



**#ENDTHETRADE**

WHAT IS  
**#ENDTHE  
TRADE**

Our world has been forever changed. We have shuttered our homes, shuttered our businesses, lost our jobs, lost our sense of security, toppled the global economy, watched our loved ones get sick and die, and overwhelmed our health care systems beyond recognition.

The Coalition to End the Trade aims to help ensure this never happens again by addressing the likely cause of this pandemic and others: the commercial trade and sale in markets of wild terrestrial animals (particularly mammals and birds), for consumption. The commercial trade of wild terrestrial animals gives pathogens that have evolved with animals the perfect opportunity to jump to new hosts—humans—and spread through a globalized population.

Here's how you can help:

[endthetrade.com](https://endthetrade.com)

**SIGN THE PETITION TO  
#ENDTHETRADE**

Join health professionals, conservation organizations, celebrities, and others in a global movement to call on our world's governments to permanently end the commercial trade and sale in markets of wild terrestrial animals, for consumption, worldwide. Together we are urging the world's governments to recognize that this is among the most important decisions that the global community can make to prevent future pandemics and global disruption. Every voice counts.