Wildlife as Canon Sees It

Picky? Not at all. The sambar deer’s diet encompasses many varieties of plant, over 100 in India alone. This is one key to the deer’s great adaptability, allowing it to live in a wide range of habitats at varying elevations. Depending on where it is, it may stick to foraging in small family groups or congregate in numbers of up to 100. But populations have been in serious decline in recent years due to habitat loss, over-hunting and poaching. This decline is a huge problem not only for the deer, but also for the tiger that depends on it as prey. Deer eats plant; tiger eats deer. But how much longer will this natural cycle last? As we see it, we can help make the world a better place. Raising awareness of endangered species is just one of the ways we at Canon are taking action—for the good of the planet we call home. Visit canon.com/environment to learn more.