



How You Can Help



Left: WLT's project partners in Mexico, Grupo Ecológico Sierra Gorda (GESG) have become expert in positioning camera traps. These are unmanned cameras left in strategic positions to capture animals by chance. The photographs have given a valuable insight into the secret life of the Sierra Gorda forests. This Jaguar was caught on film in the Arenitas region of the reserve which is vital as a refuge for many endangered species.



Cover picture:

Situated in the state of Queretaro, the Sierra Gorda Biosphere Reserve covers an area of over 946,000 acres (383,000 ha) consisting of 15 types of vegetation including evergreen and deciduous tropical forest, shrubs and cacti, oak forests, pine forests and cloud forest.

Photo credits:

All photographs in this Project Brief were taken by Roberto Pedraza, Technical Director of WLT's project partner, Grupo Ecológico Sierra Gorda.

The World Land Trust works with local partner organisation to fund the purchase and protection of threatened habitats across the world, creating safe havens for wildlife. In Mexico we are working with our partner to help save a wide variety of different habitats, together with the wildlife that depend on them. For just £100 an acre (£50 for half an acre or £25 for a quarter), you can help save vital habitats for some of the Earth's most threatened species - including Jaguar and Ocelot, Black Bears and Military Macaws.

Buy an acre today, either for yourself or as a gift, and receive a personalised certificate recording your support and the latest news on WLT's conservation work. Your generous support can help save tropical rainforests and other crucial habitats and secure the long-term survival of its wildlife for as little as £25.

A message from Sir David Attenborough:

"The WLT's policy of buying and protecting land is the most direct and certain road to conservation. It deserves the support of all who care about the survival of the wild places of the world."

Sir David Attenborough, OM CH FRS
Patron, WLT

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Project Brief: Mexico



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World Land Trust (WLT) has been working with local Mexican conservation organisation, Grupo Ecológico Sierra Gorda (GESG), since 2007 to protect threatened habitats in Central Mexico. To date WLT has funded the purchase of 2,509 acres (1,015 ha) of privately owned land within the Sierra Gorda Biosphere Reserve, surrounded on the west by semi-desert and on the east by tropical forests.

The mountainous terrain of the Sierra Gorda Reserve is the most ecologically diverse area in the country. This is even more impressive considering that Mexico is one of the most mega-diverse countries in the world.



Left: The Sierra Gorda Biosphere Reserve, coloured green. Within the Reserve, 11 'Core Zones' totalling 61,290 acres (24,803 ha) have been designated by the National Commission of Natural Protected Areas (CONANP) for their biodiversity and intact habitats. These areas are marked in yellow on the map. Despite their importance, many areas within the Core Zones are privately owned and under threat from cattle ranching, agriculture and hunting.

Sierra Gorda is home to ...

All six cat species found in Mexico:

- Jaguar
- Puma
- Bobat
- Margay
- Ocelot
- Yaguarundi

It is Mexico's richest area for mammal diversity with 131 other mammal species recorded including: Black Bear, Neotropical Otter and Queretaro Pocket Gopher.

There are 334 species of birds, including Military Macaw, Great Curassow, and the Maroon-fronted Parrot.

An amazing range of habitats

Roberto Pedraza, Technical Director of GESG explains:
"The Biosphere Reserve goes from the southern tip of the Chihuahuan Desert to the western slope and tropical evergreen forests with Ceiba trees and breadnut, and on the eastern slope, up to 3,100 metres (10,170 feet) along the crest of the Sierra Madre, the forests are dominated by Douglas firs and aspens that are found in the Rockies. There are oak-pine forests, tropical dry forests and semi-desert scrub. All these different forests provide unique habitats for the abundance of wildlife in Sierra Gorda."



Above: Military Macaws. The world population is thought to number less than 10,000 in the wild. This photograph was taken recently on the Sierra Gorda Reserve.



Above: The second smallest hummingbird in the world, the Bumblebee Hummingbird, occurs at Sierra Gorda. So tiny it is often mistaken for an insect.

Recent land purchase:

Name of Property: EI JAGÜEYCITO
Location: In the Core Zone 'Barranca de Paguas' on the south side of the Santa Maria River, north east of the Biosphere Reserve.

The area was chosen for its very high biodiversity with oak forests at higher elevation and tropical sub-deciduous forests in the lowlands. Endangered species present include Ocelot, Jaguar, Puma, as well as Great Curassows.



Working with the local community

GESG's work also includes community improvement and environmental education in the villages within the reserve. Additionally, funds generated through the eco-tourism project area reinvested into the reserve's environmental protection and community development programmes.

Right: Women's groups produce traditional embroidered items. These products, together with local pottery, honey and jam, are popular with visitors.

