# CURIO TRADE: SOUTHWEST MADAGASCAR



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#### I. INTRODUCTION

Madagascar spans almost 14° of latitude (11°47' - 25°35' S) with an extensive coastline encompassing of 3,450 linear km of diverse reef systems (Cooke 2002). The west coast of Madagascar has some of the largest tidal ranges of the Western Indian Ocean region due to the narrowing of the Mozambique Channel with a mean spring tide of 3.8 in the north and 2.6 in the south (McClanahan 2009). Indigenous communities inhabiting this coastline are dependent on the near-shore marine environment for survival. During the low tide period, women and children from these communities access the reef flats and seagrass meadows where the fishing activity of gleaning provides a significant amount of molluscs for the curio trade.

#### II. METHODOLOGY

## Study Area

This study evaluates the curio trade in three coastal communities situated on the southwest coast of Madagascar, Toliara, Ifaty and Mangily. The principle town of Toliara has a population of 101,661 (2001 census) and is a major touristic destination, this area contains two established markets where independent vendors trade in curio products. Ifaty and Mangily are both situated in the lagoon system of the Bay of Ranobe, 27 Km North of Toliara. Ifaty is a small artisanal fishing village with a population of over 6500 (pers. comm. President of the village of



Figure 1. Satellite image of survey areas Toliara, Ifaty, and Mangily

Ifaty, 2011); this coastline has a sporadic distribution of hotels that have minimal interaction with the indigenous community. Curio products are collected locally with the number of vendors selling curio products varying in accordance with the tourist season (pers. obs.). The village of Mangily, has a population of over 10,500 (pers. comm. President of the village of Mangily 2011), developed around numerous small hotels (*ca.* 20) catering to the tourist trade. This community has a small curio market of independent vendors however women and children often trade curio products on the beaches and around the hotels.

Assessment of curio products in the three survey areas took place over an eleven-day period from November 29<sup>th</sup> to December 9<sup>th</sup>, 2011, (low tourist season). The survey team consisted of five Malagasy and four European participants. Information was gathered through structured interviews together with physical data on the curio products. Thirty-seven vendors participated in the survey: Toliara; 28, Ifaty; 2 and Mangily; 7. Each vendor who participated was presented with small gift of 500 MGA during the interview session as a token of goodwill. Initial identification of curio products was conducted in the field with specimens checked for accuracy and maximum adult size of species through reputable online collections, such as the Natural History Museum Rotterdam<sup>1</sup> and the Indo-Pacific Molluscan Species Database<sup>2</sup>.

## **Analysis**

This study used excel analysis software for data evaluation (function = 'barplot' n=139), datasets were subdivided by location and parameters (product size, stock quantity, vendor profit,). Due to the large number of species recorded, n=139, the dataset was further divided into two sections (a, b) to increase the legibility and interpretability of the graphs.

#### III. RESULTS

During the course of the market surveys, n=139 marine species were identified for sale in the curio trade throughout the 3 coastal communities. Amongst the marine species identified, n=122 were categorised as mollusc species (table 1) and n=17 were classified as non-mollusc marine products (table 2). Species of special interest that are trade-protected under the international CITES legislation (ratified by Madagascar in 1975), such as scleractinian corals and marine turtles, were also recorded during the evaluation by the survey team.

**TABLE 1.** Mollusc species identified n=122 during market surveys in Toliara, Ifaty and Mangily

| SCIENTIFIC NAME             | ENGLISH COMMON NAME   |  |
|-----------------------------|---|--|
| Anodontia.edentula          | Toothless platter shell   |  |
| Arestorides.argus           | Eyed cowry  |  |
| Argopecten.purpuratus       | Peruvian calico scallop   |  |
| Atrina.vexillum             | Penn shell  |  |
| Bufonaria.crumena           | Frog shell  |  |
| Bulla.stiata                |   |  |
| Cassis.cornuta              | Helmet shells   |  |
| Cerithium.nodulosum         | Giant Knobbed Cerith  |  |
| Charonia.tritonis           | Triton's trumpet  |  |
| Chelycypraea.testudinaria   | Tortoise cowry  |  |
| Chicoreus.groschi           | Murex snails, rock snails   |  |
| Chicoreus.ramosus           | Ramose murex, branched murex                                      |  |
| Cinguloterebra.anilis       |   |  |
| Clanculus.puniceus          | Strawberry top shell  |  |
| Cnidarialiophila.violacea   | Violet coral shell  |  |
| Codakia.punctata            |   |  |
| Colubraria.muricata         | Maculated Dwarf Triton, Giant False Triton,<br>Spotted Colubraria |  |
| Conomurex.decorus           | Mauritian Conch   |  |
| Conus.aulicus.(f).gracianus | Princely cone   |  |
| Conus.betulinus             | Beech cone  |  |
| Conus.ebraeus               | Black-and-white cone  |  |
| Conus.figulinus             | Fig cone  |  |

| Conus.flavidus           | Yellow Pacific Cone                 |
|--------------------------|-------------------------------------|
| Conus.generalis          | General cone                        |
| Conus.geographus         | Geography cone                      |
| Conus.leopardus          | Leopard cone                        |
| Conus.litteratus.        | Lettered cone                       |
| Conus.lividus            | Livid cone                          |
| Conus.marmoreus          | Marbled cone                        |
| Conus.miles              | Soldier cone                        |
| Conus.nussatella         | Nussatella cone                     |
| Conus.omaria             |                                     |
| Conus.pennaceus          | Feathered cone                      |
| Conus.striatellus        | Striatellus Cone                    |
| Conus.striatus           | Striated cone                       |
| Conus.tessulatus         | Tessellate cone                     |
| Conus.textile            | Cloth of gold cone                  |
| Conus.tulipa             | Tulip Cone                          |
| Conus.virgo              | Virgin Cone                         |
| Cymatium.(Septa).pileare | Hairy triton                        |
| Cypraea.tigris           | Tiger cowry                         |
| Cypraecassis.rufa        | Bullmouth, red helmet shell         |
| Distorsio.anus           | Common distorsio                    |
| Erosaria.citrina         | Orange cowry                        |
| Erosaria.labrolineata    | Lined-Lip cowry, Lined Margin Cowry |
| Erronea.caurica          | Thick-edged cowry                   |
| Erronea.errones          |                                     |
|                          |                                     |

| Euprotomus.aurisdianae  | Diana conch                            |  |
|-------------------------|--|--|
| Euprotomus.aurora       | Diana conch                            |  |
| Fasciolaria.filamentosa | Filamentous Horse Conch                |  |
| Ficus.ventricosus       | Swollen Fig Shell                      |  |
| Fusinus.australis       | Australia Spindle                      |  |
| Fusinus.colus           | Distaff spindle                        |  |
| Gelagna.succincta       | Lesser girdled triton,                 |  |
| Gibberulus.gibberulus   | Humpbacked conch                       |  |
| Haliotis.pustulata      | Abalone                                |  |
| Harpa.davidis           | Madras harp                            |  |
| Harpa.harpa             | True harp                              |  |
| Harpa.major             | Large harp, major harp                 |  |
| Harpago.arthritica      | Arthritic Spider conch                 |  |
| Haustellum.longicaudum  |  |  |
| Hyotissa.hyotis         | Giant coxcomb oyster, honeycomb oyster |  |
| Lambis.crocata          | Orange Spider conch                    |  |
| Lambis.digitata         | True conch                             |  |
| Lambis.indomaris        | Spider conch                           |  |
| Lambis.lambis           | Spider conch                           |  |
| Lambis.scorpius         | Scorpion conch, scorpion Spider conch  |  |
| Lambis.truncata         | Giant Spider conch                     |  |
| Lentigo.lentiginosus    | Silver conch                           |  |
| Lophiotoma              |  |  |
| Lophiotoma.acuta        | Marbled turrid                         |  |
| Luria.isabella          | Isabel's Cowry, Fawn-coloured Cowry    |  |

