



Fairy of the Rolling Plains – Story of Hainan Eld’s Deer (2018)

Since 2015, Kadoorie Conservation China Department (KCC) started conservation work to protect the Hainan Eld’s Deer in China. This species was on the verge of extinction in 1976 due to excessive habitat loss and hunting. Less than 50 individuals remained. Following concerted conservation efforts, the number of Hainan Eld’s Deer recovered to nearly a thousand individuals by 2000. However, the threats of poaching and habitat loss persist.

Thus, KCC strive to enhance the conservation work by implementing a series of measures, including population survey, habitat enhancement, improvement of nature reserve management, promotion of sustainable agriculture and awareness raising in the neighbourhood, organisation of an international Eld’s Deer conservation workshop and sponsoring a conservation genomics study.

Based on an ancient folklore of the Li ethnic group about Hainan Eld’s Deer, this story illustrates the special characteristics of this species and the ecological features of Hainan. The book comes with scientific facts, quizzes and a paper craft project.

We will donate this book to local primary schools on Hainan Island to raise awareness and foster appreciation for this beautiful species in the next generation. For every book sold, we would donate three more to children living in rural Hainan Island.



Bilingual, 36 Pages

HKD60.00

Available at KFBG farm shop and Green Hub

