



Cover image of the new *Marine Turtle Pocket Field Guide*
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Plans for Miniature Field Guides Are Anything but Small

What is small enough to fit into a shirt pocket yet substantial enough to engage local communities across an entire continent in efforts to conserve nature and save species? Perhaps the new *Pocket Field Guide Series* (*Libretas de Campo*), a collection of miniature field guides for the general public, can do just that. And the first *Pocket Field Guide* off the press—now making its way into the hands of coastal peoples around Latin America—is all about marine turtles.

Following the *Marine Turtle Pocket Field Guide* will be others focusing on a variety of flagship species groups such as parrots, guans, aquatic mammals, and even harlequin frogs and other lesser-known creatures. One hundred thousand copies of each *Pocket Field Guide* will be distributed throughout Latin America.

Each guide is divided into three parts. It begins with a comic-strip storyline involving a likeable, astute boy named Joaquín who travels to a different region of South America in each book, playing the role of investigator and environmental educator. The second part of the book is the field guide portion itself, with details on species identification, distribution, natural history, and conservation status. The final pages, titled “Noah’s Ark,” are designed to engage the user as a field scientist; forms are provided for listing species observed and for notes on “when,” “where,” and “how.” Thanks to collaborative arrangements with postal systems across the continent, these

notes can then be returned by mail free of charge, or they may be e-mailed, to become part of a growing online “Noah’s Ark” database. For more information on this project and for electronic versions of the *Pocket Field Guide*, visit www.arcadenoeandes.org.

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Baring the Truth for Turtles

Throughout Latin America and the world, aphrodisiacal properties are attributed to sea turtle products, especially turtle eggs. Such beliefs represent an enormous hazard, as they fuel egg harvest and illegal trade in sea turtle products.

To combat this, the famous Argentine model Dorismar donated her time and celebrity status to a creative new campaign to say, “My man doesn’t need turtle eggs...because he knows they do not make him more potent.” Launched in June 2005 by nonprofit groups WILD COAST (California, USA) and *Fondo de Educación Ambiental* (Environmental Education Fund, Mexico), the campaign is appearing on billboards, at bus stops, on television, in magazines throughout Mexico and the U.S.A., at North American concerts of famed Mexican band *Los Tigres del Norte*, and in all Mexican markets where the illegal trade takes place.

The advertisements have fueled public debate that has gained the attention of readers everywhere—including those of the *New York Times*, the *London Times*, Associated Press, and Reuters and of 103 other newspapers and magazines in eight languages and more than 130 global websites.



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