| Lyncina.camelopardalis  Lyncina.lynx  Lyncina.vitellus  Calf Cowry, Pacific Deer Cowry  Malea.pomum  Tunn shell  Mauritia.arabica  Arabian cowry  Mauritia.bistrio  Harlequin Cowry, Stage Cowry  Murritia.mauritiana  Humpback Cowry, Chocolate Cowry, Mitra.cardinalis  The pontifical mitre  Mitra.mitra  Episcopal miter  Minearia.annulus  Ring cowry, gold ringer  Monetaria.caputserpentis  Monetaria.moneta  Money cowry  Murex.brevispina  Murex.pecten  Nassa.serta  Nerita.textilis  Textile nerite  Oliva.tigridella  Carnelian cowry  Lync Cowry, Eyed cowry  Arabian cowry  Harlequin Cowry, Eglantine Cowry  Mauritia.Cowry  Harlequin Cowry, Stage Cowry  Harlequin Cowry, Stage Cowry  Mauritia.Cowrie  Humpback Cowry, Chocolate Cowry, Mourning Cowry, Mauritius Cowry, Mourning Cowry, Mauritius Cowry,  Morning Cowry, Mourning Cowry, Mourning Cowry, Monetaria.annulus  Ring cowry, gold ringer  Serpent's-head cowry  Monetaria.moneta  Money cowry  Murex.brevispina  Short-spined murex  Venus comb  Nassa.serta  Sertum rock shell  Natica.onca  Chestnut Sand Snail  Nerita.textilis  Textile nerite  Oliva.tigridella  Tiger olive | Lyncina.aurantium        | golden cowry                    |  |
|---|--------------------------|---------------------------------|--|
| Lyncina.lynx Lyncina.vitellus Calf Cowry, Pacific Deer Cowry Malea.pomum Tunn shell Mauritia.arabica Arabian cowry Mauritia.eglantina Dog-Rose Cowry, Eglantine Cowry Mauritia.maculifera Mauritia.maculifera Mauritia.maculifera Mauritia.maculifera Mitra.cardinalis The pontifical mitre Mitra.mitra Episcopal miter Mitra.papalis Papal Miter Monetaria.caputserpentis Ring cowry, gold ringer Monetaria.caputserpentis Serpent's-head cowry Monetaria.moneta Money cowry Murex.brevispina Short-spined murex Murex.pecten Venus comb Nassa.serta Sertum rock shell Natica.onca Chestnut Sand Snail Textile nerite Oliva.elegans Oliva.miniacea Pacific common olive  | Lyncina.camelopardalis   | Camel cowry                     |  |
| Lyncina.vitellus Calf Cowry, Pacific Deer Cowry Malea.pomum Tunn shell Mauritia.arabica Arabian cowry  Mauritia.eglantina Dog-Rose Cowry, Eglantine Cowry Mauritia.histrio Harlequin Cowry, Stage Cowry Mauritia.maculifera Mauritia.maculifera Mauritia.mauritiana Humpback Cowry, Chocolate Cowry, Mourning Cowry, Mauritius Cowry, Mitra.cardinalis The pontifical mitre Episcopal miter Mitra.mitra Episcopal miter Mitra.papalis Papal Miter Monetaria.annulus Ring cowry, gold ringer Monetaria.caputserpentis Serpent's-head cowry Monetaria.moneta Money cowry Monetaria.moneta Money cowry  Murex.brevispina Short-spined murex Murex.pecten Venus comb Nassa.serta Sertum rock shell Natica.onca Chestnut Sand Snail Textile nerite Oliva.elegans Oliva.tiaritella  | Lyncina.carneola         | Carnelian cowry                 |  |
| Malea.pomum Tunn shell Mauritia.arabica Arabian cowry  Mauritia.eglantina Dog-Rose Cowry, Eglantine Cowry Mauritia.histrio Harlequin Cowry, Stage Cowry Mauritia.maculifera Mauritia.maculifera Mauritia.mauritiana Humpback Cowry, Chocolate Cowry, Mourning Cowry, Mauritius Cowry, Mitra.cardinalis The pontifical mitre  Mitra.mitra Episcopal miter Mitra.papalis Papal Miter Monetaria.annulus Ring cowry, gold ringer  Monetaria.caputserpentis Serpent's-head cowry Monetaria.moneta Money cowry  Murex.brevispina Short-spined murex  Murex.pecten Venus comb Nassa.serta Sertum rock shell Natica.onca Chestnut Sand Snail Nerita.textilis Textile nerite  Oliva.elegans Oliva.tiaridalla   | Lyncina.lynx             | Lynx Cowry, Eyed cowry          |  |
| Mauritia.arabica Arabian cowry  Mauritia.histrio Harlequin Cowry, Eglantine Cowry  Mauritia.maculifera Mauritia.mauritiana Humpback Cowry, Chocolate Cowry, Mourning Cowry, Mauritius Cowry, Mitra.cardinalis The pontifical mitre  Episcopal miter  Mitra.papalis Papal Miter  Monetaria.annulus Ring cowry, gold ringer  Monetaria.caputserpentis Serpent's-head cowry  Monetaria.moneta Money cowry  Murex.brevispina Short-spined murex  Murex.pecten Venus comb  Nassa.serta Sertum rock shell  Natica.onca Chestnut Sand Snail  Nerita.textilis Oliva.elegans Oliva.miniacea Pacific common olive   | Lyncina.vitellus         | Calf Cowry, Pacific Deer Cowry  |  |
| Mauritia.eglantina Dog-Rose Cowry, Eglantine Cowry  Mauritia.histrio Harlequin Cowry, Stage Cowry  Mauritia.maculifera Mauritia.cowrie  Humpback Cowry, Chocolate Cowry, Mourning Cowry, Mauritius Cowry,  Mitra.cardinalis The pontifical mitre  Episcopal miter  Mitra.papalis Papal Miter  Monetaria.annulus Ring cowry, gold ringer  Monetaria.caputserpentis Serpent's-head cowry  Monetaria.moneta Money cowry  Murex.brevispina Short-spined murex  Murex.pecten Venus comb  Nassa.serta Sertum rock shell  Natica.onca Chestnut Sand Snail  Nerita.textilis Textile nerite  Oliva.elegans Oliva.miniacea Pacific common olive   | Malea.pomum              | Tunn shell                      |  |
| Mauritia.histrio Harlequin Cowry, Stage Cowry Mauritia.maculifera Mauritia.maculifera Humpback Cowry, Chocolate Cowry, Mourning Cowry, Mauritius Cowry, Mitra.cardinalis The pontifical mitre Episcopal miter Mitra.papalis Papal Miter Monetaria.annulus Ring cowry, gold ringer Monetaria.caputserpentis Serpent's-head cowry Monetaria.moneta Money cowry Venus comb Nassa.serta Venus comb Nassa.serta Sertum rock shell Natica.onca Chestnut Sand Snail Nerita.textilis Textile nerite Oliva.elegans Oliva.miniacea Pacific common olive   | Mauritia.arabica         | Arabian cowry                   |  |
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| Mourning Cowry, Mauritius Cowry,  Mitra.cardinalis The pontifical mitre  Episcopal miter  Mitra.papalis Papal Miter  Monetaria.annulus Ring cowry, gold ringer  Monetaria.caputserpentis Serpent's-head cowry  Monetaria.moneta Money cowry  Murex.brevispina Short-spined murex  Venus comb  Nassa.serta Sertum rock shell  Natica.onca Chestnut Sand Snail  Nerita.textilis Textile nerite  Oliva.elegans Oliva tingidella  | Mauritia.maculifera      | Mauritius Cowrie                |  |
| Mitra.cardinalis       The pontifical mitre         Mitra.mitra       Episcopal miter         Mitra.papalis       Papal Miter         Monetaria.annulus       Ring cowry, gold ringer         Monetaria.caputserpentis       Serpent's-head cowry         Monetaria.moneta       Money cowry         Murex.brevispina       Short-spined murex         Murex.pecten       Venus comb         Nassa.serta       Sertum rock shell         Natica.onca       Chestnut Sand Snail         Nerita.textilis       Textile nerite         Oliva.elegans       Pacific common olive  | Mauritia.mauritiana      |                                 |  |
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| Monetaria.annulus Ring cowry, gold ringer  Monetaria.caputserpentis Serpent's-head cowry  Money cowry  Murex.brevispina Short-spined murex  Wenus comb  Nassa.serta Sertum rock shell  Natica.onca Chestnut Sand Snail  Nerita.textilis Textile nerite  Oliva.elegans  Oliva.miniacea Pacific common olive  | Mitra.mitra              | Episcopal miter                 |  |
| Monetaria.caputserpentis  Serpent's-head cowry  Monetaria.moneta  Money cowry  Murex.brevispina  Short-spined murex  Venus comb  Nassa.serta  Sertum rock shell  Natica.onca  Chestnut Sand Snail  Nerita.textilis  Textile nerite  Oliva.elegans  Oliva.miniacea  Pacific common olive   | Mitra.papalis            | Papal Miter                     |  |
| Monetaria.moneta  Money cowry  Murex.brevispina  Short-spined murex  Venus comb  Nassa.serta  Sertum rock shell  Natica.onca  Chestnut Sand Snail  Nerita.textilis  Textile nerite  Oliva.elegans  Oliva.miniacea  Pacific common olive   | Monetaria.annulus        | Ring cowry, gold ringer         |  |
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| Murex.pecten  Venus comb  Nassa.serta  Sertum rock shell  Natica.onca  Chestnut Sand Snail  Nerita.textilis  Textile nerite  Oliva.elegans  Oliva.miniacea  Pacific common olive  | Monetaria.moneta         | Money cowry                     |  |
| Nassa.serta Sertum rock shell  Natica.onca Chestnut Sand Snail  Nerita.textilis Textile nerite  Oliva.elegans Oliva.miniacea Pacific common olive   | Murex.brevispina         | Short-spined murex              |  |
| Natica.onca Chestnut Sand Snail  Nerita.textilis Textile nerite  Oliva.elegans Oliva.miniacea Pacific common olive  | Murex.pecten             | Venus comb                      |  |
| Nerita.textilis  Textile nerite  Oliva.elegans  Oliva.miniacea  Pacific common olive  | Nassa.serta              | Sertum rock shell               |  |
| Oliva.elegans  Oliva.miniacea  Pacific common olive   | Natica.onca              | Chestnut Sand Snail             |  |
| Oliva tigridella  Pacific common olive  | Nerita.textilis          | Textile nerite                  |  |
| Oliva tigridalla  | Oliva.elegans            |                                 |  |
| Oliva.tigridella Tiger olive  | Oliva.miniacea           | Pacific common olive            |  |
|   | Oliva.tigridella         | Tiger olive                     |  |

