa will come down, which will result in the creation of 94,000 acres of contiguous secure habitat – enough land to comfortably support over 100 black rhino in a single ecosystem; a truly remarkable triumph for rhino conservation in East Africa.





An 18 month old elephant being prepared for his trip to Nairobi. He lost his herd and was not going to last long on his own.



Mountain Bull has his tusks shortened in a successful attempt to stop him breaking fences.



CONSERVATION IN ACTION

A white rhino being pulled home to Lewa - he had decided to come and try out the grazing on Borana.



Alayne Cotterell from Living with Lions comes to change the collar on one of the Borana lionesses and gives her a quick check up at the same time.



The KWS vet treats a wounded elephant.





CONSERVATION PARTNERSHIPS WORKING TOWARDS A CONTIGUOUS ECOSYSTEM

BORANA CONSERVANCY firmly believes in collaboration, and has forged long-lasting and beneficial relationships with various other conservation agencies and initiatives within Laikipia and across the Kenyan landscape. Here are a few of our key conservation partnerships:



KENYA WILDLIFE SERVICE

The Kenya Wildlife Service is the government agency tasked to protect and manage the fauna, flora and eco-systems of Kenya. The Kenya Wildlife Service Conservation and Management Strategy (2012) for Black Rhino underlined a long-term target of conserving a viable metapopulation of 2000 Eastern Black Rhino (*Bicornis michaeli*) in situ in Kenya, with a short-term goal of achieving 700 Black Rhino by 2011. This was dependent on a minimum 6% growth increment of the population. In order to maintain the potential growth of the black rhino population and to resolve problems created by current territorial overlaps within Lewa, more secure habitat is required and Borana has been identified as suitable. Borana is part of the KWS strategy officially launched in December 2012.



LAIKIPIA WILDLIFE FORUM

Borana was one of the founding members instrumental in setting up the now renowned Laikipia Wildlife Forum in 1996. The forum has recently developed the first county level conservation strategy in Kenya. The challenges and opportunities for conservation in Laikipia County identified in this strategy are also the challenges and opportunities for conservation across Kenya. Laikipia will again provide conservationists in Kenya with an opportunity to learn. The aim of the LWF is to conserve Laikipia's wildlife and ecosystem integrity and improve the lives of its people by bringing its societies together to conserve and sustainably use the natural resources on which they depend.



LEWA WILDLIFE CONSERVANCY

The LWC works as a catalyst for the conservation of wildlife and its habitat. This is achieved through the protection and management of species, the initiation and support of community conservation and development programmes, and the education of neighbouring areas in the value of wildlife. Lewa Downs borders Borana to the east. It was one of the first rhino conservancies in Kenya, and so successful has this initiative been that there is now urgent need for additional secure habitat. LWC is host to the annual Lewa Marathon, an endurance race on dirt roads with the possibility of encountering rhinos, elephants and lion on the route! Borana and Lewa are to become one large contiguous ecosystem.



MOUNT KENYA TRUST

Mount Kenya is 'one of the most impressive landscapes of Eastern Africa, with its rugged glacier-clad summits, Afro-alpine moorlands and diverse forests that illustrate outstanding ecological processes'. The forest zone is the largest remaining in Kenya and its ecosystem as a whole plays a critical role in water catchment for two main rivers in the country, the Tana and Ewaso Ngiro. Millions of Kenyans depend directly on these rivers for their livelihoods. The Mt Kenya Trust was founded to protect these forests. Various projects have been put in place to achieve this goal. Seedlings have been planted, fences erected and ponies patrol the forests protecting wildlife and deterring loggers. Mt Kenya Trust organises the annual 10 - 4 mountainbike race attracting bikers from all over the world, which finishes on Borana.



NGARE NDARE FOREST TRUST

Borana Conservancy is a Trustee of the Ngare Ndare Forest Trust and has been significantly involved since its inception. The trust is run entirely by the Ngare Ndare community in partnership with the Kenya Forest Service, their aim being to protect the forest and its vital water-catchment for future generations. The Ngare Ndare Forest Trust emphasises the community ownership of the forest, thus fostering a sense of responsibility for this vital resource and ecosystem. Borana supports this community as well as the trust's conservation efforts by sending guests on forest visits. The forest is a truly unique feature of the ecosystem and the birdlife, butterflies, canopy walkway and blue pools add great value to the Borana experience.

COMMUNITIES AND CONSERVATION

A conservancy cannot only focus on the protection of the land and wildlife itself, but also needs to acknowledge the relationship of the environment to its people, and the ever-increasing competition for vital resources – land, food, water – between an increased human population and wildlife populations that are struggling to survive and that we are striving to protect.

