



NEW CARNIVOROUS PLANT PUBLICATION & CONSERVATION PROJECT



Dear Carnivorous Plant Enthusiast,

As hobbyists we are all aware of the imminent threats facing the majority of carnivorous plants distributed across our world. Several genera are listed in *CITES Appendix II* and thereby considered potentially threatened with extinction. More worryingly at least a dozen species are individually included under *CITES Appendix I* and therefore imminently imperiled. Perhaps the most disturbing example is that of *Sarracenia*, in the Southeastern United States, where at least 98% of the original wetland habitat has already been destroyed and alarmingly even the last, remnant patches continue to be under siege.



It is clear that the current rate of environmental destruction and loss of biodiversity is unsustainable. The risk of extinction of dozens of carnivorous plants species in the wild will loom ever greater in the coming decades. The disappearance of these extraordinary and spectacular plants from natural areas is a tragedy that we cannot allow to take place.



Over the course of the past six years, I have undertaken the task of observing and documenting the diversity and ecology of all known carnivorous plant genera in their wild habitats. During 2006 and 2007, five new books will be released that document the remarkable multiplicity and beauty of carnivorous plants focusing in particular on lesser known and imperiled species. Each book is designed to provide a useful account of ecology and diversity as a conservation resource and also as a valuable and visually spectacular introduction that will interest and benefit horticulturalists.



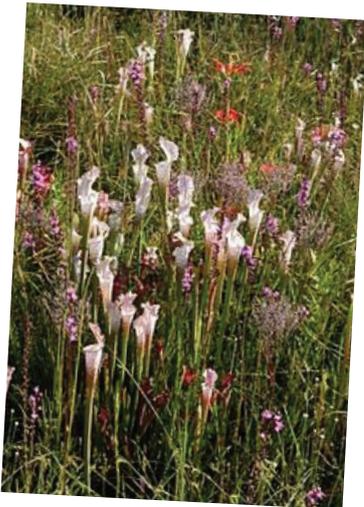
I will sell copies of each title personally through my online company Redfern Natural History Productions and donate profits to purchase carnivorous plant habitat that will be donated for sustainable management and permanent protection. My goal is to set up a substantial multi-acre carnivorous plant preserve in the south east of the United States of America within two years - to provide a future for some of the most imperiled species of *Sarracenia*, *Drosera*, *Utricularia* and *Pinguicula*.

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The first book to be released is *Pitcher Plants of the Americas* – an uniquely detailed study of the natural diversity and wild ecology of the American pitcher plants (*Brocchinia*, *Catopsis*, *Darlingtonia*, *Heliophora*, and *Sarracenia*). This work intended to be the most substantive and up to date overview of the world's largest and most spectacular group of carnivorous plants which occur across the most barren and least explored areas of the American continents. Enhanced through the use of over 200 spectacular colour images, *Pitcher Plants of the Americas* represents the first complete overview of the systematics, biology, ecology, biogeography, conservation, and horticulture of the five genera of American pitcher plants as well as the most extensive photographic record of this remarkable and very beautiful group of plants. All currently known forms and varieties of each species is described and examined in detail, in many cases for the very first time.



The introductory chapters of this work outline the taxonomic content and groupings (by trapping methods) of carnivorous plants and briefly review the taxonomy, biology, evolutionary history, and biogeography of the American pitcher plants. The following five chapters are devoted to individual genera of the American pitcher plants and examine in detail the anatomy, habitat, ecology, trapping process, and distribution of each genus and each member species as well as many naturally occurring hybrids and selected cultivars. The concluding chapters summarize the current conservational status of each family of American pitcher plants in terms of the nature and extent of habitat loss and the resulting threat of extinction and the study closes by considering the various successful conservation approaches and initiatives which are helping to secure a bright future for these rare plants.



If you would like to obtain a copy of this book and would like to actively support the conservation of carnivorous plants and their habitats, I warmly invite you to visit www.redfernnaturalhistory.com or email me personally at stewart.mcpherson@redfernnaturalhistory.com

As this project generates profit, I will prepare more information and updates and eventually create a report of the Preserve that will be established.

Thank you for your time,

Stewart McPherson

Absolutely no carnivorous plants at all or any other wildlife were deliberately harmed during the production of these books.