| Ovula.ovum             | Common egg cowry                           |
|------------------------|--|
| Oxymeris.areolata      | Dark-spotted Auger                         |
| Oxymeris.dimidiata     | Orange Auger                               |
| Oxymeris.maculata      | Crenulate Auger                            |
| Palmadusta.androyensis | Cowry                                      |
| Phalium.glaucum        | Grey bonnet                                |
| Pinctada.margaritifera | Black-lip pearl shell                      |
| Pleuroploca.trapezium  | Trapezium horse conch                      |
| Polinices.flemingianus | Moon snail                                 |
| Polinices.mammilla     | Oval Moon Snail                            |
| Ranularia.cynocephalum | Dog-head triton                            |
| Rapa.rapa.             |  |
| Rhinoclavis.sinensis   | Obelise Creeper                            |
| Saccostrea.cucullata   | Hooded oyster                              |
| Talostolida.teres      |  |
| Talparia.talpa         | Mole Cowry, Chocolate Banded Cowry         |
| Tonna.allium           | Costate tun                                |
| Tridacna.maxima        | Small giant clam                           |
| Turbo.argyrostomus     | Silver-mouthed turban                      |
| Turbo.coronatus        | Coronate Moon Turban, Crowned Turban Shell |
| Turbo.marmoratus       | Marbled turban, great green turban         |
| Tutufa.bubo            | Giant frog snail, giant Frog shell         |
| Vasum.turbinellus      | Common Pacific Vase, Horned Heavy Whelk    |
| Vexillum.intermedium   | Intermediate mitre                         |
| Volema.pyrum           | Chank shell, sacred chank, chank           |

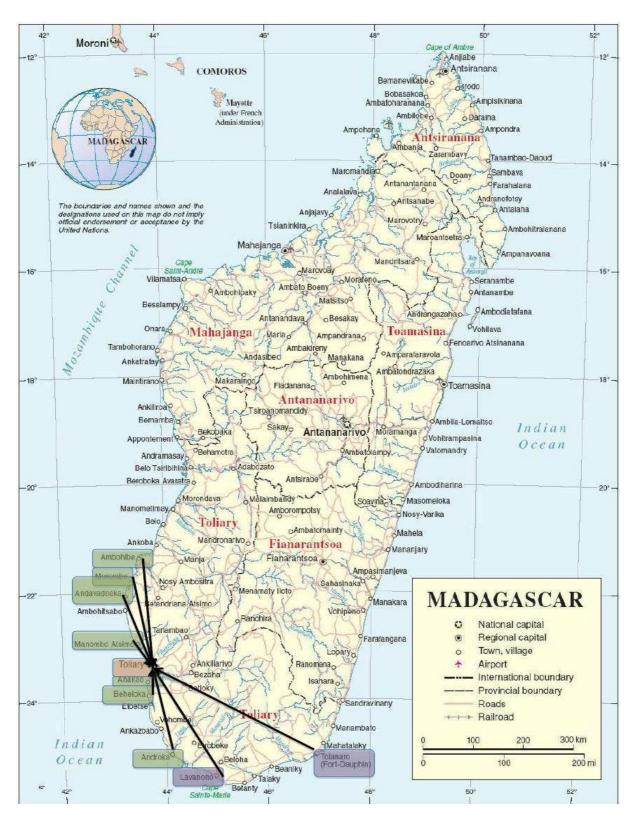
**TABLE 2**. Non-mollusc marine species, n=17, identified during market surveys in Toliara, Ifaty and Mangily

| SCIENTIFIC NAME             | ENGLISH COMMON NAME |
|-----------------------------|---------------------|
| Acroporidae                 | Hard coral          |
| Asterodiscides              | Cushion Starfish    |
| Carcharhinidae              | Requiem shark       |
| Chelonia.mydas              | Green turtle        |
| Diodontidae                 | Porcupine fishes    |
| Echinodiscus.auritus        | Shield urchin       |
| Ellisellidae.               | Black coral         |
| Eretmochelys.imbricata      | Hawksbill turtle    |
| Fungiidae                   | Mushroom coral      |
| Heterocentrotus.mammillatus | Pencil urchin       |
| Hippocampus                 | Seahorse            |
| Malvafundus.normalis        | Worm cast           |
| Petrosiidae                 | Barrel sponge       |
| Protoreaster.lincki         | Starfish            |
| Sepiidae                    | Cuttlebone          |
| Stellaster.equestris        | Starfish            |
| Subergorgia.                | Sea fan             |

# Sourcing and distribution of curio products

The capacity of vendors to acquire rare and valuable curio specimens appears to vary by location (figure 2) and be dependent upon market forces. Toliara has the greatest access to curio products (table 3) being one of the largest towns in the southwest and boasting the largest curio market of all three survey areas. Data

collected during the course of this study indicate that high-value products are imported into the Toliara region by transient dealers attracted to the resources and trade centres. Observations of the rare and valuable mollusc species, the golden cowry (*Lyncina.aurantium*) and non-mollusc species such as preserved marine turtles (*Chelonia mydas*), were only documented during the survey of Toliara. Evaluation of the Ifaty data indicated that only locally-sourced curio products are sold by the vendors, with curio products from Ifaty being purchased by vendors in Toliara (table 3). Vendors from Mangily purchase a few specimens from adjacent communities although the majority of curio products are sourced locally (table 3).



**Figure 2.** Map of Madagascar depicting the source of curio products in proximity to Toliara (Toliary) region (red) encompassing Mangily and Ifaty

**TABLE 3.** Distances between collection points and points of sale

|                         | POINTS OF SALE |                      |              |  |
|-------------------------|----------------|----------------------|--------------|--|
| COLLECTION POINT        | TOLIARA (KM)   | IFATY (KM)           | MANGILY (KM) |  |
| Anakao                  | 56             |                      | 86           |  |
| ANDAVADOAKY             | 338            |                      | 308          |  |
| ANDROKA                 | 296            |                      | -            |  |
| ANKILYBEARY             | 296            |                      | -            |  |
| ВЕНЕСОКА                | 145            |                      | -            |  |
| FORT DAUPHIN            | 624            |                      | -            |  |
| IFATY                   | 27             |                      | -            |  |
| ITAMPOLO                | 240            | Sourced locally only | -            |  |
| MANOMBO                 | 50             |                      | -            |  |
| Могомве                 | 290            |                      | 262          |  |
| SALARY                  | 70             |                      | -            |  |
| SARODRANO               | 25             | T [                  | 49           |  |
| SOALARA<br>NORTH        | 70             |                      | -            |  |
| SOALARA<br>SOUTH        | 43             |                      | -            |  |
| IMPORTED FROM<br>ABROAD | Origin unknown |                      | -            |  |

## **Profit**

Assessment of profit, (defined as the net income from the sale of a curio product after the deduction of the acquisition price) of all three survey areas highlights the fact that only a few specific rare curio products yield a significant profit (fig 3a, 3b,). Overall, the majority of the species yield less than 1000 MGA (*ca.* 0.25 GBP) profit per item (fig 4a, 4b,). Further examination of the surveys indicate that these high valued species *Lyncina aurantium* and *Chelonia mydas* with a profit of 240,000 MGA (*ca.* 69.46 GBP) to 50,500 MGA (*ca.* 14.62 GBP) respectively (fig 5a, 5b) are only documented in the Toliara curio market. Average profit

per curio specimen in Toliara is 3000 MGA (ca.0.75 GBP), with minimum profit averaging at 30 MGA (ca < 0.01 GBP) for species such as *Mitra cardinalis* and *Rhinoclavis sinensis* (fig 6a, 6b).