Managing the interaction between humans and wildlife is one of the core objectives of the conservancy - a harmonious balance needs to be maintained. There needs to be infrastructure, strategic fencing, the maintenance of roads, the upgrading of school facilities, access to medicine and healthcare, water distribution and efficient management of that resource. Advice on rangeland management and access to certified and appropriate seed along with modern agricultural technology is also provided. Obviously this all takes time and investment, however slowly but surely we are demonstrating the positive effects of conserving wilderness, by allocating income that has been generated through Borana to community projects.

Through both projects and our local employment policies along with opportunities generated at Tassia, Il N'gvesi, Lewa and the Ngare Ngare Forest Trust, the wider community who are ultimately our partners in conservation can realise real benefits from a well-managed contiguous ecosystem.

Looking ahead we will work with our conservation partners, the Kenya Forest Service and the peoples of the Mukogodo Forest to create a trust to conserve and preserve this vast and largely pristine forest.

The next stage is to engage with REDD carbon offset schemes across the wider landscape and if successful, this will be a positive way for communities to accrue returns from the land that they have so successfully nurtured over the years.

EMPLOYMENT

Borana Conservancy has a local employment policy, where 90% of the employees are from communities on the boundaries of Borana. Borana provides jobs, pensions and health insurance to over 200 members of our immediate community.



EDUCATION

Borana funds an Education Programme, which supports five local primary schools and has sponsored many young minds through secondary and tertiary education, thereby inspiring the lives and futures of children, families, and communities.

The Education Programme helps children continue their education beyond primary level, through bursaries; improves each of the five schools through investment in the facilities and teaching tools; and enhances conservation efforts by organising activities in the schools, which ensure that pupils recognise the importance of the environment and wildlife. To date, 150 children have received 100% scholarships from the programme.

THE EDUCATION PROGRAMME

- employs 8 teachers at 6 different local primary schools.
- sponsors 24 scholars at 15 different local secondary schools in the area (3 of whom are students attending schools for special needs).
- sponsors 6 of the top students in the area with scholarships to university. All of our students have studied well and achieved good grades.

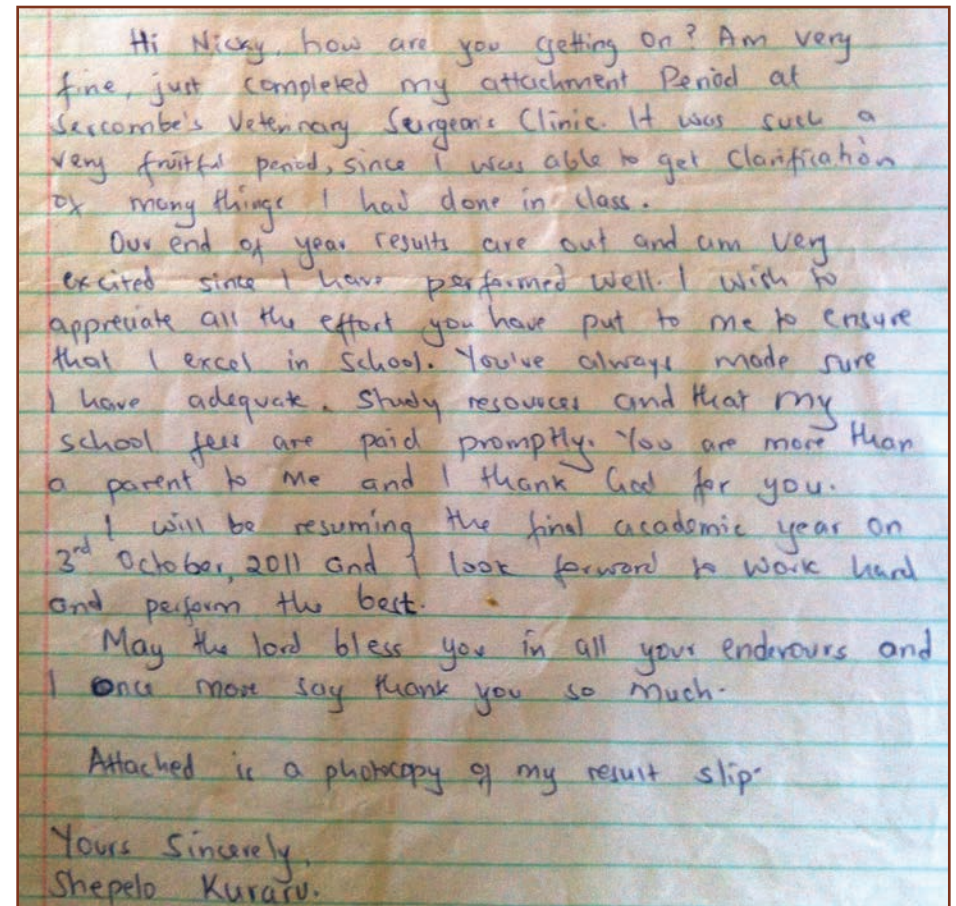
GERTRUDE SHEPELO KURARU - Born January 1987

Shepelo was introduced to the Education Support Programme by David Masere – (Community Liaison Officer for LWF Eastern unit), in 1999 when she was a pupil at Chumvi Primary School. Her KCPE mark was 390/500 and she earned herself a place at Materu Girls High School. Borana paid for her first year, she then earned herself a school scholarship for the next three years and achieved an A- in her KCSE. She was also head girl in her last year.

