

## Trung Anh and Xuan Bac urge the public to reject bear bile consumption

**Ha Noi (November 15, 2017)** – Celebrities Trung Anh and Xuan Bac urge the public to reject the use of bear bile as an embarrassing reflection of the past in [the most recent Public Service Announcement \(PSA\)](#) by Education for Nature - Vietnam (ENV).

In this latest PSA, a wealthy businessman's attempts to celebrate success falls flat when he offers his guests bear bile wine. As his shocked guests look on at his social faux pas, the businessman's wife gently informs her husband that bear bile is old fashioned and that today, successful people don't use it anymore.

With the participation of starring actor, Trung Anh who is currently famous on television for his role as a gangster, and comedian Xuan Bac as the waiter, the PSA is a firm reminder that today bear bile consumption is a relic of the past which plays no part in modern, forward-thinking Vietnam.

The demand for bear bile poses a critical threat to Vietnam's bears. Bears are hunted in the wild and sold live to commercial farms, where they are exploited for their bile to meet consumer demand. The peak of bear bile farming in Vietnam was in 2005, when more than 4,300 bears were documented at hundreds of farms throughout the country. Over the last 10 years, thanks to the collective efforts of authorities, NGOs, and members of the public in fighting against bear bile farming and raising the public's awareness, bear bile consumption has slumped 61% since 2009 (shown by ENV's research published in 2015). As a result, the number of captive bears at private facilities has decreased dramatically to 936 (October 2017), according to the National Forest Protection Department records.



However, the battle is not yet won until bear bile consumption ends altogether in Vietnam. When the buying stops, the capture and exploitation of bears will end too, and wild bears will have a chance to recover and live in nature without the risk of being killed or captured to support consumer demand for bear bile in Vietnam.

“Modern Vietnam has moved on. Bear bile consumption is not only cruel and illegal, but has put wild bear populations under tremendous pressure. In addition, bear bile is completely unnecessary with the availability of scientifically-proven modern medicine,” says Mrs. Nguyen Phuong Dung, Vice Director of ENV.

“Use of bear bile is rapidly being consigned to the past,” says Dung. “It is also rejected by an increasingly larger number of the better educated public, including many celebrities like Trung Anh, Xuan Bac, and My Linh.”

Mrs. Dung listed three practical ways that the public can help protect bears:

- Do not consume bear bile or bear products.
- Report crimes involving the selling or trade of bear bile and bear products to local authorities or ENV's Wildlife Crime Hotline, 1800-1522.
- Help educate others not to consume bear bile and bear products.

[This PSA](#) is part of a broader campaign by ENV, aimed at promoting the public's awareness and influencing behavior, to stop bear bile consumption and demand for bear products with the end goal being an end to bear farming and the protection of the region's remaining wild bears.

The PSA will be broadcasted on both national and provincial TV channels throughout Vietnam in the coming months, and can be watched online at [ENV's YouTube channel](#).

ENV wishes to thank World Animal Protection for supporting ENV's efforts to produce this PSA. ENV would also like to thank national and provincial TV channels, MobiTV, VTC Digital, and Sen Communications for airing the PSA and enabling this important message to reach millions of people across Vietnam.

More details about ENV's campaign to bring an end to bear farming and trade can be found at: <http://envietnam.org/index.php/what-we-do/env-species-focused-campaigns/end-bear-farming-and-trade>

## ENDS

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## About ENV

Education for Nature – Vietnam (ENV) was established in 2000 as Vietnam's first non-governmental organization focused on the conservation of nature and the protection of the environment. ENV combats the illegal wildlife trade and aims to foster greater understanding amongst the Vietnamese public about the need to protect nature and wildlife.

ENV employs creative and innovative strategies to influence public attitudes and reduce demand for wildlife trade products. ENV works closely with government partners to strengthen policy and legislation, and directly supports enforcement efforts in the protection of endangered species of regional, national, and global significance.

Since 2007, ENV has focused its activities on three major program areas that comprise ENV's integrated strategic approach for addressing illegal wildlife trade in Vietnam. These include:



*Bear bile consumption is not only old fashioned but also poses a critical threat to Vietnam's bears.*

- Reducing consumer demand for wildlife products through investment in a long-term and sustained effort to influence public attitudes and behavior.
- Strengthening enforcement through direct support and assistance to law enforcement agencies, and mobilizing active public participation in helping combat wildlife crime.
- Working with policy-makers to strengthen legislation, close loopholes in the law, and promote sound policy and decision-making relevant to wildlife protection.