Ifaty demonstrated the lowest benefit from the curio trade of all survey areas with a maximum profit of 1500 MGA (ca 0.44 GBP) per specimen for *Conus virgo* and *Conus leopardus*. Average profit per curio specimen was 406 MGA (ca 0.12 GBP), with a minimum profit averaging at 10 MGA (ca < 0.01 GBP) for species such as *Monetaria annulus* and *Monetaria moneta* (fig 7). Survey results from Mangily exhibited a larger benefit from the curio trade compared with Ifaty, with a maximum profit per specimen of 10000 MGA (ca 2.91 GBP) for *Lambis truncate*. Average profit per curio specimen was 579 MGA (ca 0.17 GBP) with a minimum profit of 43 MGA (ca < 0.01 GBP) for *Lyncina lynx* (fig 8a, 8b,).

Comparison of the profit of mollusc and non-mollusc species suggests that profit for mollusc species average at 2774 MGA (*ca* 0.81 GBP) per species and profit for non-mollusc products averages at 4600 MGA (*ca* 1.34 GBP). Disparity in the price of the same species of mollusc and/or curio product during the survey may be explained by price variation depending on the survey area and/or by the quality and size of curio products available for trade. Results indicate that few curio product of high value are stocked and/or accessible (fig, 9a, 9b,) and species of minimal profit are stocked in high quantity.

#### Species diversity and stock

During the course of the present curio market survey, 139 marine species were identified in the markets of Toliara (fig 9a, 9b), Ifaty (fig, 10) and Mangily (fig, 11). Toliara exhibited the highest diversity with 124 species recorded, whereas Ifaty and Mangily showed a significantly lower species diversity, 50 and 65 species respectively. Results from the surveys demonstrated that the majority of curio products in Toliara, Ifaty and Mangily are stocked at an average quantity of less than 20 specimens per species (fig 9a, 9b, 10, 11). Curio products stocked with an average quantity of more than 20 specimens per species varied significantly by survey area.

Assessment of the three survey areas showed that 18 species out of the 124 species identified for Toliara were recorded with a quantity of more than 20 specimens; molluscs represented a large proportion of these species (table 5). Ifaty survey identified 3 mollusc species out of the 50 species identified for this study area with stocks above 20 specimens per species. Mangily survey identified 6 mollusc species out of the 65 species identified for this study area with stocks above 20 specimens per species (table 5). Comparisons between survey areas show that those species stocked in substantial quantities in Toliara (*i.e. Conus textile*, *Mauritia arabica* and *Mitra mitra*), are similarly found in large quantities in Mangily (table 5).

#### Size classification

Evaluation of the measured size of curio specimens recorded during the survey compared with the maximum size these species can attain, illustrates that the majority of species are collected before reaching maximum adult size (fig 12a, 12b,). Species of ecological importance, such as *Charonia tritonis*, are recorded at an average of 270 mm below the maximum adult size (fig 13a, 13b,). Socioeconomic important species such as *Chicoreus ramosus* and *Atrina vexillum* that constitutes an important food source for the indigenous coastal people of Ifaty and Mangily averaged at 194 and 175 mm below MSL respectively (fig 13a, 13b,)

## Relative importance of curio products

During the survey, vendors were asked to rank their curio products in terms of consumer preference. From the consensus opinion of vendors from Toliara, preference ranks for the curio-trade species, from greatest to least importance, are: 1) *Lambis scorpius*, 2) *Turbo marmoratus*, *Cypraecassis rufa*, *Mauritia mauritiana*, *Charonia tritonis* and *Cassis cornuta* 3) *Harpa major* 4) *Cypraea tigris*, 5) *Acroporidae*, 6) *Gibberulus gibberulus*, 7) *Mauritia histrio*. 9) *Chelonia mydas*, *Lambis digitata*, *Harpago arthritica*, 10) *Tutufa bubo*, *Harpa harpa*, *Murex pectin*, *Arestorides argus*, *Conus betulinus* and *Oliva miniacea*. Based on the consensus opinion of vendors from Ifaty and Mangily species were ranked in order of relative importance from

greatest to least, as follows: 1) Harpa.major 2) Cypraea tigris, 3) Harpa.davidis, 4) Harpa.harpa, 5) Mauritia.arabica, 6) Lambis.lambis, 7) Mauritia.histrio 8) Cypraecassis.rufa, Lambis.truncata, Lophiotoma.acuta, 9) Turbo.marmoratus, 10) Harpago.arthritica,

## IV. CONCLUSION

Evaluation of the curio trade in Toliara, Ifaty and Mangily has highlighted the large demand for curio products by tourists visiting Madagascar. This trade has even extended to include endangered and vulnerable species protected under national and international law. It is therefore paramount, that steps are taken to improve awareness and outreach programs so vendors and clients can make informed decisions about the purchase of curio products.

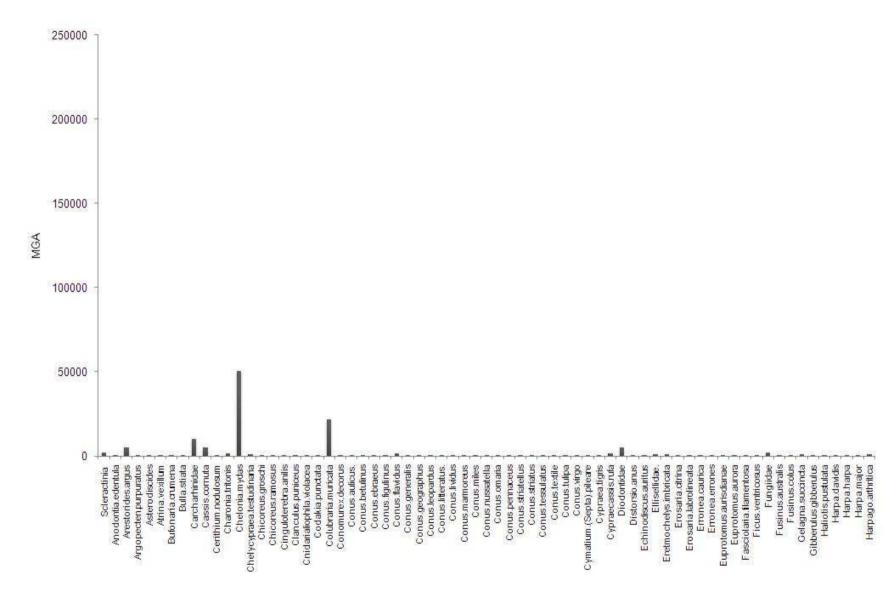


Figure 3a. Profit in Malagasy Ariary (MGA) on the sale of curio products for Toliara, Ifaty and Mangily.