After school 2005 – 2006 she studied at Strathmore University and gained a diploma in Business Information Technology.

Shepelo then studied veterinary science at Nairobi University. During the long vacations she had placements on Ol Jogi working with the wildlife vet and also with one of the most respected vets

in Nairobi, giving her the opportunity to discover in which field of veterinary medicine she would like to specialise. She graduated in 2012 with a first class Honours degree and earned herself a university scholarship to study for her Masters.





COMMUNITY HEALTHCARE AND THE BORANA MOBILE CLINIC

Borana Conservancy sponsors the Borana Mobile Clinic, which provides basic health care, health lectures, HIV Aids awareness, antenatal counselling, child immunisation programmes (mainly polio and measles) and family planning advice to all members of the local community. Two nurses and one driver visit 10 different locations on a two week rotation to deliver medical assistance and health education in the local schools.

Since its inception in 2005, the Borana Mobile clinic has administered on average 12,500 treatments a year within our local area. In 2012, the Borana Mobile Clinic was registered with the Ministry of Health and the National Hospital Insurance Fund, and is now recognised as an important partner with the MOH, doing coordinated immunisation campaigns, as well as advising community health workers on sanitation and nutrition.

Over US\$15,000 was spent on community healthcare in 2012.

| Healthcare Programme | Total treatments since 2005 | Total treatments in 2012 |
|-----------------------------|-----------------------------|--------------------------|
| Curatives | 21,933 | 2,164 |
| Family Planning | 6,763 | 894 |
| Immunisation | 12,164 | 2,064 |
| Antenatal | 2,561 | 227 |
| Health education in schools | 25,106 | 1,561 |
| HIV/AIDS lectures | 30,780 | 3,677 |



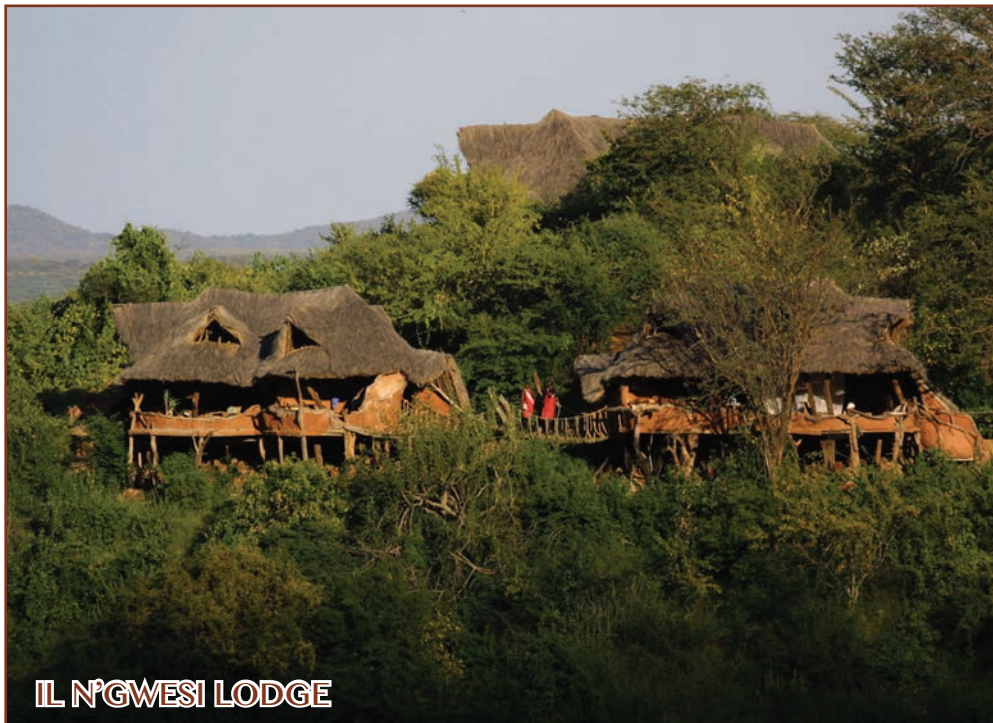
HUMAN WILDLIFE CONFLICT

The southern boundary fence between Borana and the farming communities of Ngare Ndare and Ethi has undergone a significant upgrade with a 2nd shorter fence built to prevent elephant from raiding crops. This programme has been hugely successful, and some additional work will be done along the eastern boundary of the Ngare Ndare Forest.

