

 **African Hunting Gazette** shared a link.
April 11

To Jerome.
I just want to give you my two cents worth.
I believe that the insert regarding Jeffery Lendrum is in poor taste and smacks of something more than just a report.
Firstly I don't think it has anything to do with The African Hunting Gazette as he is not an owner and does not run the magazine he merely works as an employee at the company. Yes he did do a serious crime of that I have no doubt and yes he has been punished for it. This is inflammatory and really not good for our industry as the Hunting Gazette is a very fine and professional publication run by professional people that do a tremendous amount of good for hunting and conservation.
Secondly the show mentioned in the article is hardly struggling. I personally attended the show and it was very professionally run and I took three very good bookings from it.
Please in future think before publishing such articles as it is only defacing your publication and the industry in general.
Thirdly please remove me from your mailing list I can't be bothered reading such rubbish.
Regards.

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 Andrew Bezuidenhout, Clinton Redman, Jeffrey Lendrum and 8 others like this.

 **Tokkie Mostert** I disagree, a well know and respected Publication that stands for everything ethical (supposedly) and protection of wildlife, any form, should clearly understand that they will be measured by their own yard stick! If the yard stick happens to include convicted poachers then their stand on ethics is some what skewed! Then by all means the Outfitters/PH's that have been caught dealing in Rhino horn and continue their hunting related business have wronged no one either? He is no better than any other poacher! Jerome may have approached the situation wrong, but the truth is the truth. If this is what ASG defines as acceptable, I ponder the true drive behind the publication.....
April 11 at 3:35am via mobile ·  1

 **Craig Hunt** Surely if some one is punished for a crime and then spends their life working for and with wild life this is all any one can ask for 😊
April 11 at 3:40am ·  1

 **Rayno Egner** Agreed Craig! Well said James Quin
April 11 at 5:14am

 **Mike Ross** Hey Rhino man what is this all about?
April 11 at 5:31am

 **Michael Kwast** Instead of attacking fellow hunters (even if it is correct), we all need to ban together and start educating the public who are totally uninformed about hunting and sustainable use. The odds are stacked against us, and anti hunting groups use the infighting as ammunition. Look at sites and groups like this one:
<https://www.facebook.com/pages/STOP-Trophy-Hunting-NOW/136918922995288> We need to start a positive public outreach world wide NOW or we won't have fellow hunters to complain about!

STOP Trophy Hunting NOW
 The shooting of wild or captive endangered creatures for pleasure and trophy is ... [See More](#)
Page: 20,155 like this

April 11 at 6:14am

 **Michael Kwast** All of you writers need to spend your time and talent figuring out how to communicate to the ignorant public and make hunting acceptable and valued!
April 11 at 6:18am ·  2

 **Skip Berry** I am just wondering why anybody would trust the reviews done by somebody that will do anything for \$\$\$ How hard would it be to get rave reviews if somebody slips a reviewer known to do anything for a buck some cash? How much does a great review from Jeffery cost? What is the going rate?
April 11 at 1:13pm · Edited

 **African Hunting Gazette**
April 11

Please see the unauthorised post by africanhunting.com below and the response from Richard Lendrum. This is an event that happened in 2010 and there has been no hiding of information. Clients who have had their concerns that addressed them directly

From: "AfricaHunting.com" <info@africahunting.com>
Date: April 10, 2013 3:30:36 AM CDT

Subject: HUNTING
Reply-To: info@africahunting.com

Hi,

Here are a few links to check out on Africahunting.com!

- JeffreyLendrum of African Hunting Gazette convicted wildlife smuggler

Cheers,
Jerome, Founder of AfricaHunting.com

Jeffrey Lendrum of African Hunting Gazette convicted wildlife smuggler

Jeffrey Lendrum, who is running the African Hunting Gazette magazine "Visited & Verified" program for hunting outfitters, and the brother of Richard Lendrum of Future Publishing (Pty) Ltd, owner of the African Hunting Gazette magazine and the struggling African Hunting EXPO has been repeatedly convicted of smuggling endangered wildlife and sentenced to 30 months in prison for his most recent offense.

He was first convicted in Zimbabwe in 1984, then again in Canada in 2002 and most recently in the UK in 2010. Jeff Lendrum was called "the highest level of wildlife criminal" by the investigating officer from the National Wildlife Crime Unit in the UK.

Read the full news articles at the following links:

- BBC News England: Egg smuggler was 'wildlife criminal'
- EXPRESS: Bird egg snatcher gets jail term

Jeffrey Lendrum of African Hunting Gazette convicted wildlife smuggler

Jeffrey Lendrum, who is running the African Hunting Gazette magazine "Visited & Verified" program for hunting outfitters, and the brother of Richard Lendrum of Future Publishing (Pty) Ltd, owner of the African Hunting Gazette magazine and the struggling African Hunting EXPO has been repeatedly convicted of smuggling endangered wildlife and sentenced to 30 months in prison for his most recent offense.

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Like · Comment

 Peter Johnstone, Sherrill Philip Neese, Hunting & Fishing Tracks and 2 others like this.

 **Christopher Burton** Do people know the true story of this man. Get your facts 100% before you start throwing allegations.
April 13 at 6:01am via mobile ·  2

 **Skip Berry** What are the true facts we don't know about beyond him making hundreds of thousands of dollars raping endangered species? Please, somebody justify his actions for me....
April 13 at 4:54pm

 **Craig Hunt** hundreds of thousands there is the first non fact, Peregrines should have been taken off the endangered species list years ago before there are no song birds left in U/K and quite frankly moving a species to another country is probably beneficial to any species they can be re-bred and moved back to the country of origin if there was ever a need, ps He never killed any of them 😊
April 13 at 9:51pm

 **Craig Hunt** Media and morons persecuted him not all facts
April 13 at 9:52pm

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Hi Brooke, Jerome, NAPHA and PHASA

Brooke, thanks for passing this on.
Jerome, it has been a while since we last made contact, which was in Reno at SCI a few years back! Hope you are well. As the founder (and Editor) of Africahunting.com (and also Namibia Hunting Safaris), could I ask in future, for a standard Editorial 'right of reply' BEFORE you allow something to be published on your site, anonymously, it would be most appreciated.
Kai-Uwe and Adri, you are being copied in as head of your associations.

Anyway, the fact is this that Jeff was convicted of smuggling eggs in 2010, and served his time in England. The international wildlife Agency TRAFFIC, major environmental NGOs here in southern Africa with whom we currently work, all know about this.
Furthermore, the major news broadcasters, CNN, BBC, Sky News etc., all covered the case extensively back in 2010 when the story broke. There is also much on this subject on the web.
Many clients of mine in the AHG know about this and have indeed discussed this with Jeff and or me. If anyone wants more information, they have been and are - free to ask. Jeff is undertaking an administrative role in visiting the outfitters across Africa and has no ownership of the company or the program.

It is disappointing the depths a disgruntled ex-employee will go to in order to try and discredit me and my company.

Best regards

Richard Lendrum

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 Jeffrey Lendrum, Lesley Hunt, Clinton Redman and 4 others like this.

 **David Little** It often surprises be how low embittered ex-employees will go! Shameful, indeed. Puts me in mind of the shrill lunacy exhibited by ex- (or about to be ex-) wives. Sad, if it weren't so hurtful. And it makes those around feel uncomfortable.
April 11 at 1:56am via mobile ·  1