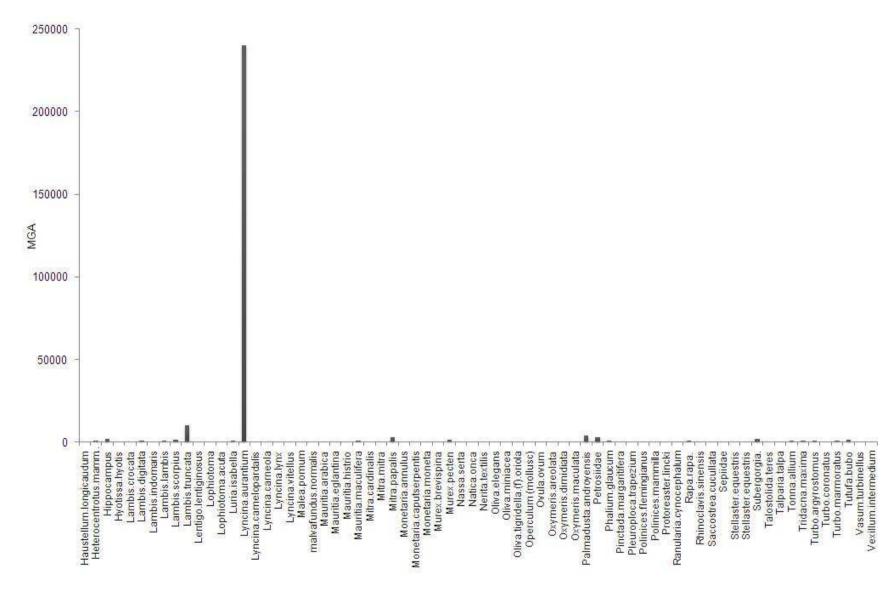
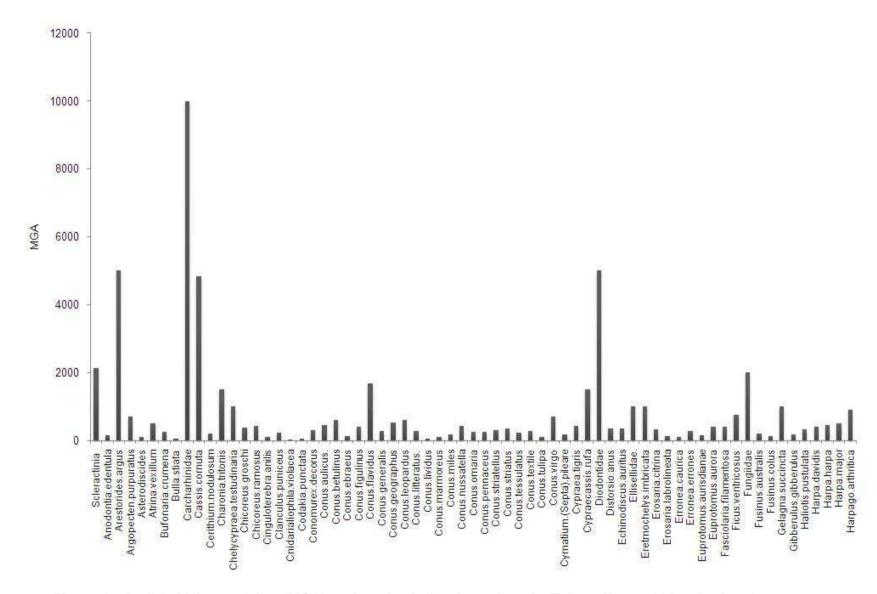
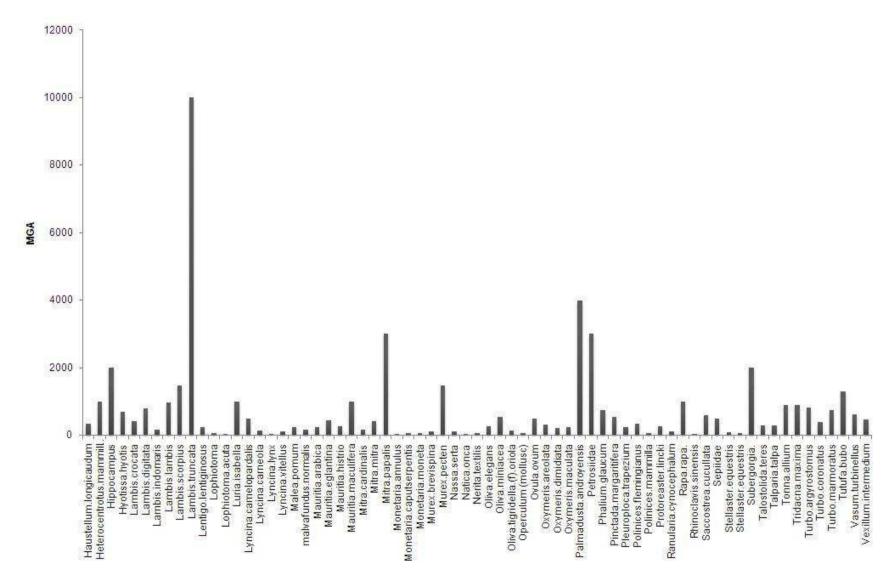


Figure 3b. Profit in Malagasy Ariary (MGA) on the sale of all curio products for Toliara, Ifaty and Mangily



**Figure 4a.** Profit in Malagasy Ariary (MGA) on the sale of all curio products for Toliara, Ifaty and Mangily; *Lyncina aurantium* and *Colubraria muricatare* (maculated Dwarf Triton, Giant False Triton) removed to assess curio products



**Figure 4b.** Profit in Malagasy Ariary (MGA) on the sale of all curio products for Toliara, Ifaty and Mangily; *Chelonia mydas* (green turtle) removed to assess curio products under 12,000 MGA

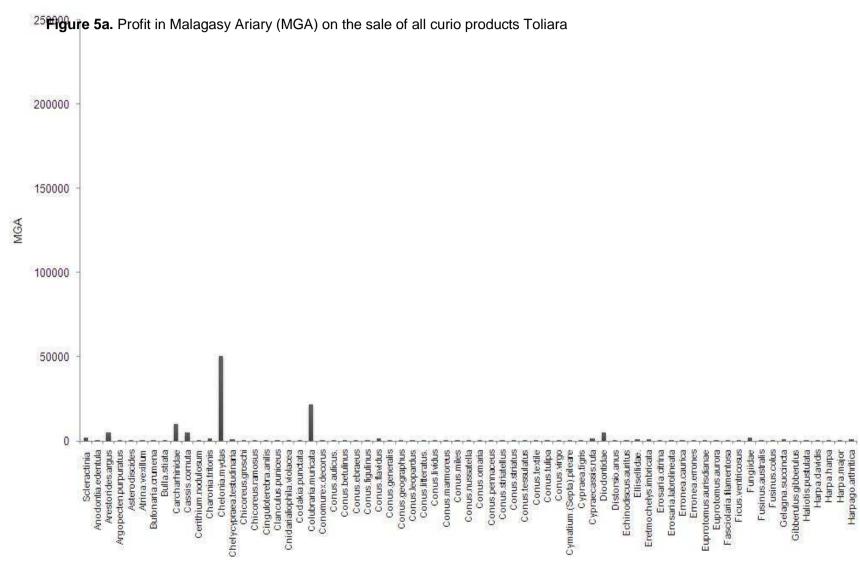
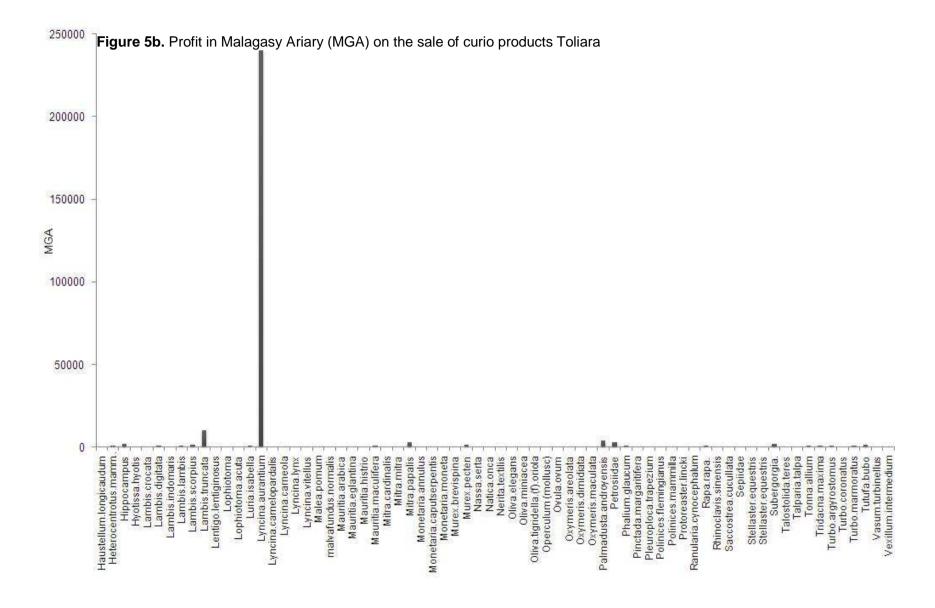
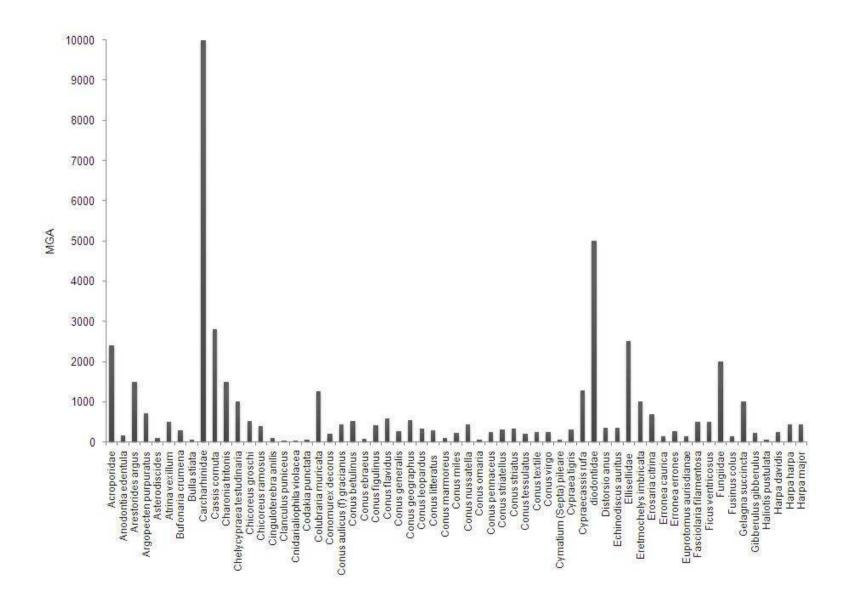
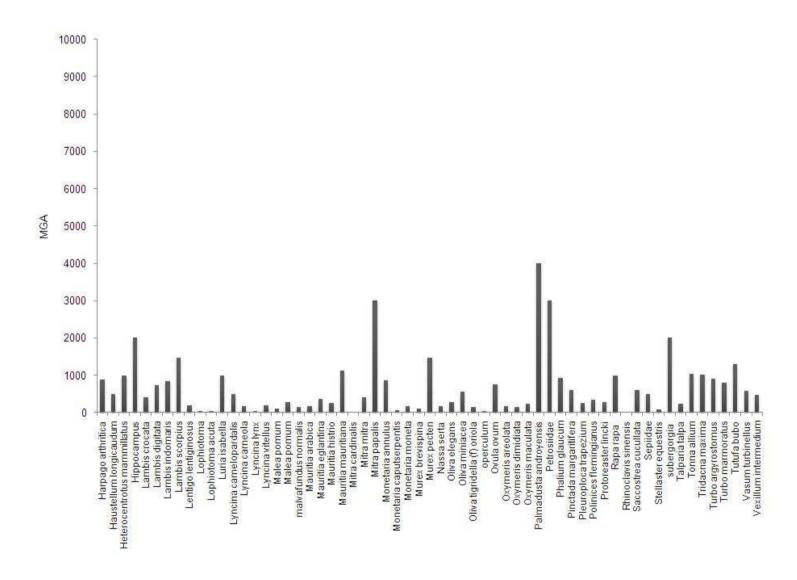