COMMUNITY DEVELOPMENT – IL N’GWESI, TASSIA AND ORETETI

Recognising the financial value of tourism, Borana facilitated the development of two wholly owned community lodges – Il N’gwezi (in partnership with Lewa) and Tassia Lodge. These award-winning enterprises provide employment and a means of sustaining livelihoods whilst most importantly protecting the environment. So succesful have these early initiatives been as models for linking commerce to conservation and alternative but sustainable land use that this concept has now been embraced across a much larger landscape under the auspices of the Northern Rangelands Trust, and Borana is a partner in this process.

Our holistic rangeland management programme based on principals developed by Alan Savory and facilitated by LWF goes from strength to strength as large tracts of community grazing lands are coming under structured grazing plans. Borana acts as a grass bank for the programme and the boundaries between Borana and the community ranches, which once clearly defined the difference between managed and over-grazed lands no longer exist as the negative impacts of over-grazing have become a thing of the past. Access to improved genetics, better pasture and the availabilitiy of Borana’s weighing scales is contributing to a more secure financial future and less stress during times of drought for pastoralists’ livestock. A strong local employment policy and incentive schemes within our own livestock management programme are also contributing factors.



HOW TOURISM SUPPORTS CONSERVATION

The engine fuelling the Borana Conservancy is tourism. Tourists from all over the world travel to experience Kenya's wildlife and wide-open spaces and without the tourism industry, conservation projects would struggle to survive. Sharing this piece of wilderness we protect with our guests, is essential to Borana's sustainability.

Every precious cent earned through tourism on Borana is ploughed back into protecting wildlife, its habitat and the people who live in the area. Tourism contributed \$292,000 towards the budget for sustaining our community and conservation projects during 2012.

THE BORANA CONSERVANCY SAFARI EXPERIENCE

Borana offers some of the most thrilling, authentic and unique ways to encounter Kenya's wildlife and wilderness thanks to our conservation efforts. The conservancy strives to retain this land as pristine wilderness that guests are able to enjoy first hand, be it walking through the bush, riding on ranch horses or mountain bikes, driving in the open-top safari vehicles, or lounging at the infinity pool and enjoying the view. Since Borana is a private property, there is guaranteed exclusivity, making every aspect of the safari experience personal, peaceful and uninterrupted - giving guests the rare opportunity to be totally immersed in nature.

The conservancy's success also means that Borana is teeming with wildlife and is also home to the Big 5 – leopard, lion, elephant, buffalo and rhino (on LWC), as well as other endangered species such as wild dog, patas monkey and striped hyena. Guests are afforded the privilege of witnessing this game roaming freely in its natural environment, comprising both an endangered acacia ecosystem, and high-altitude equatorial cedar and olive forests.

Borana Conservancy is a family initiative with everyone working together to support the conservancy and our community neighbours. The staff, especially the guides, have extensive local knowledge of the area and are thoroughly connected to this piece of land, many having grown up and worked on Borana all their lives.





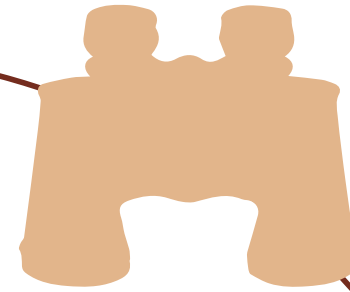
BORANA



is 32,000 acres
of protected land

which is...

secure habitat for many
wild animals
to roam freely in their
NATURAL ENVIRONMENT



BIG GAME

+ Endangered species
+ **W I D E**
OPEN SPACES



A RARE SIGHT



53 mammal species and
334 species of birds

2 In 12

Tourism and conservation
on Borana allowed for...

518 people employed locally
11,328 medical treatments in
10 neighbouring locations

8 teachers and
27 scholars sponsored

Training 100 wildlife scouts in
anti-poaching and security

Tracking lion for research,
the largest pride being over 20

Protecting 9 highly
endangered species

and much more...

All for conservation

100%
was poured back into
CONSERVATION
and
COMMUNITIES...

sustaining
the conservancy and
ensuring the **environment, wildlife**
and local **people** benefit from conservation.

Tourism generated
\$ 292,088
for the conservancy



1,342
TRAVELLERS
visited Borana
to experience pristine
WILDERNESS
and abundant
WILDLIFE



Borana is dedicated to the sustainable conservation of land and wildlife. Our holistic approach commits tourism, ranching, and other enterprise to building local livelihoods and enhancing ecosystem integrity.