Figure 5a: Profit (MGA) on the sale of all curio products Toliara





**Figure 6a.** Profit in Malagasy Ariary (MGA) on the sale of curio products Toliara; *Lyncina aurantium* removed to assess curio products under 10,000 MGA



**Figure 6b.** Profit in (MGA) on the sale of curio products Toliara; *Chelonia mydas* (green turtle) removed to assess curio products under 10,000 MGA

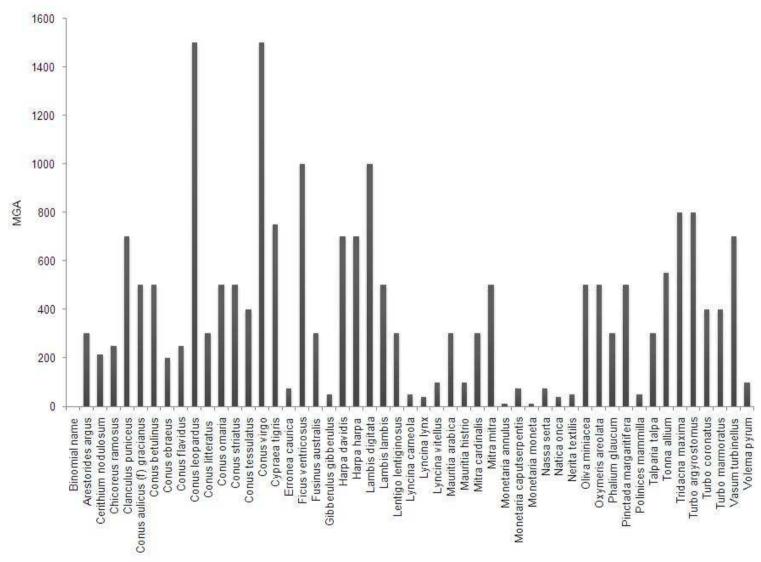


Figure 7. Profit in Malagasy Ariary (MGA) on the sale of all curio products for Ifaty

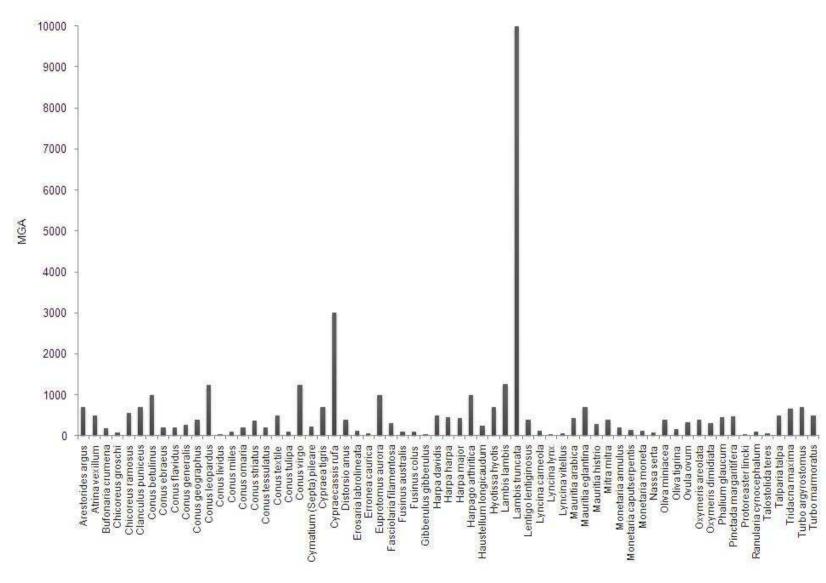


Figure 8a. Profit in Malagasy Ariary (MGA) on the sale of all curio products for Mangily

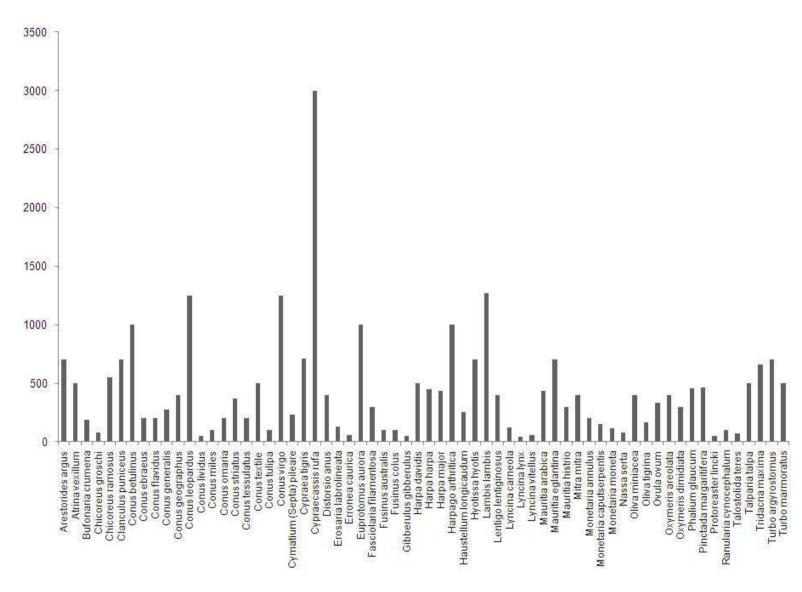
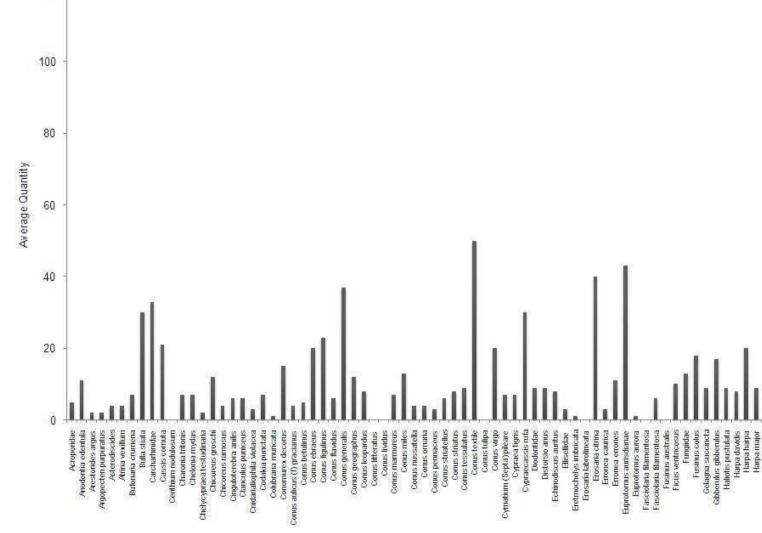


Figure 8b. Profit in Malagasy Ariary (MGA) on the sale of all curio products for Mangily

Figure 9a12Average quantity of curio specimens per species observed in the survey area of Toliara A-H



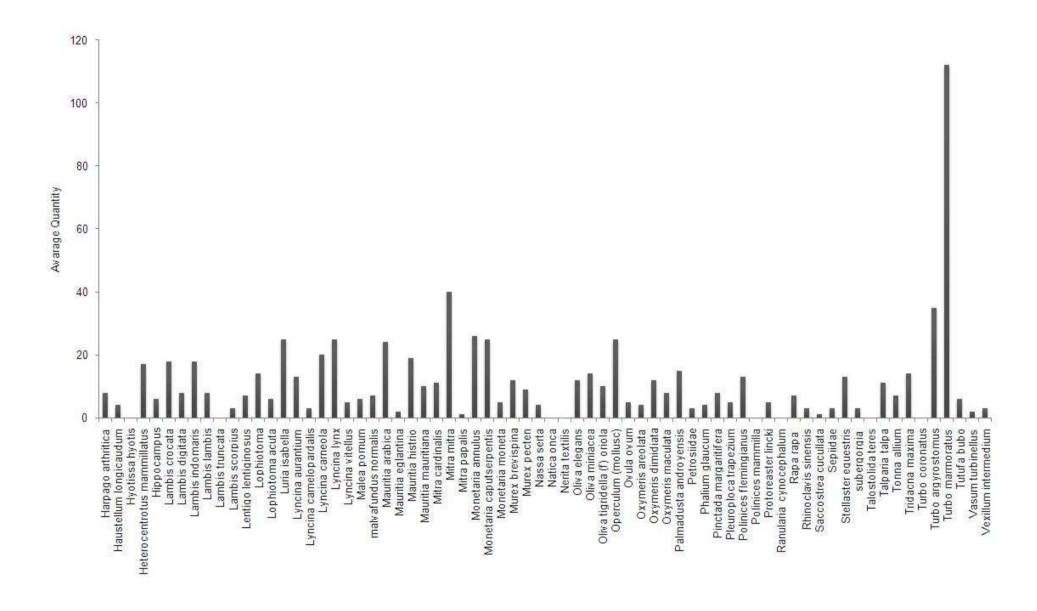


Figure 9b. Average quantity of curio specimens per species observed in the survey area of Toliara H-V

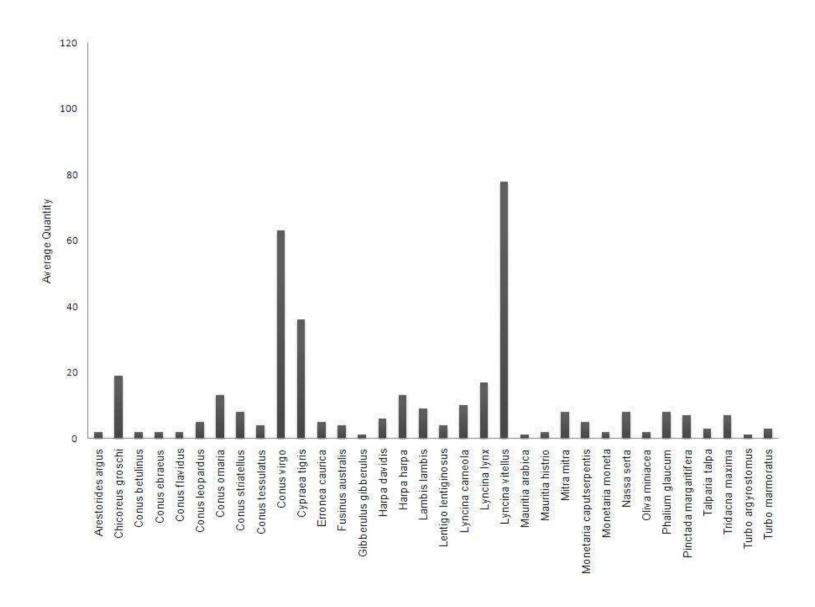


Figure 10. Average quantity of curio specimens per species observed in the survey area of Ifaty

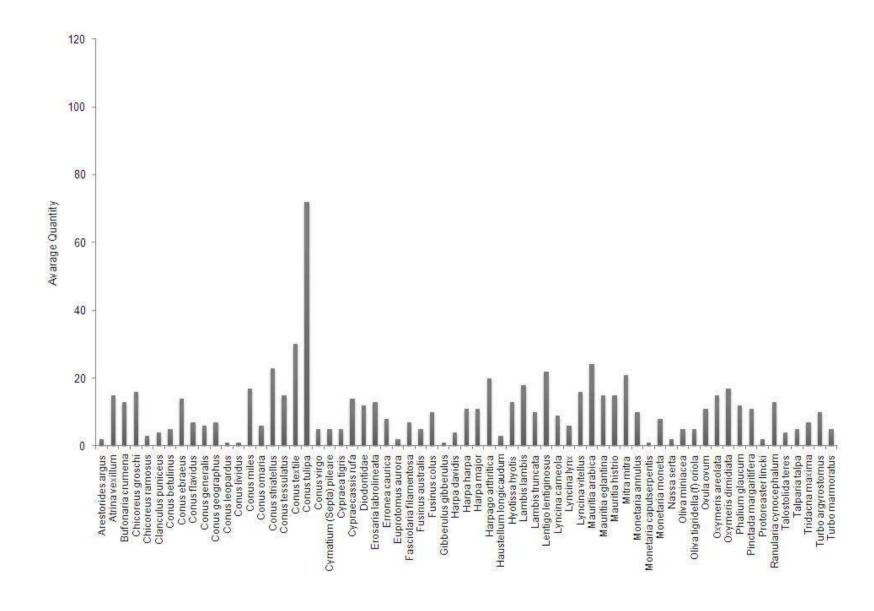
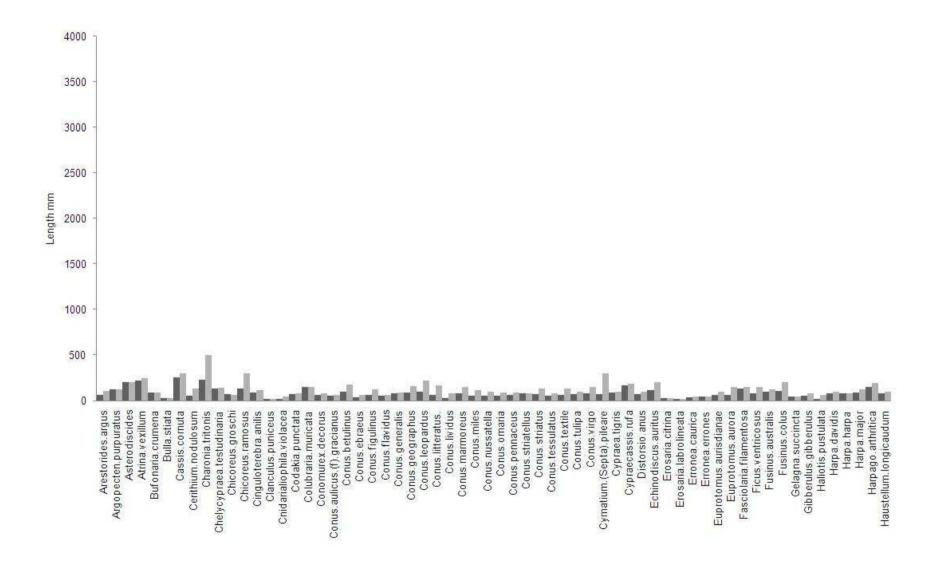


Figure 11. Average quantity of curio specimens per species observed in the survey area of Mangily

**Table 4,** Curio products with >20 specimens per species stocked by vendors in Toliara, Ifaty and Mangily

| TOLIARA                  |                             | IFATY            |                    | MANGILY              |                      |
|--------------------------|-----------------------------|------------------|--------------------|----------------------|----------------------|
| Turbo.marmoratus         | Coronate Moon Turban        | Lyncina.vitellus | Pacific Deer Cowry | Conus.tulipa         | Tulip Cone           |
| Conus.textile            | Cloth of gold cone          | Conus.virgo      | Virgin Cone        | Conus.textile        | Cloth of gold cone   |
| Euprotomus.aurisdianae   | Diana conch                 | Cypraea.tigris   | Tiger cowry        | Mauritia.arabica     | Arabian cowry        |
| Erosaria.citrina         | Lined Margin Cowry          | Nerita.textilis  | Textile nerite     | Conus.striatellus    | Striatellus Cone     |
| Mitra.mitra              | The pontifical mitre        |                  |                    | Lentigo.lentiginosus | Silver conch         |
| Conus.generalis          | General cone                |                  |                    | Mitra.mitra          | The pontifical mitre |
| Turbo.argyrostomus       | Silver-mouthed turban       |                  |                    |                      |                      |
| Carcharhinidae           | Requiem shark jaw           |                  |                    |                      |                      |
| Bulla.stiata             | Sea slug shell              |                  |                    |                      |                      |
| Cypraecassis.rufa        | Bullmouth, red helmet shell |                  |                    |                      |                      |
| Monetaria.annulus        | Ring cowry, gold ringer     |                  |                    |                      |                      |
| Luria.isabella           | Isabel's Cowry              |                  |                    |                      |                      |
| Lyncina.lynx             | Lynx Cowry, Eyed cowry      |                  |                    |                      |                      |
| Monetaria.caputserpentis | Serpent's-head cowry        |                  |                    |                      |                      |
| Operculum                | Mollusc operculum           |                  |                    |                      |                      |
| Mauritia.arabica         | Arabian cowry               |                  |                    |                      |                      |
| Conus.figulinus          | Fig cone                    |                  |                    |                      |                      |
| Cassis.cornuta           | Helmet shells               |                  |                    |                      | 35                   |



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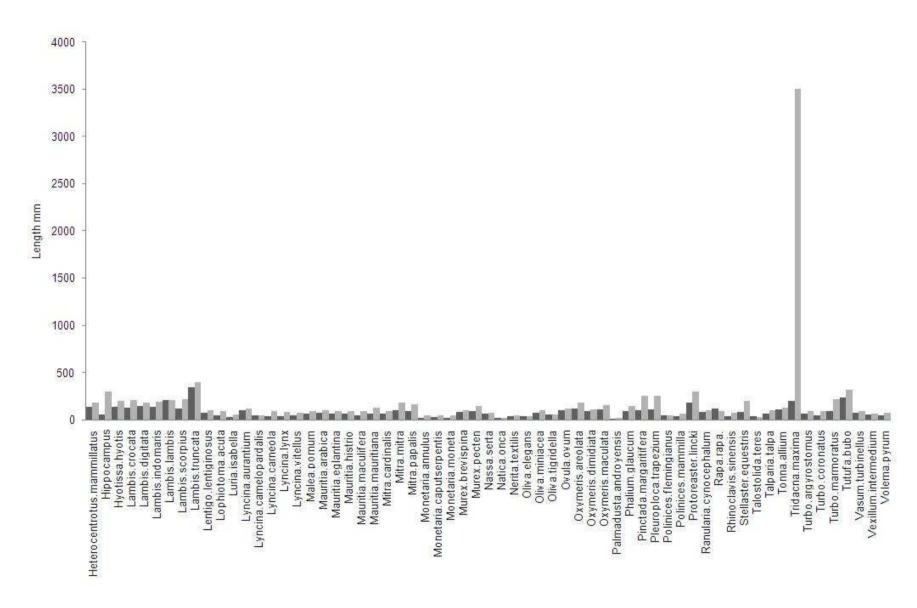
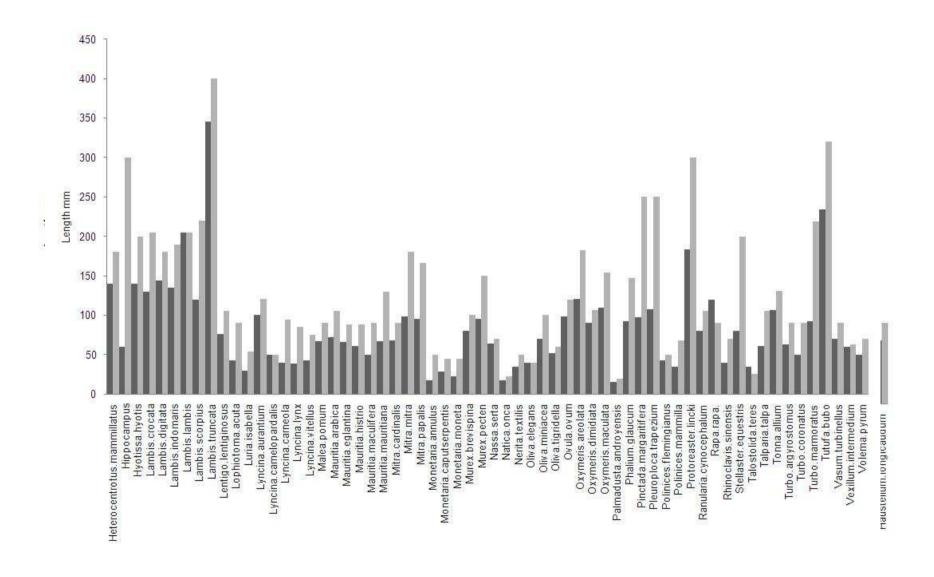


Figure 13b. Average size (mm) of measured curio products (black) and maximum size (grey) from H-V



**Figure 13a**. Average size (mm) of measured curio products (black) and maximum size (grey) from A-H with *Tridacna.maxima* removed to assess curio products under 450mm in length

**Table 5.** Curio products stocked by vendors in Toliara, Ifaty and Mangily

| TOLIARA           |                      | IFATY               |                           | MANGILY          |                          |
|-------------------|----------------------|---------------------|---------------------------|------------------|--------------------------|
| LAMBIS.LAMBIS     | SPIDER CONCH         | CERITHIUM.NODULOSUM | GIANT KNOBBED CERITH      | MAURITIA.HISTRIO | HARLEQUIN COWRY          |
| CYPRAEA.TIGRIS    | TIGER COWRY          | TURBO.MARMORATUS    | GREAT GREEN TURBAN        | CYPRAEA.TIGRIS   | TIGER COWRY              |
| CONUS.BETULINUS   | BEECH CONE           | LYNCINA.LYNX        | LYNX COWRY, EYED COWRY    | LYNCINA.LYNX     | EYED COWRY               |
| TURBO.MARMORATUS  | GREAT GREEN TURBAN   | CONUS.EBRAEUS       | BLACK-AND-WHITE CONE      | LAMBIS.LAMBIS    | SPIDER CONCH             |
| OLIVA.MINIACEA    | PACIFIC COMMON OLIVE | TRIDACNA.MAXIMA     | SILVER-MOUTHED TURBAN     | HARPA.MAJOR      | MAJOR HARP               |
| CONUS.TEXTILE     | CLOTH OF GOLD CONE   | CHICOREUS.GROSCHI   | ROCK SNAILS               | LYNCINA.CARNEOLA | CARNELIAN COWRY          |
| CONUS.GEOGRAPHUS  | GEOGRAPHY CONE       | TALPARIA.TALPA      | CHOCOLATE BANDED<br>COWRY | PHALIUM.GLAUCUM  | GREY BONNET              |
| CONUS.STRIATUS    | STRIATED CONE        | CONUS.TESSULATUS    | TESSELLATE CONE           | CONUS.BETULINUS  | BEECH CONE               |
| HARPA.HARPA       | TRUE HARP            | HARPA.DAVIDIS       | MADRAS HARP               | HARPA.HARPA      | TRUE HARP                |
| HARPA.MAJOR       | MAJOR HARP           | CONUS.LEOPARDUS     | LEOPARD CONE              | TRIDACNA.MAXIMA  | SILVER-MOUTHED<br>TURBAN |
| CONUS.TESSULATUS  | TESSELLATE CONE      | CYPRAEA.TIGRIS      | TIGER COWRY               | HARPA.DAVIDIS    | MADRAS HARP              |
| LYNCINA.CARNEOLA  | CARNELIAN COWRY      | TONNA.ALLIUM        | COSTATE TUN               | CONUS.GENERALIS  | GENERAL CONE             |
| MAURITIA.HISTRIO  | HARLEQUIN COWRY,     | CONUS.STRIATELLUS   | STRIATELLUS CONE          | ERRONEA.CAURICA  | THICK-EDGED COWRY        |
| CYPRAECASSIS.RUFA | BULLMOUTH            | CONUS.FLAVIDUS      | YELLOW PACIFIC CONE       | LYNCINA.VITELLUS | PACIFIC DEER COWRY       |

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